



# SOUTH AFRICAN TABLE GRAPE INDUSTRY OVERVIEW

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## 2023 PRODUCER INFORMATION DAYS

PRESENTED BY: AJ Griesel

**AUGUST AND SEPTEMBER 2023**



# AGENDA

## BRIEF INTRODUCTION TO THE SOUTH AFRICAN TABLE GRAPE INDUSTRY

**1** Statistics – High Level

**2** SATI Framework

**3** Market Access & Tech

**4** Market Dev & Comms

**5** Transformation

**6** Training

**7** Commercial Affairs

**8** Key Projects - Focus

**9** Q & A

# HIGH LEVEL STATISTICS

NATIONAL LEVEL

**63 MILLION  
CARTONS  
EXPORTED  
IN THE 2022/2023  
SEASON  
(4.5 kg equivalent)**

**19 800**  
TABLE GRAPE  
HECTARES

**316**  
PRODUCERS  
THE NUMBER OF SOUTH AFRICAN  
TABLE GRAPE  
PRODUCERS

**5**  
REGIONS  
THE NUMBER OF SOUTH AFRICAN  
TABLE GRAPE  
REGIONS

**530**  
PRODUCTION  
UNITS



# PRODUCTION & EXPORTS

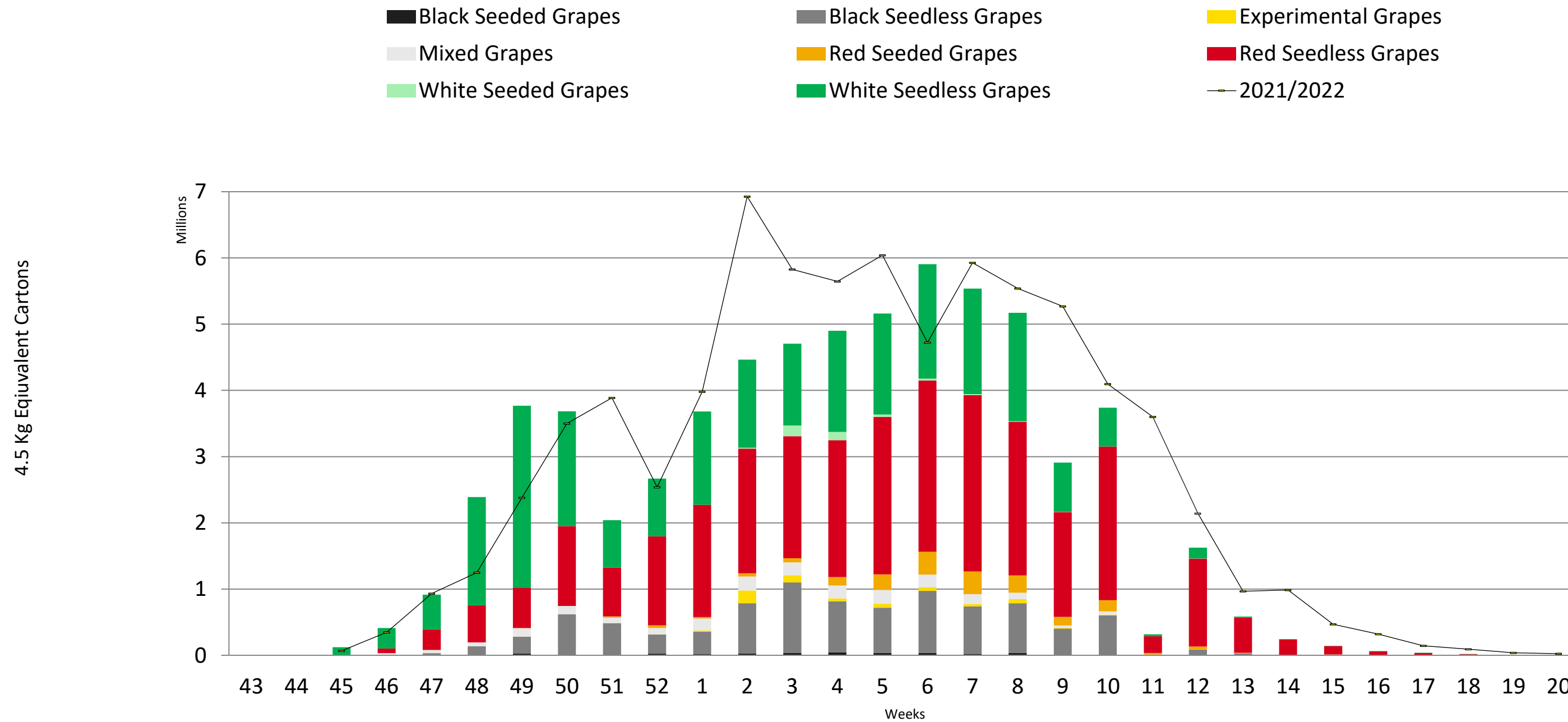
NATIONAL LEVEL – INTAKES 2013/2014 to 2022/2023

