

HORTGRO
Growing Fruit IQ

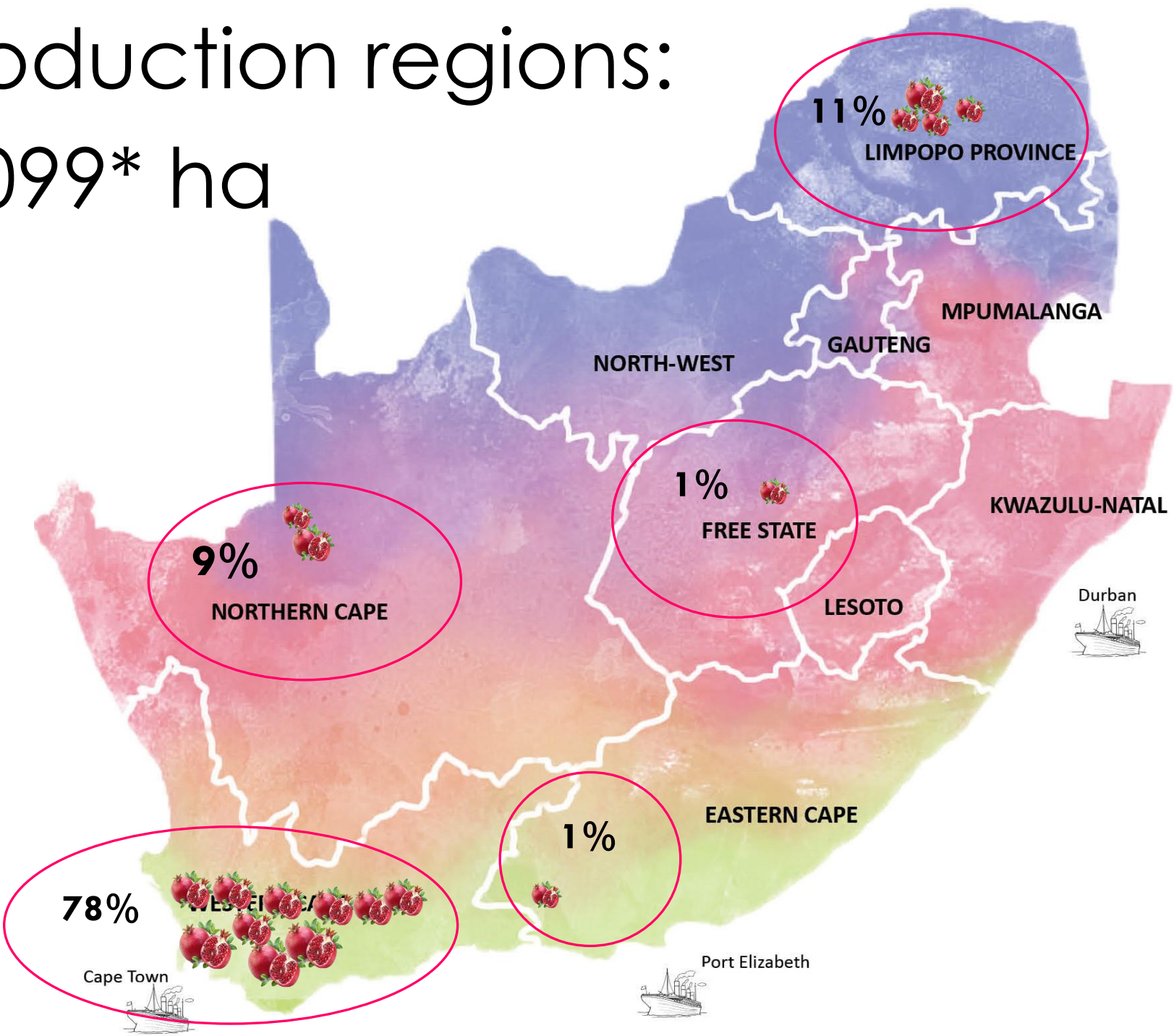


POMEGRANATE INDUSTRY OVERVIEW

October 2021

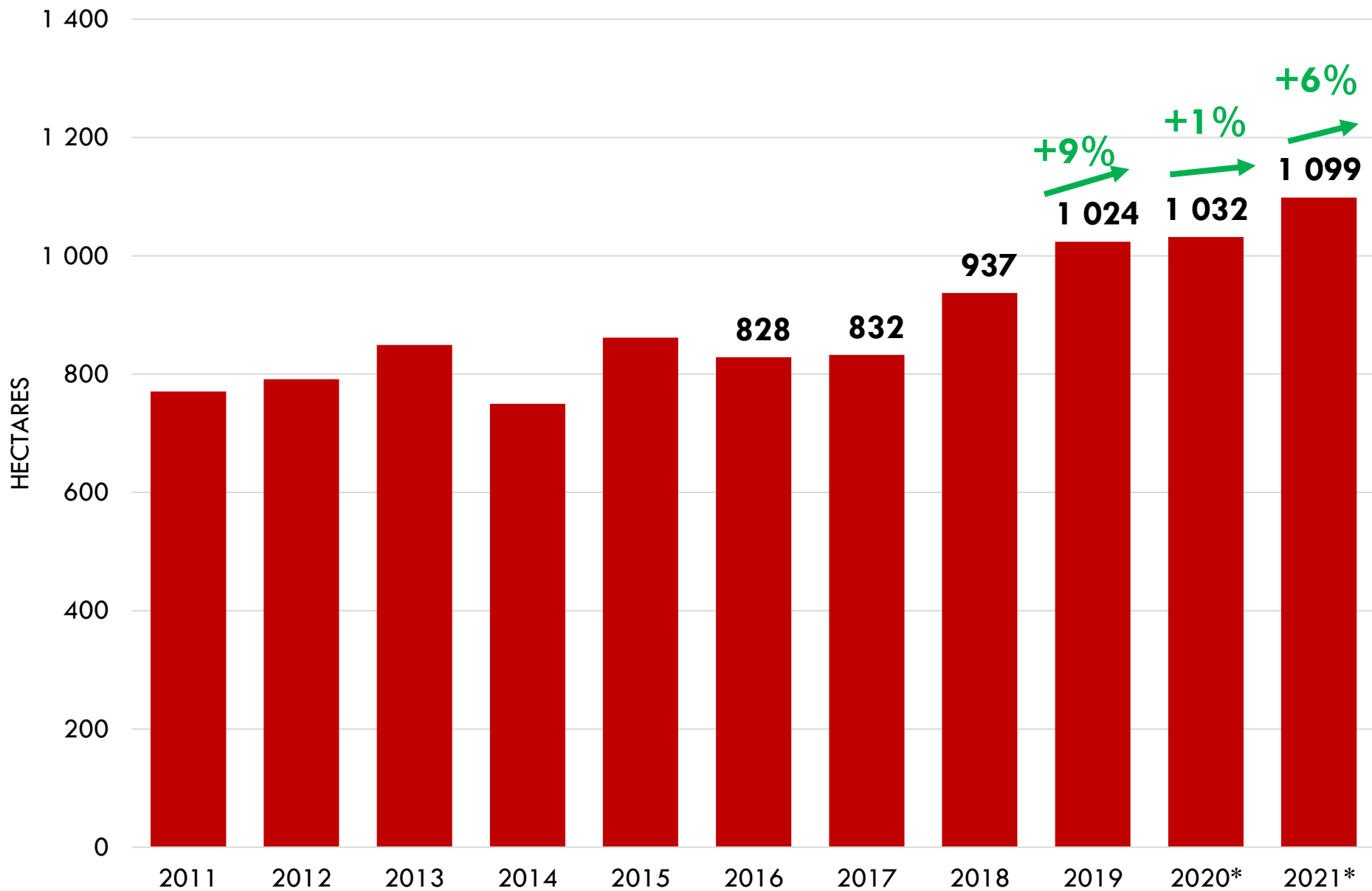
Production regions:

