



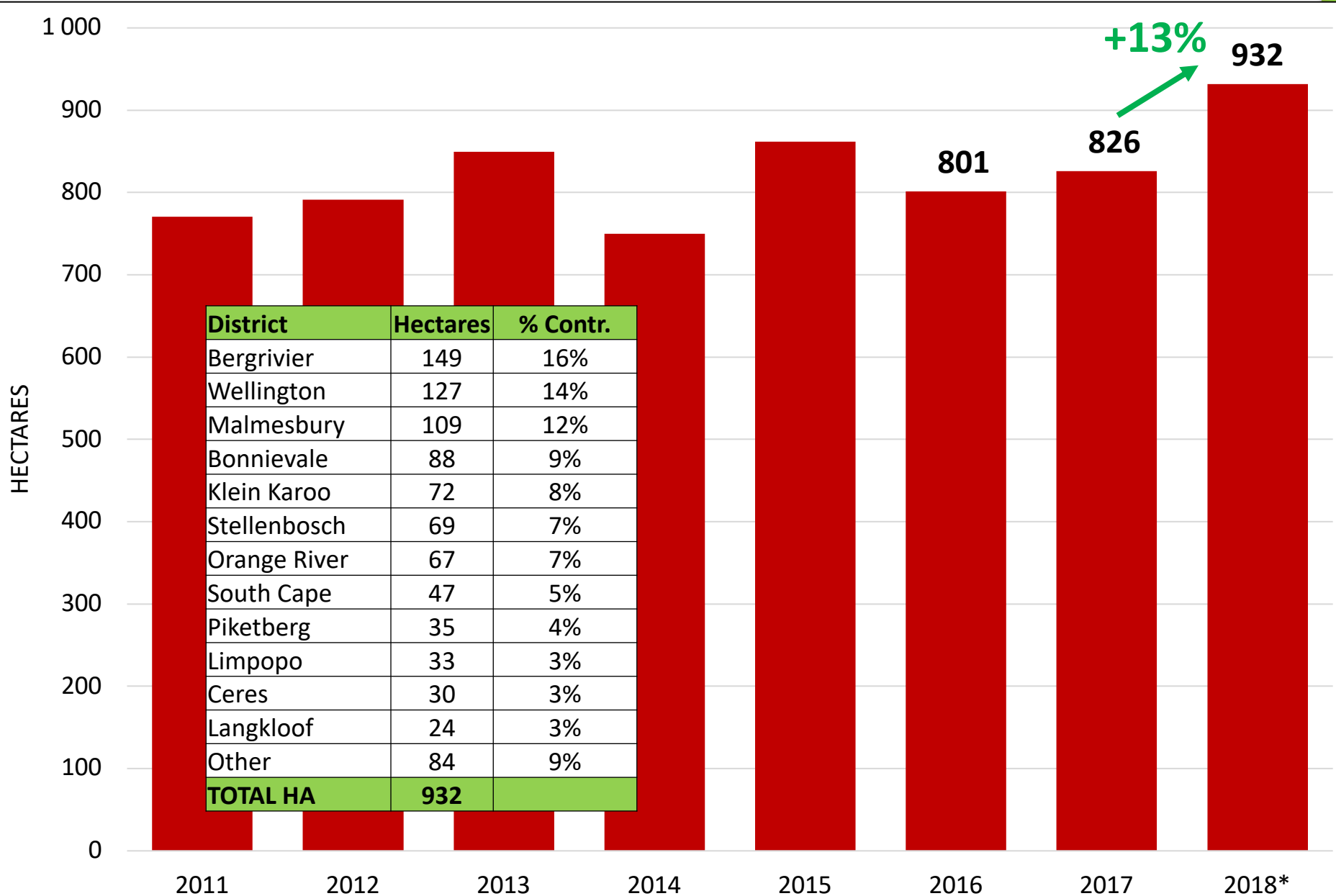
# Pomegranate Industry Overview

26 October 2018 | Diamant Estate Paarl

