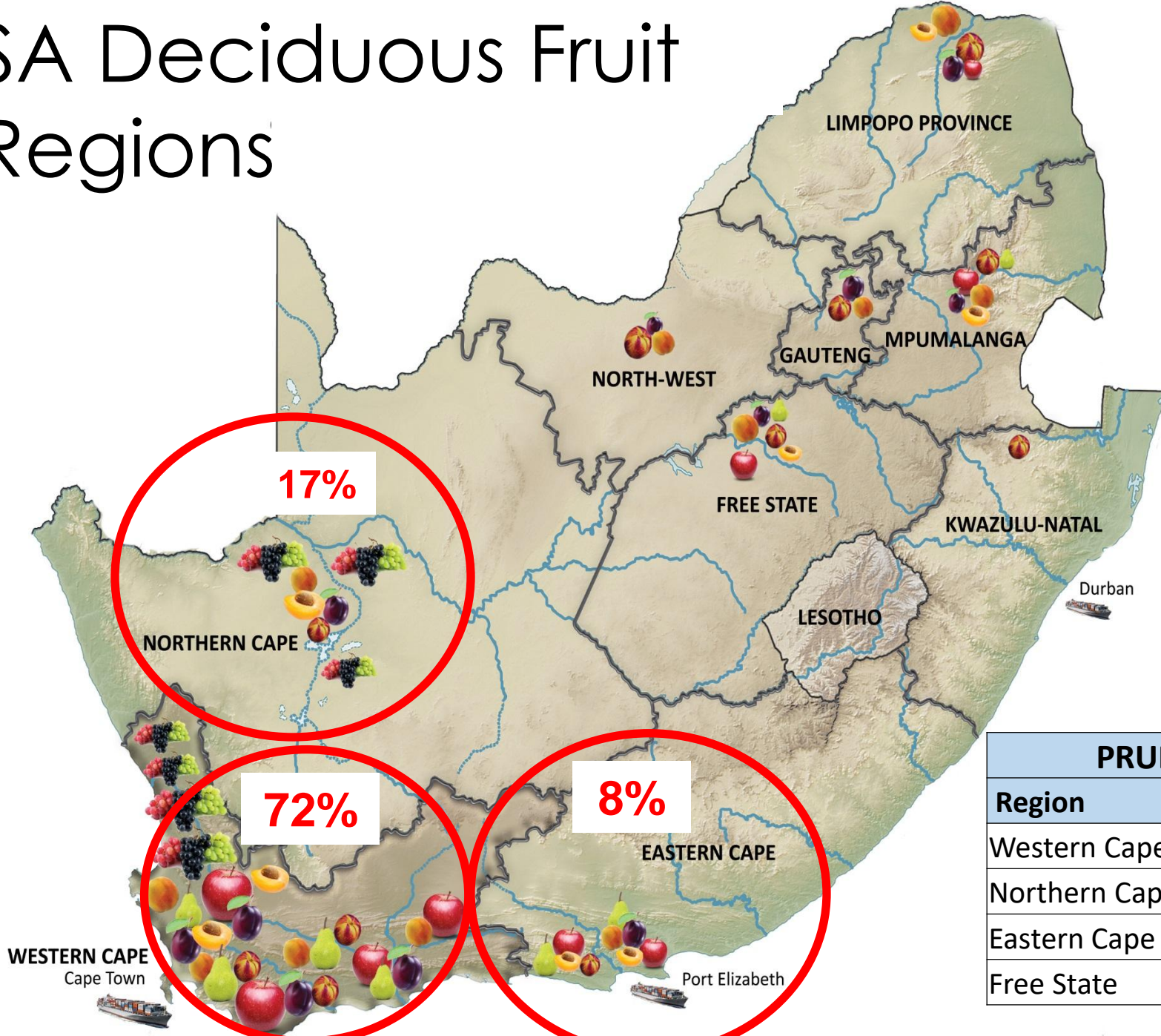




South African Prune Overview IPA, November 2016

Dappie Smit
General Manager: Dried Fruit Technical Services
+27 (0)82 781 2192

SA Deciduous Fruit Regions

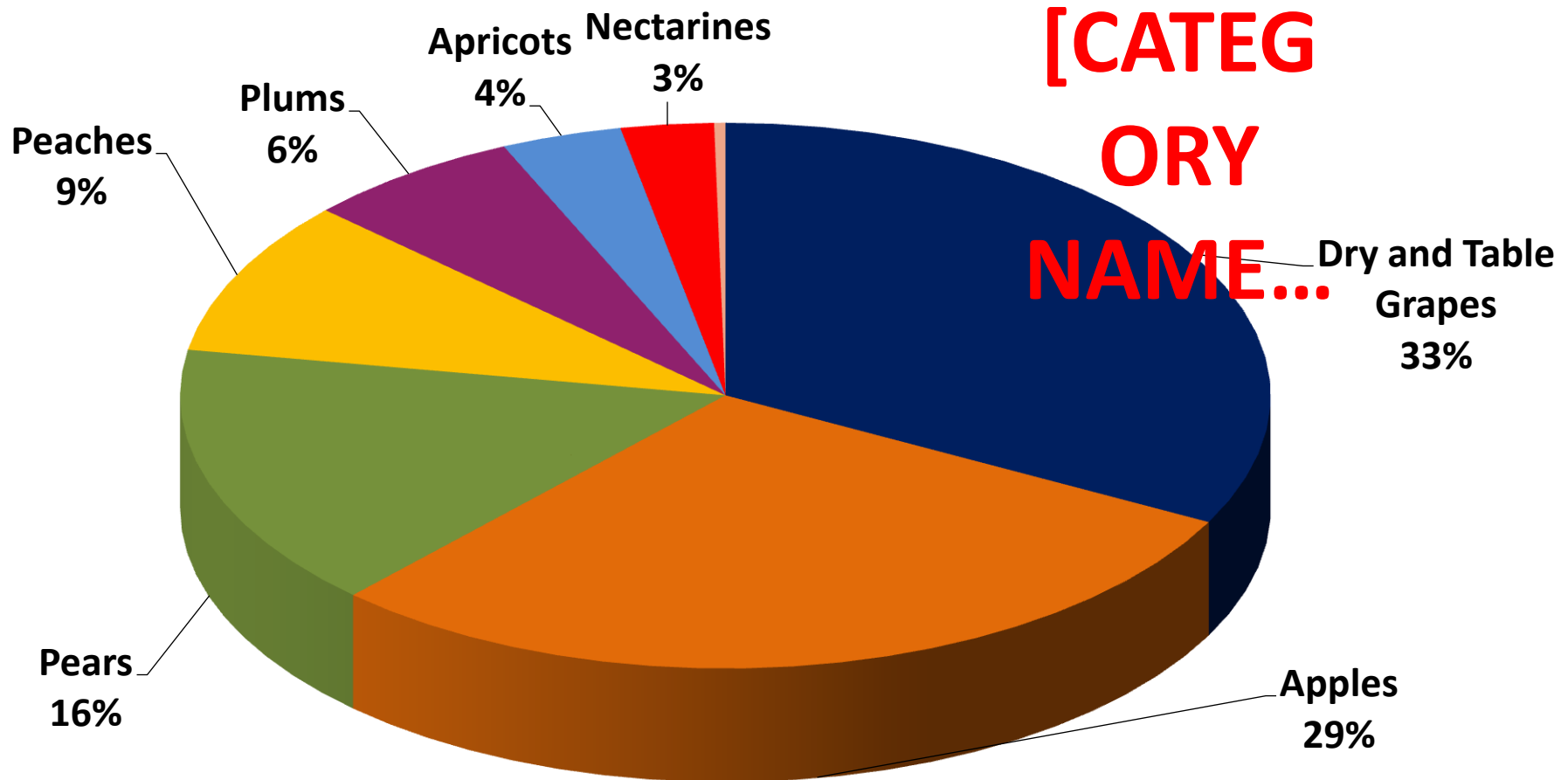


PRUNES	
Region	%
Western Cape	0.31%