Year	Northern Provinces	Orange River	Olifants River	Berg River	Hex River	Total National
2013/2014	4 083 599	15 118 961	3 121 056	11 379 002	16 846 196	50 548 814
2014/2015	4 510 726	17 686 726	3 788 287	13 062 449	20 331 091	59 379 279
2015/2016	4 730 931	18 642 606	3 157 059	12 599 726	18 849 217	57 979 539
2016/2017	5 537 784	20 532 515	3 968 073	15 426 175	22 110 612	67 575 160
2017/2018	6 828 762	19 015 641	2 802 436	13 052 616	20 365 295	62 064 749
2018/2019	7 120 755	19 207 361	2 366 503	13 788 759	18 649 830	61 133 209
2019/2020	6 100 383	19 859 013	3 319 516	16 274 501	20 596 570	66 149 984
2020/2021	7 881 591	18 508 777	4 443 619	20 061 729	23 997 667	74 893 384
2021/2022	7 438 123	22 315 878	3 569 414	19 151 150	25 258 170	77 732 736
2022/2023	5 617 730	16 398 090	3 044 430	18 968 977	21 187 915	65 218 198
<b>CAGR 9YR</b>	<b>3,6%</b>	<b>0,9%</b>	<b>-0,3%</b>	<b>5,8%</b>	<b>2,6%</b>	<b>2,9%</b>
<b>CAGR 3YR</b>	<b>-2,7%</b>	<b>-6,2%</b>	<b>-2,8%</b>	<b>5,2%</b>	<b>0,9%</b>	<b>-0,5%</b>