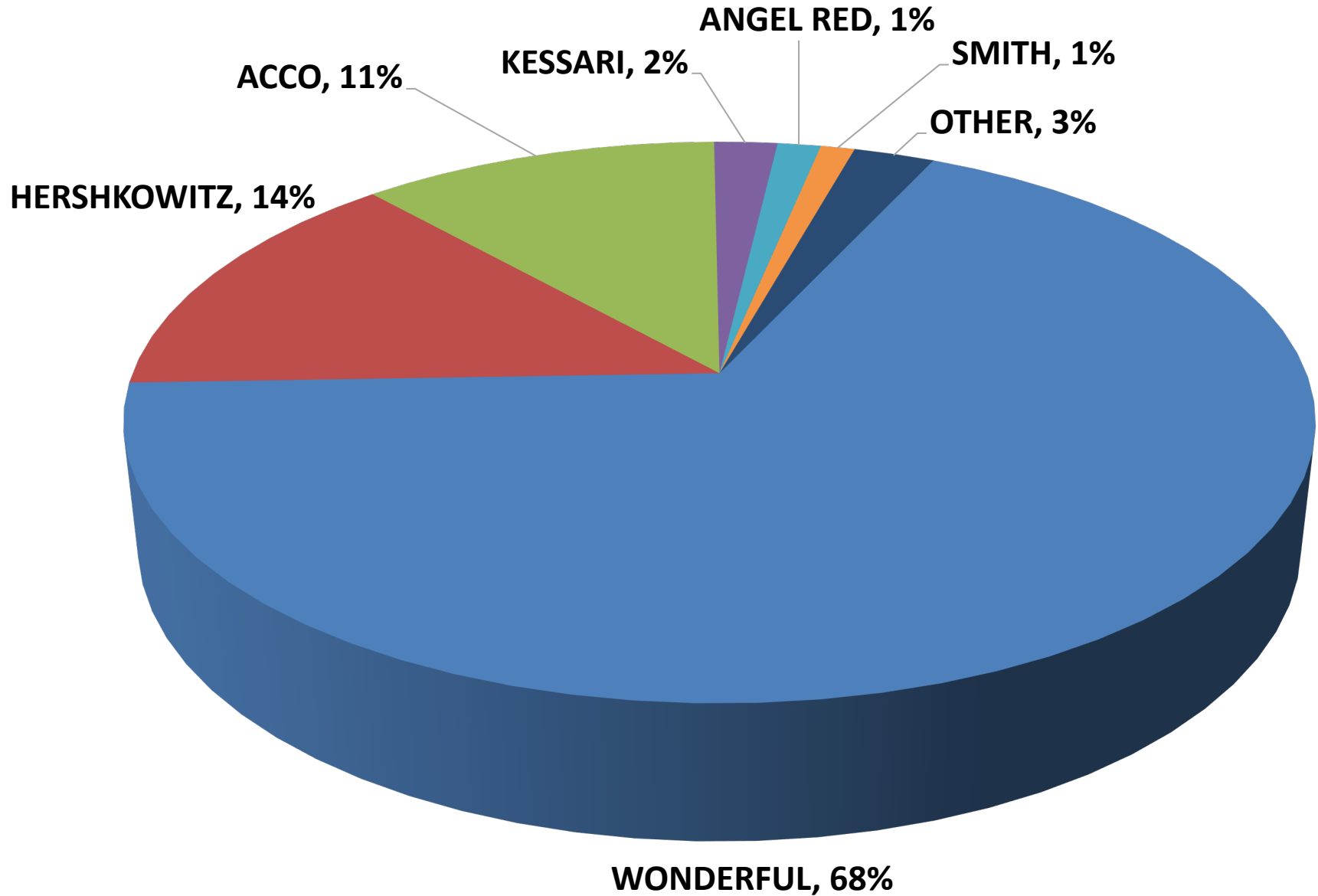
Nina Viljoen  
HORTGRO: Agriculture Economist



