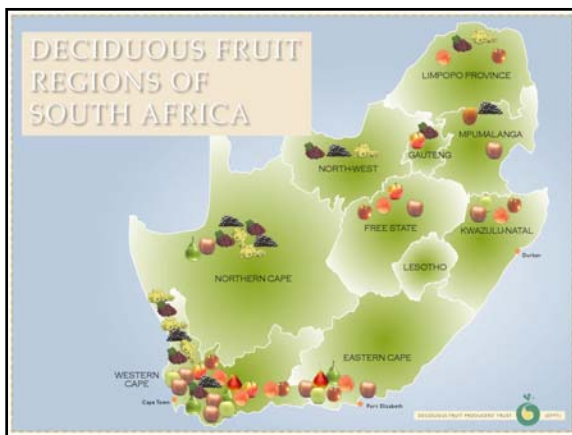
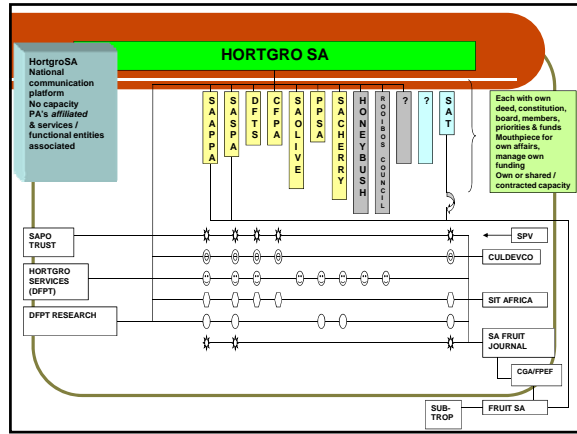


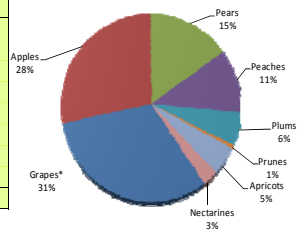
South African Prune Overview

International Prune Association
South Africa
2010

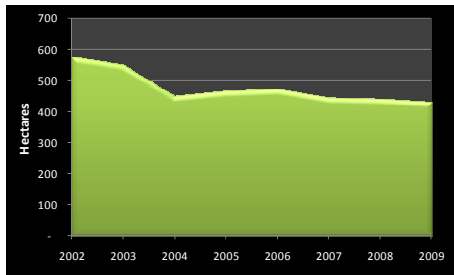


Total Area Planted / Fruit kind

Fruit	Hectares
Grapes*	23,526
Apples	21,100
Pears	11,435
Peaches	8,348
Plums	4,227
Prunes	431
Apricots	3,662
Nectarines	2,028
TOTAL	74,757

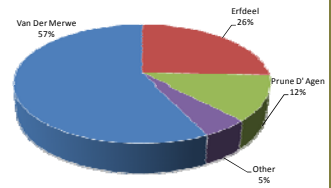


Prunes: Area Planted (ha)

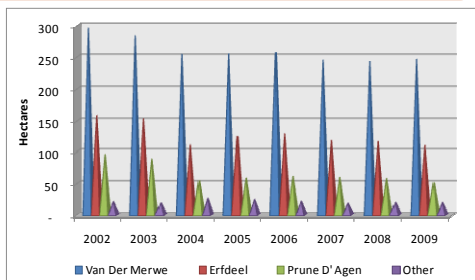


Area Planted: Prunes

Cultivar	Hectares
Van Der Merwe	247
Erfdeel	110
Prune D' Agen	52
Other	22
TOTAL	431



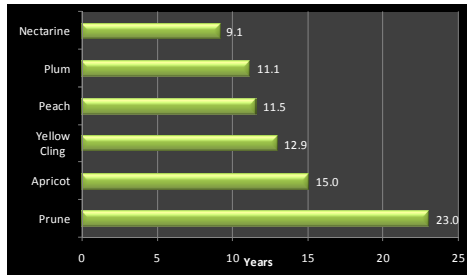
Prunes: Area Planted Per Year



Average Orchard Age - Prunes

Cultivar	25+ years	16 - 25 years	11 - 15 years	4 - 10 years	0 - 3 years
Van Der Merwe	134	27	15	54	17
Erfdeel	82	13	10	2	3
Prune D' Agen	50	1	0	0	0
Other	10	1	3	6	1
TOTAL	277	42	28	62	21
% OF TOTAL AREA (HA)	64%	10%	7%	14%	5%

