



Pomegranate Industry Overview

25 October 2019 | Diamant Estate Paarl

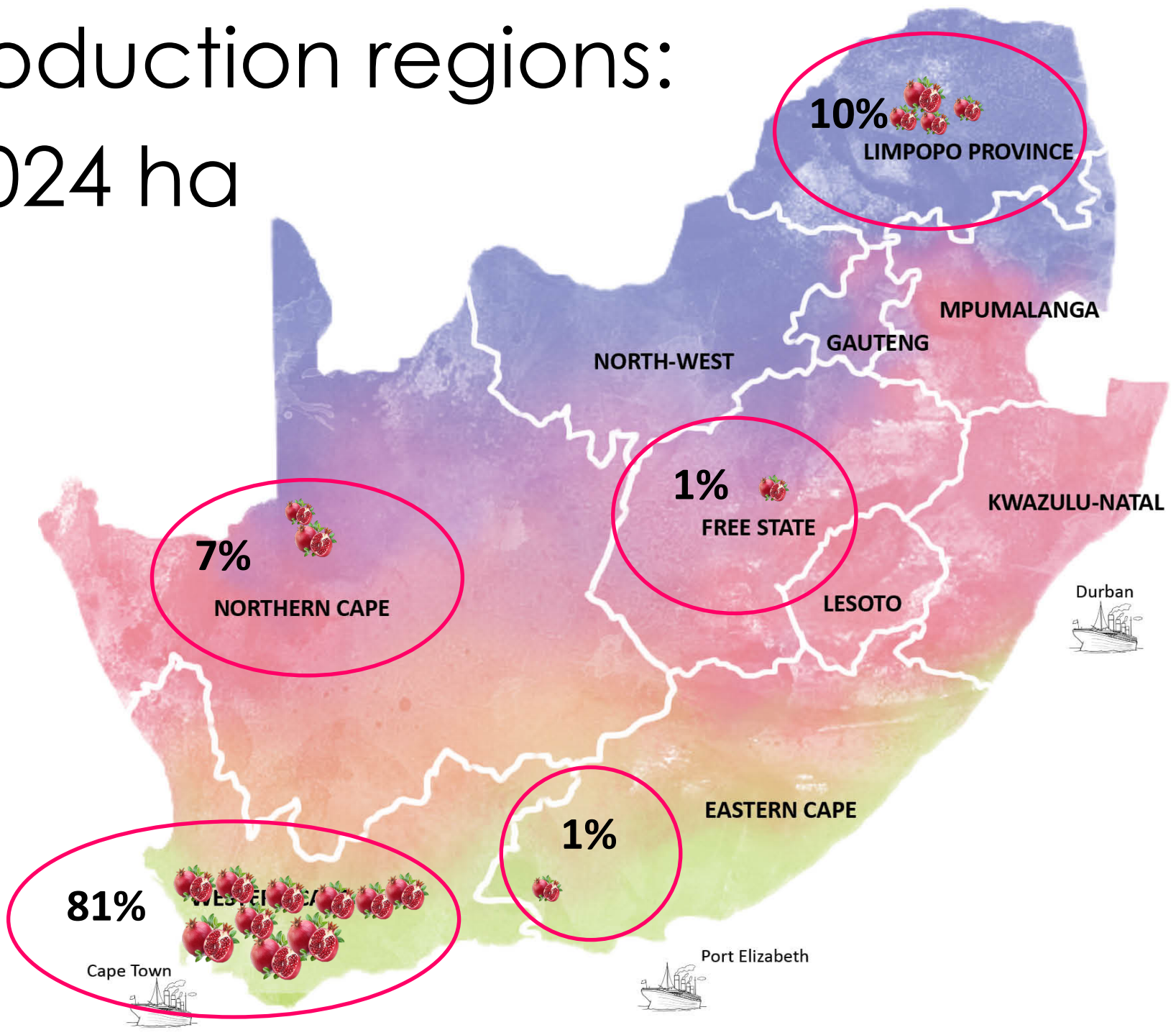
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HORTGRO: Agriculture Economist