Northern Cape	0.01%
Eastern Cape	0.01%
Free State	0.003%





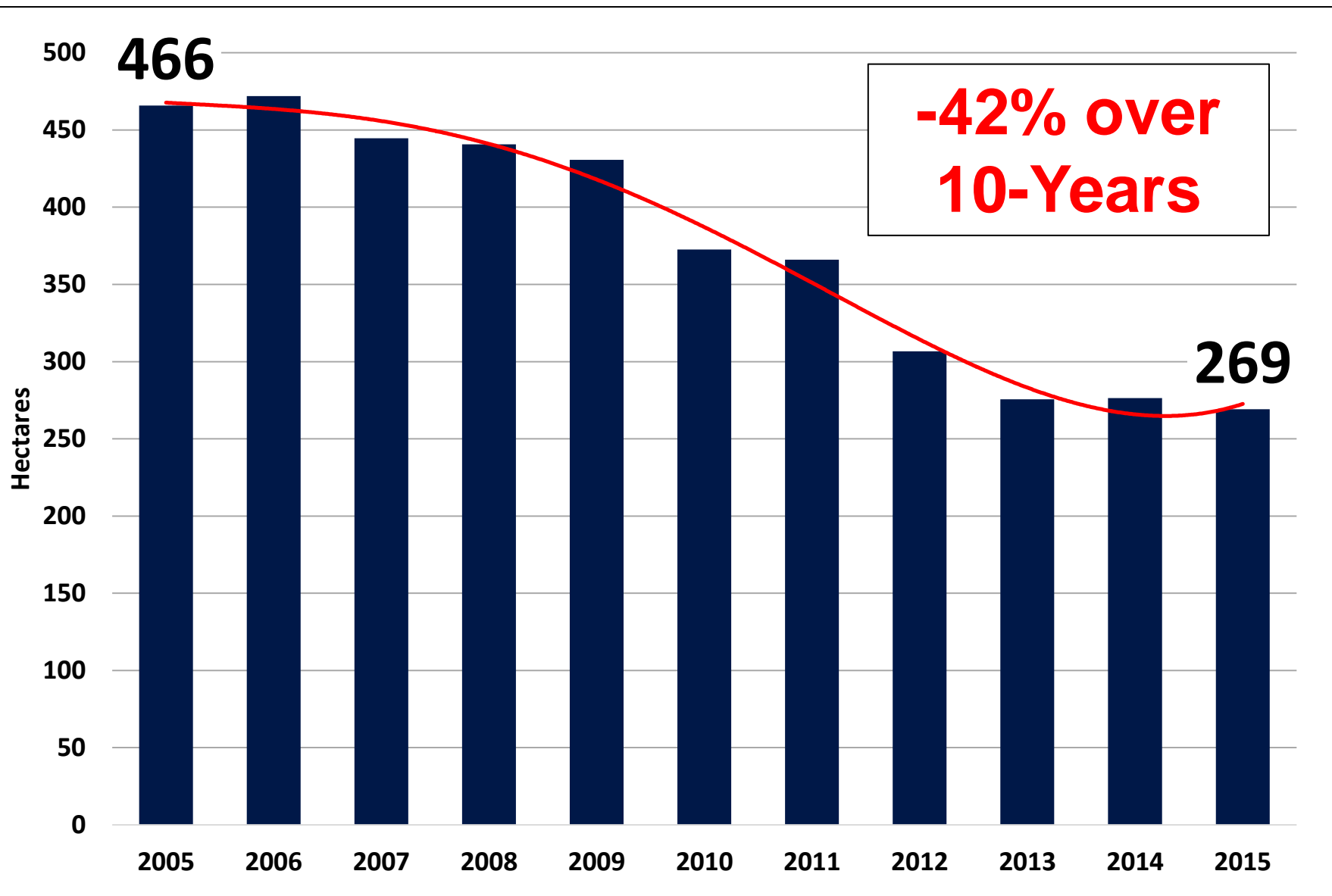
Total Area Planted (80 740 hectares)



- Pome fruit = 36 322 hectares (45%)
- Stone fruit = 18 025 hectares (22%)
- Grapes (Dry and Table Grapes) = 26 391 hectares (33%)