1 099* ha



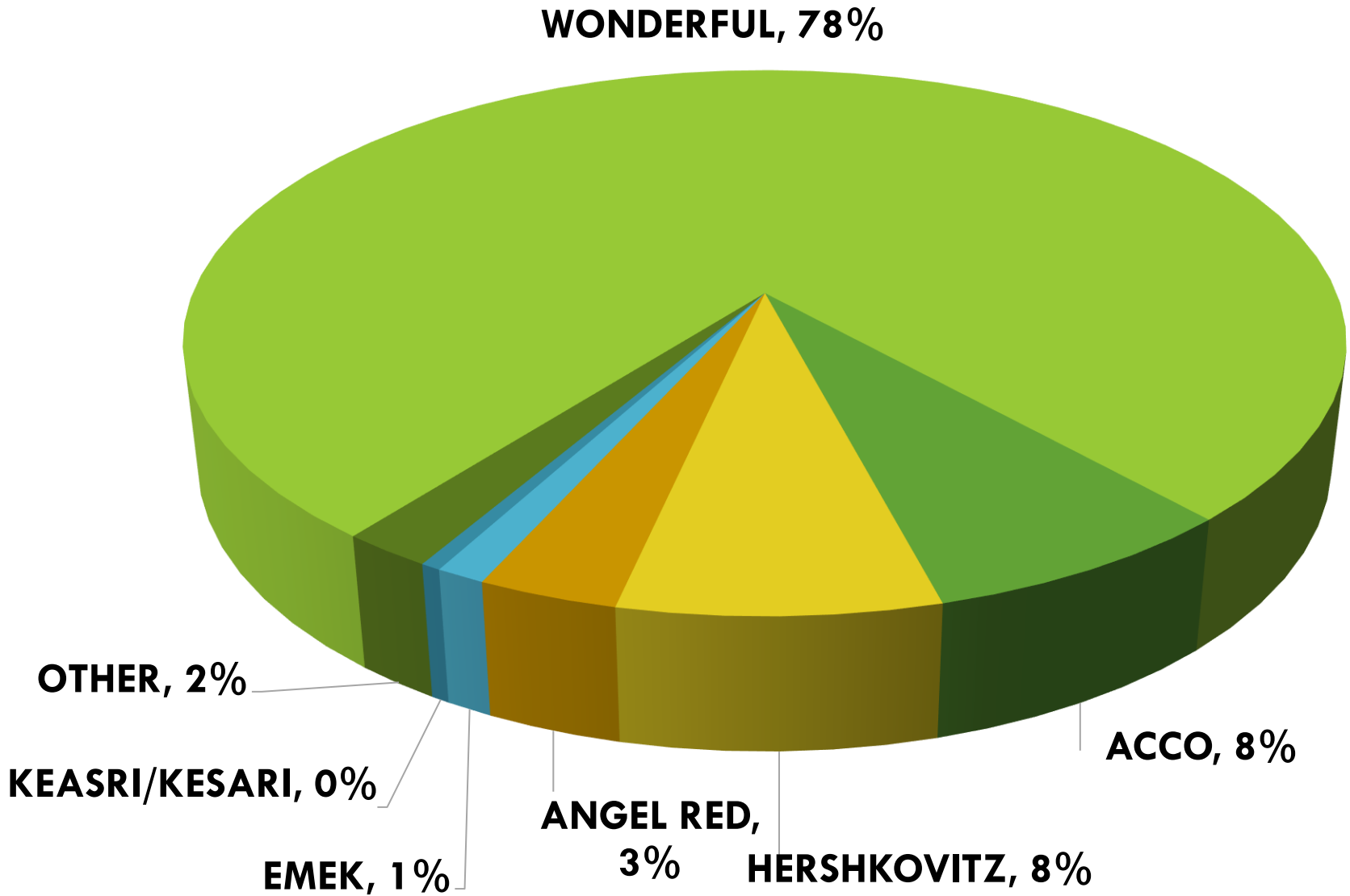


Total Area Planted (ha)