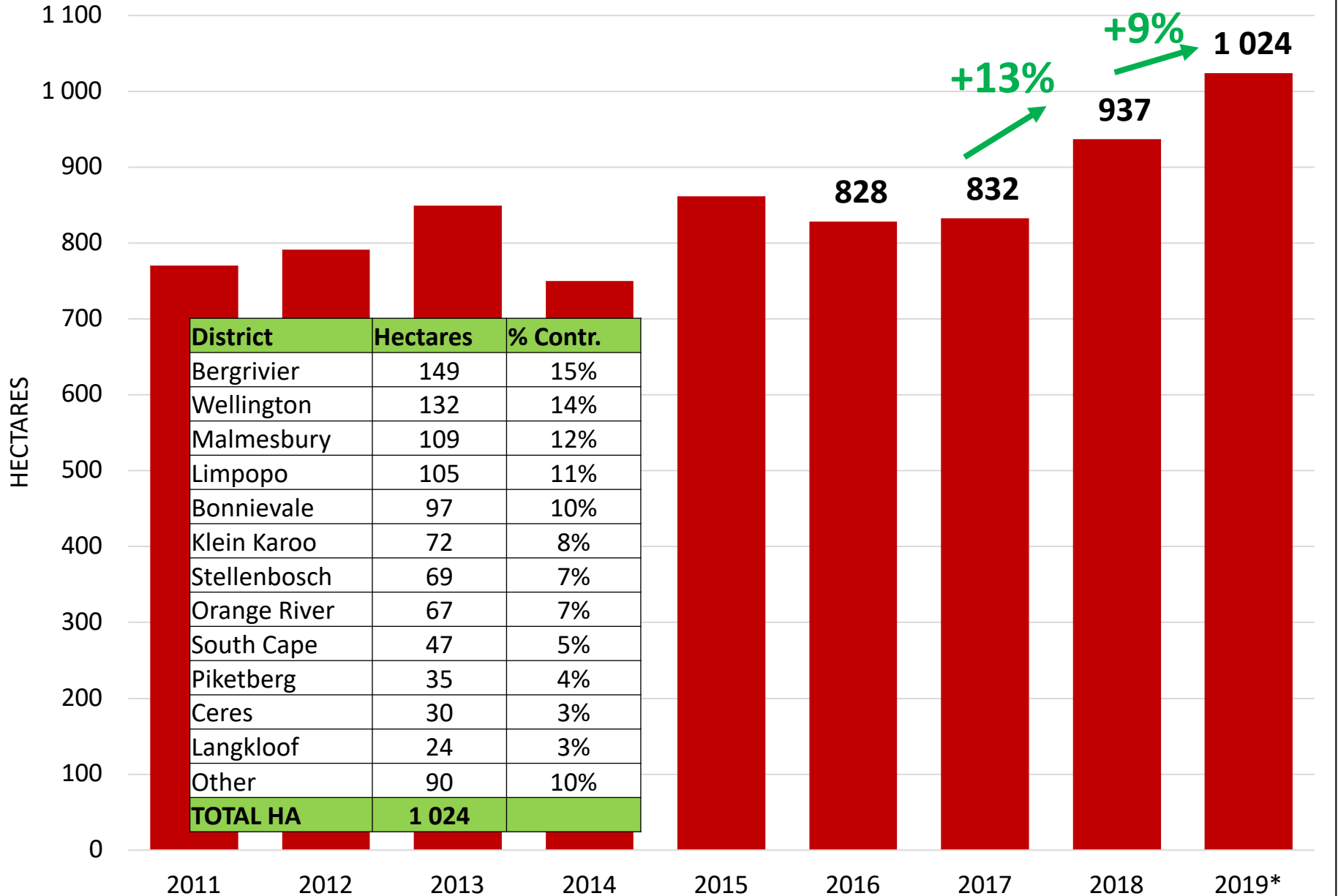
Production regions:

1 024 ha

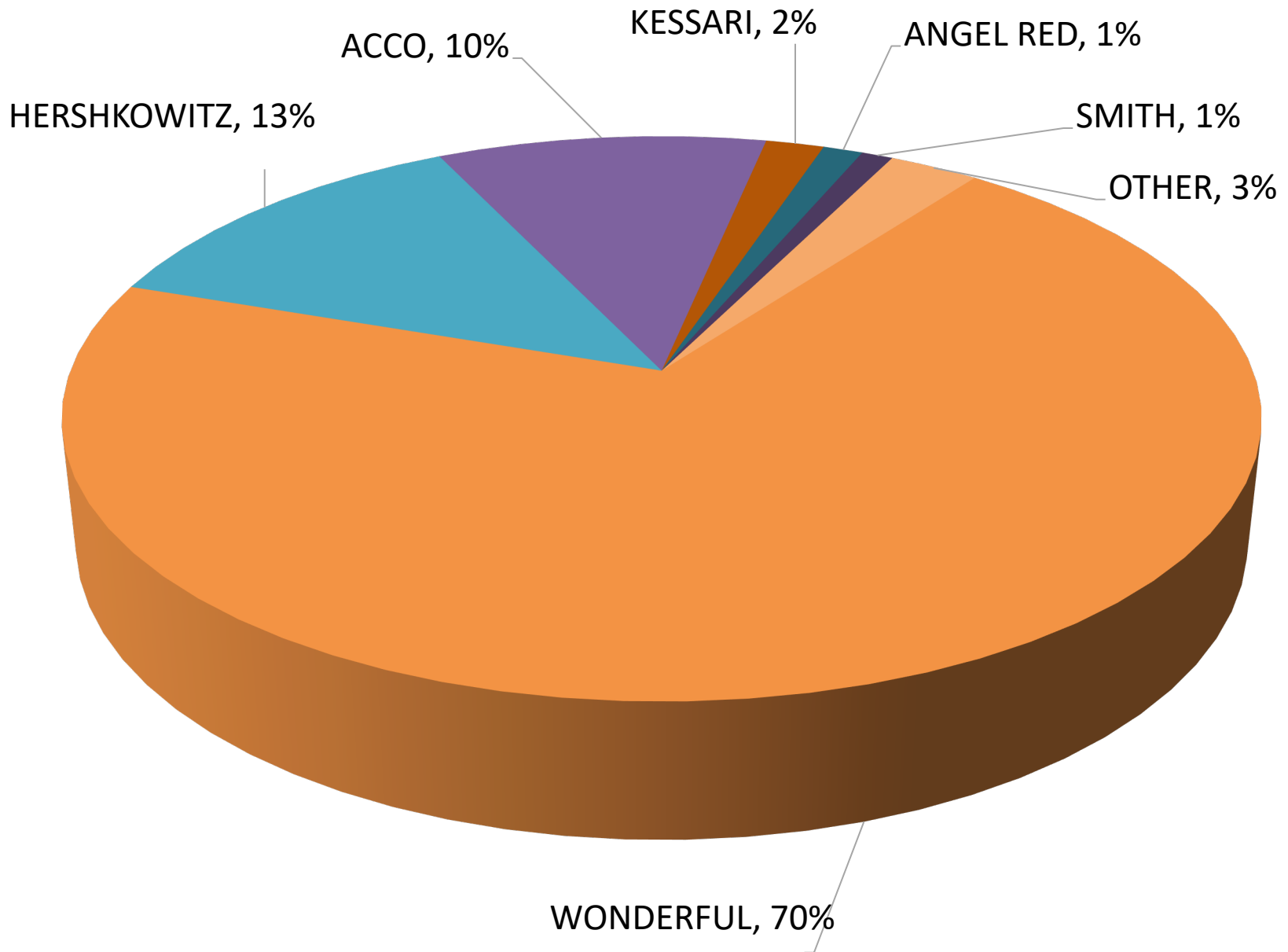




Total Area Planted (ha)