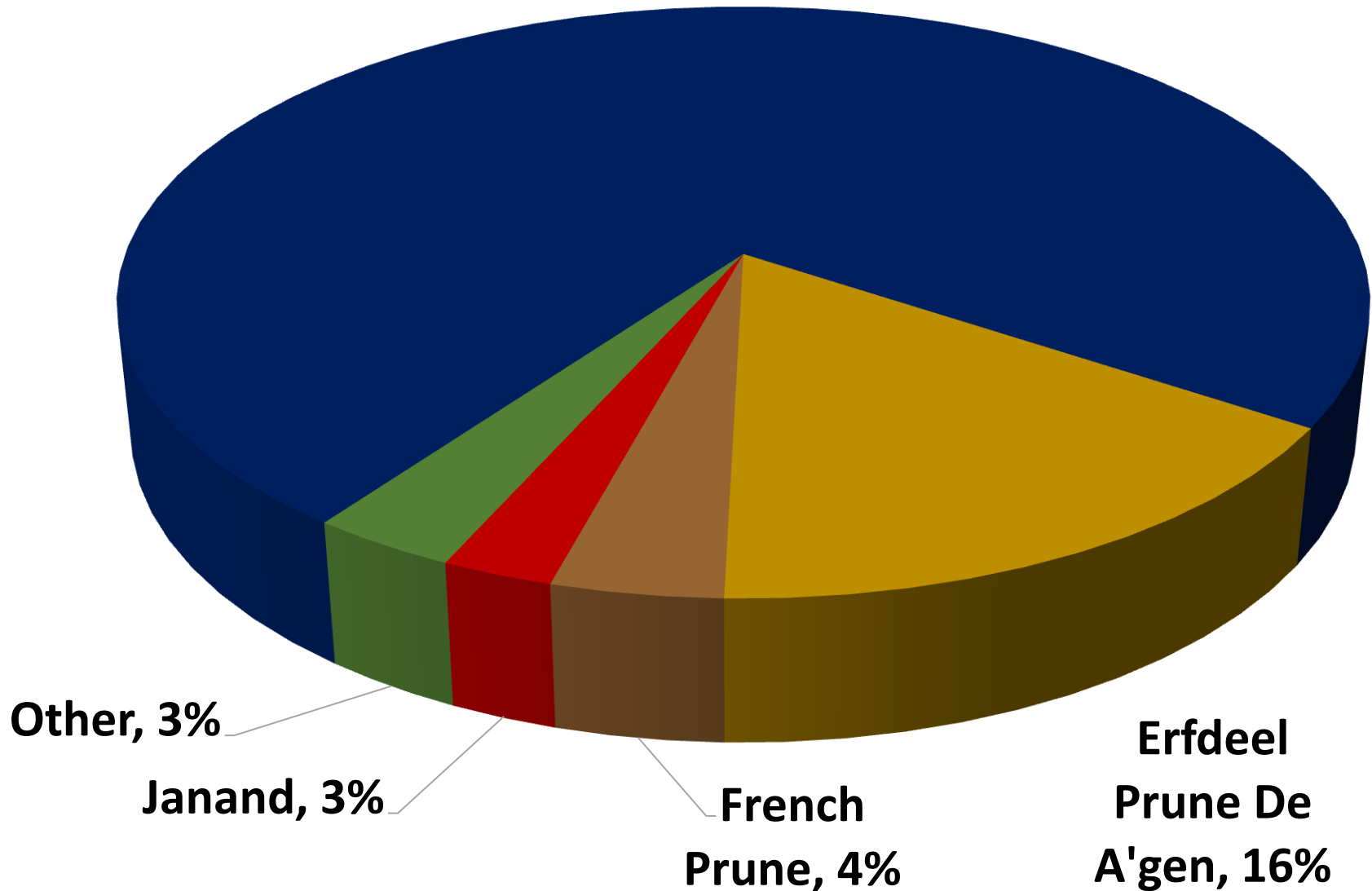
Prunes: Area Planted (ha)