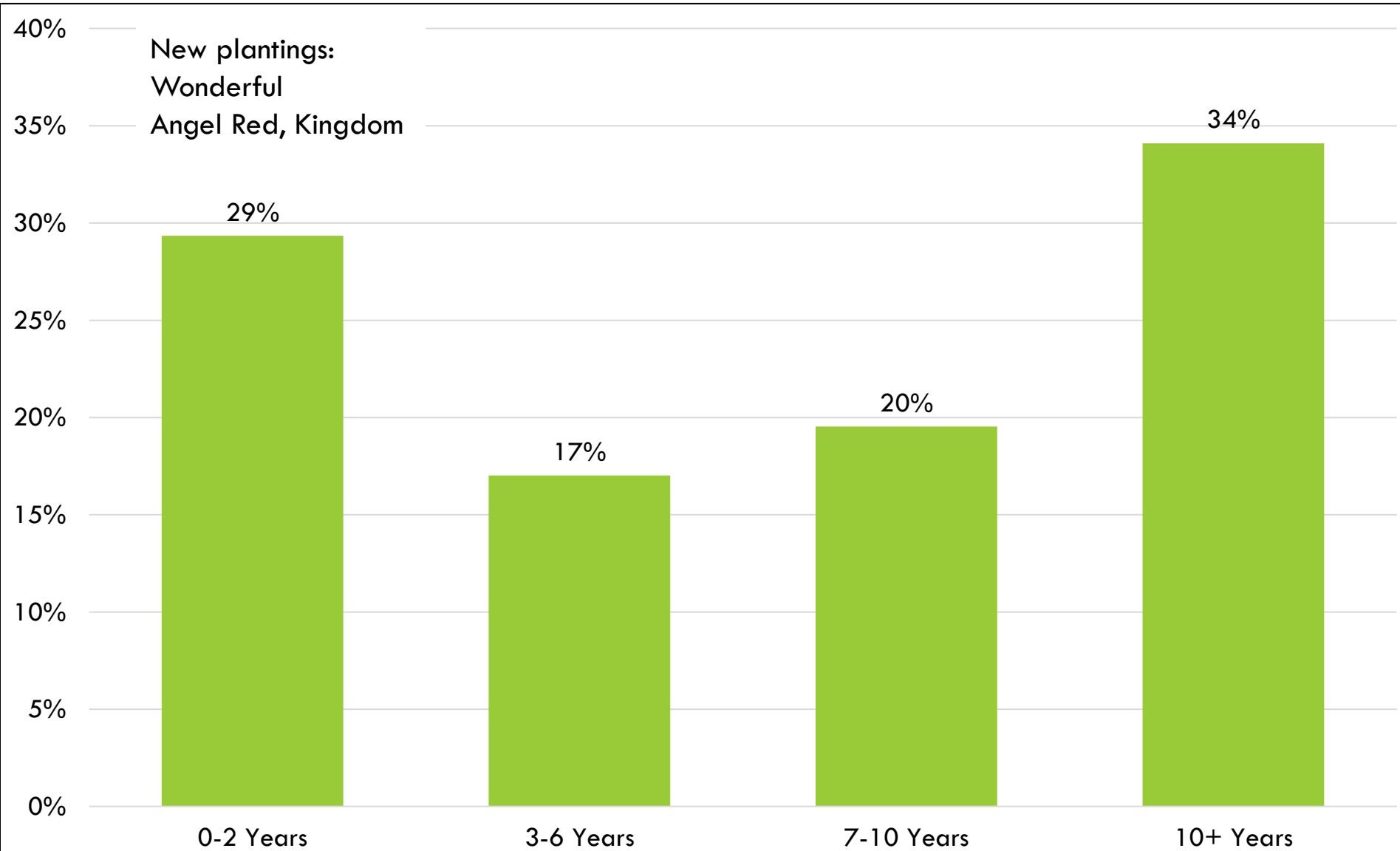


Cultivar Distribution



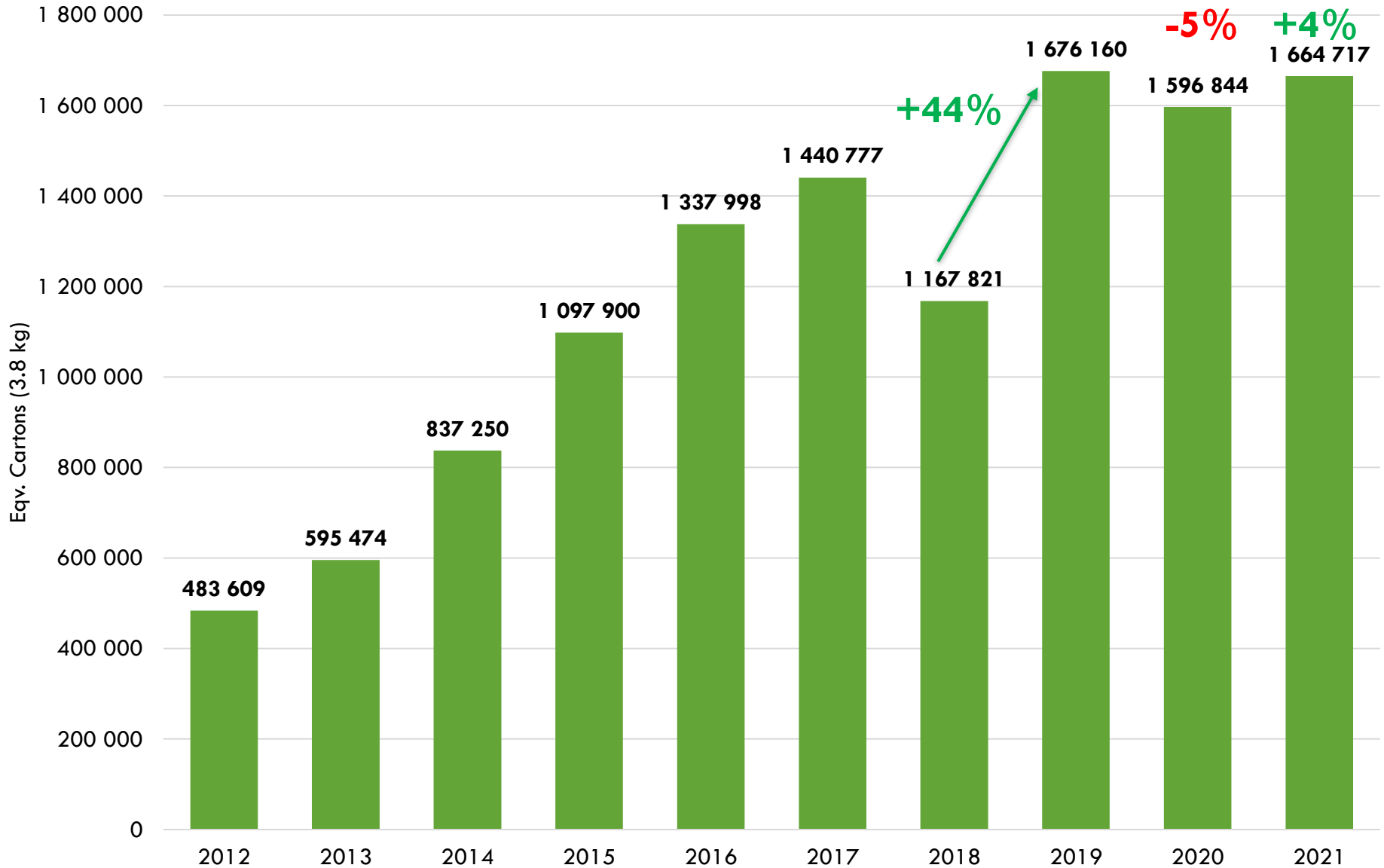


Orchard Age Distribution



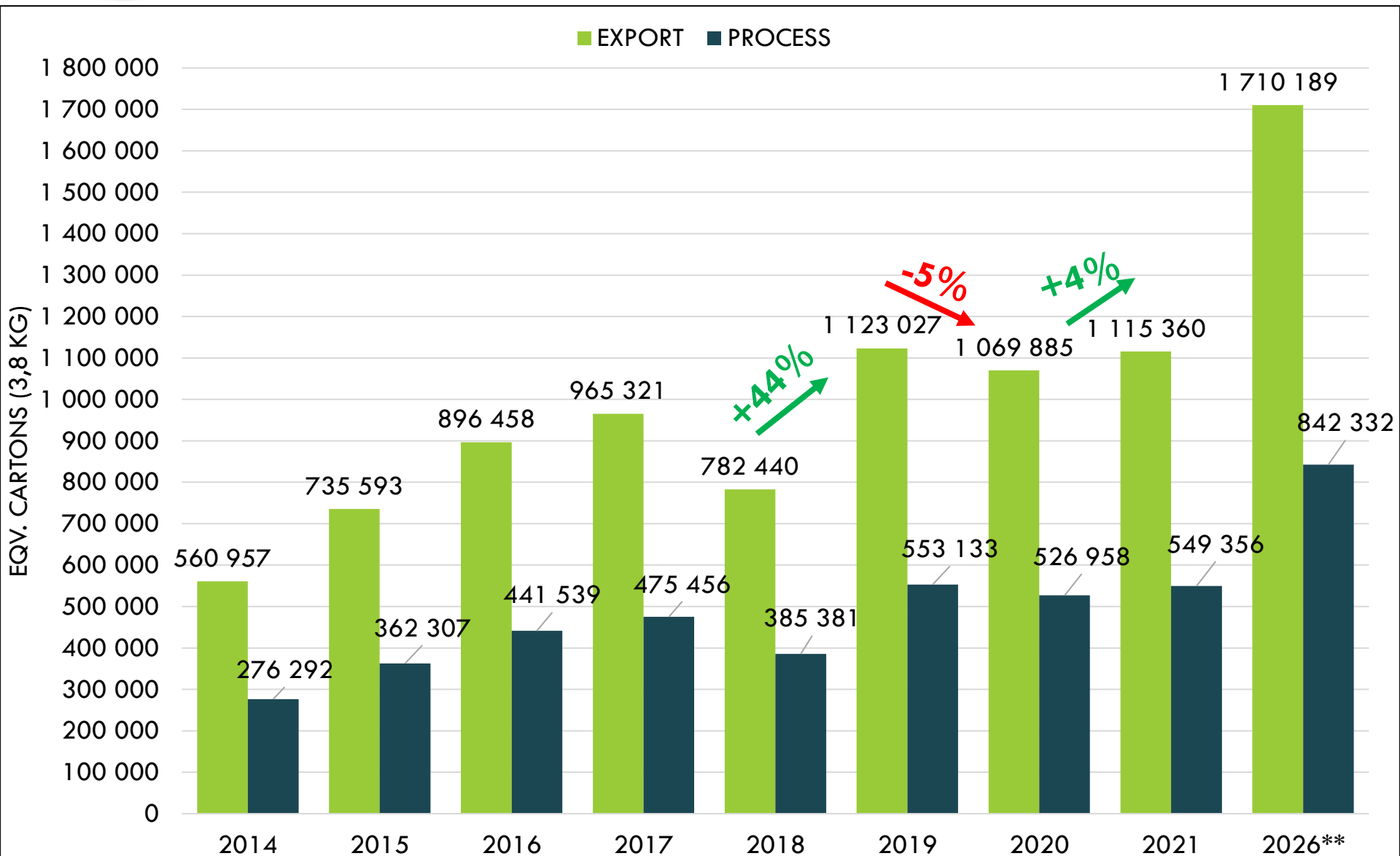


Total SA Exports (Eqv. Cartons = 3,8 Kg)





Mid Term Projection





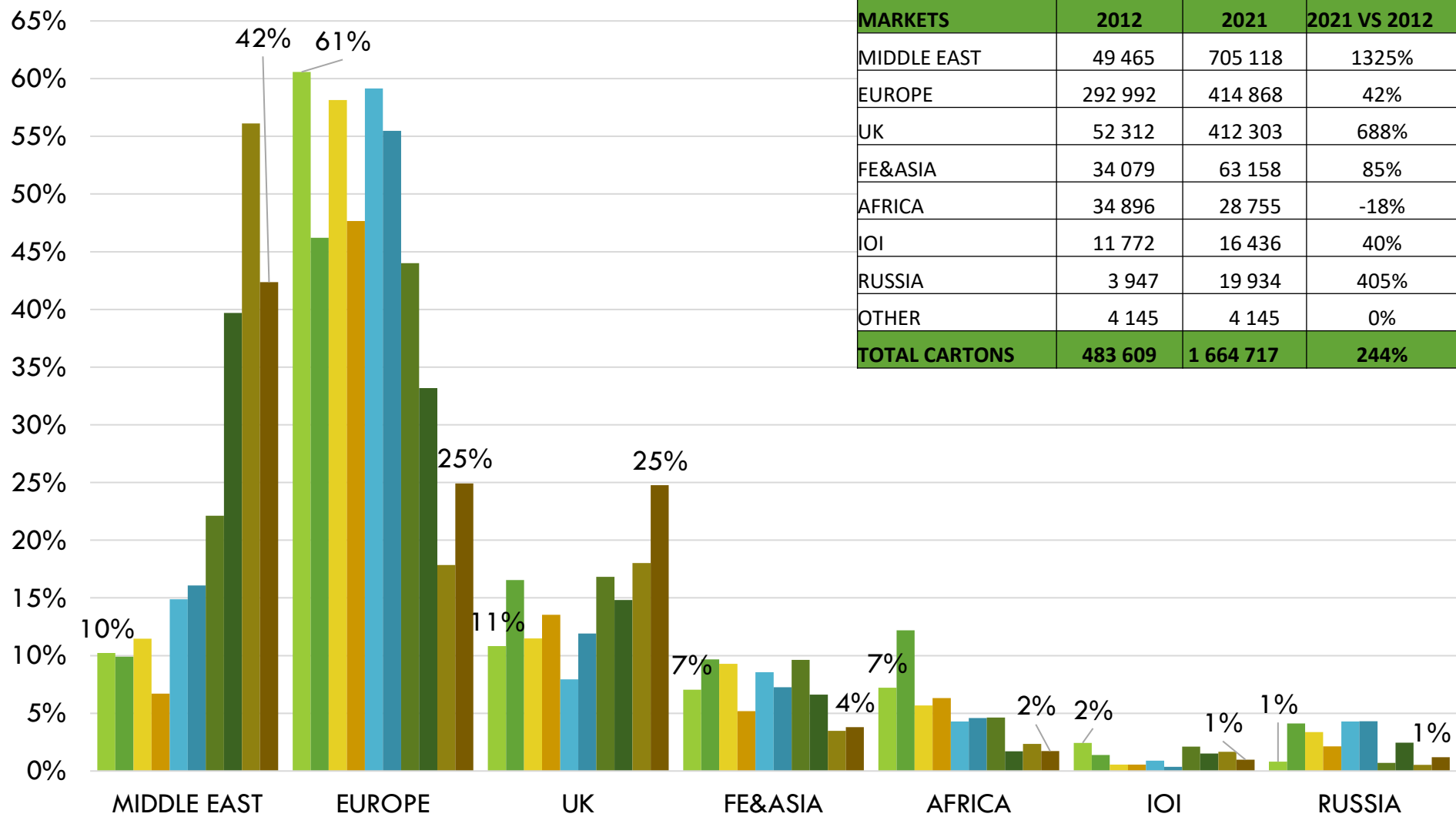
Exports per cultivar: 2016-2021

CULTIVAR	2016	2017	2018	2019	2020	2021	% CONTR.
WONDERFUL	935 087	931 273	851 291	1 157 104	1 185 249	1 225 042	74%
HERSHKOWITZ	258 130	304 066	169 143	269 604	190 542	228 880	14%
ACCO	128 999	181 487	111 496	234 640	202 501	167 601	10%
EMEK	0	0	0	0	0	16 021	1%
ROSY	2 111	7 895	0-	0	290	3 947	0%
OTHER	13 671	16 057	35 891	14 811	18 263	23 225	1%
TOTAL 3,8 KG Eqv. Cartons	1 337 998	1 440 777	1 167 821	1 676 160	1 596 844	1 664 717	