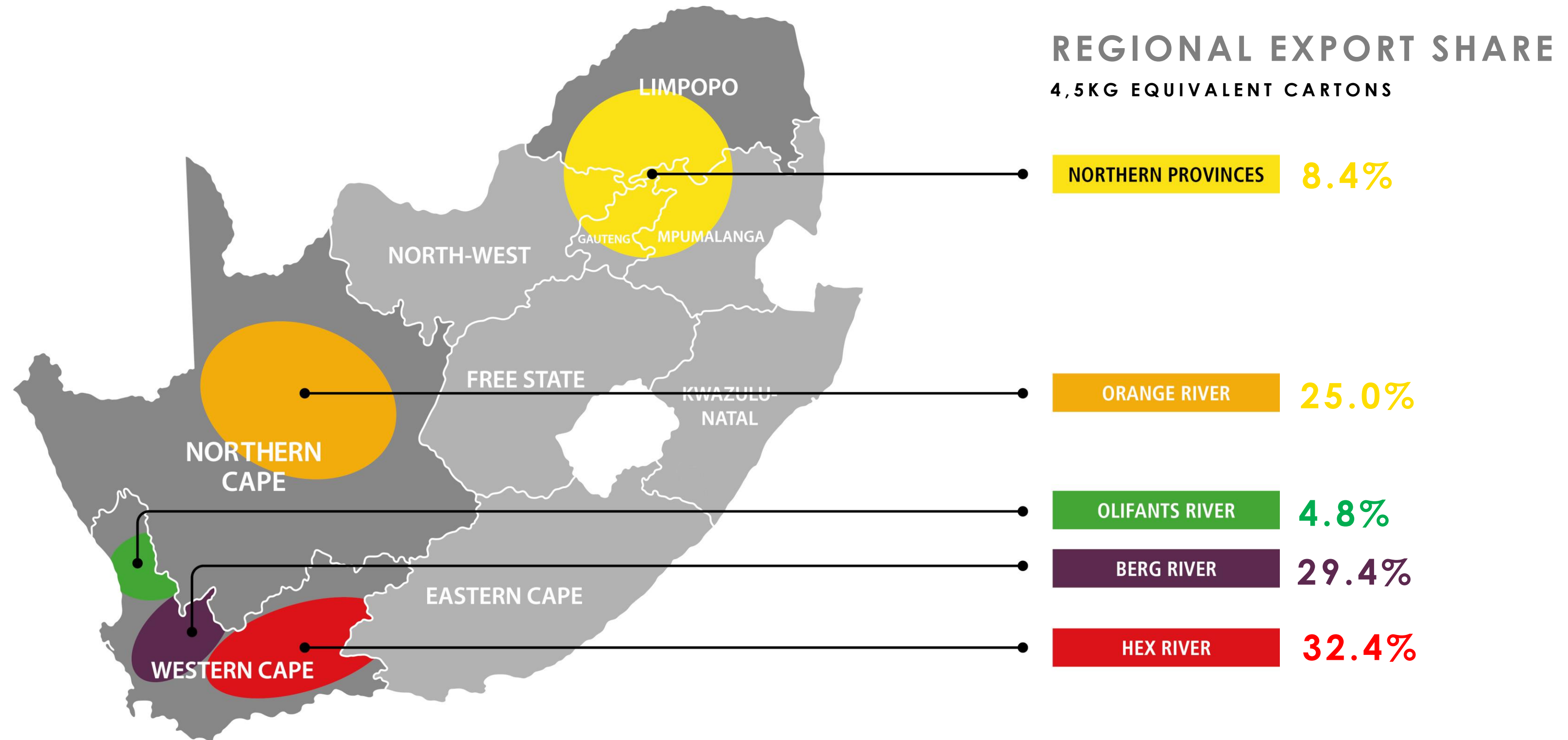
# HIGH LEVEL STATISTICS

## NATIONAL LEVEL – WEEKLY INTAKES PER CULTIVAR GROUP 2022/2023



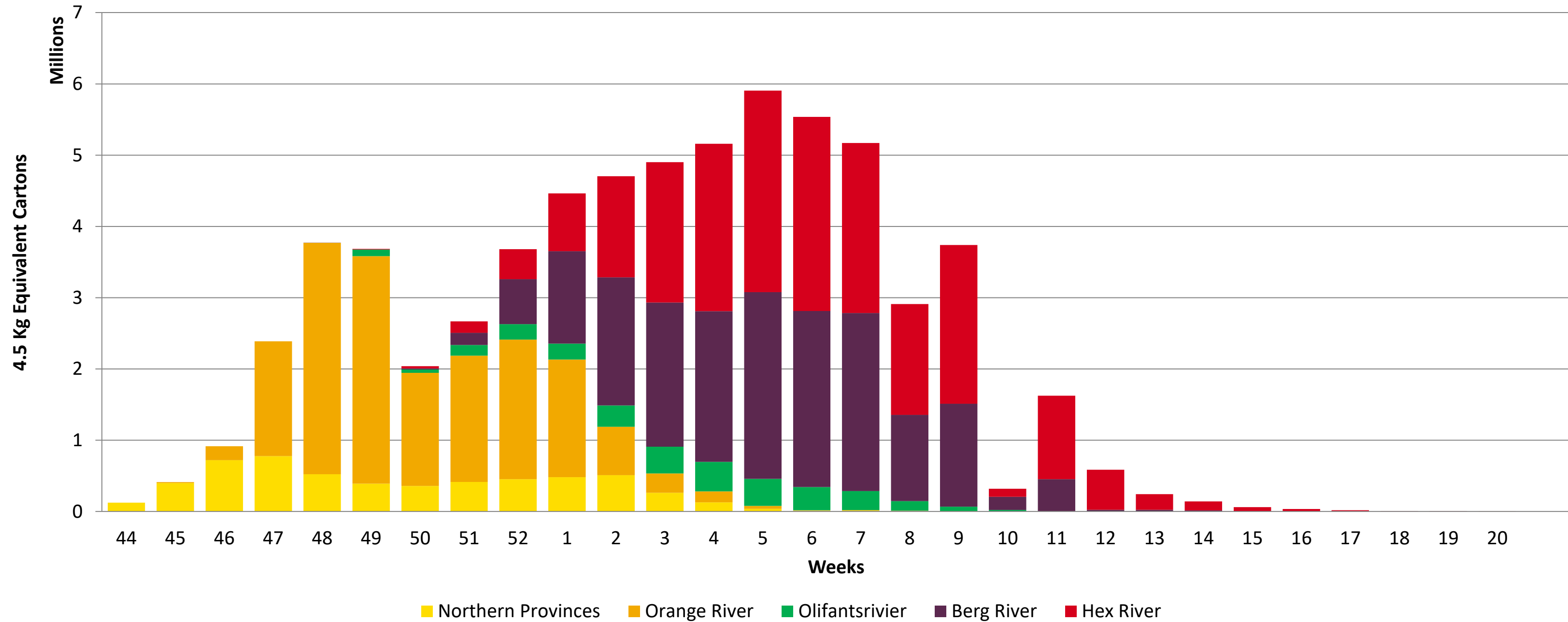
# HIGH LEVEL STATISTICS

REGIONAL LEVEL – 2022/2023



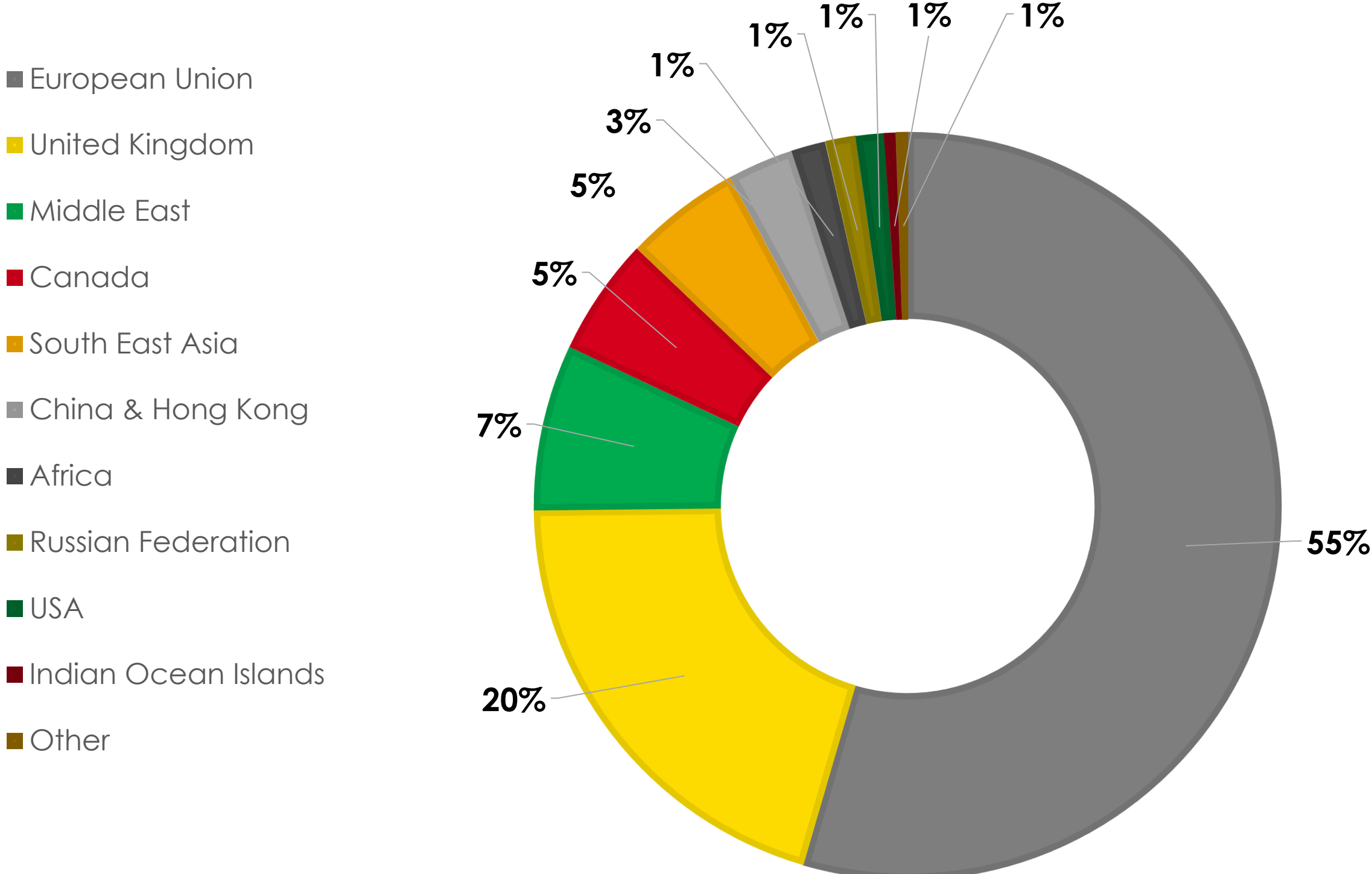
# HIGH LEVEL STATISTICS

## REGIONAL LEVEL – WEEKLY INTAKES PER PRODUCTION REGION 2022/2023



# SOUTH AFRICA

## MARKETS- EXPORTED





**SOUTH AFRICA**  
**QUALITY ON ROOT**

# SOUTH AFRICA TABLE GRAPE INDUSTRY

WHO WE REPRESENT OUR VISION, MISSION AND FOCUS?

## VISION AND MISSION

### VISION

South Africa is the Preferred Country of Origin for table grapes and will provide every table grape producer as wide a choice as possible with profitable markets.

### MISSION

SATI delivers service excellence to create a progressive, equitable and sustainable South African Table Grape Industry.