Area planted per cultivar

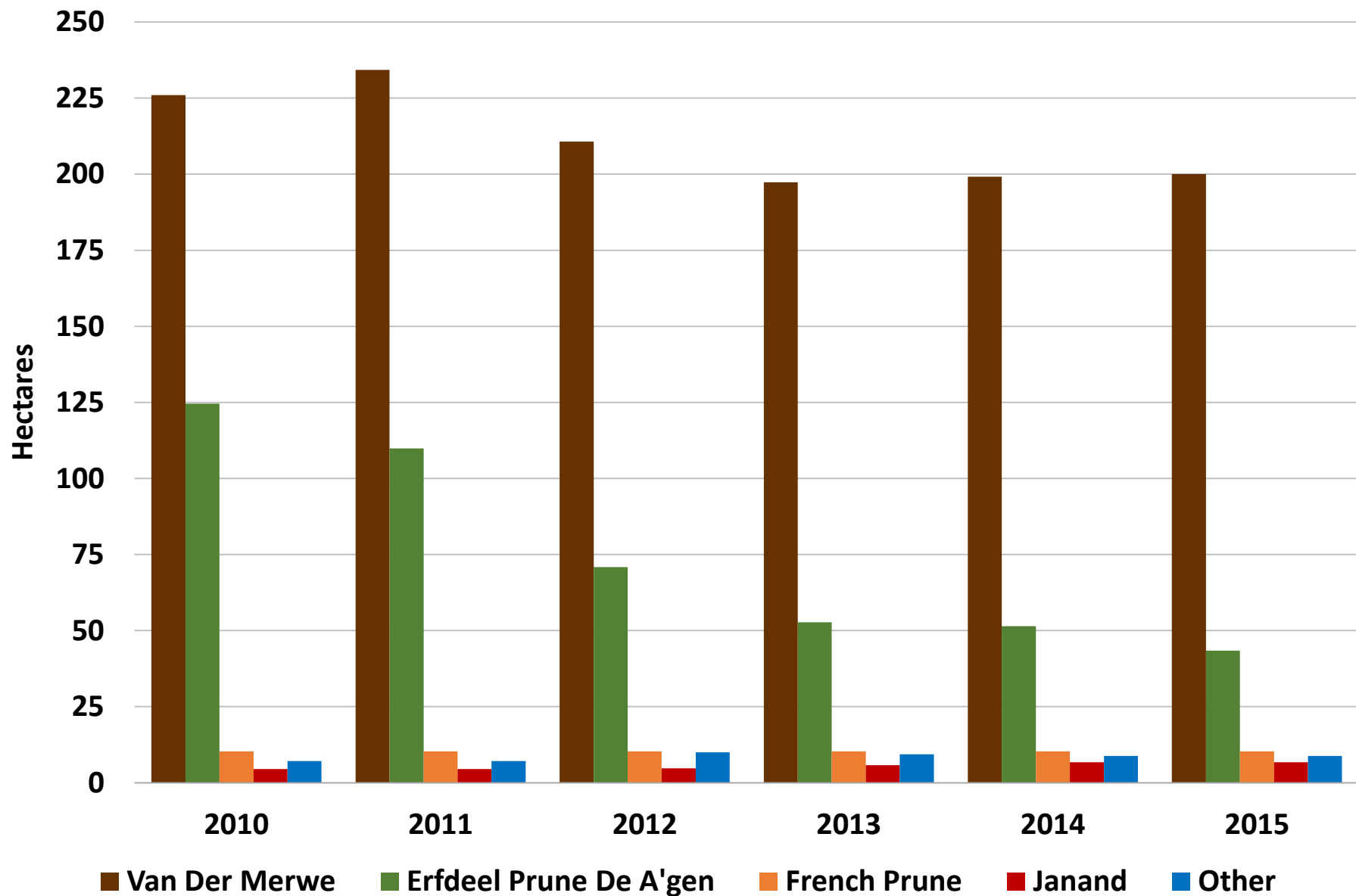


Van Der
Merwe, 74%

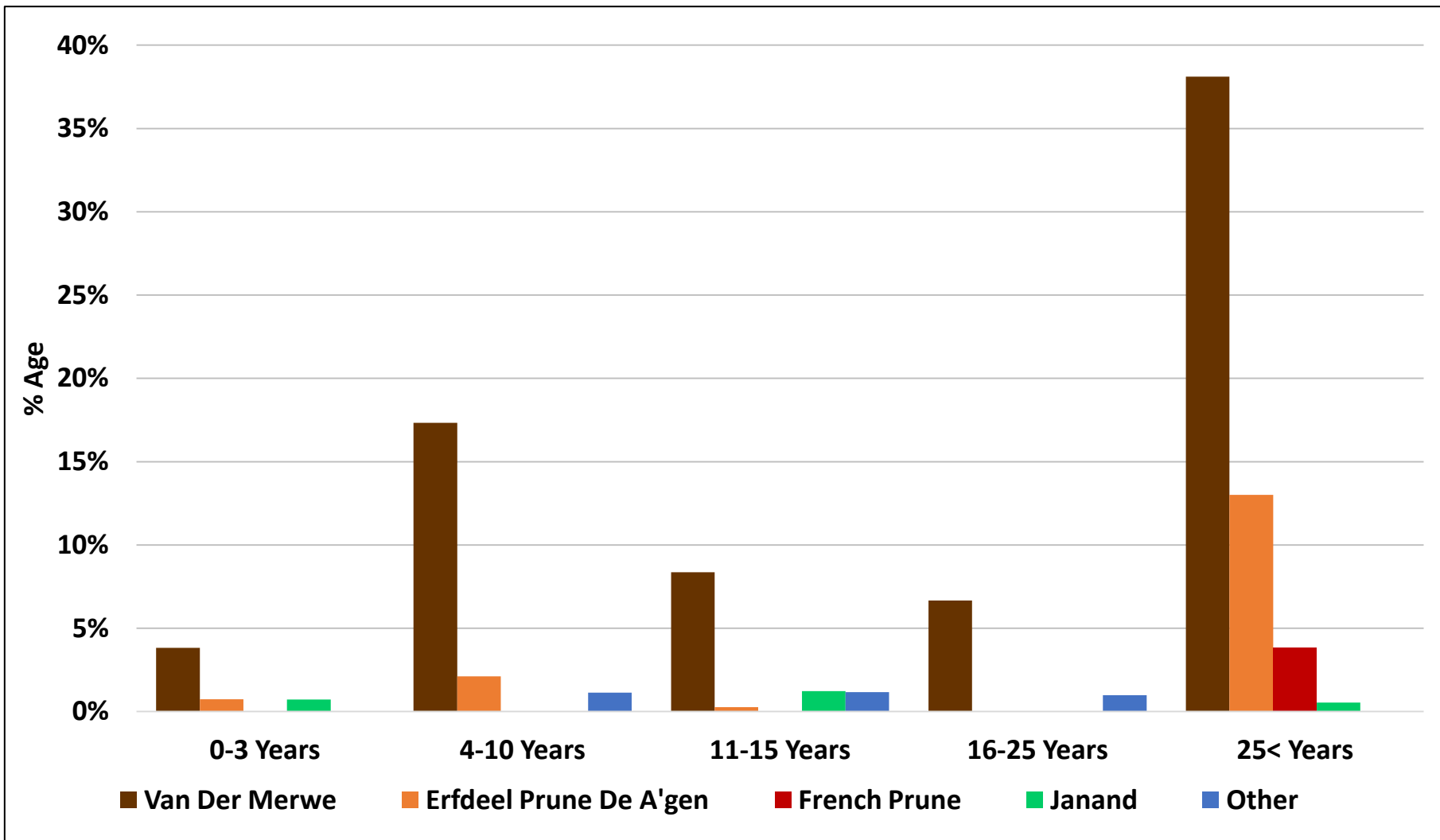




Cultivar trends (ha)



