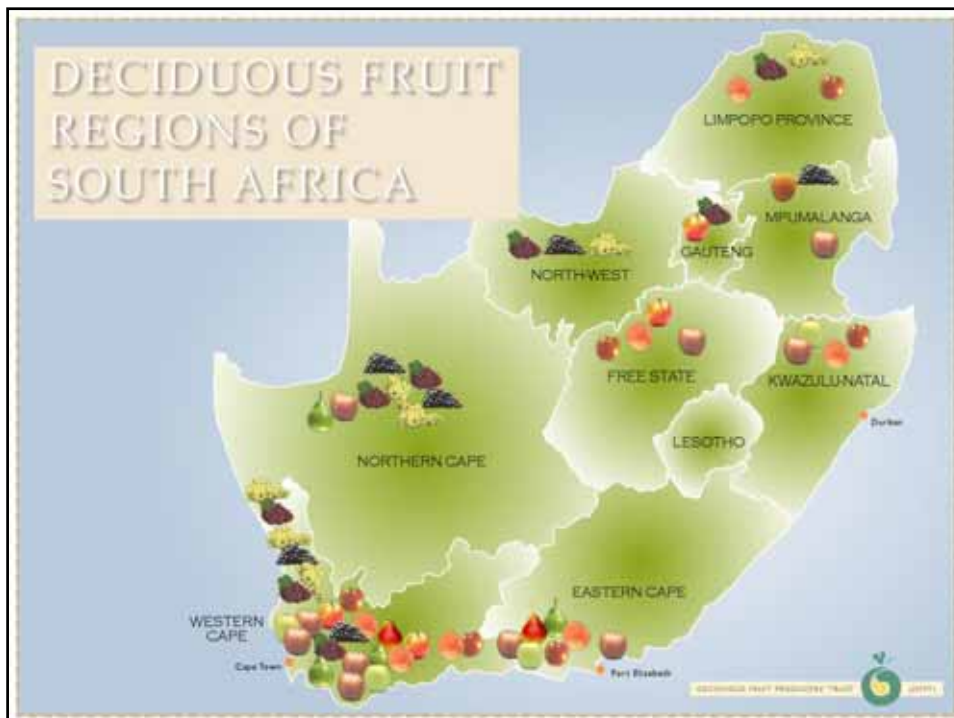
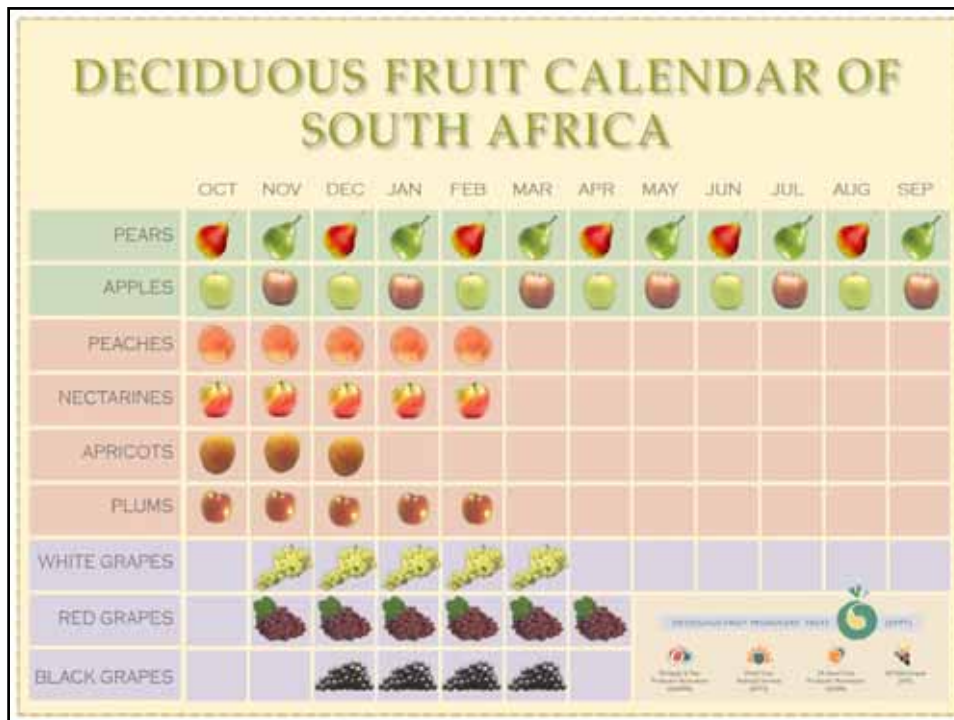