Source: PPECB



Export Market Destination Trend



Source: PPECB

■ 2012
 ■ 2013
 ■ 2014
 ■ 2015
 ■ 2016
 ■ 2017
 ■ 2018
 ■ 2019
 ■ 2020
 ■ 2021



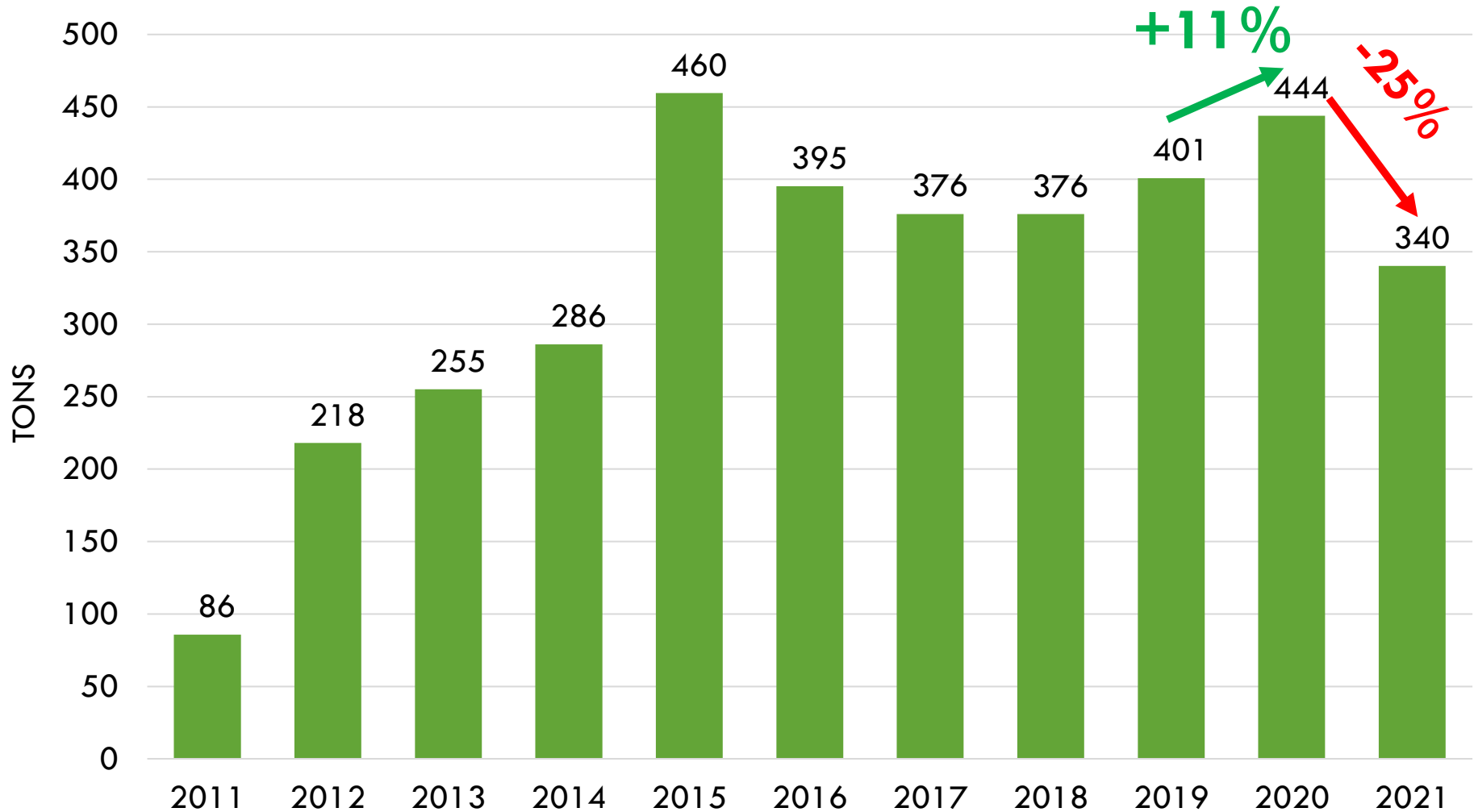
Pack-out % @ Packhouse

Cultivar	EXPORTS		LOCAL		% Waste	%JUICE
	% FRESH Exports	% PROCESSED Exports	% FRESH Local	% PROCESSED Local		
Wonderful	23%	57%	2%	13%	2%	4%
Hershkowitz	34%	51%	1%	3%	2%	9%
Acco	32%	61%	1%	4%	2%	0%
Emek	39%	52%	0%	5%	4%	0%
Angle Red	0%	0%	31%	26%	44%	0%
KINGDOM	24%	59%	0%	10%	8%	0%
Grand Total	25%	56%	2%	10%	2%	4%