## SUSTAINABLE AND PROFITABLE MARKET ACCESS

Market Access & Technical 

Research 

Market Dev and Comms 

Commercial Affairs 

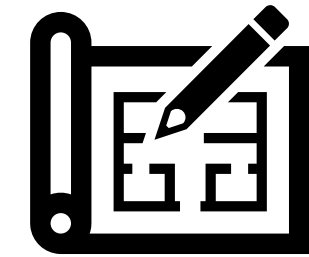
Training 

Transformation 

Admin & Finance 

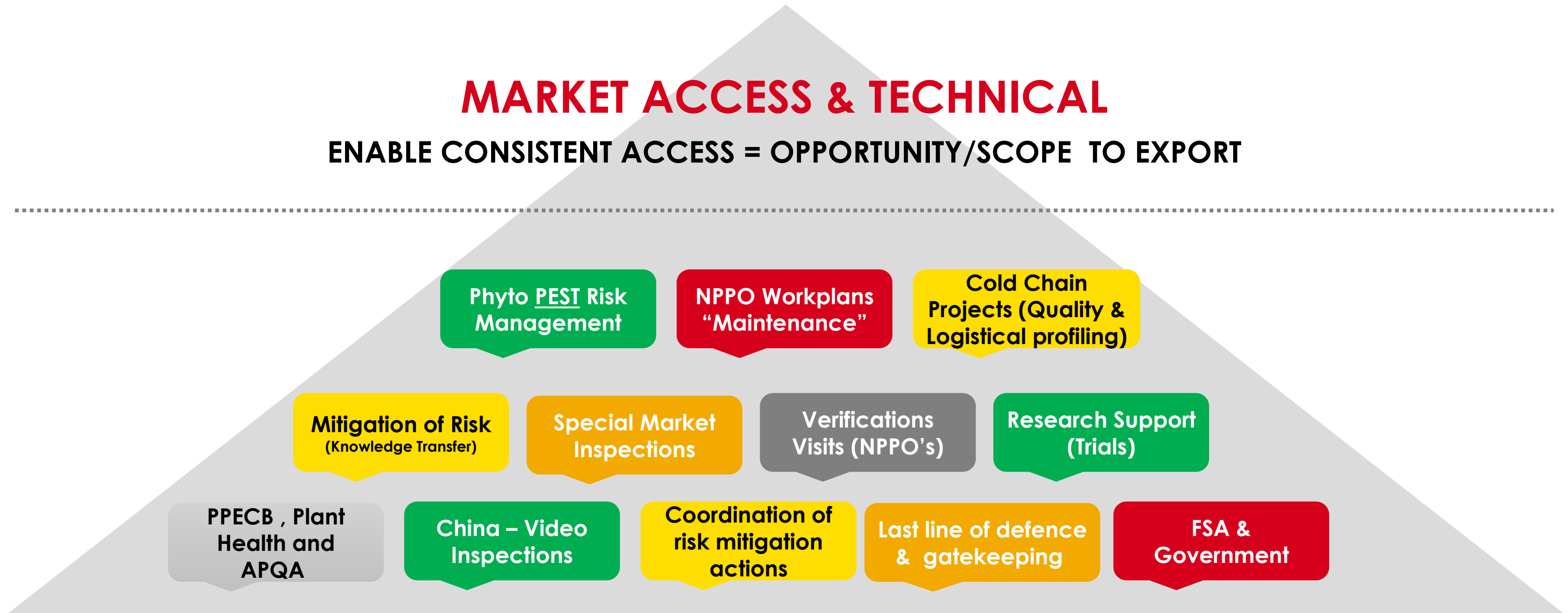


# MARKET ACCESS & TECHNICAL

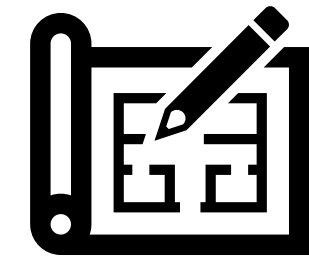


## MARKET ACCESS & TECHNICAL

ENABLE CONSISTENT ACCESS = OPPORTUNITY/SCOPE TO EXPORT



# MARKET ACCESS & TECHNICAL

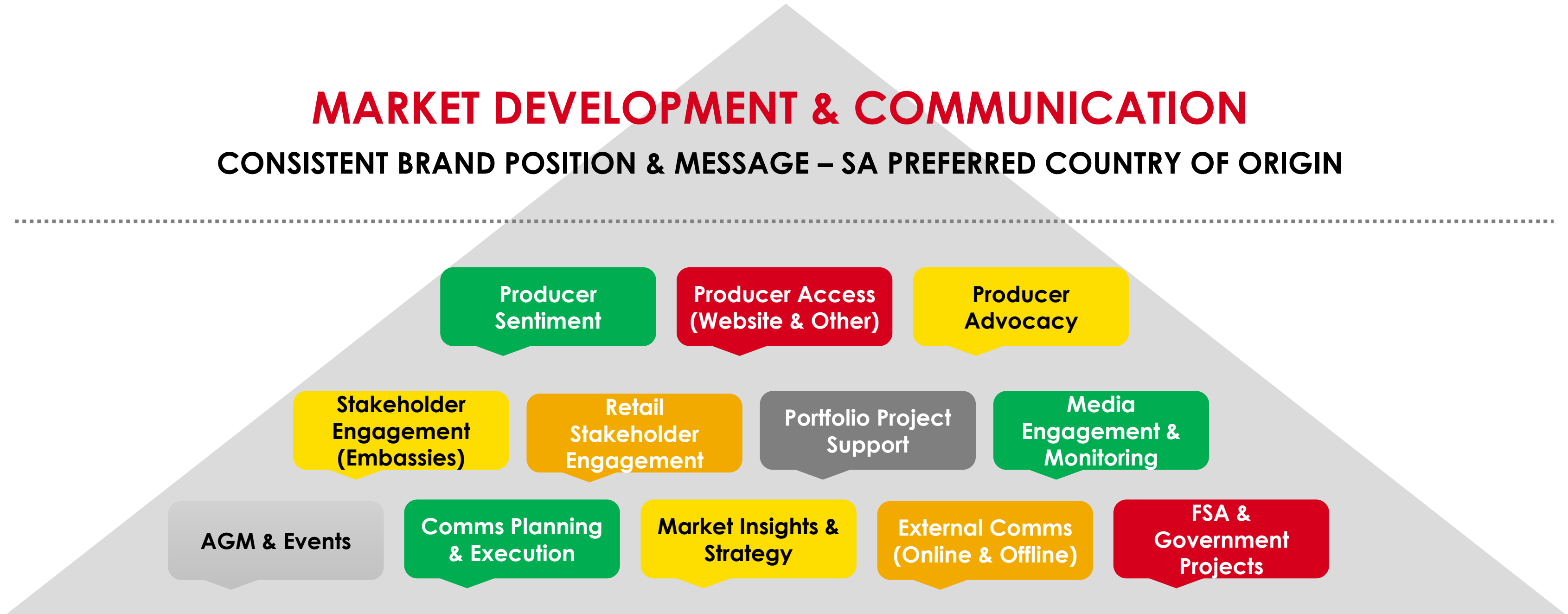


# MARKET DEVELOPMENT & COMMUNICATION



## MARKET DEVELOPMENT & COMMUNICATION

CONSISTENT BRAND POSITION & MESSAGE – SA PREFERRED COUNTRY OF ORIGIN



# MARKET DEVELOPMENT & COMMUNICATION



SATI Trade Newsletter – 10 May 2023 [\[Edit\]](#)

[VIEW NEWSLETTER](#)

SATI Trade Newsletter – 17 March 2023 [\[Edit\]](#)

[VIEW NEWSLETTER](#)

SATI Trade Newsletter – 02 March 2023 [\[Edit\]](#)

[VIEW NEWSLETTER](#)

## SATI Annual General Meeting Algemene Jaarvergadering

**Friday 26 May 2023**

SATI Annual General Meeting (AGM) which will be held virtually on MS Teams.

**TIME:** 09:00



## PRESS RELEASES



**South African Table Grape Industry Celebrates Successful 2022/23 China Campaign Launch**

27 March, 2023

[Read more](#)



**Final Crop Estimate for the 2022/2023 Table Grape Season**

2 March, 2023

[Read more](#)



**MEDIA STATEMENT: Agri-Workers Impacted by Heat Exhaustion in the Orange River Region**

23 January, 2023

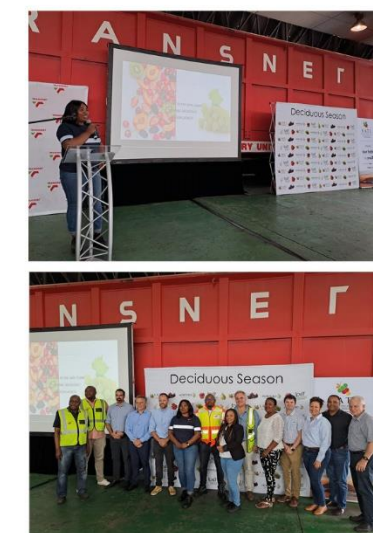
[Read more](#)



**GUEST SPEAKER • GASSPREKER**

**Chantell Ilbury**

Renowned strategist and scenario planner  
Bestselling business author  
Founding partner Mindotalex