South African Prune Overview

International Prune Association
Chile
November 2007

Dappies Smit
Dried Fruit Technical Services



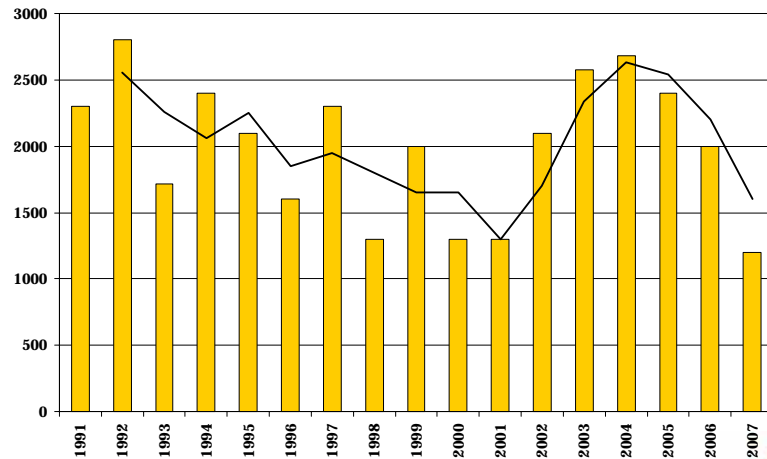


Important aspects

- ❑ Substitution between fresh, dried, processed
 - Prunes -
- ❑ 70% of total dried fruit exported
 - Prunes - ?
- ❑ Fresh, dried, processed use same inputs
- ❑ % dehydrated – 50%
- ❑ Organisation of Industry
 - Growers
 - Processors

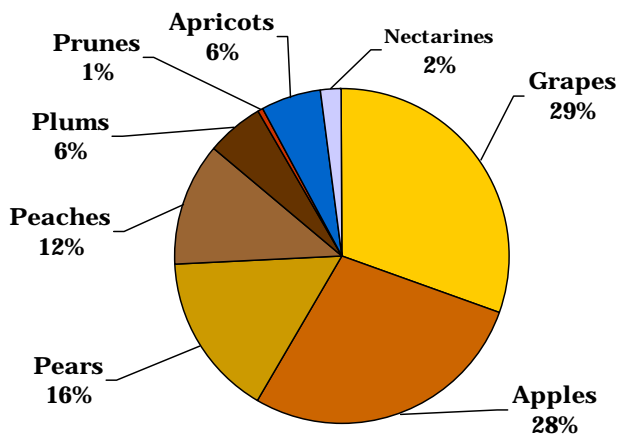


Prune Production

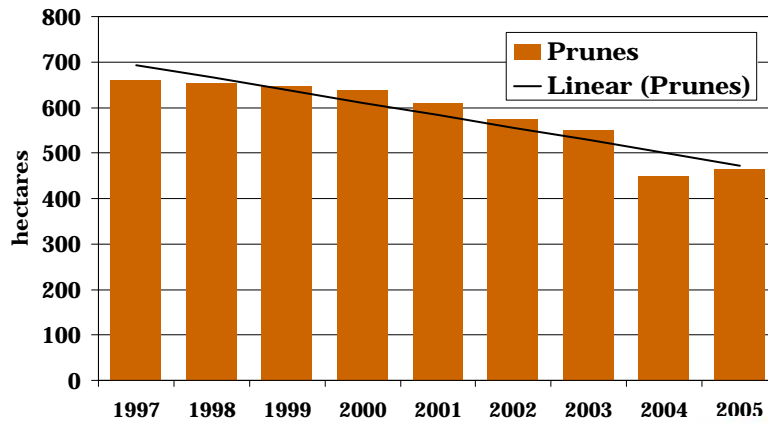


Total Area Planted / Fruit

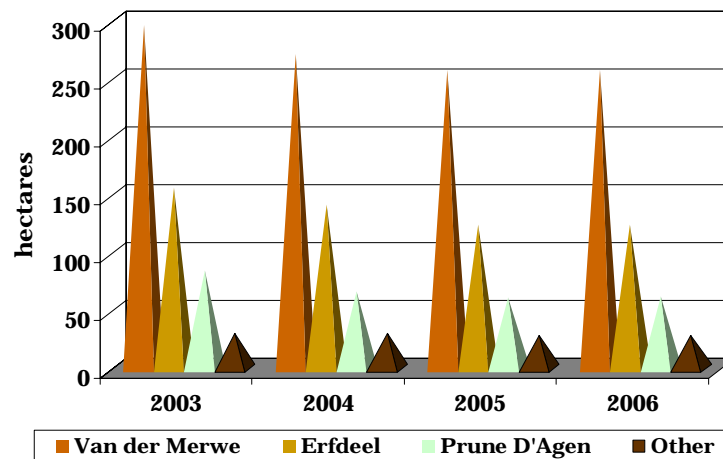
Fruit	Hectares
Grapes	22,755
Apples	20,774
Pears	11,812
Peaches	9,035
Plums	4,111
Prunes	472
Apricots	4,302
Nectarines	1,457
Total	74,711