Source: SURVEY



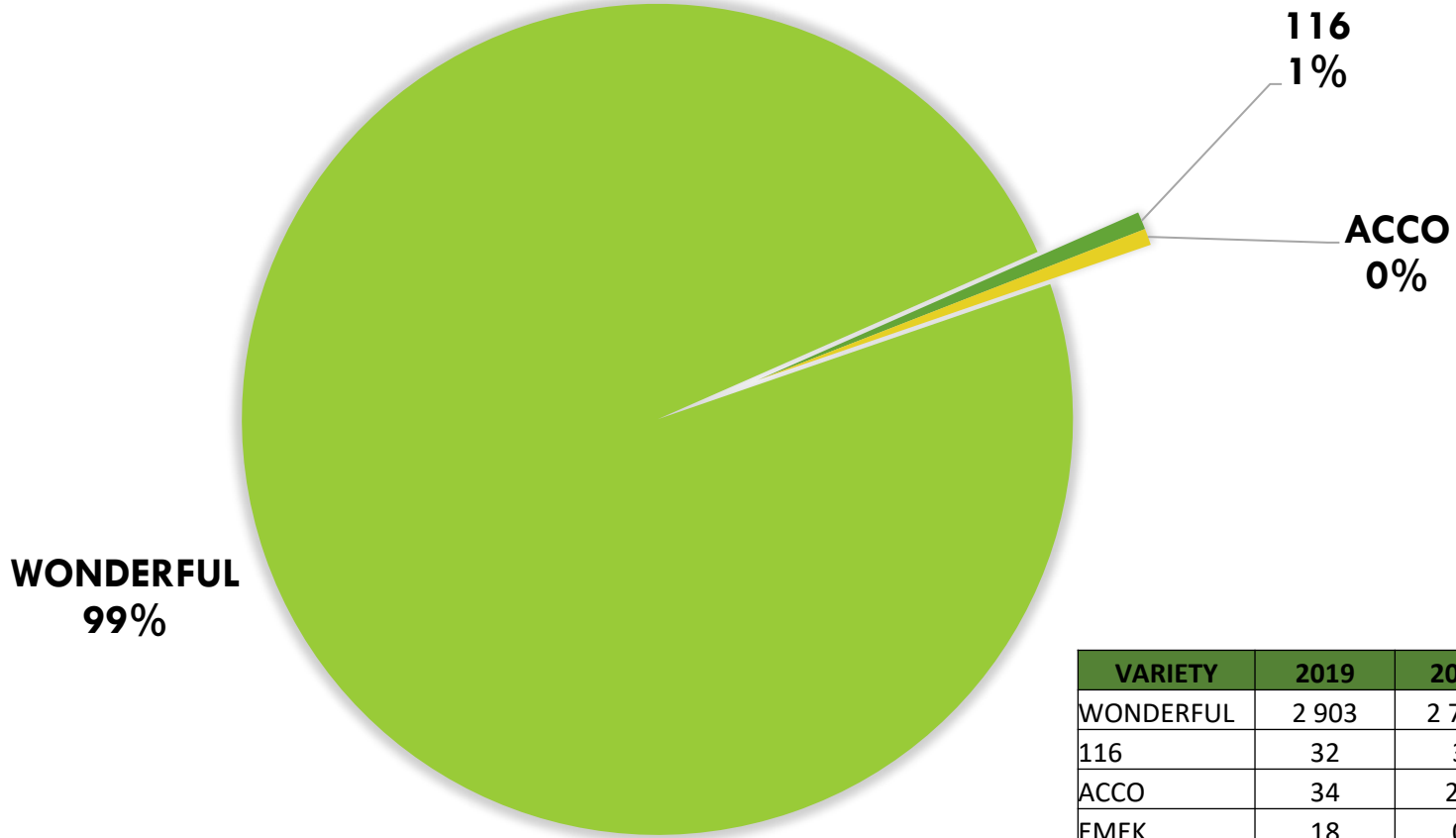
Local Market Trends: JAN – AUG tons



SOUTHERN HEMISPHERE EXPORTS



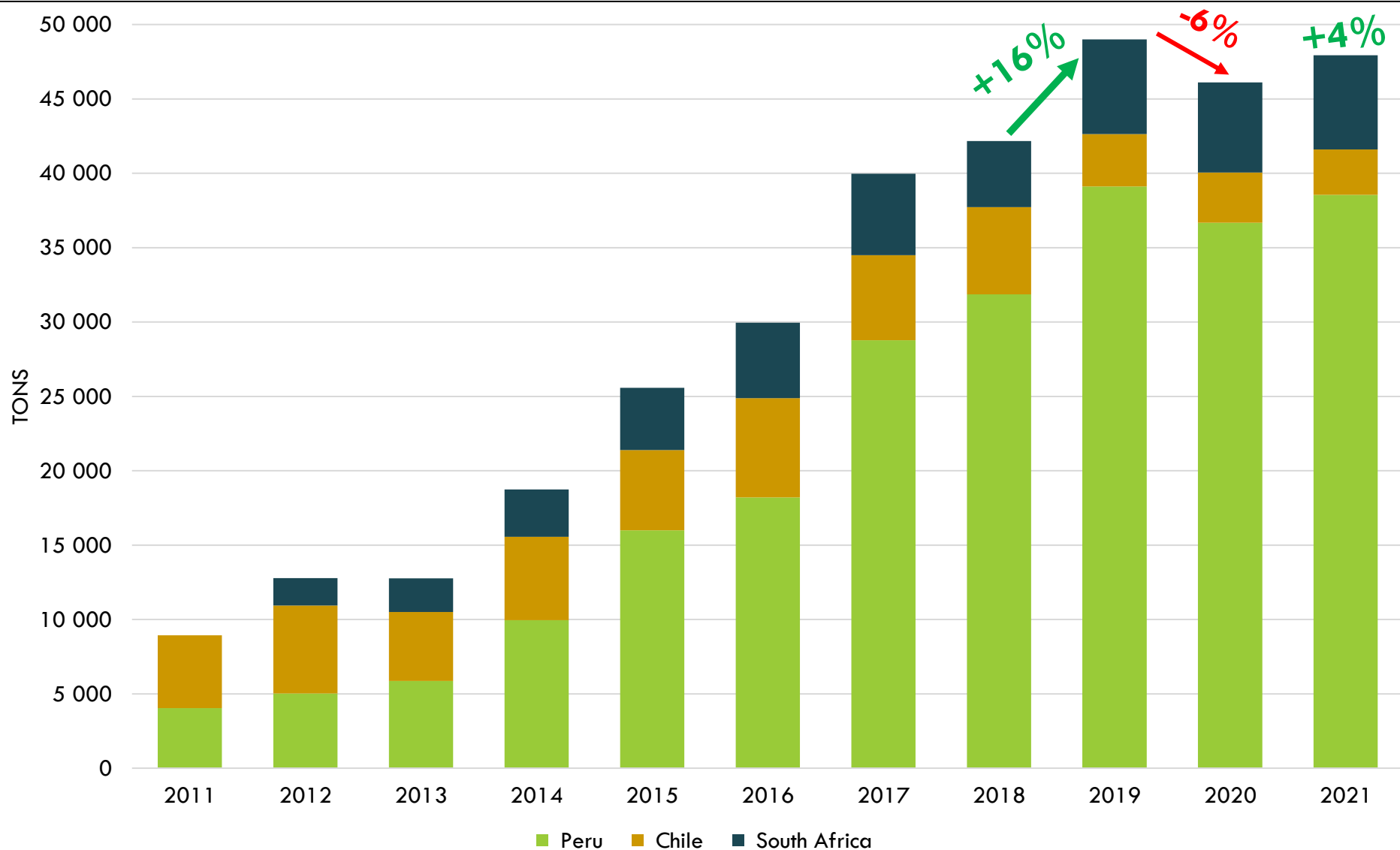
Peru area planted per variety: 2021



VARIETY	2019	2020	2021