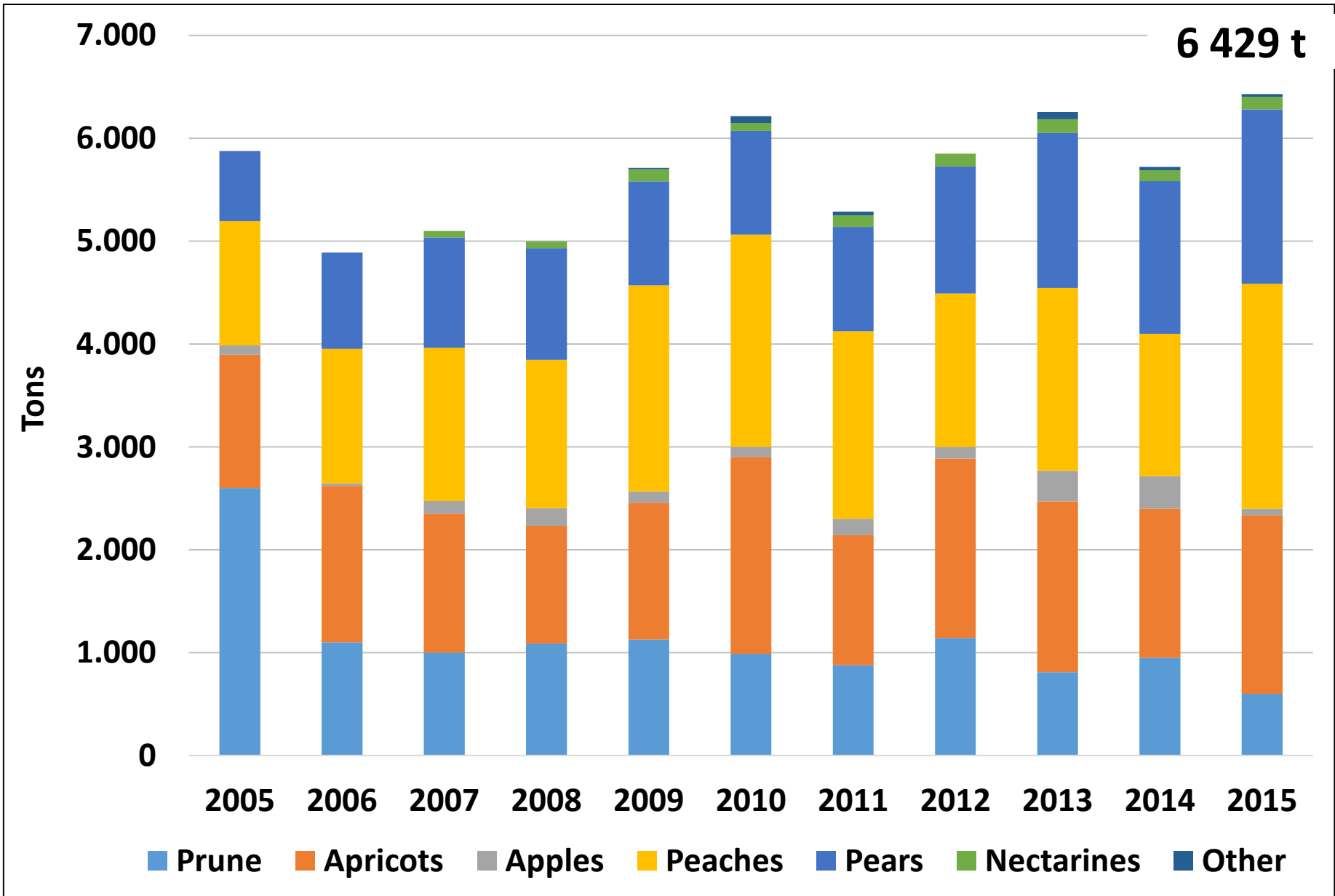
Average prune orchard age



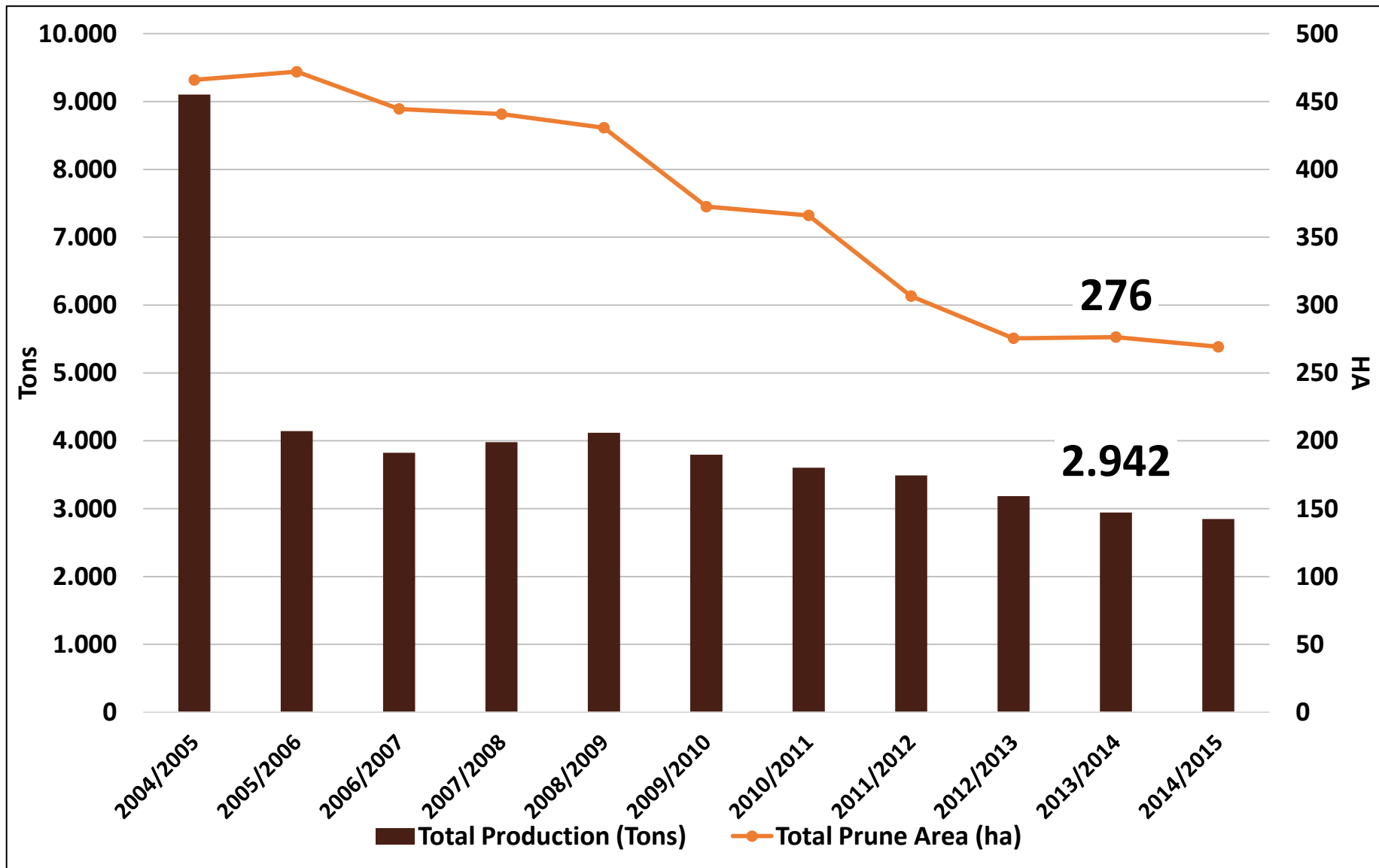
Prunes orchard age	0-3 Years	4-10 Years	11-15 Years	16-25 Years	25< Years
Total hectares	14	55	30	21	149
% of Total area (ha)	5%	21%	11%	8%	55%