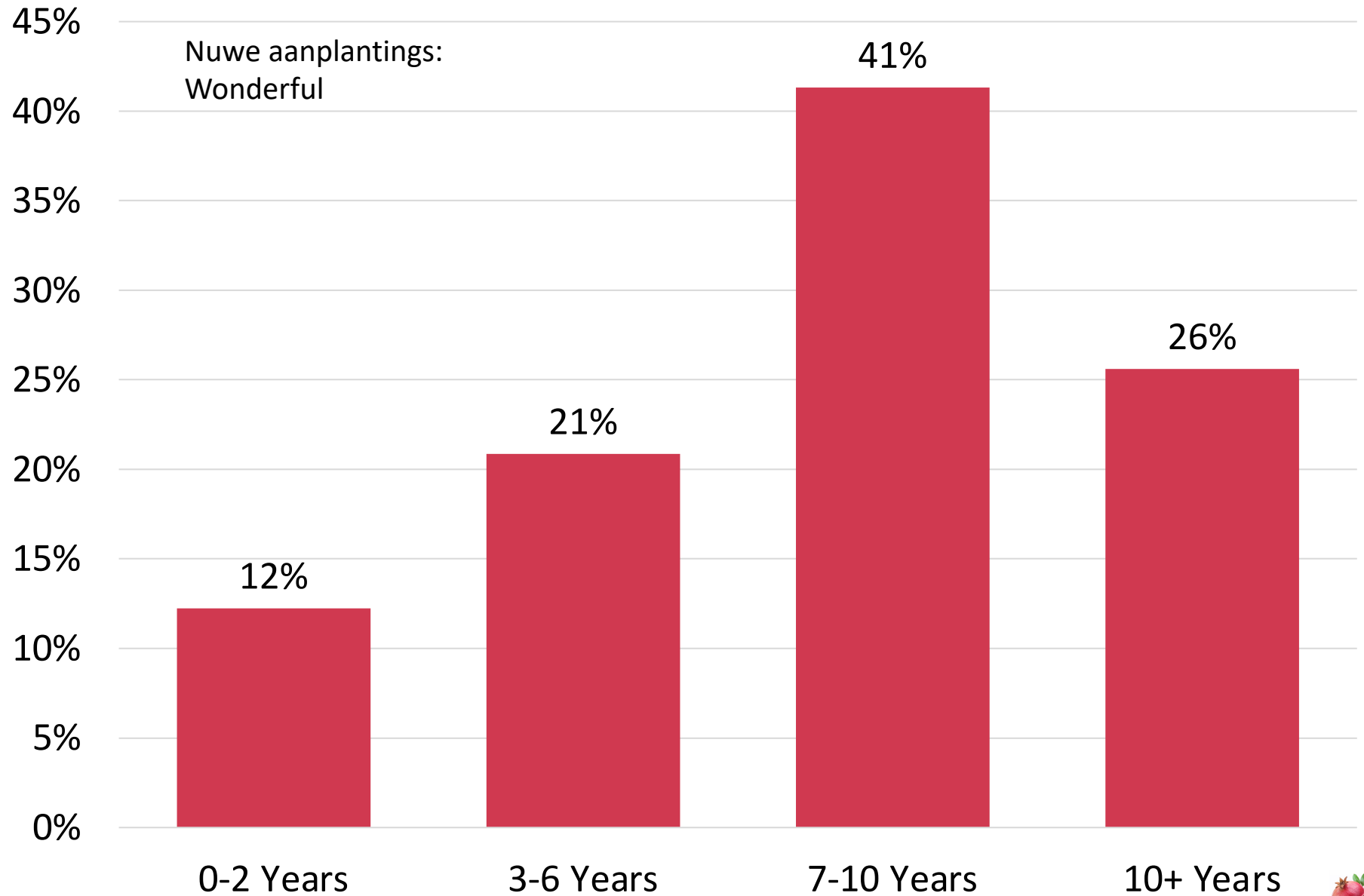


Cultivar Distribution



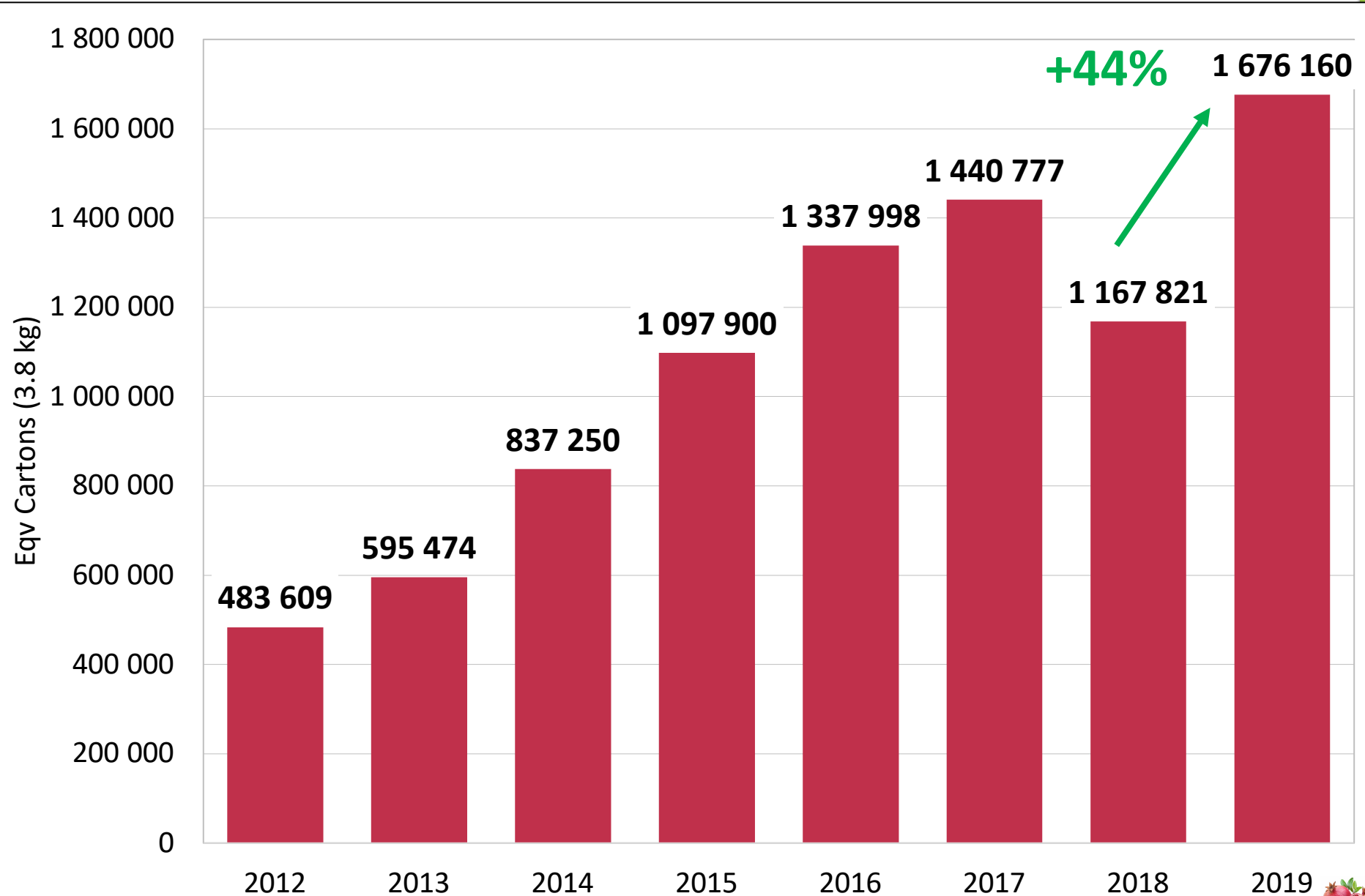


