



South African Table  
Grape Industry

South Africa

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



## SA TAFELDRUIF INDUSTRIE NUUSBRIEF 5: 2009/10

### UK Consumer Educational Campaign Update

SATI together with SAAPA (top fruit) & SASPA (stone fruit) will officially launch the consumer educational campaign in the UK on the 14<sup>th</sup> January 2010 at the Dorchester Hotel, London. Presently all generic events have started, with the bulk of in store tastings, consumer and retailer activities, trade press activities and PR happening in January 2010.



The generic message “Beautiful Country, Beautiful Fruit” together with the “Alive with Possibility” logo will be displayed on all consumer educational efforts. In store tastings will be shared with peaches nectarines and plums at certain retailers. In store samplings begin on the 8<sup>th</sup> January in 173 Tesco stores, on the 14<sup>th</sup> January in 112 Asda stores, 15<sup>th</sup> January in 108 Morrison’s stores and 102 Sainsbury stores respectively. In pack booklets (containing recipes, a competition and generic messages) together with 2010 world cup labels will be inserted into grape punnets from the beginning of January at selected retailers. Co-operative will run their in store radio in 2,112 stores from the 4<sup>th</sup> – 19<sup>th</sup> January 2010. Costco will follow the same as co-operative but will begin in-store sampling in all 21 Costco stores in early February 2010. Marks and Spencer will conduct sampling possibly in the last two weeks of February.

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Besides the store activities, consumer media advertorials in the following magazines, Slim at Home, BBC Good Food, OK!, Country Living, Easy Living and Top Sante have all been confirmed and approved together with trade advertising in both Eurofruit (Nov/Dec issue) and the FPJ.

A very successful press visit took place from the 1<sup>st</sup> – 7<sup>th</sup> November with visits to various table grape producers in the Western Cape, Orange River and Northern Province region. SATI would like to thank all producers involved for hosting the press visitors from the UK.

The SATI board has sent requests to all exporters/export agents in the table grape industry to ask them to consider contributing to the consumer educational campaign via a voluntary contribution of 2c per carton as everyone stands to benefit from this type of campaign. SATI has given an undertaking to acknowledge all exporters who contribute via the website, newsletter, campaign launch and participating retailers. To date we have received statements of intent to contribute from the following exporters: Delecta, Capespan, WP Fresh, Green Marketing, J Wittles and Star South.

The campaign website [www.beautifulcountrybeautifulfruit.co.uk](http://www.beautifulcountrybeautifulfruit.co.uk) was launched on the 16<sup>th</sup> November 2009. Regular updates on the progress of the campaign are accessible via the website.

Contact Rhomona should you require a detailed update / information – [rhomona@satgi.co.za](mailto:rhomona@satgi.co.za) / (021) 872 1438.

**Intakes Week 49:  
Accumulative Totals**

Region Name	2009/2010	2008/2009	% Diff
All regions	4 583 708	5 672 490	-19%
Berg River	480	0	
Northern Province	1 289 269	1 647 818	-22%
Olifants River	23 682	26 933	-12%
Orange River	3 259 692	3 985 617	-18%

**Exports Week 49:  
Accumulative Totals**

Market	2009/2010	2008/2009	% Diff
All markets	3 085 450	3 669 820	-16%
United Kingdom	1 458 884	1 762 582	-17%
Northern Europe	1 541 352	1 768 845	-13%
Far East	44 000	54 560	-19%

**NTA**

Kwaliteit is steeds goed ten spyte van reënbuie wat gereeld voorkom. Prime, Flame, Black Gem, Sugerthirteen en Regal is gedurende die laaste twee weke gepak. Inwendige verbruining op Prime kom ongelukkig redelik wydverspreid voor in die mark. Die verbruining kom ook nie net voor op druiwe wat per seevrag houers gelewer is nie, maar ook op druiwe wat per lugvrag gestuur is. Die rede hiervoor is onbekend aangesien daar nie uitsonderlik negatiewe weersomstandighede was in die pakperiode nie en van die vroegste druiwe wat gepak is geaffekteer word. Vooruitsigte vir Red Globe en Crimson Seedless lyk goed in terme van kleur en korrelgrootte.

**ORPA**

Die Oranje rivier streek is reeds sterk aan die gang met verpakking. Onbevestigde berigte van verbruining op Prime is ontvang en word ondersoek. In die algemeen lyk die kwaliteit goed tot uitstekend. Prime, Flame en 'n bietjie Sugraone is gepak gedurende die laaste twee weke. Reënbuie het die afgelope Maandag voorgekom wat veroorsaak het dat sommige produsente vir een dag nie gepak het nie. Geen skade is egter rapporteer nie.

**OTPV**

Alle produsente in die Trawal / Vredendal streek is besig met verpakking. Flame en Prime van goeie gehalte is gepak. Donsskimmel het effens skade op Crimson Seedless trosse aangerig maar is nou onder beheer.

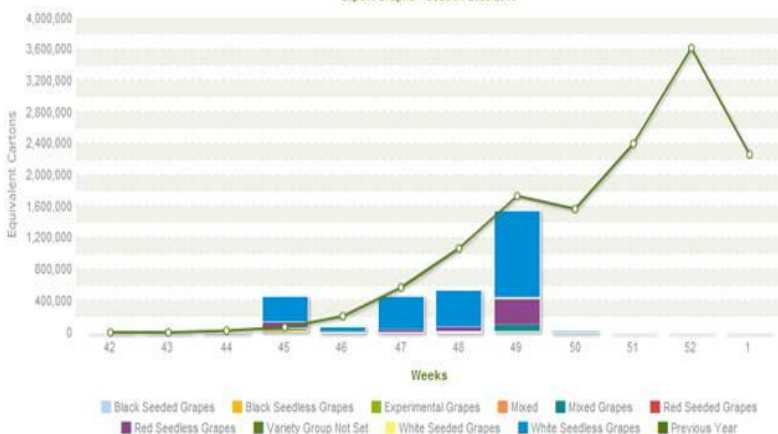
**BTPV**

Daar word verwag dat die eerste druiwe teen week 52 gepak sal word. Kwaliteit vooruitsigte lyk goed alhoewel donsskimmel skade veroorsaak het aan trosse van verskeie kultivars. Die donsskimmel probleem blyk egter nou onder beheer te wees.

**HTA**

Daar word verwag dat die eerste verpakking van druiwe teen week 51/52 sal plaasvind. Kwaliteit lyk goed op hierdie stadium. Daar is egter nog heelwat voorbereidingswerk wat aan die kultivars gedoen moet word.

Export Graphs - Season 2009/2010



**SATI Heffing 2008/09 seisoen**

'n Totale volume van 48,673,374 (4,5kg kartonne) is gedurende die 2008/09 seisoen uitgevoer. Die bedrag hefbaar hierop (teen 8c per kg) was R17,522,414 SATI is trots om te berig dat 99.8% van hierdie gelde reeds ingevorder is.

SATI is in die proses om die res van die gelde in te vorder en regstappe word geneem waar nodig. Baie dankie vir u samewerking.