



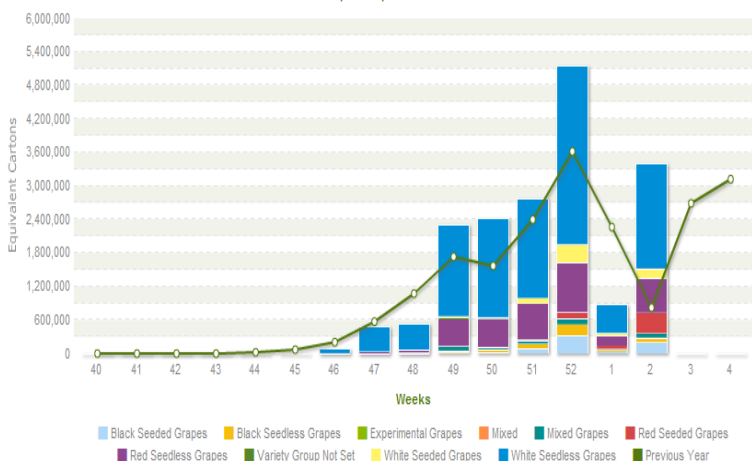
2009/2010 SEASON

SATI TRADE NEWSLETTER - ISSUE 5: 22nd January 2010

We're on the Web!
www.satgi.co.za

SHIPPING VOLUMES 2009/2010
(All Varieties)

Export Graphs - Season 2009/2010



Note:

The shipped volumes indicated on the above graph are subject to change without notice

REGIONAL REPORT

Northern Province Region:

Harvest activities will come to an end during the next 2-3 weeks when the last of the Crimson Seedless and Red Globe will be packed. The quality (sugar content and colour) of both varieties exceeded expectations thus far and producers are quite satisfied with the way the season will end.

Orange River Region:

Thompson Seedless as well as low volumes of new varieties (e.g. Sugrasixteen) are being packed. Isolated rain showers during Week 2 caused individual growers to pack somewhat lower volumes of Thompson Seedless than was originally estimated. It is estimated that harvesting activities in this region will end by Week 6.

Olifants River Region:

The harvesting of Crimson Seedless and Thompson Seedless is almost at an end whilst low volumes of Autumn Royal and Waltham Cross are still being packed. The quality of grapes in this region is still very good but some individual growers have reported that volumes of Crimson Seedless are slightly lower than estimated.

Berg River Region:

Thompson Seedless, Regal Seedless and Victoria of good quality are being packed. Some producers have reported lower than expected bunch masses but good internal quality. Bunches are thus sound and healthy.

Hex River Region:

The packing of Flame Seedless is at an end with some producers reporting their individual volumes to be 10%-15% lower than expected due to a combination of climate factors. Victoria, Regal Seedless, Sunred Seedless, Ralli Seedless and Thompson Seedless of good quality are being packed this week. It is expected that Red Globe, Autumn Royal and Ebony Star will be packed in Week 4-5. To date the packing season has also been relatively dry resulting in sound and healthy bunches.

Consumer Educational Campaign

UK Launch – Dorchester Hotel, 14th January 2010

The official launch of the UK consumer educational campaign took place on the 14th January 2010 at the Dorchester Hotel in London where invited guests (retailers, wholesalers, buyers and the media) were treated to some true SA hospitality, wine and great food. The main objectives and outcomes of the campaign were highlighted together with acknowledgement to the exporters who voluntary contributed to the campaign.

To date various stores have commenced instore tastings. Information booklets have been inserted into various punnets with mixed varieties. SATI representatives visited tastings at Asda, Morrison's and Sainsbury's. It was good to see many interested consumers sampling SA produce. A bonus this month was a 2 page editorial in "Hello" magazine.



L-R: Ronald Ramabulana(NAMC);Rhomona Gounden(SATI);Elaine Alexander(SATI); Justin Chadwick(CGA);Mascot;Stuart Symington(FPEF);Anton Rabe(Hortgro SA); Stefan Conradie(Hortgro SA)



In store tastings at Asda, Morrison's and Sainsbury

Once again a huge thank you to the following exporters/export agents for their contribution: **United Exports, North End Vineyards, De Pont Boedery**



tel: +27 21 872 1438
fax: +27 21 872 4375
Email: info@satgi.co.za
Website: www.satgi.co.za