Orchard Age Distribution





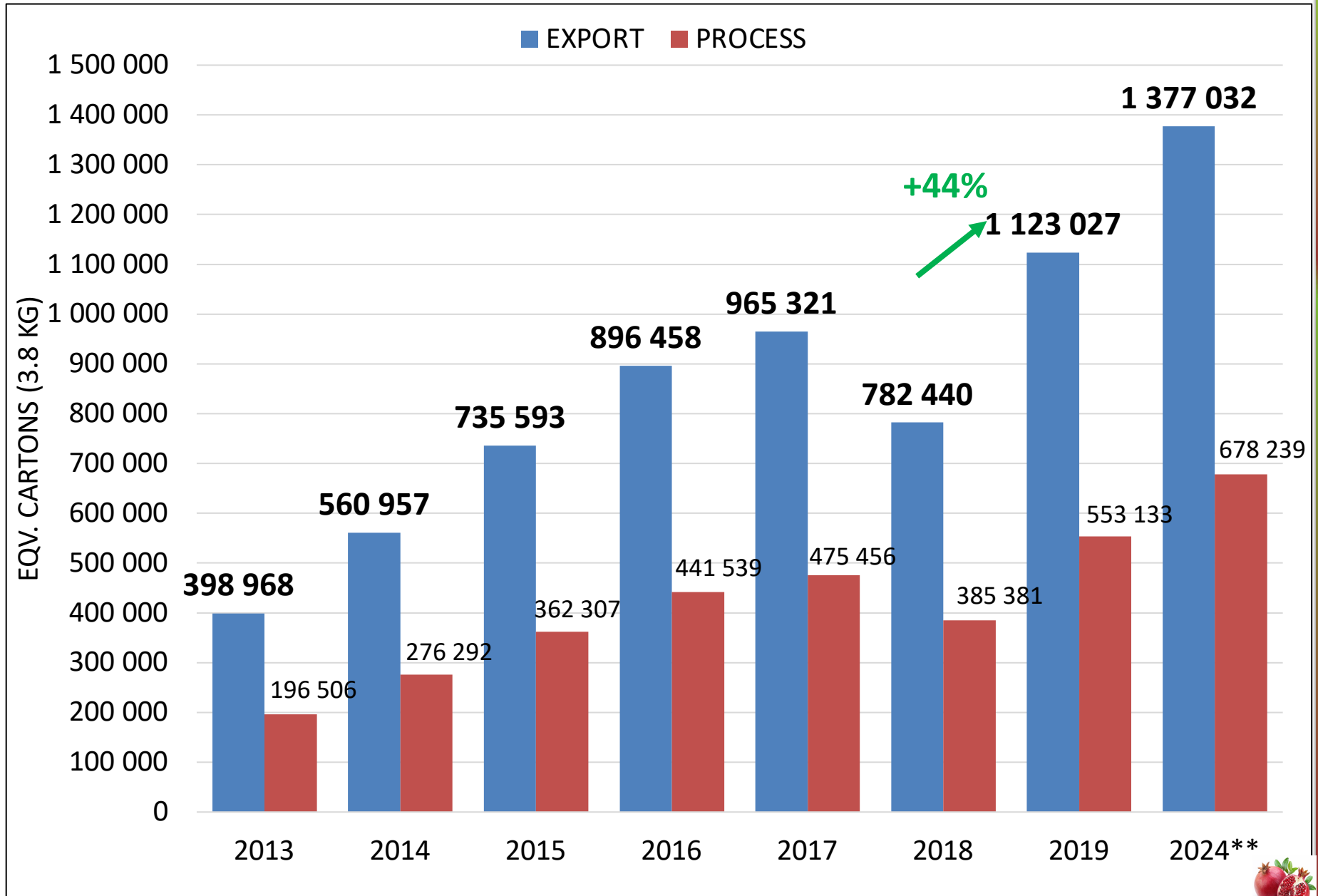
Total SA Exports (Eqv. Cartons = 3,8 Kg)



