



South African Table  
Grape Industry

*South Africa*

*... preferred country of origin  
for the world's best grapes*



## **SA TAFELDRUIF INDUSTRIE** **NUUSBRIEF 3: 2009/10**

### **Outlook for the new table grape season**

The new table grape season is upon us and producers are expecting better yields with good quality products. The South African total crop is expected to be in the range of 50 – 52.8 million cartons, which is a slight increase from the previous season. The main reason for the marginal increase is that young vineyards are coming into full bearing capacity and also a better yield per hectare. The marginal growth is expected on black, red and white seedless cultivars.

As well as good quality grapes due to warmer spring temperatures and less hail damage in the past months, South African producers could also experience slightly less competition for their early grapes because of unfavourable weather conditions experienced by producers from Brazil, Argentina and Chile in the last couple of months. The late Brazilian table grape crop has been damaged by heavy rain during October which caused a 30% decline in total production and a 25% decrease in exports. The adverse weather conditions during September and October have reduced the availability of early Chilean grapes by 6% as compared to last season. Argentina had cold spring temperatures that may delay their harvest by at least one week. However, the Argentinian crop is projected to increase by 23% from last year's worst harvest in eight years. The export volumes from Peru are expected to grow by 15-20% as compared to the previous season.

In the new season, South African returns could be favoured by a shortage of early crop from competing countries, the declining exchange rate, recently launched consumer education campaign and high quality products. The returns should be further boosted by constant production costs as compared to the extremes in fluctuation experienced last year. The exchange rate will become a beneficial factor as it is starting to lose its strength against European currencies. When comparing month on month growth between October and November 2009, the rand decreased by 13% and 9% against the UK pound and Euro respectively, and this weakening rand is expected to continue into the next two quarters. The South African table grape industry has initiated a consumer education campaign in major European markets, this campaign should benefit producers in various ways including (i) increasing sales by facilitating the movement of South African products from store-shelves (ii) reduce quality claims as products will be sold faster and product storage will be reduced significantly (iii) increase awareness of South African products and their health benefits especially for the younger consumer.

### **2009/10 Uitvoer seisoen**

Die 2009/10 uitvoer seisoen het afgeskop in die NTA en ORPA streke.

Die kwaliteit in die NTA streek lyk tans uitstekend met goeie korrelgroottes en gesonde trosse. Suikervlakke op die vroegste wingerde sukkel effens om op te tel terwyl die suurvlakke relatief hoog is. Die eet kwaliteit is uitstekend. Daar is sporadies wingerde waar die oestyd 7-10 dae later as normaal is, maar produsente wat gewoonlik later begin pak voorspel dat hul in die normale venster sal begin pak. Prime is reeds gepak asook die eerste Flame Seedless.

### **Publikasie van die nuwe Ethepon MRL**

Die EU Regulasie vir die nuwe voorgestelde Ethepon MRL van 0.05mg/kg is nog nie afgekondig nie. Vanaf afkondiging sal dit 6 maande en 20 dae neem vir die regulasie om in werking gestel te word. Effektief beteken dit dus dat die nuwe 0.05mg/kg MRL tans op die vroegste in Junie 2010 van krag kan word. Sodra SATI inligting rakende die publikasie ontvang sal ons dit dadelik na alle produsente kommunikeer.