# Total Area Planted (ha)

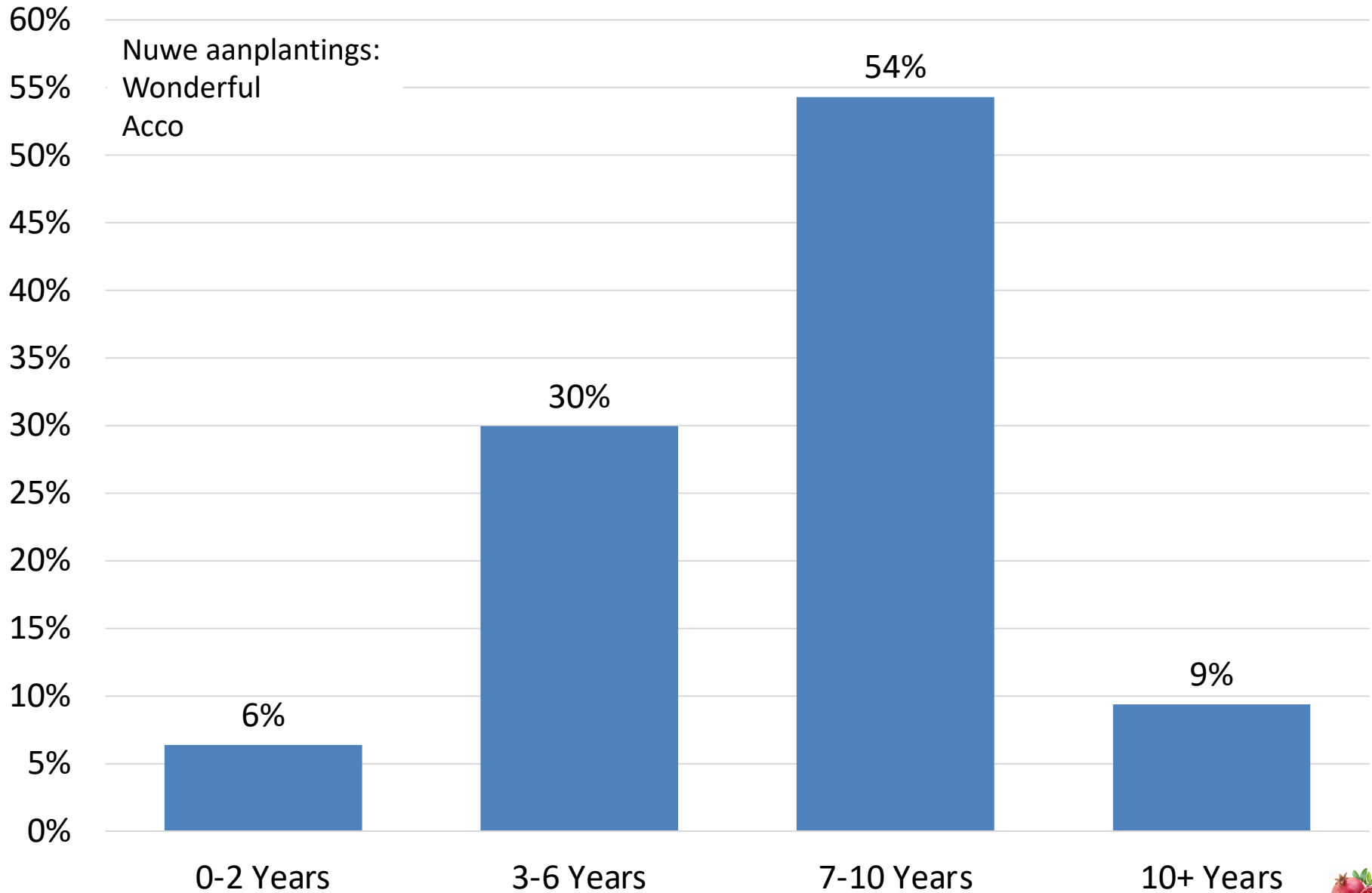


# Area (ha) per cultivar



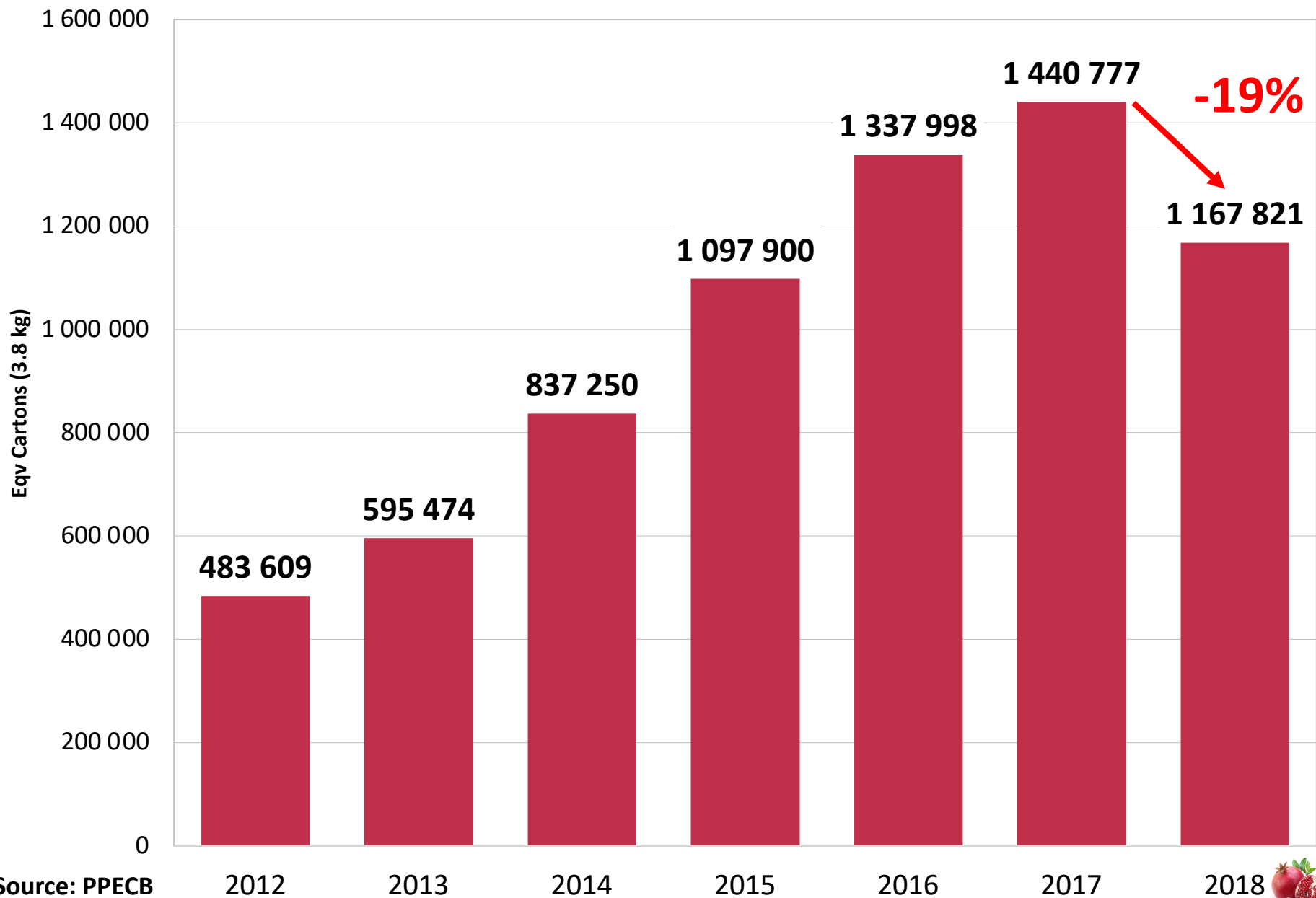


# Orchard Age Distribution





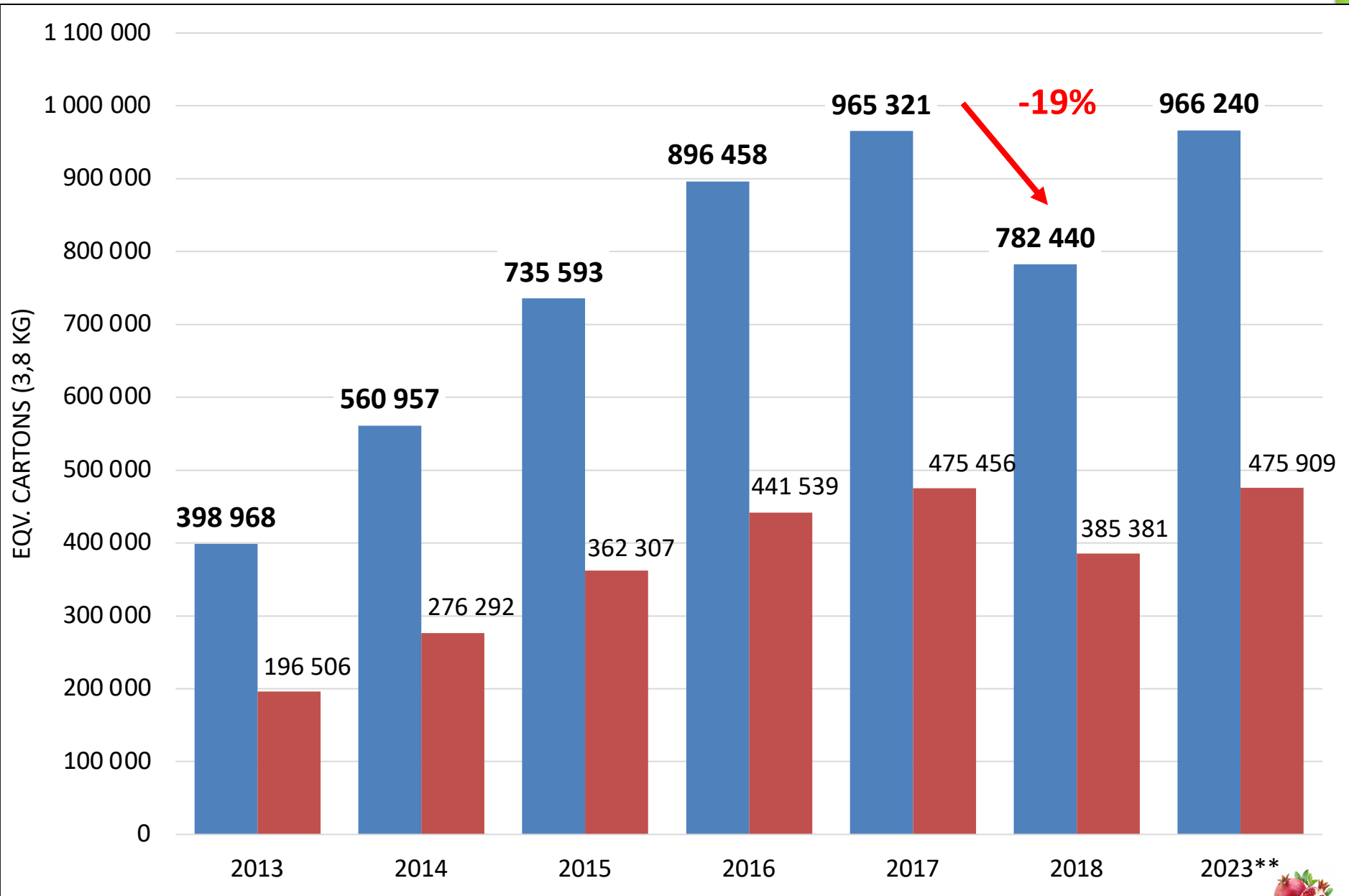
# Total SA Exports (Eqv. Cartons = 3,8 Kg)



Source: PPECB



# Mid Term Projection





# Pack-out % @ Packhouse

<b>Cultivar</b>	<b>% Exports (Fresh &amp; Processed)</b>	<b>% Local (Fresh &amp; Processed)</b>	<b>% Waste</b>
Acco	86%	3%	11%
Hershkowitz	82%	5%	13%
Kessari/ Baghwa	25%	51%	24%
Wonderful	80%	9%	11%
<b>Grand Total</b>	<b>80%</b>	<b>11%</b>	<b>9%</b>