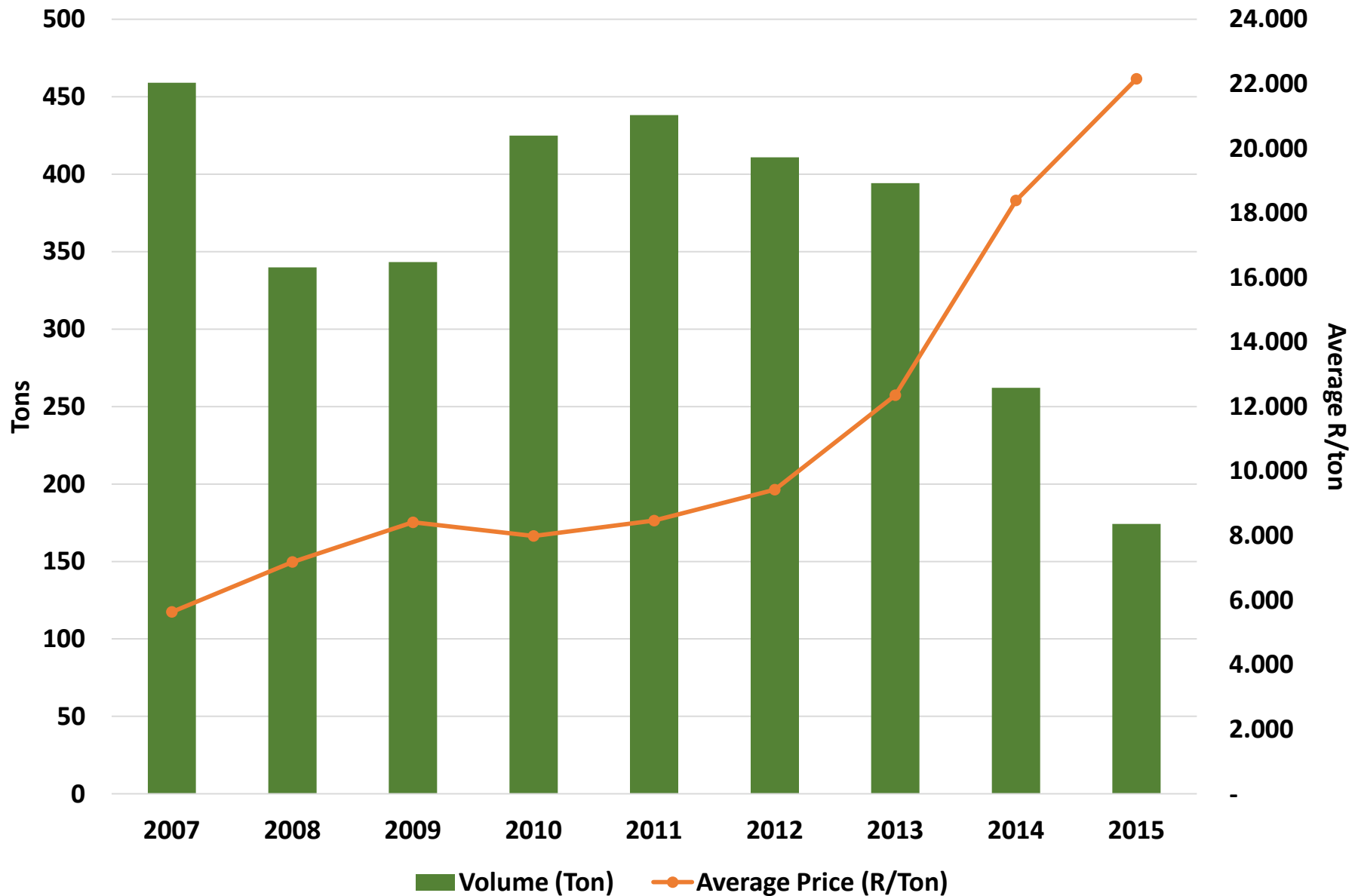
Total production of tree fruit



Total area vs total production (Prunes fresh)