Prunes: Area Planted (ha)

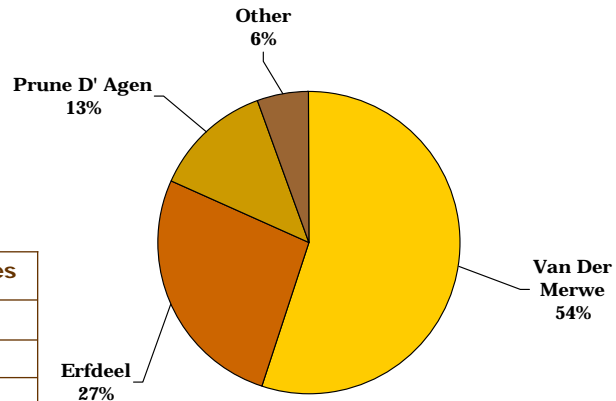


Prunes: Area Planted Per Year

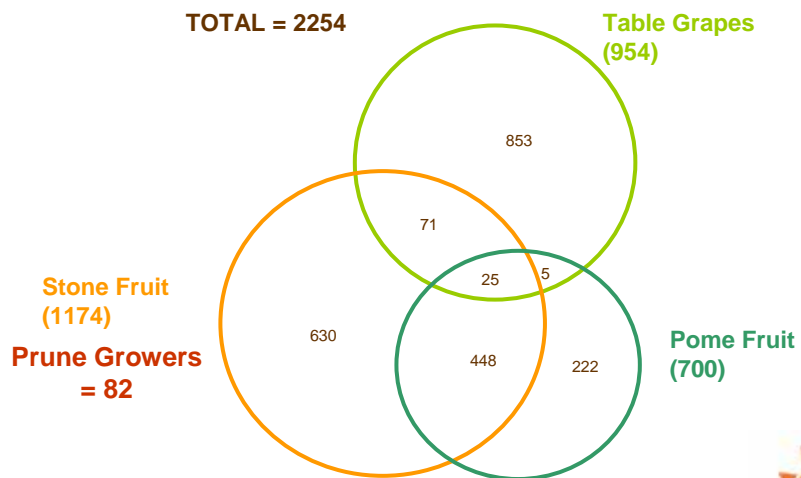


Area Planted: Prunes

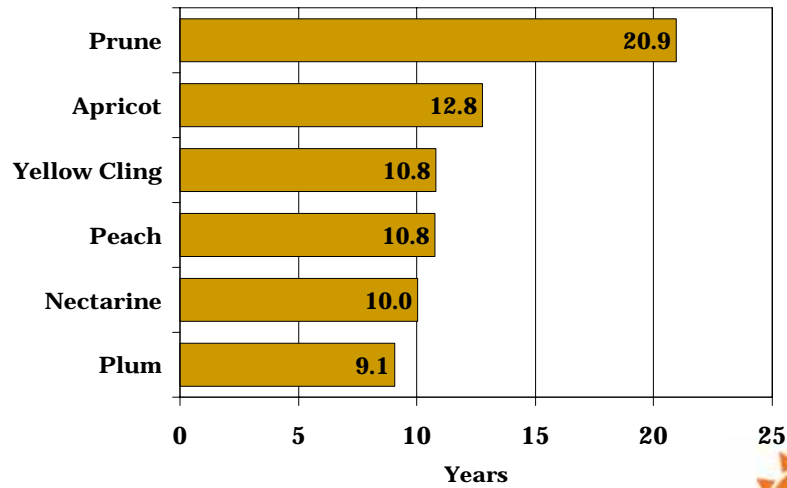
Cultivar	Hectares
Van der Merwe	256
Erfdeel	124
Other	26
Prune D'Agen	59
TOTAL	465