# Exports per cultivar: 2012-2018

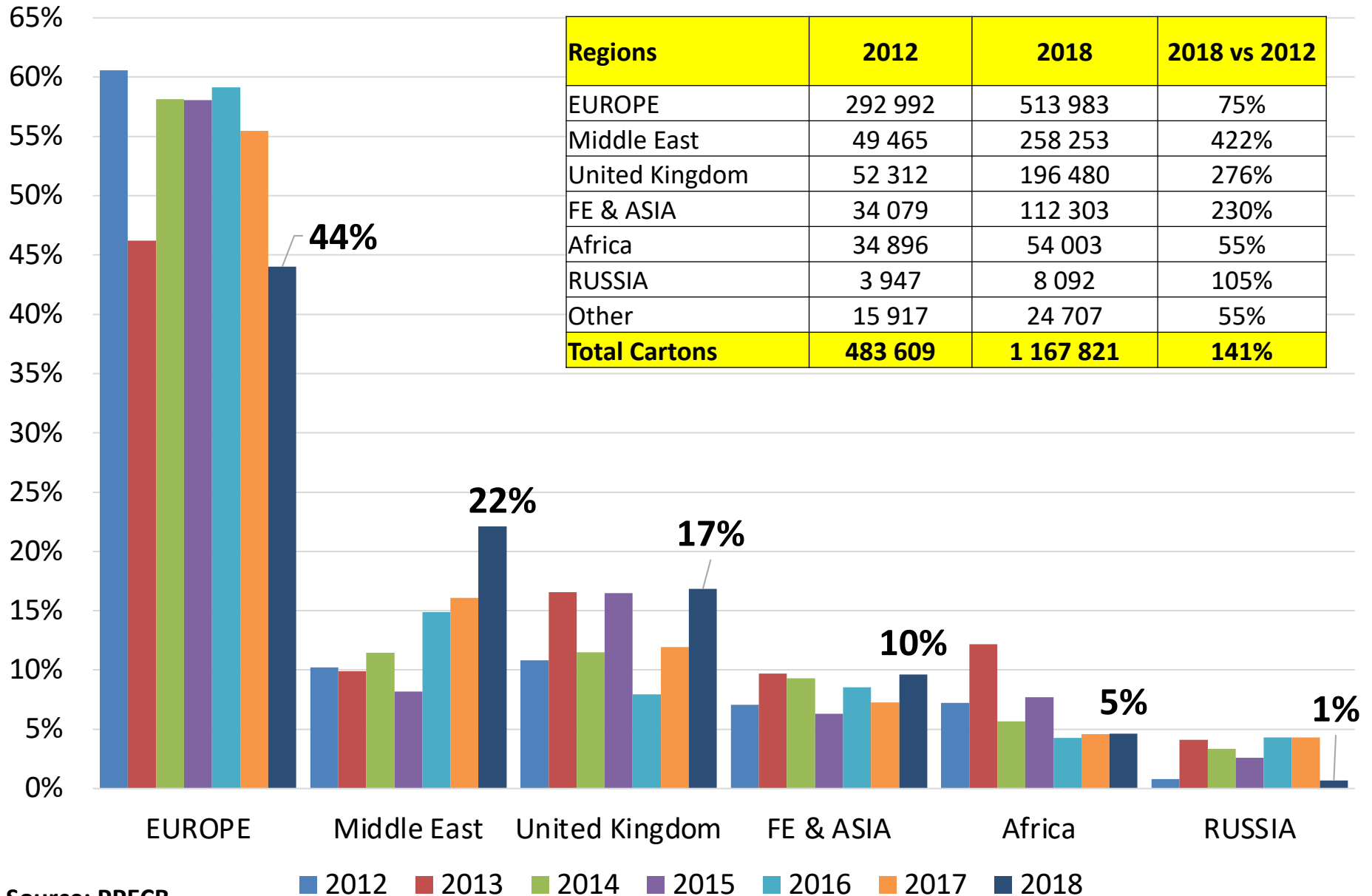


CULTIVAR	2012	2013	2014	2015	2016	2017	2018	% CONTR.
WONDERFUL	281 085	444 911	588 797	691 720	935 087	931 273	851 291	<b>73%</b>
HERSHKOWITZ	93 158	67 049	152 130	232 247	258 130	304 066	169 143	<b>14%</b>
ACCO	39 605	34 996	83 352	152 022	128 999	181 487	111 496	<b>10%</b>
KESSARI / BAGHWA	17 566	14 824	2 361	588	5 355	1 676	16 512	<b>1%</b>
SHIR	2 368	3 553	4 145	0	2 644	4 145	0	<b>0%</b>
OTHER	49 827	30 141	6 465	21 323	7 783	18 130	19 379	<b>2%</b>
<b>TOTAL 3,8 KG Eqv. Cartons</b>	<b>483 609</b>	<b>595 474</b>	<b>837 250</b>	<b>1 097 900</b>	<b>1 337 998</b>	<b>1 440 777</b>	<b>1 167 821</b>	

