



INDUSTRY OVERVIEW

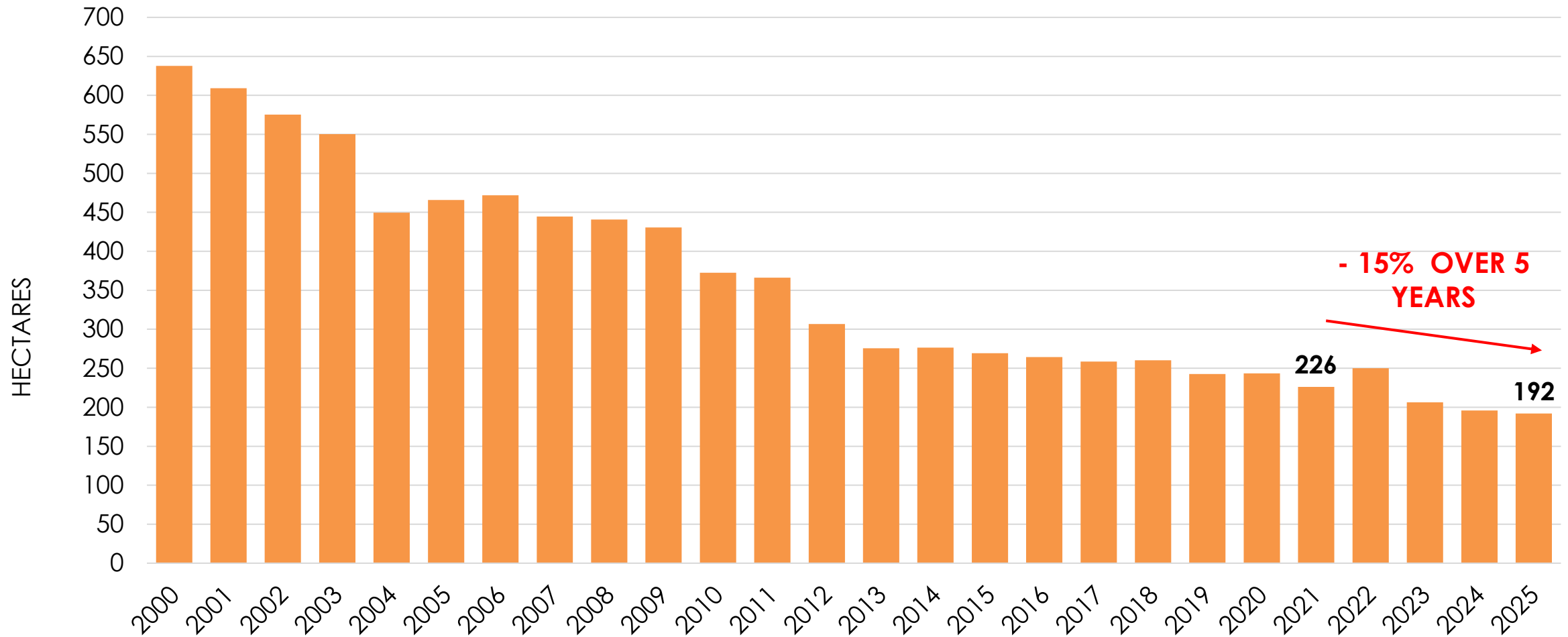
IPA SOUTH AFRICA

MAY 2026

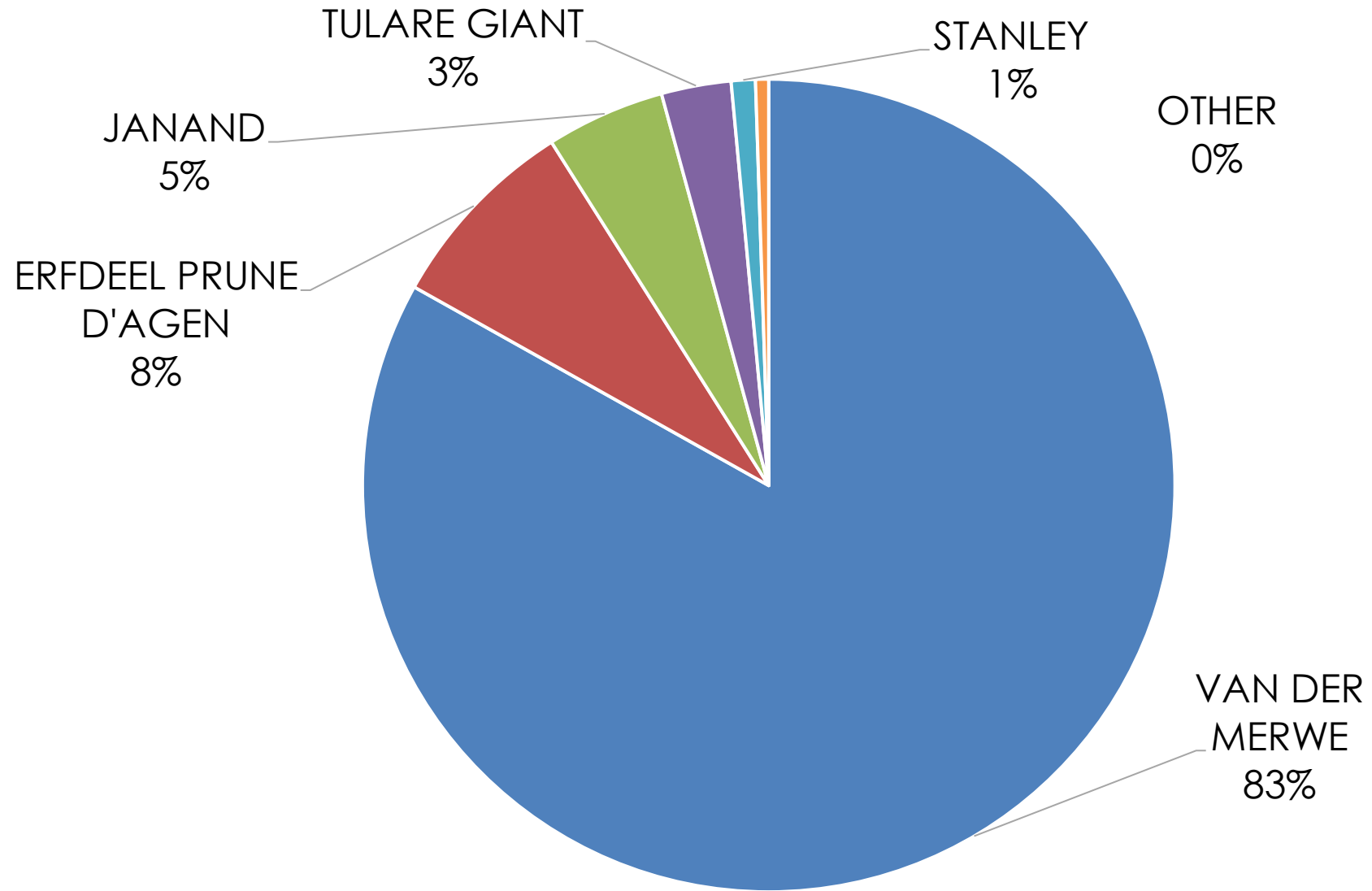
CHARL HERBST



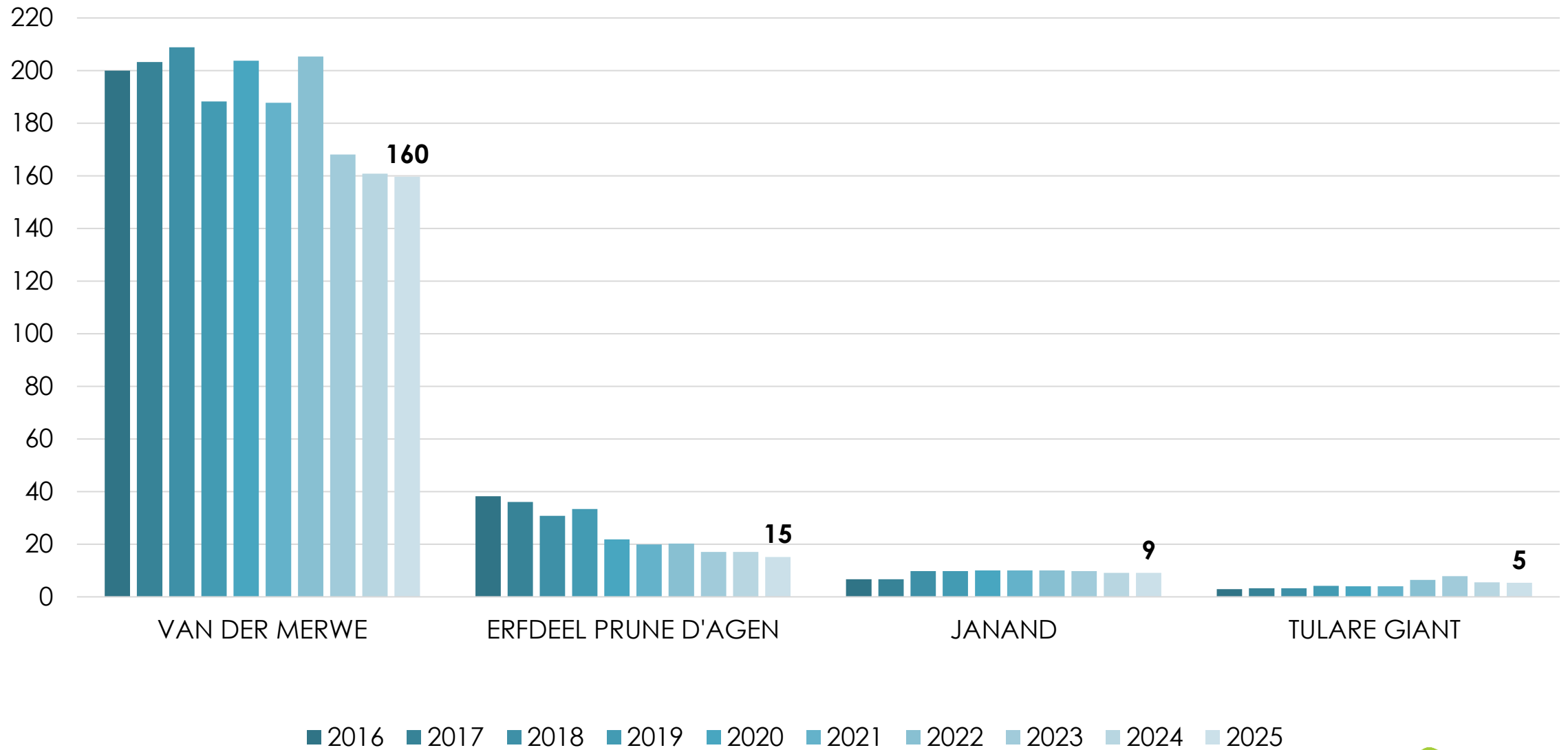
PRUNES: HECTARES



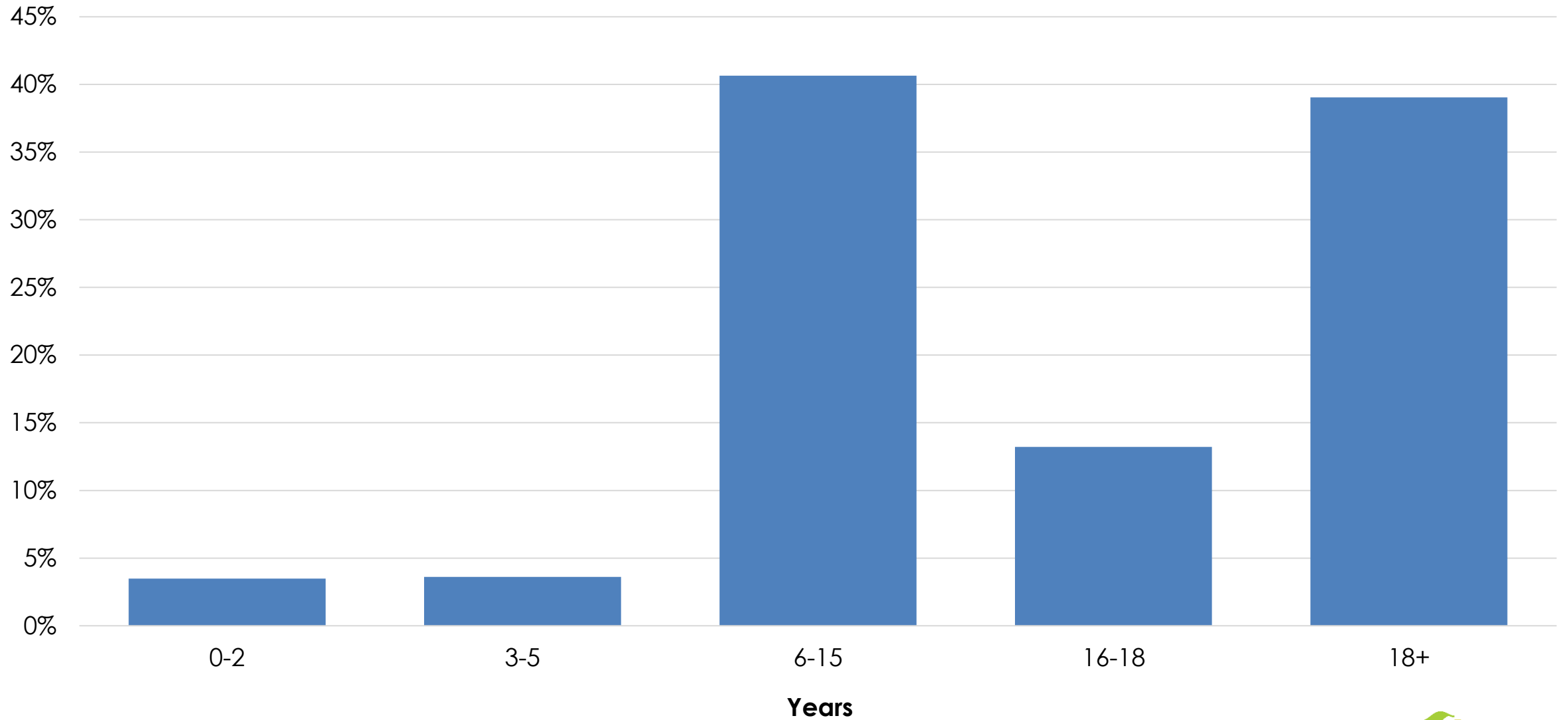