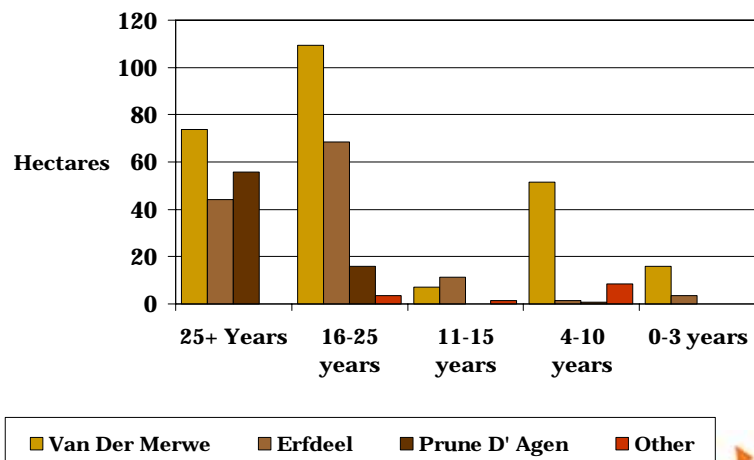
Number of producers



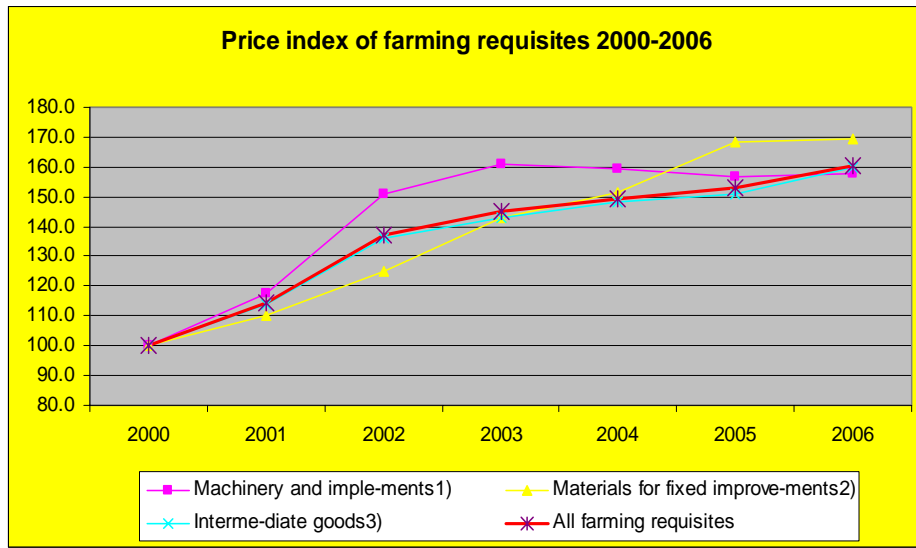
Average Orchard Age



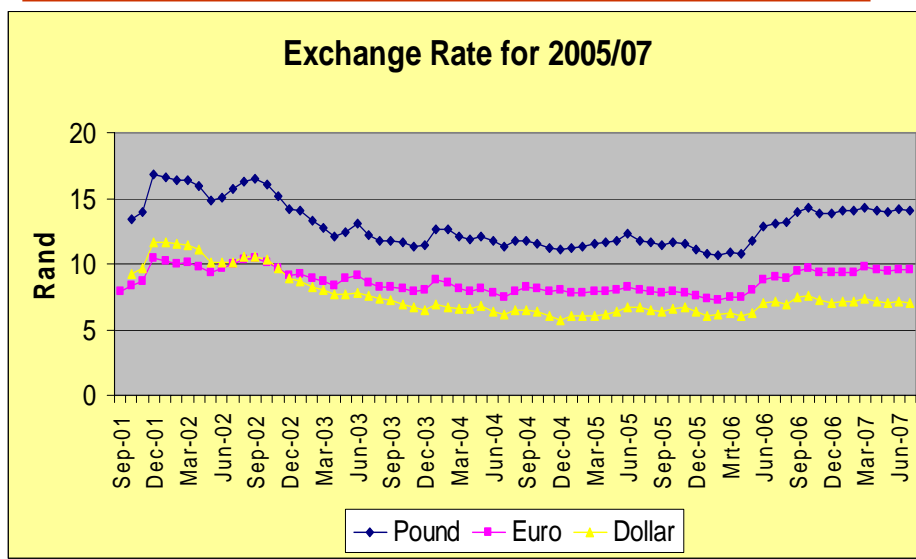
Average Orchard Age - Prunes



General Cost Trends



Exchange Rate Movements



Challenges for the Prune Industry

- ❑ Lower cost of production
- ❑ Lower cost in the trade chain
- ❑ Increase production but retain quality
- ❑ Improve supply-chain
- ❑ Improve efficiency
- ❑ Market development / Promotions
 - Health food
- ❑ Manage competition
- ❑ Raise the volume
- ❑ Diversify to other production regions