Source: PPECB



Mid Term Projection





Pack-out % @ Packhouse

Cultivar	EXPORTS		LCOAL		% Waste
	% FRESH	% PROCESSED	% FRESH	% PROCESSED	
Wonderful	19%	69%	0%	10%	1%
Hershkowitz	38%	44%	0%	13%	14%
Acco	44%	51%	3%	0%	2%
Grand Total	25%	62%	0%	6%	6%



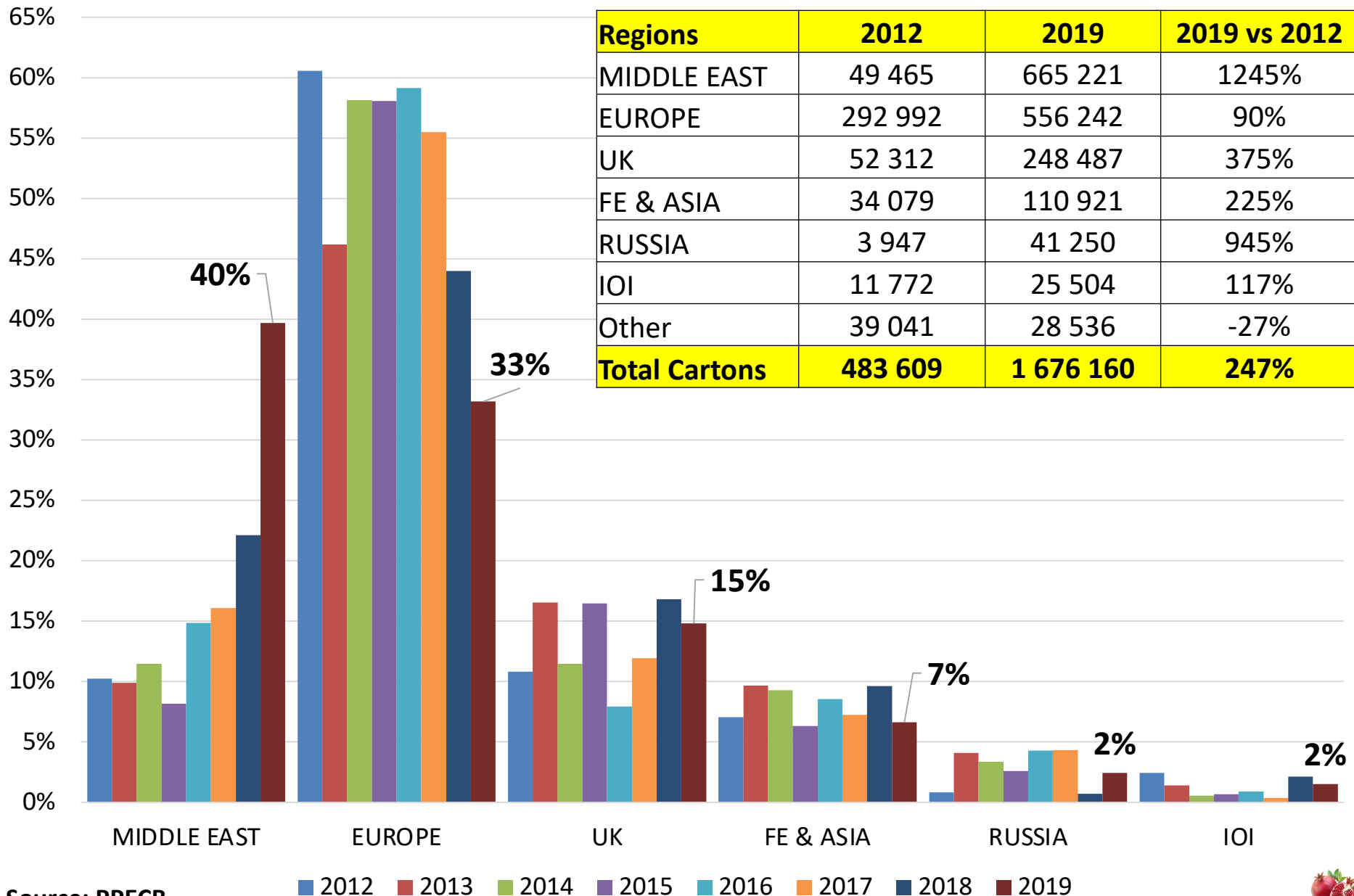
Exports per cultivar: 2014-2019



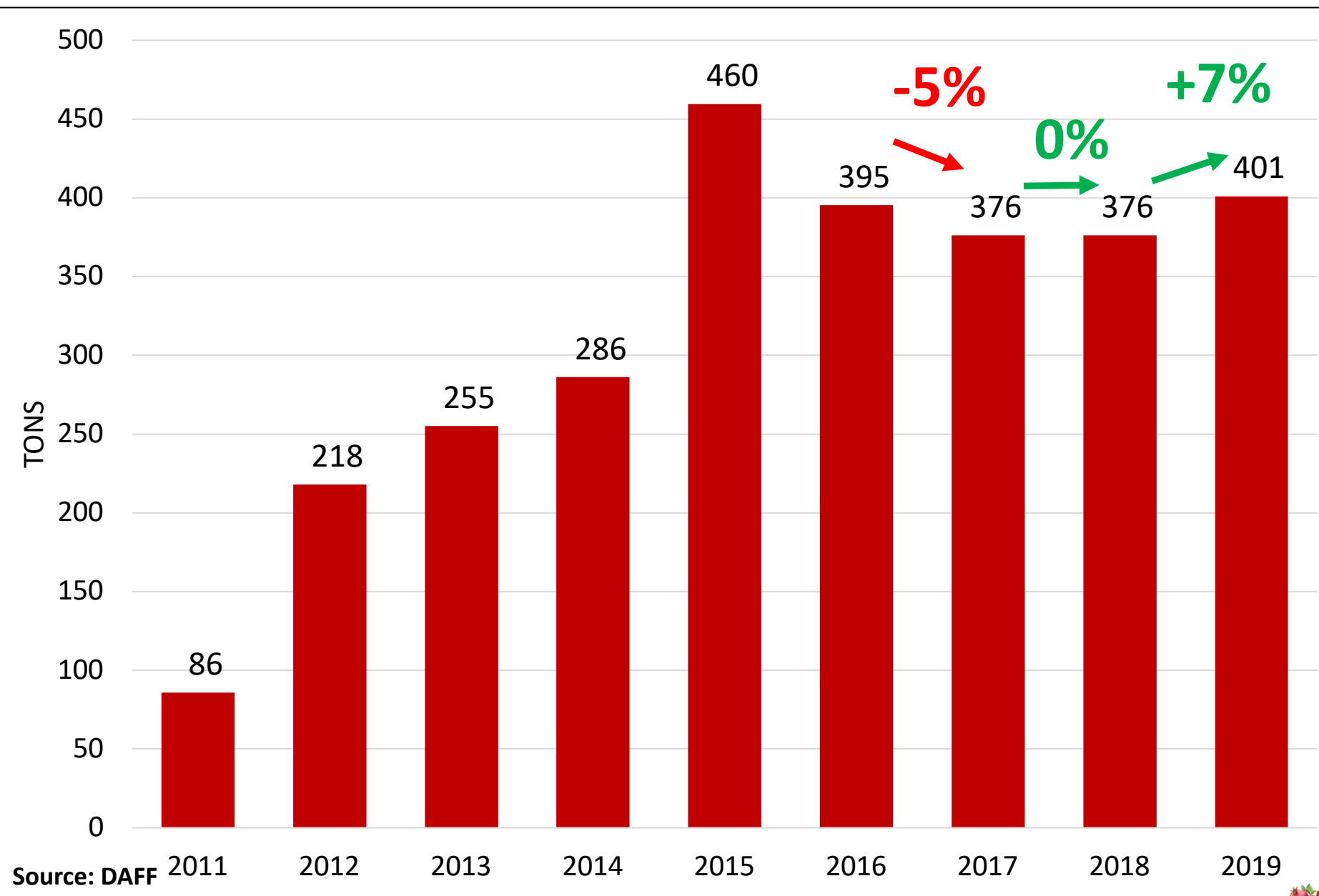
CULTIVAR	2014	2015	2016	2017	2018	2019	% CONTR.
WONDERFUL	588 797	691 720	935 087	931 273	851 291	1 157 104	69%
HERSHKOVITZ	152 130	232 247	258 130	304 066	169 143	269 604	16%
ACCO	83 352	152 022	128 999	181 487	111 496	234 640	14%
KESSARI / BAGHWA	2 361	588	5 355	1 676	16 512	1 511	0%
SHIR	4 145	0	2 644	4 145	0	1 406	0%
OTHER	6 465	21 323	7 783	18 130	19 379	11 895	1%
TOTAL 3,8 KG Eqv. Cartons	837 250	1 097 900	1 337 998	1 440 777	1 167 821	1 676 160	
Y-O-Y	41%	31%	22%	8%	-19%	44%	