CULTIVAR DISTRIBUTION



CULTIVAR HECTARE TRENDS



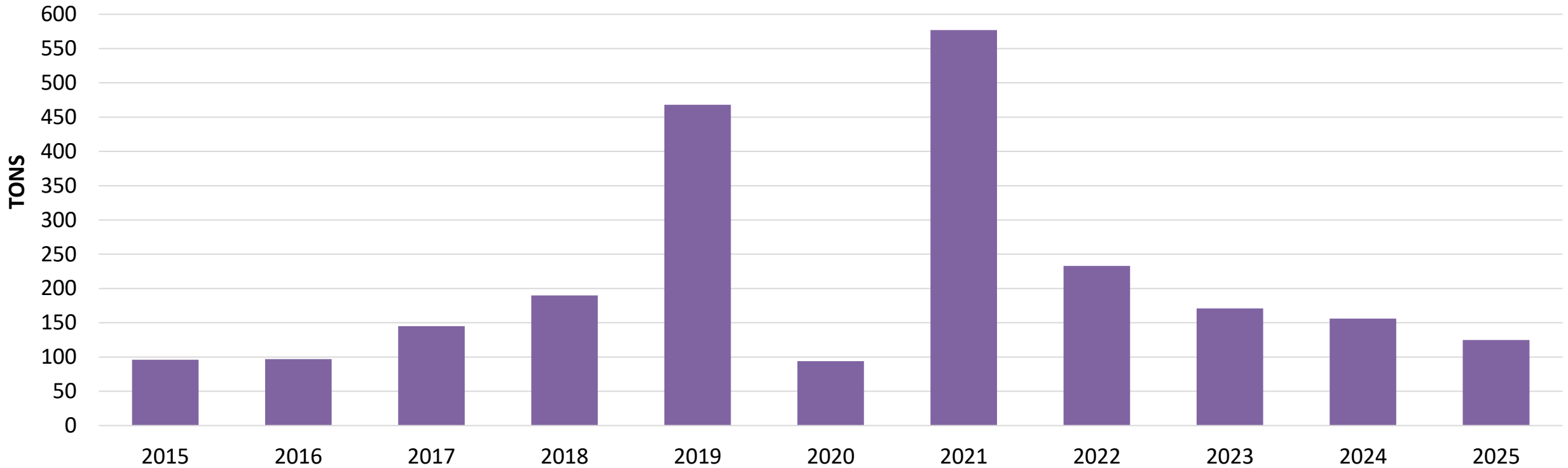
ORCHARD AGE DISTRIBUTION



DRIED TREE PRODUCTION

FRUIT KIND	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Apples	316	18	217	308	192	188	102	130	111	79	177
Pears	1 964	1 578	1 901	1 136	861	890	1 081	1 236	1 252	1 369	1 620
Apricots	1 661	1 203	1 359	1 705	1 488	1 299	1 358	1 086	844	1 017	1 330
Peaches	2 217	2 296	2 252	2 151	2 101	2 252	2 265	2 182	1 964	1 621	2 371
Nectarines	135	133	149	95	95	84	90	76	93	56	115
Prunes	689	638	632	815	117	244	642	662	671	316	559
TOTAL TONS	6 983	5 866	6 510	6 210	4 854	4 957	5 539	5 371	4 934	4 458	6 172
% CHANGE (Y-O-Y)	43%	-16%	11%	-5%	-22%	2%	12%	-3%	-8%	-10%	38%