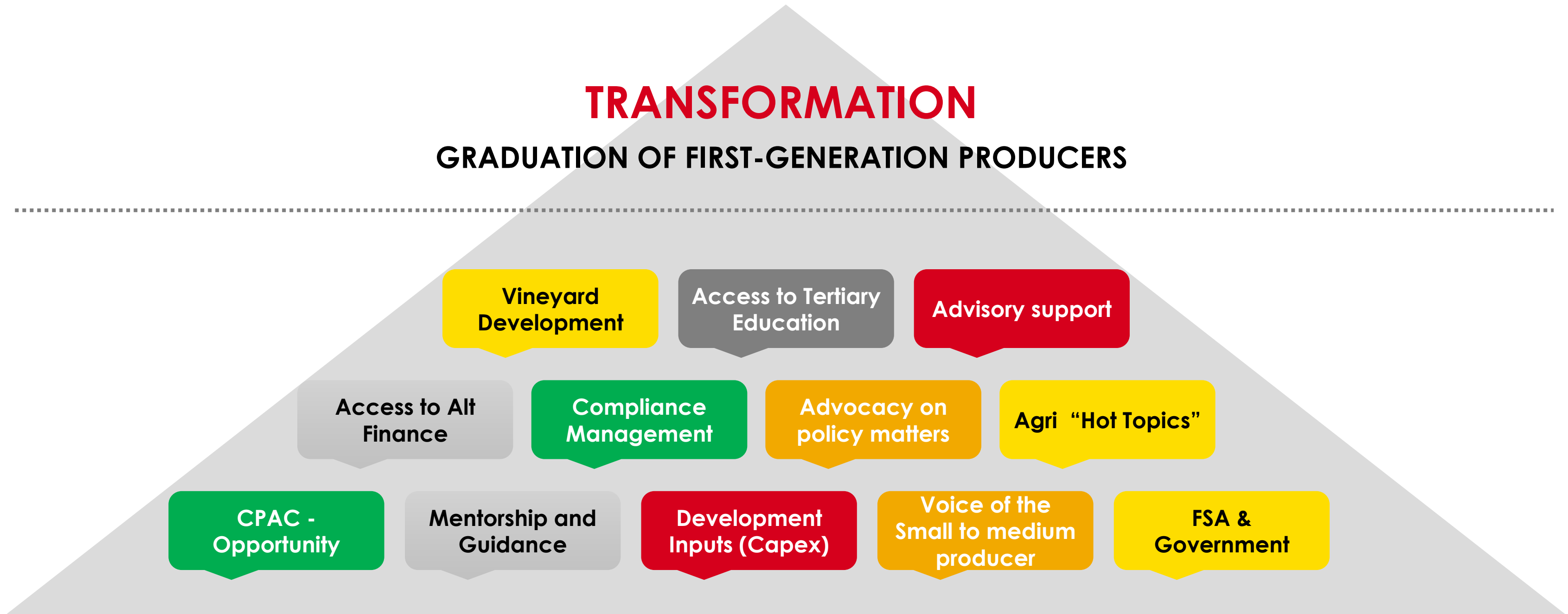


# TRANSFORMATION



## TRANSFORMATION

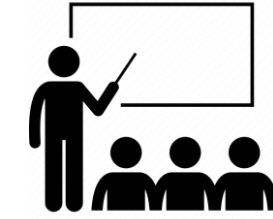
### GRADUATION OF FIRST-GENERATION PRODUCERS