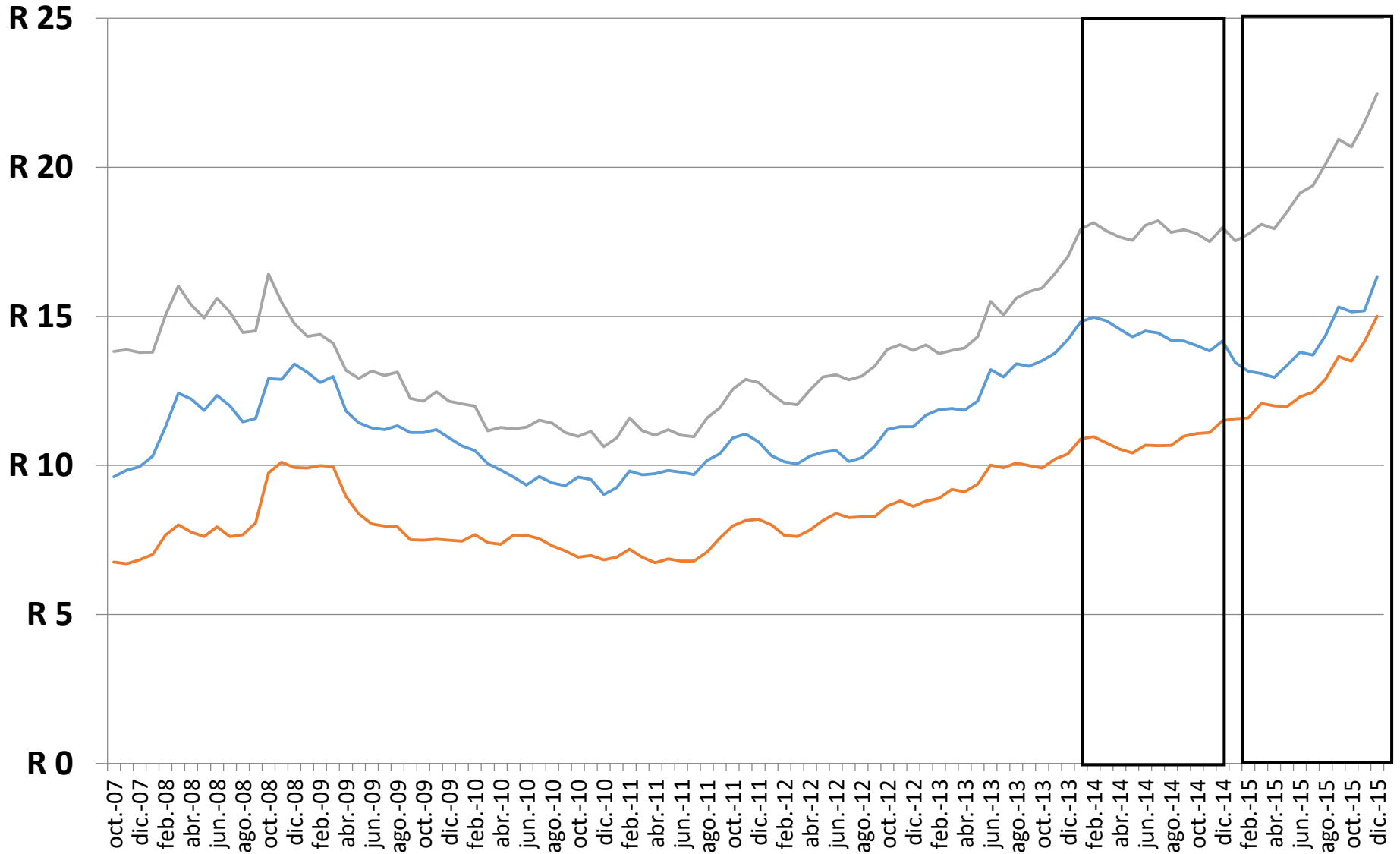
Fresh Prune local market sales



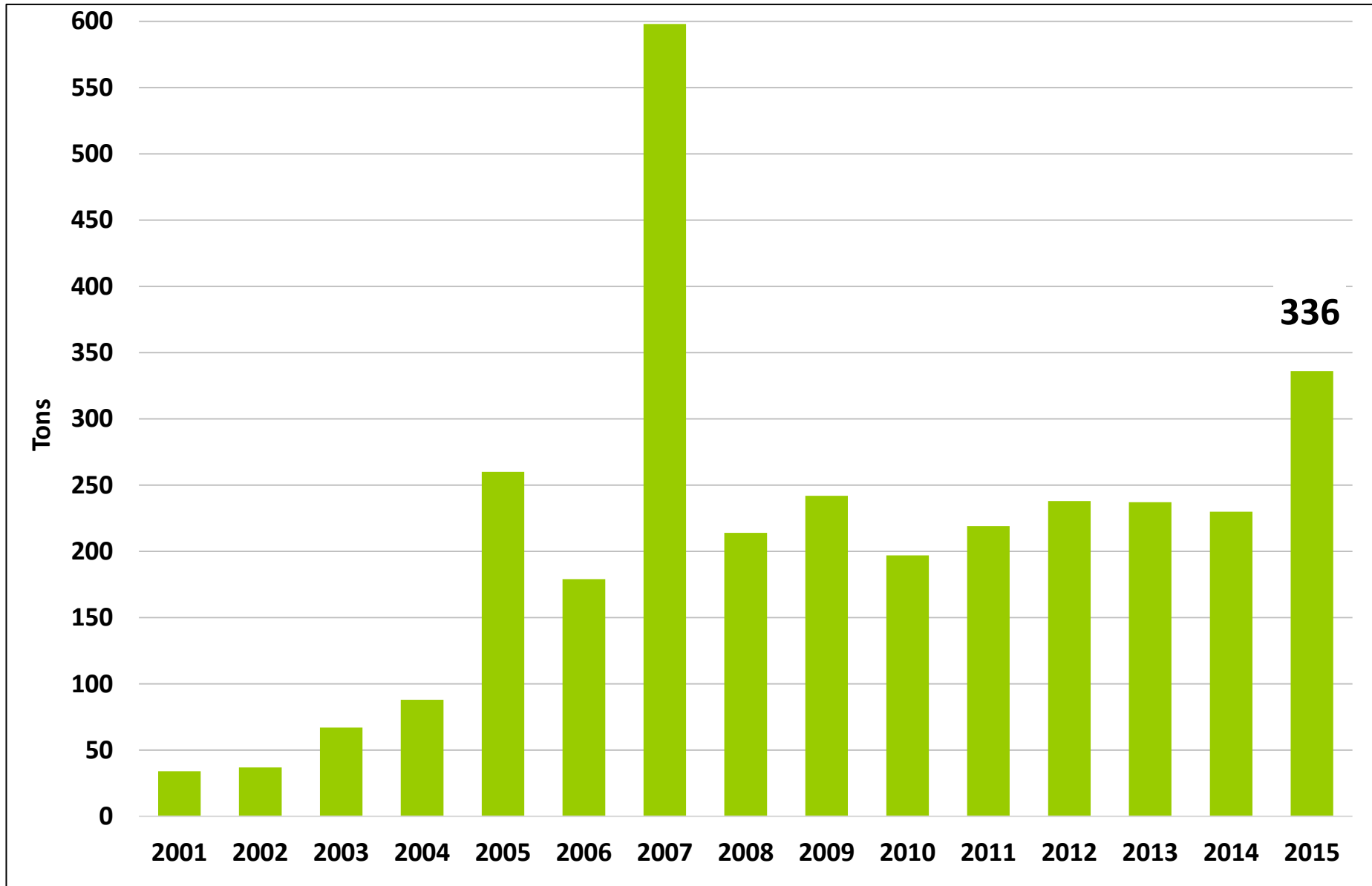
Exchange Rate Movements



— Euro — US Dollar — UK Pound



SA Prune Import balance (tons)





World Population Projections

World Population: Who's Going Up and Who's Going Down?