WONDERFUL	2 903	2 711	2 307
116	32	3	16
ACCO	34	26	15
EMEK	18	0	0
TOTAL	2 987	2 740	2 338



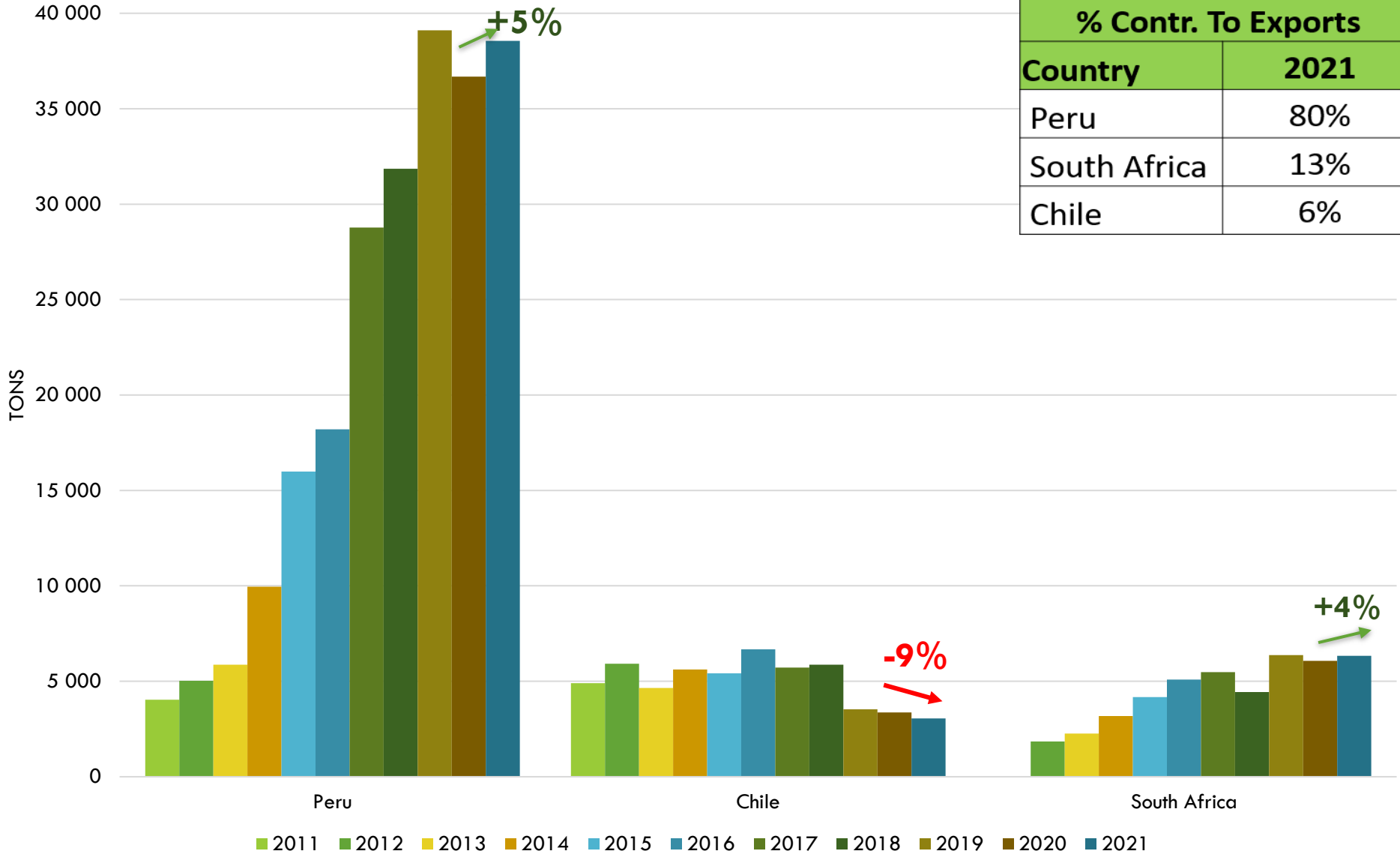
Total SA, PERU & CHILE Shipments to all markets - TONS





Growth in exports:

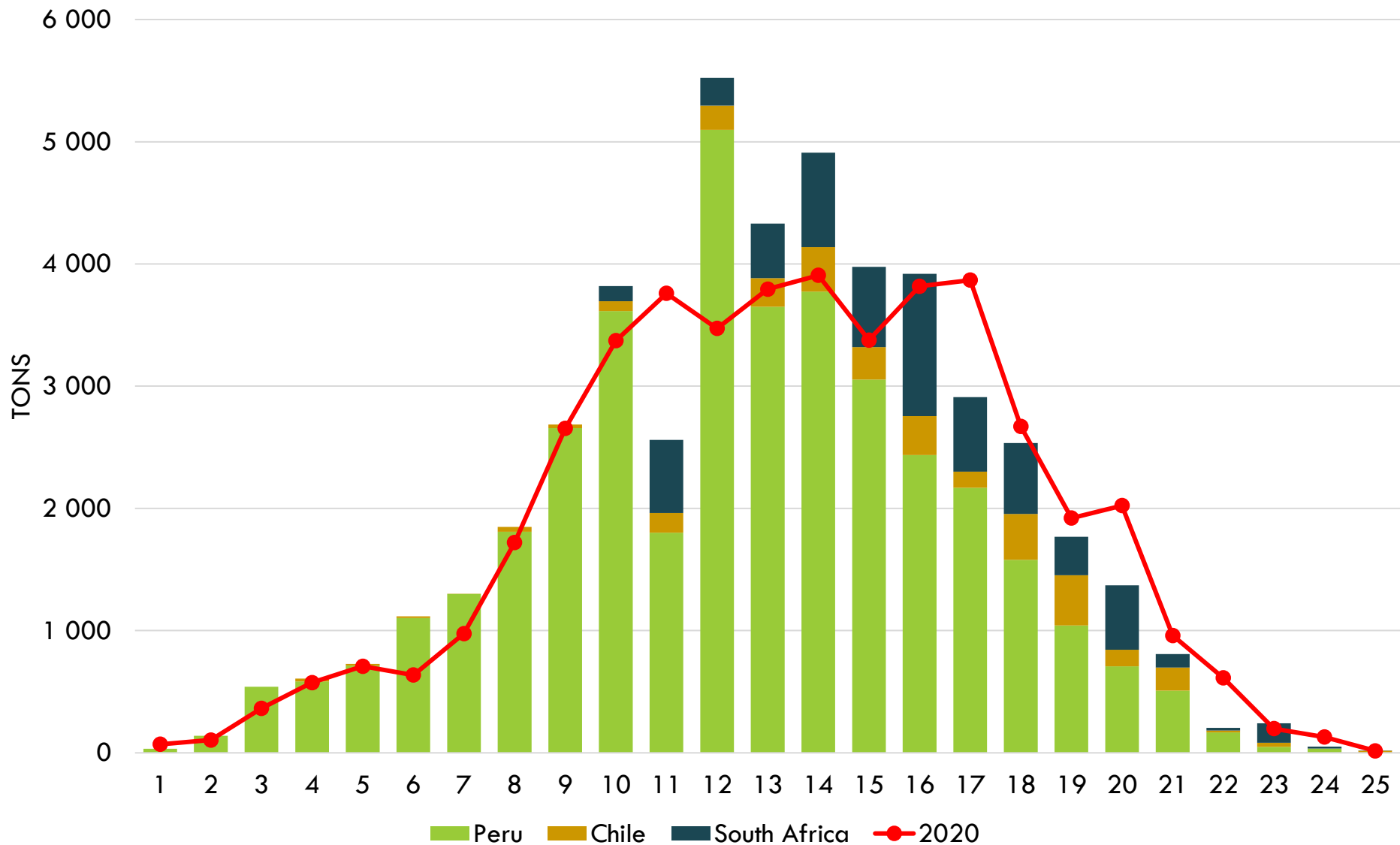
PERU, SA & CHILE – total Tons



% Contr. To Exports	
Country	2021
Peru	80%
South Africa	13%
Chile	6%

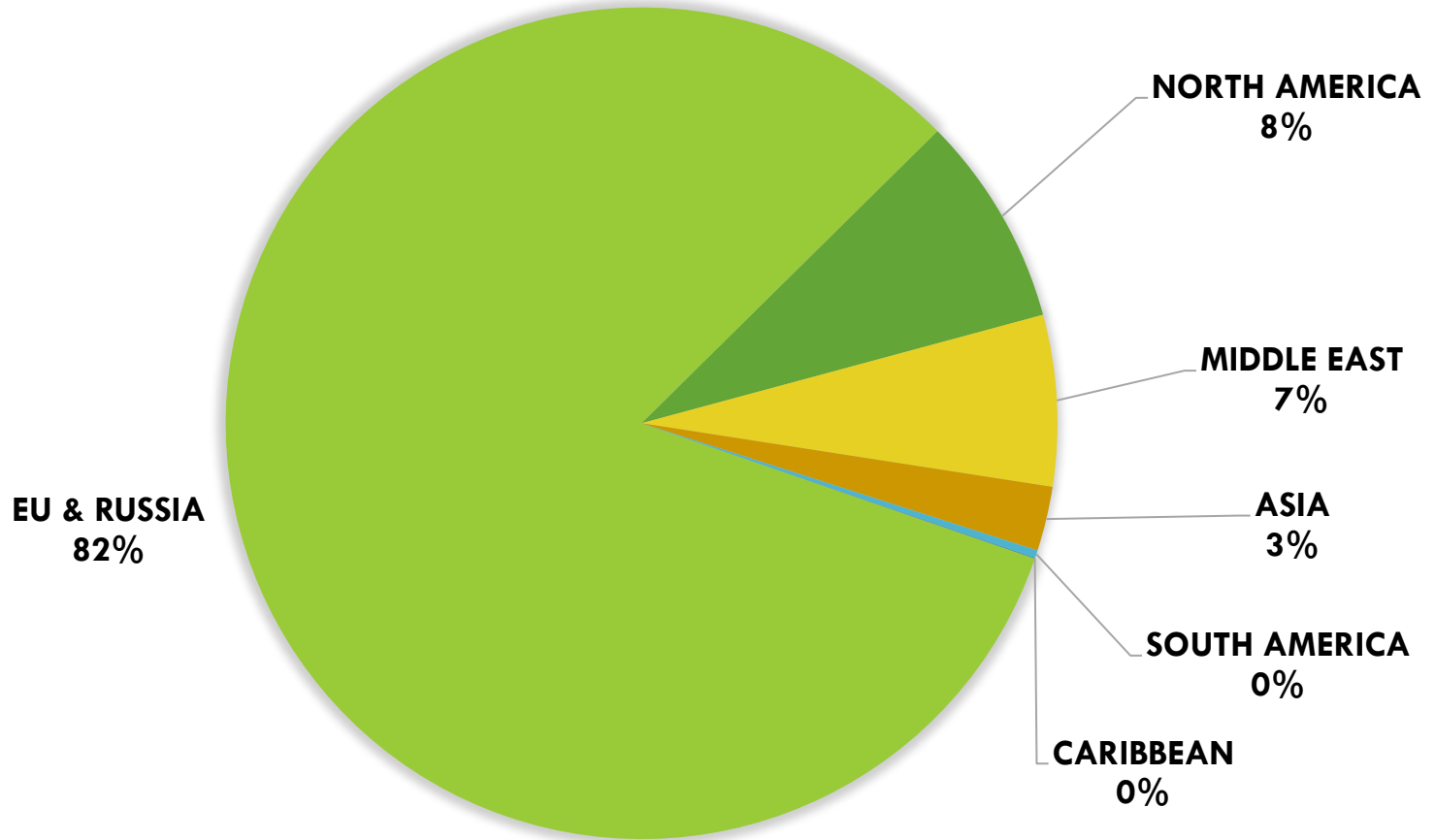


Weekly exports of Peru, SA and Chile - 2021



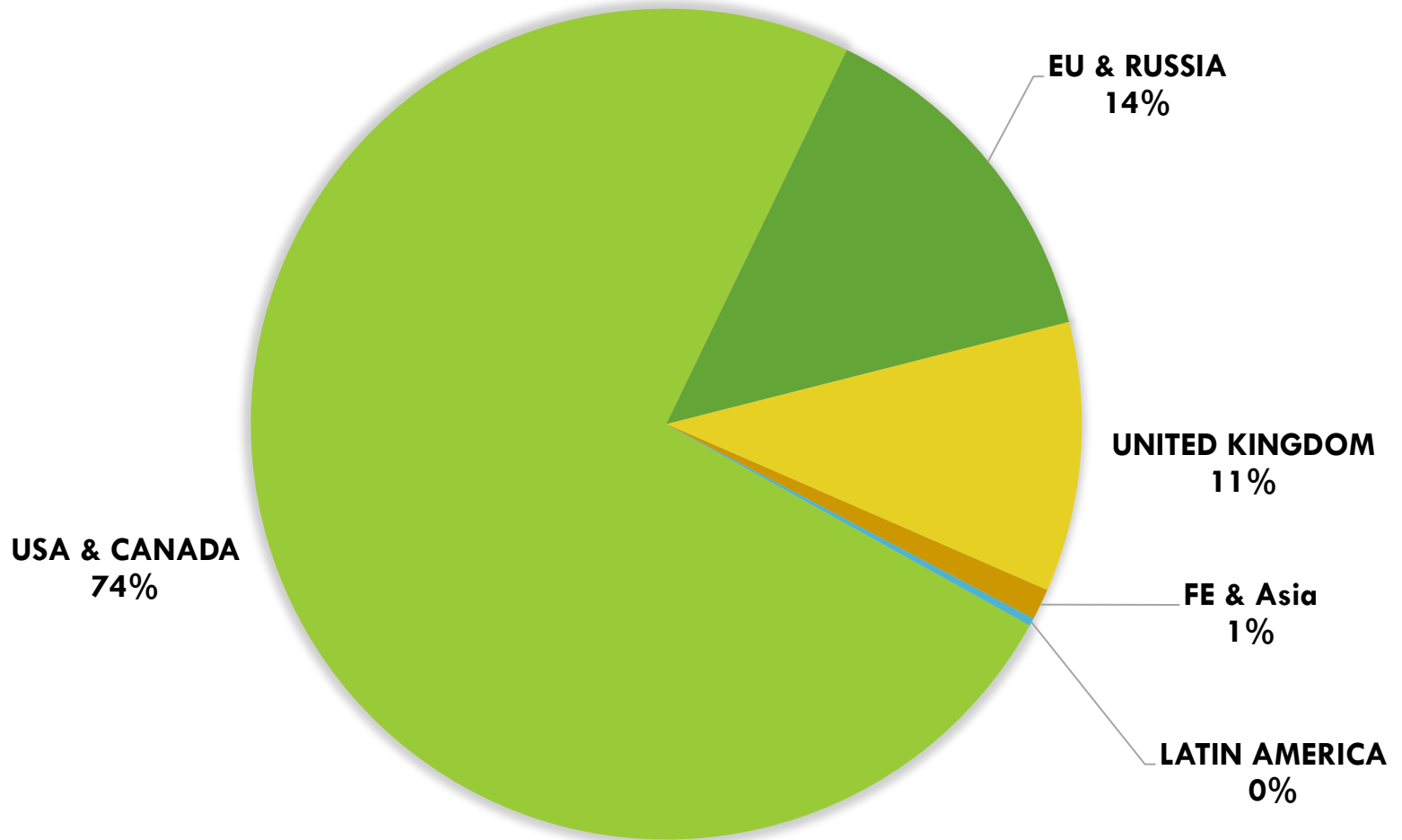


Peru exports per market: 2021





Chile exports per market: 2021



THANK YOU