# TRANSFORMATION

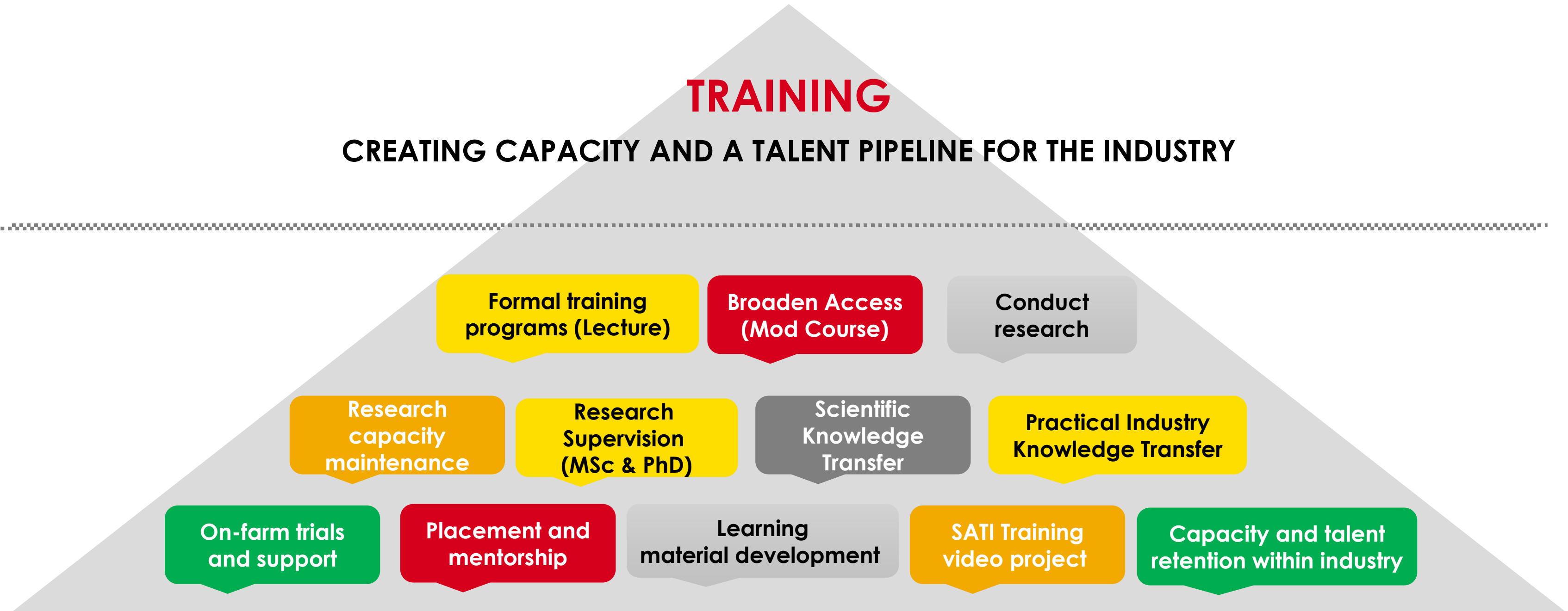


# TRAINING

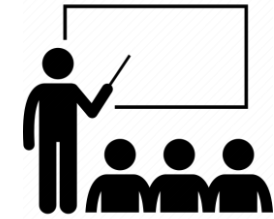


## TRAINING

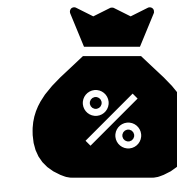
CREATING CAPACITY AND A TALENT PIPELINE FOR THE INDUSTRY



# TRAINING

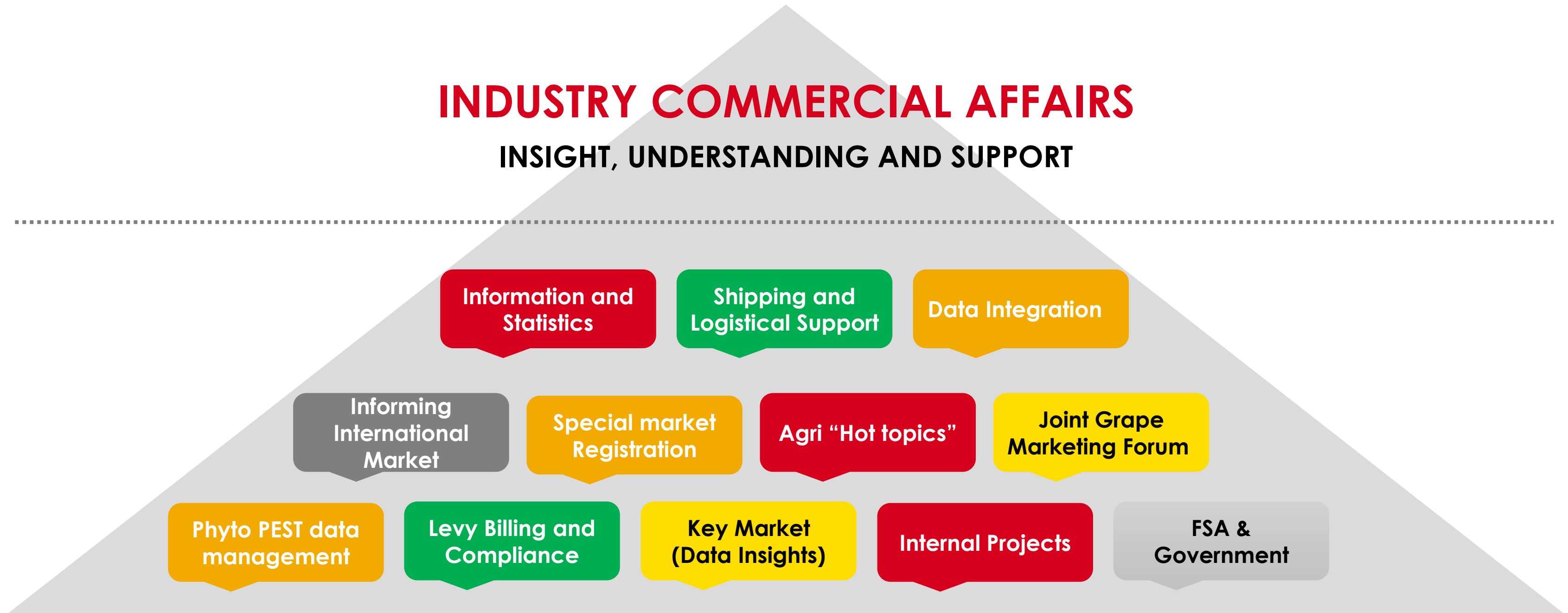


# INDUSTRY COMMERCIAL AFFAIRS

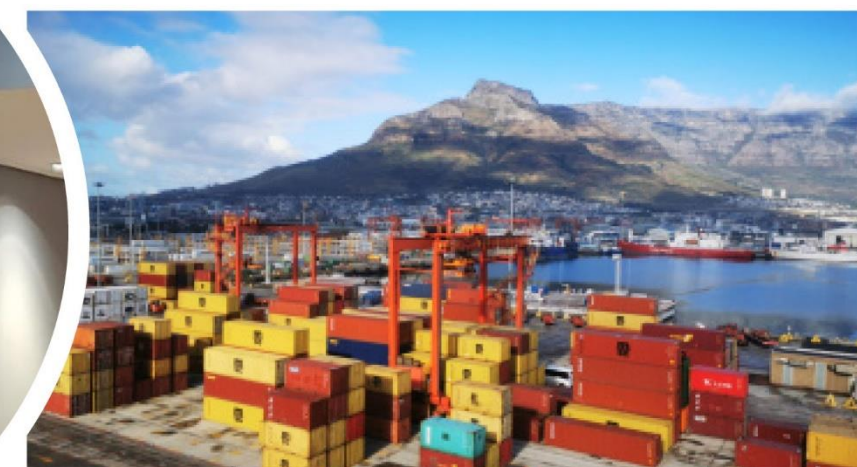


## INDUSTRY COMMERCIAL AFFAIRS

INSIGHT, UNDERSTANDING AND SUPPORT



# INDUSTRY COMMERCIAL AFFAIRS



Scan the QR code

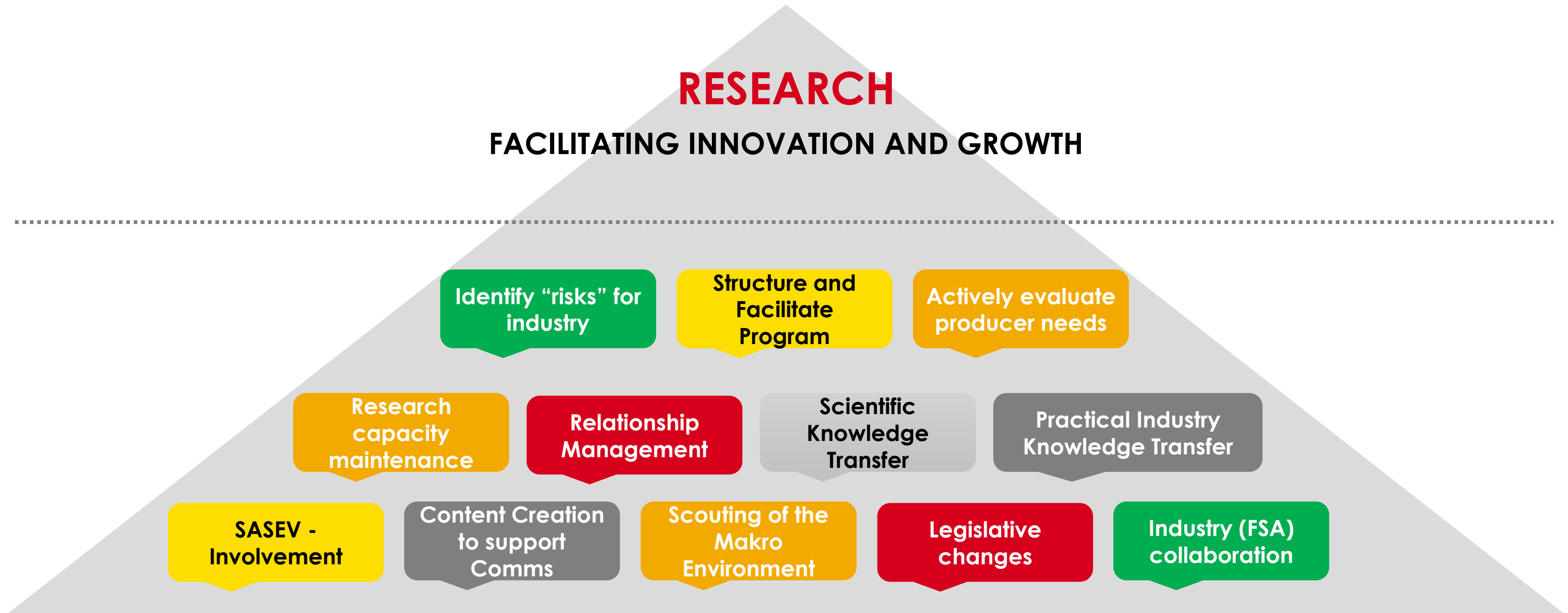


# RESEARCH

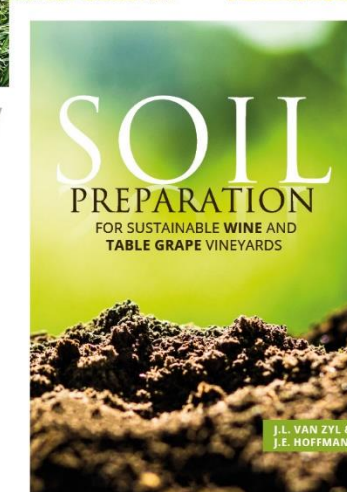