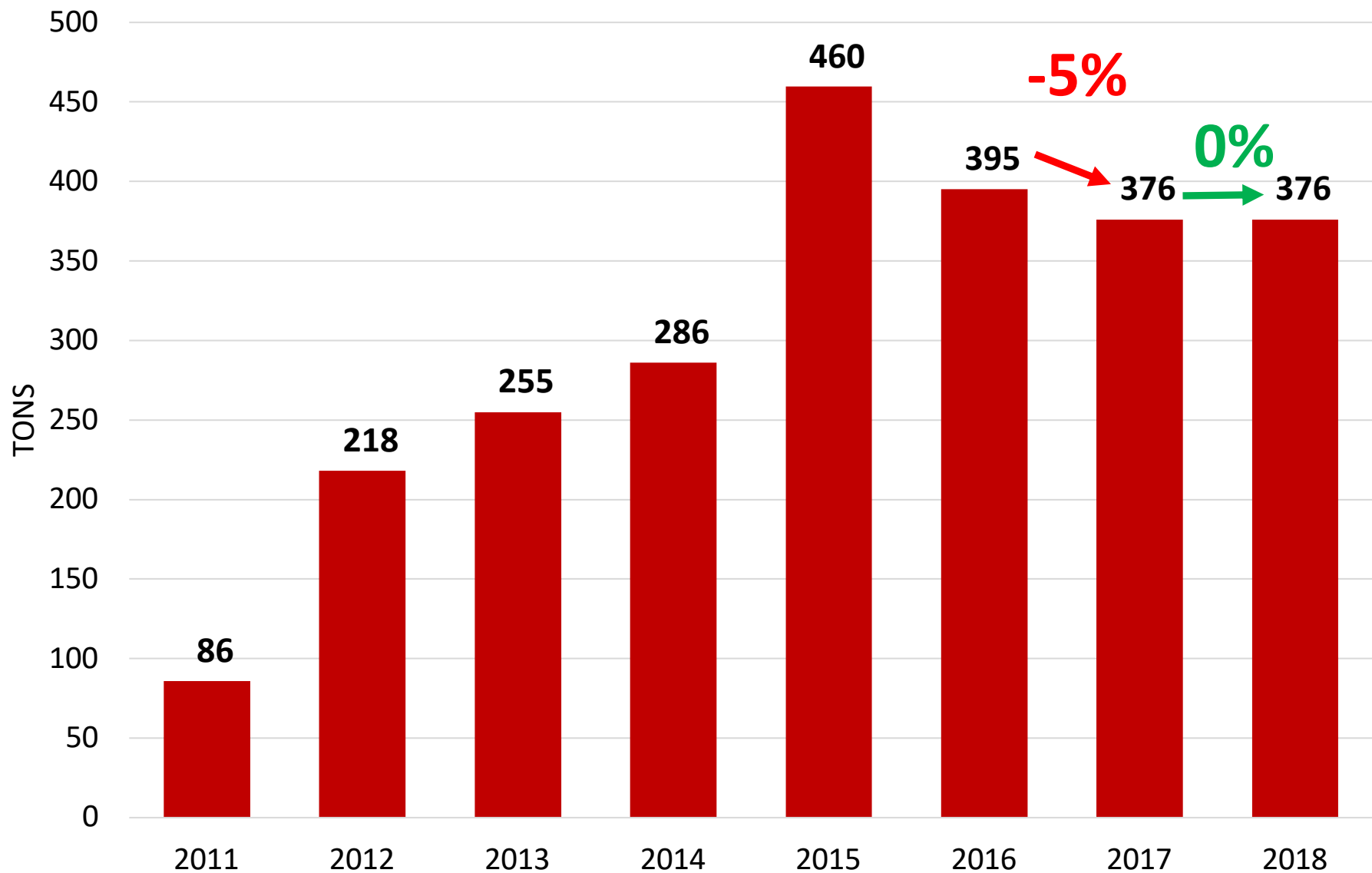




# Export Market Destination Trend



# Local Market Trends: JAN – AUG tons



Source: DAFF