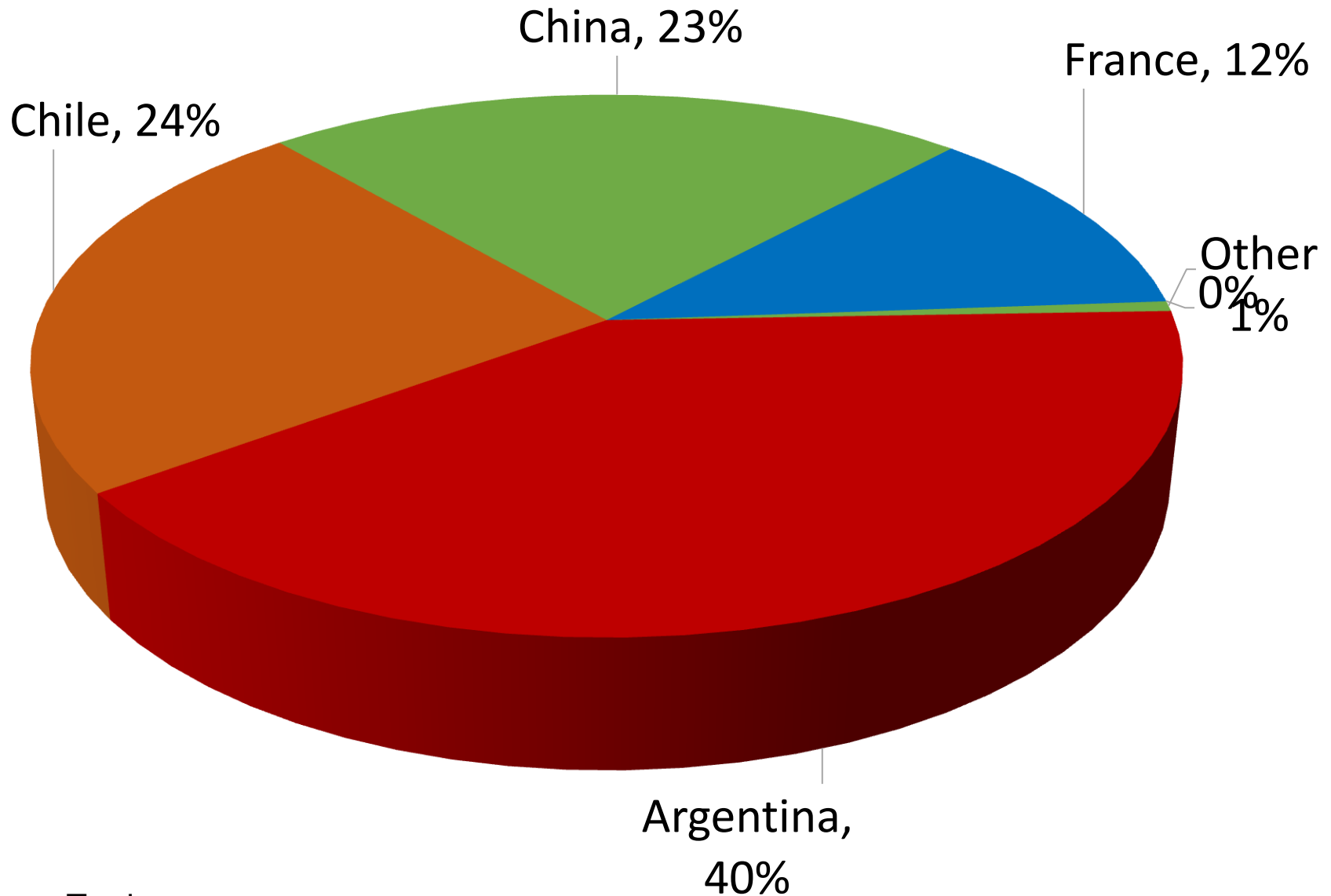
	2010	2030	2050
	<i>- billion-</i>		
World	6.9	8.2	9.0
Africa	1.0	1.5	2.0
Asia	4.1	4.8	5.1
Europe	0.7	0.7	0.7
LAC*	0.6	0.7	0.8
North America	0.3	0.4	0.5
Oceania	0.04	0.04	0.05

*Latin America & Caribbean

Source: UN (population scenario planning)



SA Dried Prunes Imported



World Dried Prune Exporters (tons)



EXPORT

World Exporters (tons)			
Rank	Country	2008	2015
1	USA	62,766	67,196
2	Chile	42,109	64,368
3	Argentina	22,611	27,235
4	France	12,772	9,780
5	Uzbekistan	3,001	7,253
6	Spain	3,311	5,387
7	Republic of Moldova	1,427	5,061
8	Serbia	4,260	4,621
9	Germany	4,968	4,510
10	Tajikistan	5,977	3,397
44	South Africa	11	87
	Rest of the World	22,239	23,274
	Total Tons Exported	185,452	222,169



44

South Africa

11

87



World Dried Prune Importers (tons)



World Importers (tons)			
Rank	Country	2008	2015
1	Germany	16,439	14,799
2	Russian Federation	29,854	13,184
3	USA	685	12,928
4	Mexico	9,328	10,605
5	Italy	8,664	10,493
6	Kazakhstan	72	10,296
7	Brazil	10,544	9,887
8	United Kingdom	8,986	9,060
9	Poland	6,448	8,309
10	Japan	9,350	7,573
57	South Africa	214	336
	Rest of the World		81,168
	Total Volume Imported	176,881	188,638



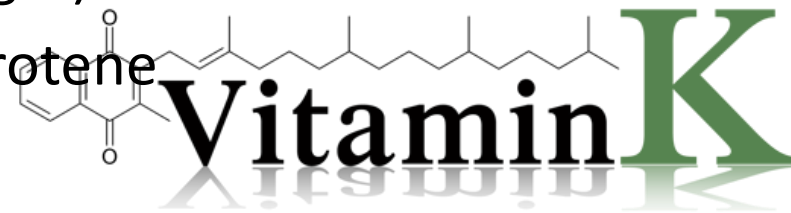
Health Benefits of Dried Plums



1. Helps digestion and lowers cholesterol (high in sorbitol)
2. Controls the Urge of eating (high in fibre)
3. Aids normal body function (source of potassium)
4. Provides a good source of iron
5. Improved bone health and reduce the risk of osteoporosis (important source of the mineral boron)
6. Reduces plaque build-up (research suggests help slow the development of atherosclerosis)
7. Regulates food intake (feel full for longer)
8. Good source of vitamin K and beta carotene

**Fiber
Rich Foods**



The chemical structure of Vitamin K is shown, consisting of a naphthoquinone ring system with a long phytyl side chain. The text 'Vitamin K' is written in a large, bold, green font, with the 'K' being significantly larger than the 'Vitamin' part. The text is reflected below it.

Vitamin K



1. Introduce new areas of production
2. Increase production but retain quality
3. Manage competition – fresh
4. Increase local consumption
5. Seek low chilling cultivars
6. Change in consumer preferences (pitted) / pitting capacity
7. Change the perceptions associated with “Prunes”



THANK YOU / QUESTIONS?