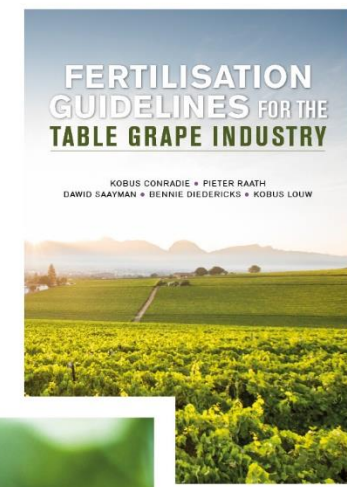
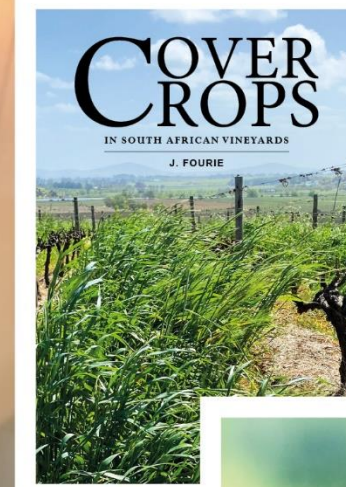


## RESEARCH

FACILITATING INNOVATION AND GROWTH



# RESEARCH



# KEY PROJECTS

## WHAT'S ON THE **HORIZON**?

- Cape Town Port and Logistics (Achieved / Work to Do!)
- Thomas Eskesen – Fruit SA - Project
- Eskom Loadshedding
- Compliance Cost and Audits
- Minimum Wages / Employment Equity (AgriSa and Agbiz)
- NB – Plaagbestryding en Bestuur – Ons kan nie 'n “glip” bekostig nie!
- Market Development
- Academic housing and accreditation of Modular Short Courses at SU

# FROM UR TABLE TO YOURS

