

2009/2010 SEASON
SATI TRADE NEWSLETTER - ISSUE 1: 5th November 2009

Crop Estimate for 2009/2010 Season

REGION	PROJECTED VOLUMES
Northern Province	3.2m - 4.0m
Orange River Region	14.5m - 15.5m
Oliphant's River Region	1.7m - 2.0m
Berg River Region	11.5m - 12.5m
Hex Valley Region	18.5m - 20.0m
INDUSTRY AVERAGE	50.0m - 52.8m

The main reason for the marginal increase is that of young vineyards coming into full bearing capacity and better yield per hectare. The marginal growth is expected on black, red and white seedless cultivars. Producers are expecting good quality because of stable and favourable weather conditions (warm temperatures, less rain and no hail).

2008/2009 Season

Sifiso Ntombela, Market Intelligence

The 2008/2009 was a good season for majority of SA regions due to good weather. The overall quality across all regions was relatively good. At the end of the season, SA exports were also lower than the previous year.

The total exports to all markets were 48.36m compared to 49.80 million cartons in the 2007/2008 season. UK exports dropped by 10% to 10.37m, continental EU increased by 8% to 29.83m, Middle East increased by 43% to 2.18m and Far East expanded by 19% to 2.24m cartons.

The global economic down turn did effect the UK, continental EU and USA strongly as compared to Asian economies. The realised price from developed markets was relatively lower than 2007/2008 season.

The Asia economic growth was also affected but at a lower degree due to strong domestic demands that was retained at robust level. The overall returns on farms were slightly lower than the previous year largely because of lower yields, weak market prices from the mid-late season period due to oversupply from other Southern hemisphere countries and a firmer exchange rate in late season.

World Fruit and Vegetable Show (London)



*Left: Princess of Morocco
Right: Rhomona at SATI Stand*

Pictures courtesy of Freshplaza.com

The World Fruit and Vegetable Show held in London recently (21st & 22nd Oct. 2009) was definitely an interesting show especially with the various displayed range of produce and products from over 20 countries. This trade show attracted a number of buyers, sellers and exhibitors from around the globe. The UK is by no doubt an extremely important traditional market for South African table grapes and a show of this kind increased the awareness of South Africa and the quality produce we have to offer. Both Sifiso and I were very fortunate to meet not only supermarket buyers but importers from different countries who had keen interest in doing business with South Africa. Morocco was the host country at this years' show and definitely arrived in style with a very attractive stand and the Princess of Morocco.

It was evident that the fruit and vegetable market in the UK is huge and that consumers have still not achieved Government's targets of Five A Day. SATI's consumer educational campaign at the various retailers in January 2010 will definitely assist in increasing the Five a Day message. The show definitely proved a very important event especially on the awareness of the upcoming consumer promotions and it was evident that many see South Africa's marketing efforts as being extremely valuable for both retailers and consumers.

SATI Membership

SATI aims to foster business relationships between the South African Table Grape Industry and table grape role-players worldwide to achieve closer ties, mutual understanding and sharing of information. Should you be interested in becoming a member of SATI and getting access to South African table grape information, please contact Sifiso Ntombela at sifiso@satgi.co.za for more information on website access, annual subscription fees and market intelligence.



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