Export Market Destination Trend



Local Market Trends: JAN – AUG tons



Source: DAFF

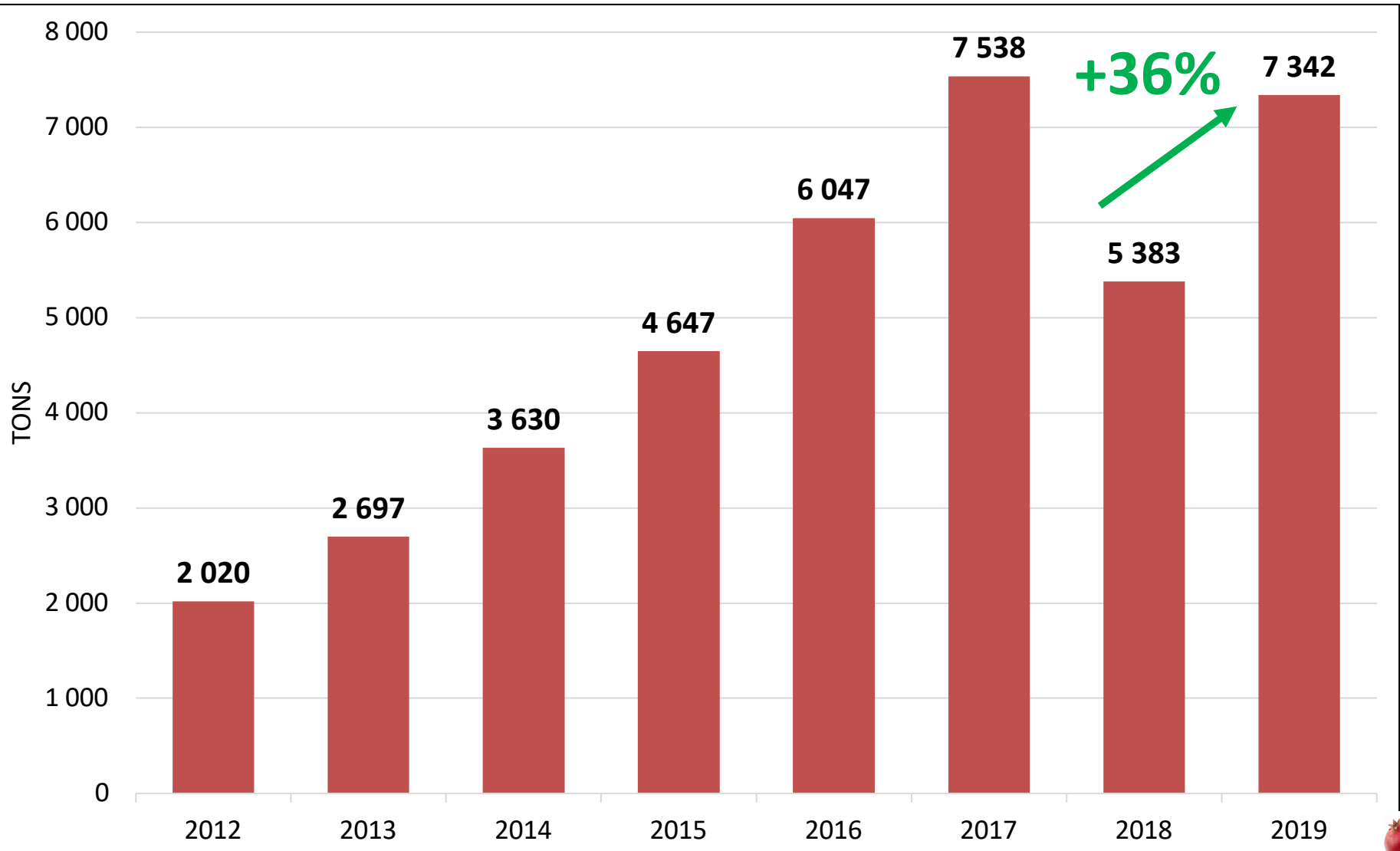




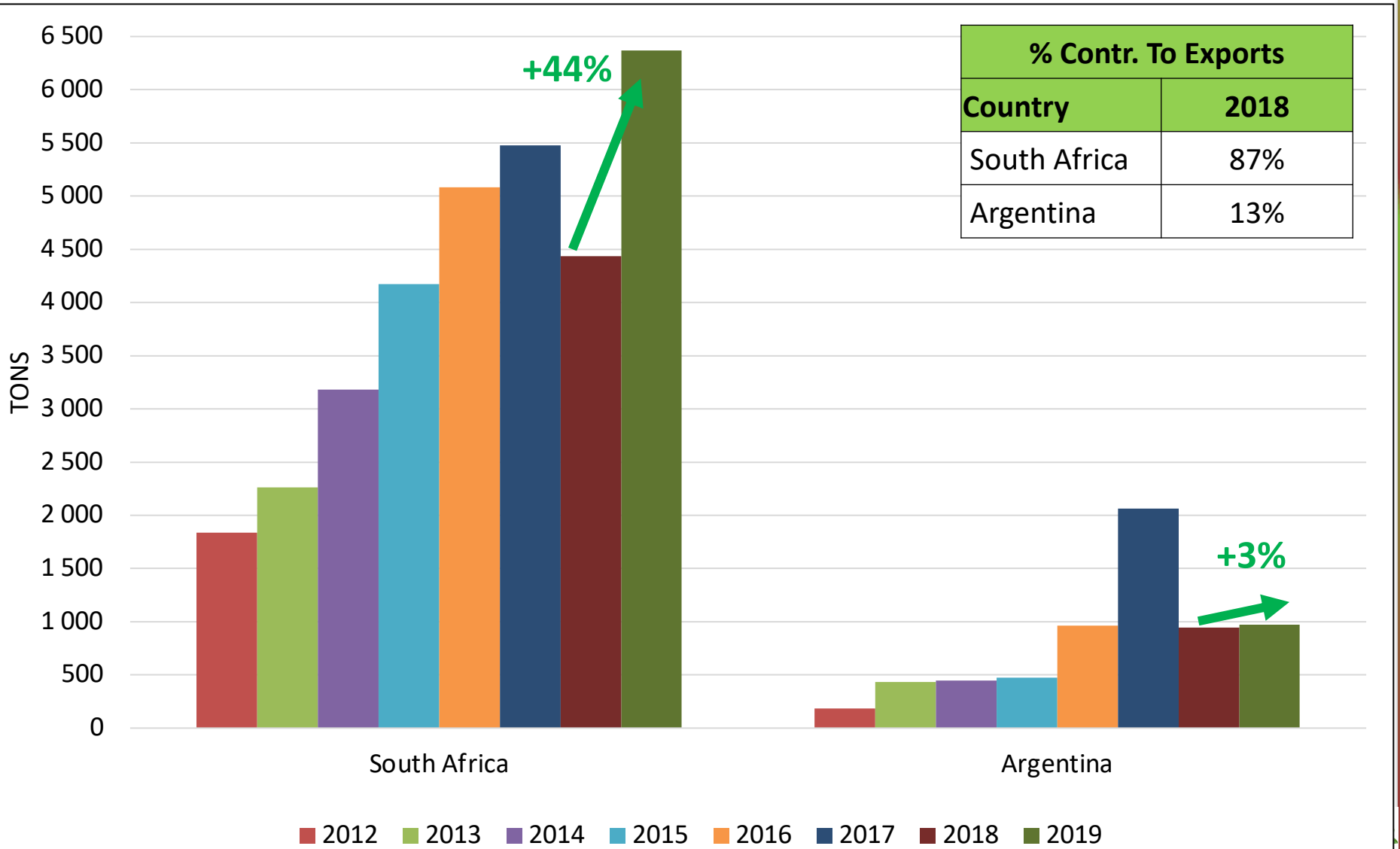
Southern Hemisphere Exports



Total SA & ARG Shipments to all markets - TONS

