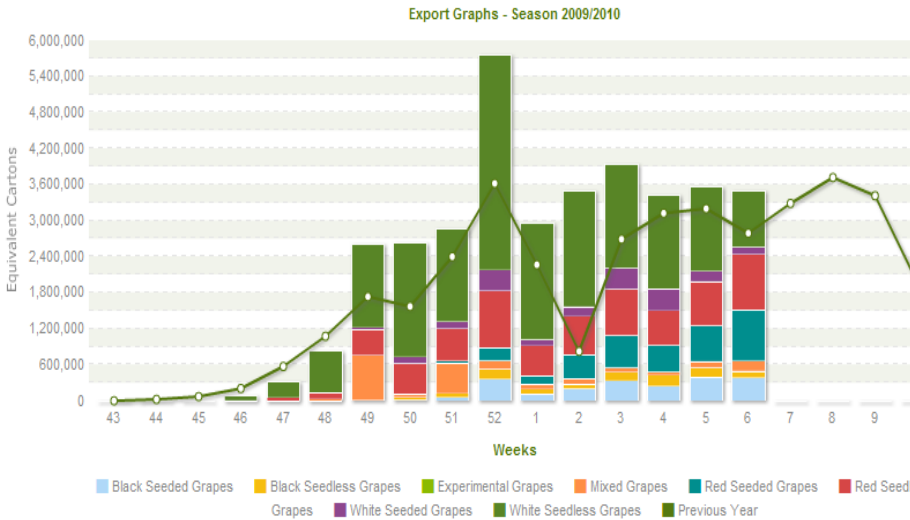




2009/2010 SEASON
SATI TRADE NEWSLETTER - ISSUE 7: 22nd February

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SHIPPING VOLUMES 2009/2010
(All Varieties)



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

REGIONAL REPORT

Northern Province Region:

Packing in this region is completed for the season.

Orange River Region:

Packing in this region is completed for the season.

Olifants River Region:

Packing in this region is completed for the season.

Berg River Region:

Packing is still ongoing with fair volumes of Red Globe, Crimson Seedless and Waltham Cross being packed for export. A number of producers have already ceased packing activities for the season and it is expected that packing in this region will finish by the end of Week 9. Quality and condition of the grapes is still good.

Hex River Region:

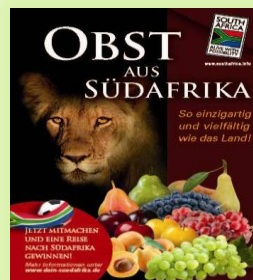
La Rochelle, Crimson Seedless, Autumn Royal, Bonheur and Waltham Cross are being packed in this region. Some Dauphine may also be packed in the coming week which is 10 to 12 days earlier than normal. The bulk of this variety would however be packed during the normal harvest period (Week 9 onwards). Quality and condition is still good.

Fruit LOGISTICA 2010



The South African Pavilion at Fruit Logistica was well attended, despite the very cold and snowy weather. Various industry representatives, table grape producers and exporters supported the South African pavilion. SATI wishes to express a sincere thank you to all companies, colleagues and potential clients for visiting us, we wish you continued success for 2010. Should you wish to get any further information on the industry, please contact Rhomona at rhomona@satgi.co.za.

Consumer Educational Campaign – Germany



Campaign Images

In store promotions, tastings and advertising have all began for the German educational campaign. The stand appearance has been well accepted, especially the lion motif, as many children are attracted to this. The quality of table grapes thus far has been exceptionally good for the campaign. The campaign itself is well excepted by all supermarkets and the retail trade is happy to have a "brand" orientated campaign with great awareness of South African Fruit.

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