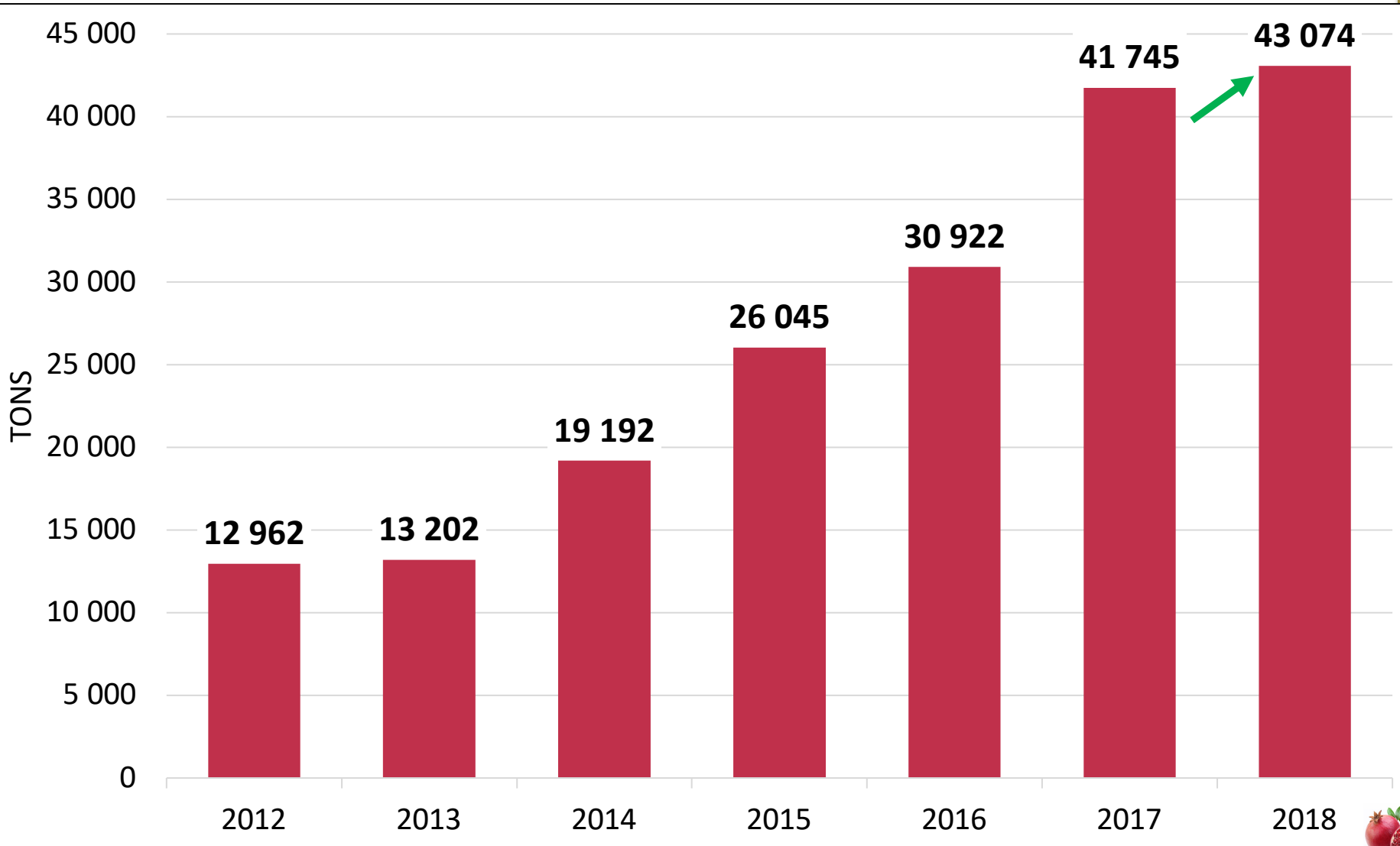




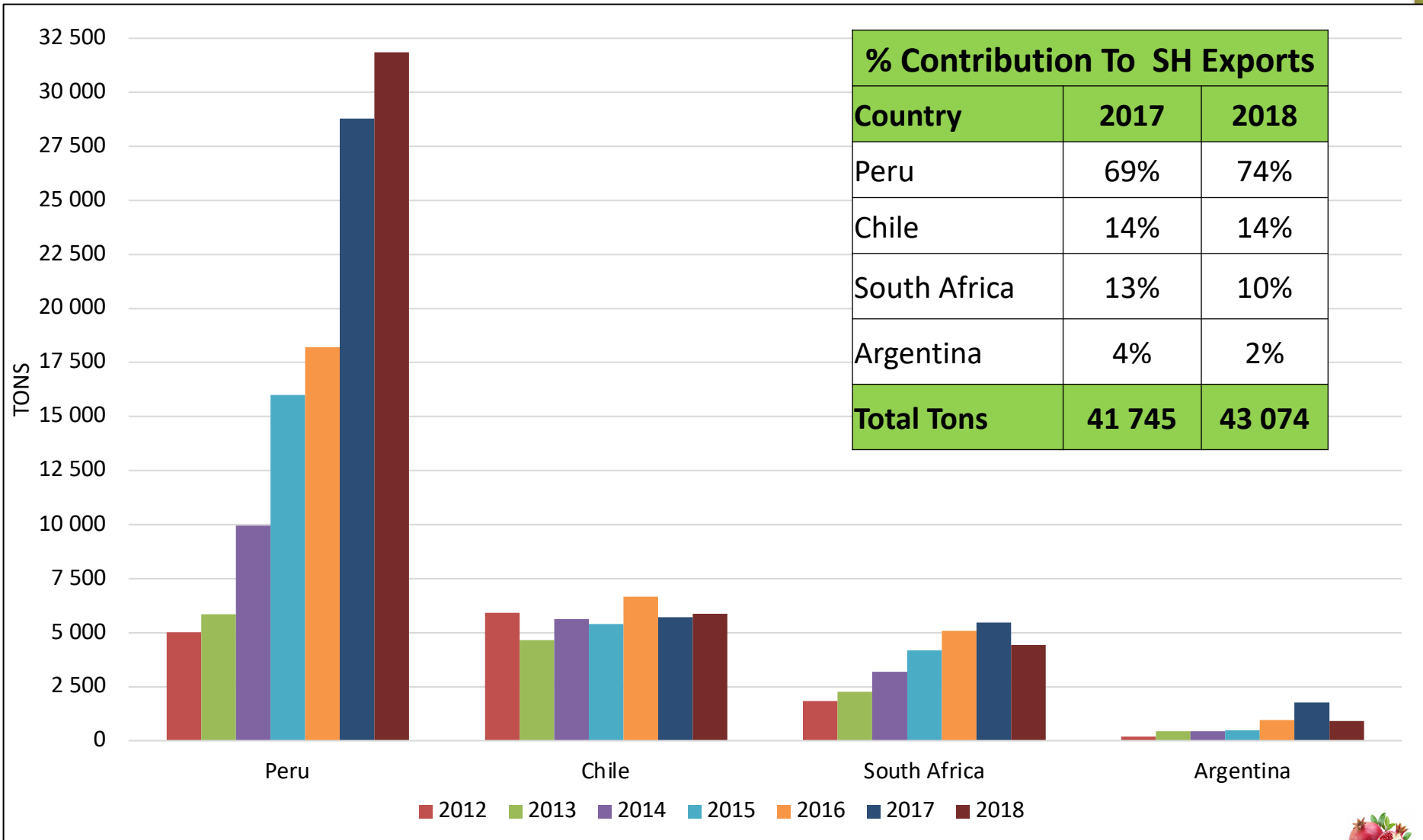
# Southern Hemisphere Exports



# Total