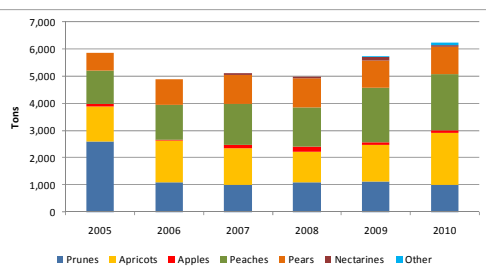
Average Orchard Age



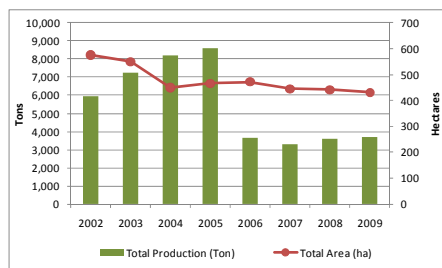
Total tree fruit volume produced

Tree fruit	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Prunes	2,098	1,300	1,100	1,800	2,200	2,484	2,600	1,100	1,000	1,089	1,127	1,000
Apricots	1,848	1,022	1,612	1,423	1,576	1,728	1,296	1,520	1,351	1,143	1,329	1,912
Apples	79	200	110	80	89	86	91	25	122	172	112	99
Peaches	1,526	1,214	1,000	1,049	1,120	959	1,208	1,307	1,490	1,442	2,001	2,063
Pears	697	1,180	480	596	712	543	880	938	1,074	1,096	1,012	1,009
Nectarines	0	0	0	0	0	0	0	0	62	65	117	75
Other	0	0	0	0	0	0	0	0	0	0	14	66
Total Treefruit	6,248	4,916	4,302	4,948	5,697	5,800	5,875	4,890	5,099	4,997	5,712	6,224
Year-on-Year growth	-	-21%	-12%	15%	15%	2%	1%	-17%	4%	-2%	14%	9%

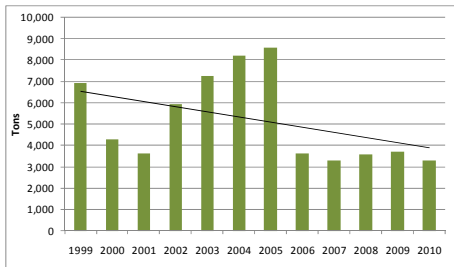
Total production of tree fruit



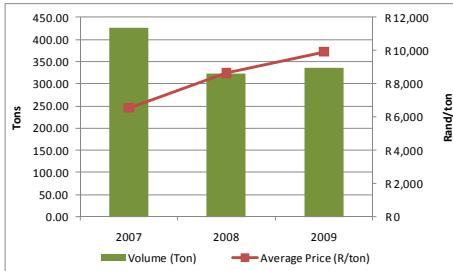
Total area vs Total production



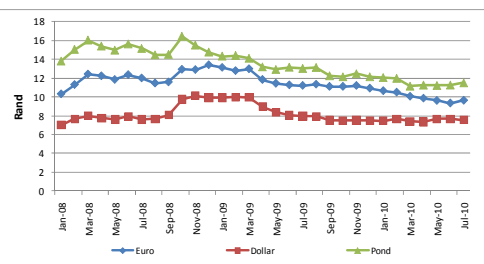
Prune Production: Fresh



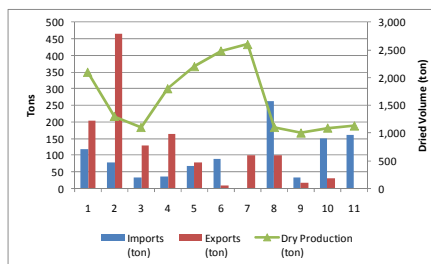
Fresh local market sales



Exchange Rate Movements

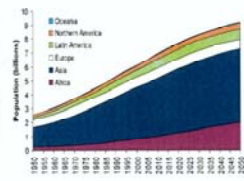


Imports & Exports Balance



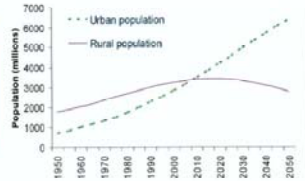
Growth in world population

World population by region



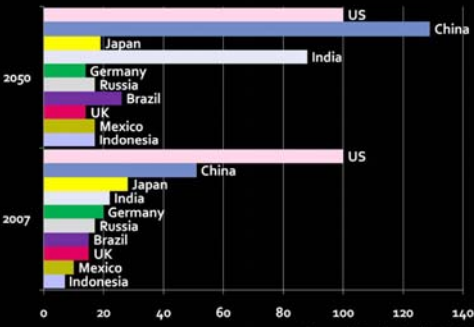
Source: United Nations, World Population Prospects: The 2006 Revision (medium scenario)

Urban and rural populations of the world (at mid-year) 1950 - 2050



Source: United Nations, World Urbanization Prospects: 2008 (revision)

Projected relative size of economies in 2007 and 2050 GDP in PPP (US = 100)



Source: PwC estimates (using UN population projections)

Challenges

- Introduce new areas of production
- Increase production but retain quality
- Manage competition – fresh
- Increase local consumption
- Seek low chilling cultivars