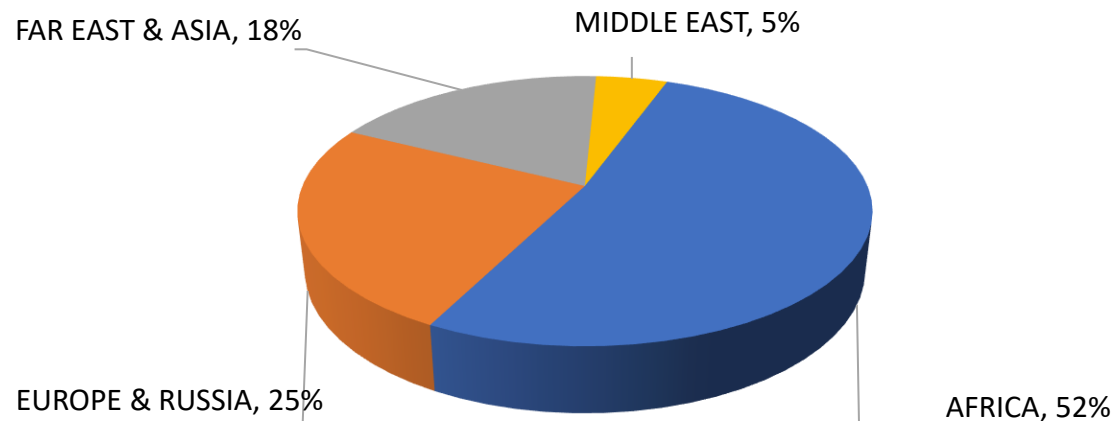
SA DRIED PRUNE EXPORTS - TONS



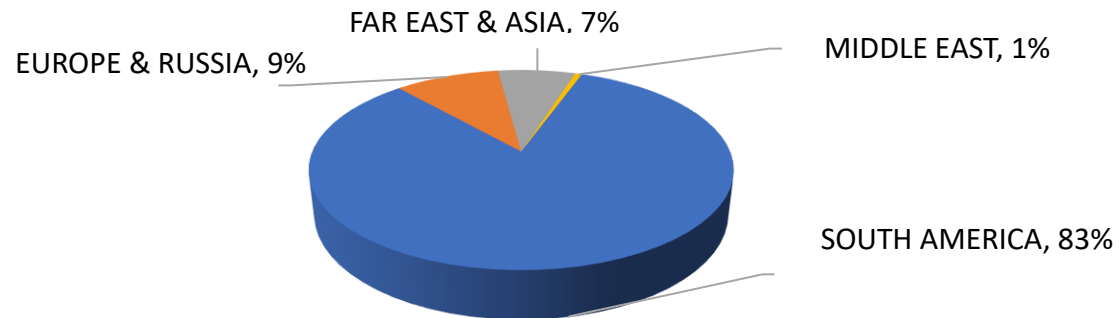
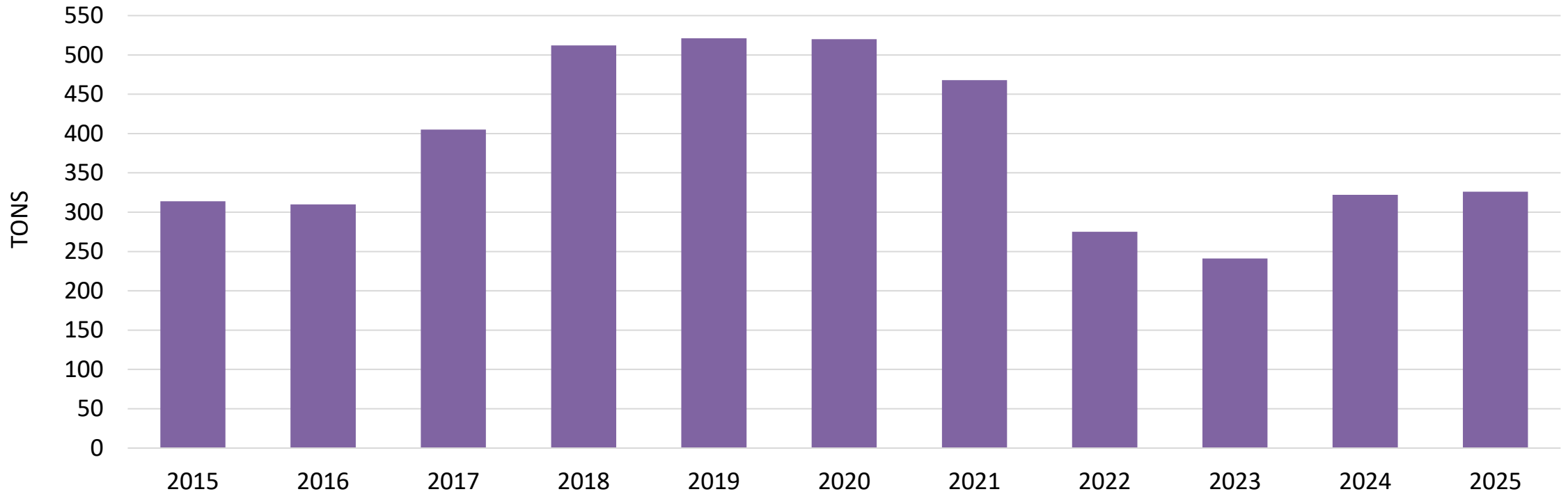
SA'S Top Exporting countries:

- Botswana
- Malaysia
- Germany

Source: Trademaps



SA DRIED PRUNE IMPORTS - TONS



Source: Trademaps

WORLD DRIED PRUNE EXPORTERS

WORLD PRUNE EXPORTERS (TONS)			
RANK	COUNTRY	2019	2024
1	Chile	65 274	84 741
2	Uzbekistan	12 799	27 662
3	Argentina	20 903	27 319
4	United States of America	31 707	24 484
5	France	16 148	15 133
6	Moldova, Republic of	7 390	10 837
7	Iran, Islamic Republic of	7967	8446
8	Spain	9597	8413
9	Afghanistan	558	5214
10	Serbia	3653	3800
39	South Africa	472	156
	REST OF THE WORLD	23 810	20 629
	TOTAL	200 278	236 833

Source: Trademaps

WORLD DRIED PRUNE IMPORTERS

WORLD PRUNE IMPORTERS (TONS)			
RANK	COUNTRY	2019	2024
1	China	9 080	34 902
2	Chile	3 271	11 536
3	Brazil	11 633	11 001
4	Poland	8 499	10 010
5	Russian Federation	18 354	9 977
6	United States of America	2 423	9 932
7	Pakistan	1 821	9 901
8	Mexico	8 793	9 746
9	Italy	8 288	8 331
10	Spain	7 157	8 083
66	South Africa	521	322
	REST OF THE WORLD	102 913	100 257
	TOTAL	182 756	223 998

Source: Trademaps



SUMMARY

1. Increase production but retain quality = Productivity
2. Manage your costs
 - Efficiencies (more output & less input) = cannot MEASURE what you do not know
 - Use of resources (land, water, capital) = ROI
3. Price (Rand/ton & Rand/ha) – very vulnerable to exchange rate fluctuations (input & price & import level)
4. Markets (domestic consumption vs exports) = consumer preferences (pitted)
5. Understand your competition = fresh & other fruits

THANK YOU