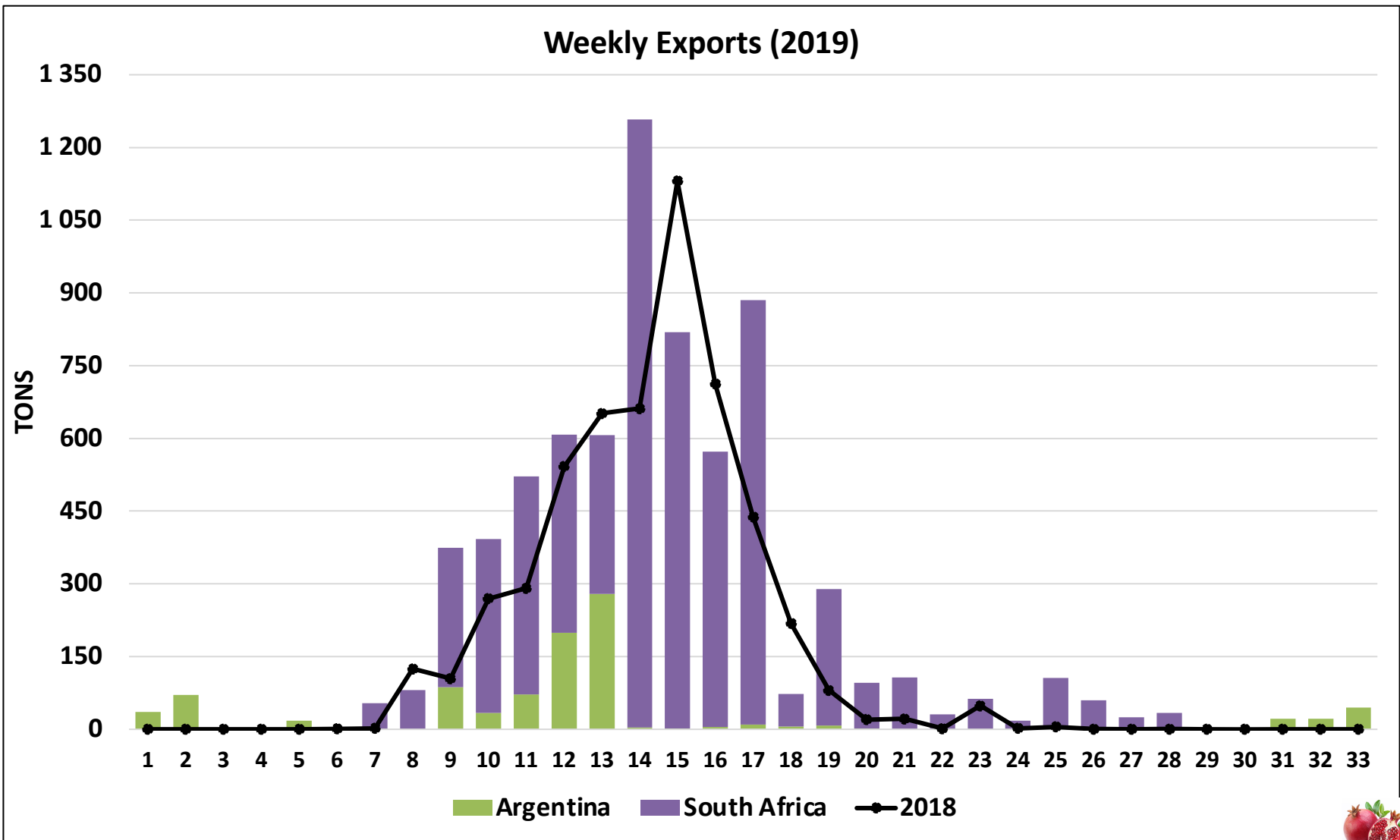


Growth in exports: SA & ARG – total Tons



% Contr. To Exports	
Country	2018
South Africa	87%
Argentina	13%

Weekly exports to SA and Argentina - 2019



Argentina exports per market: 2019