SH Shipments to all markets - TONS

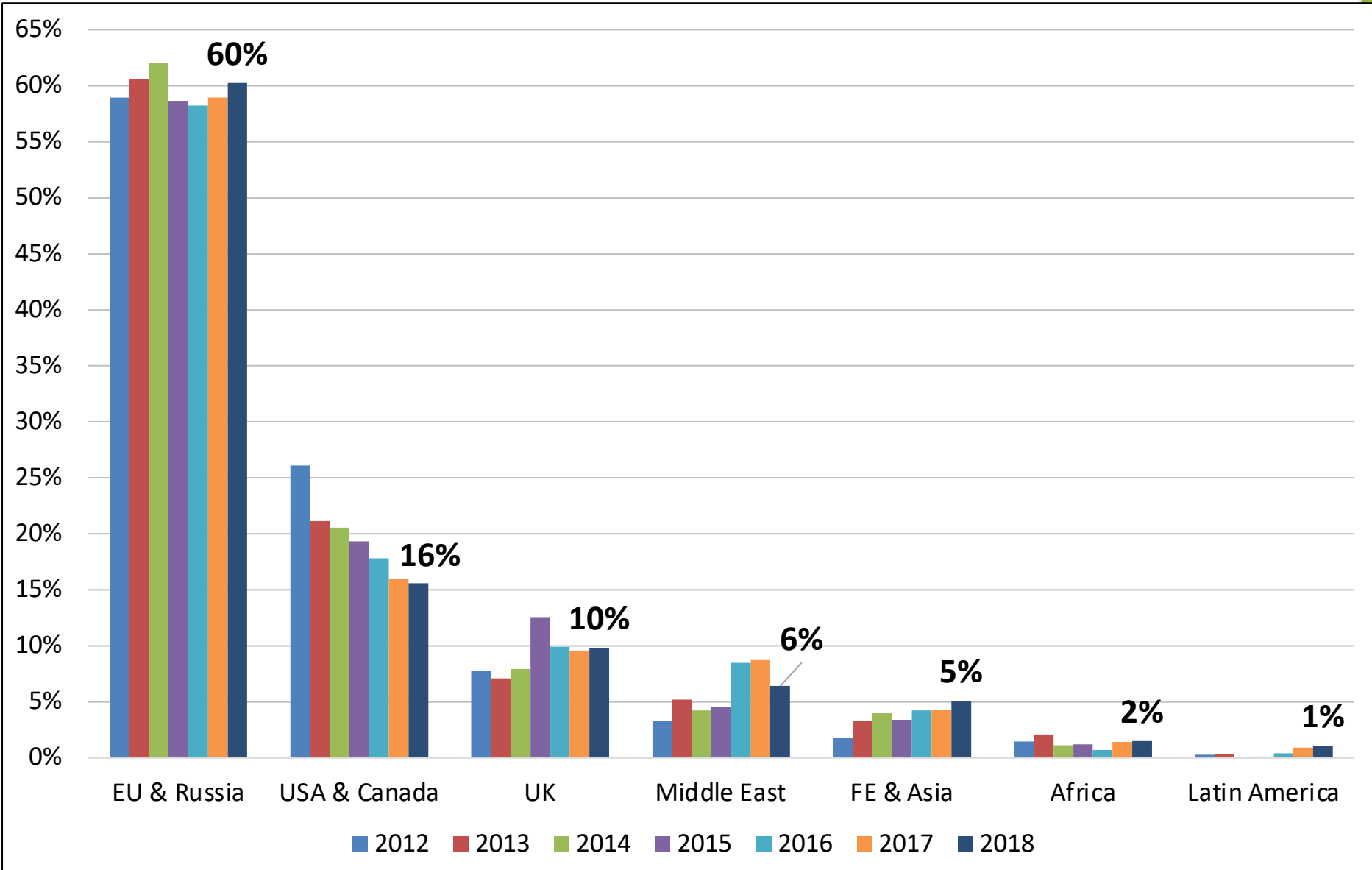


# Growth in exports per SH county – total Tons

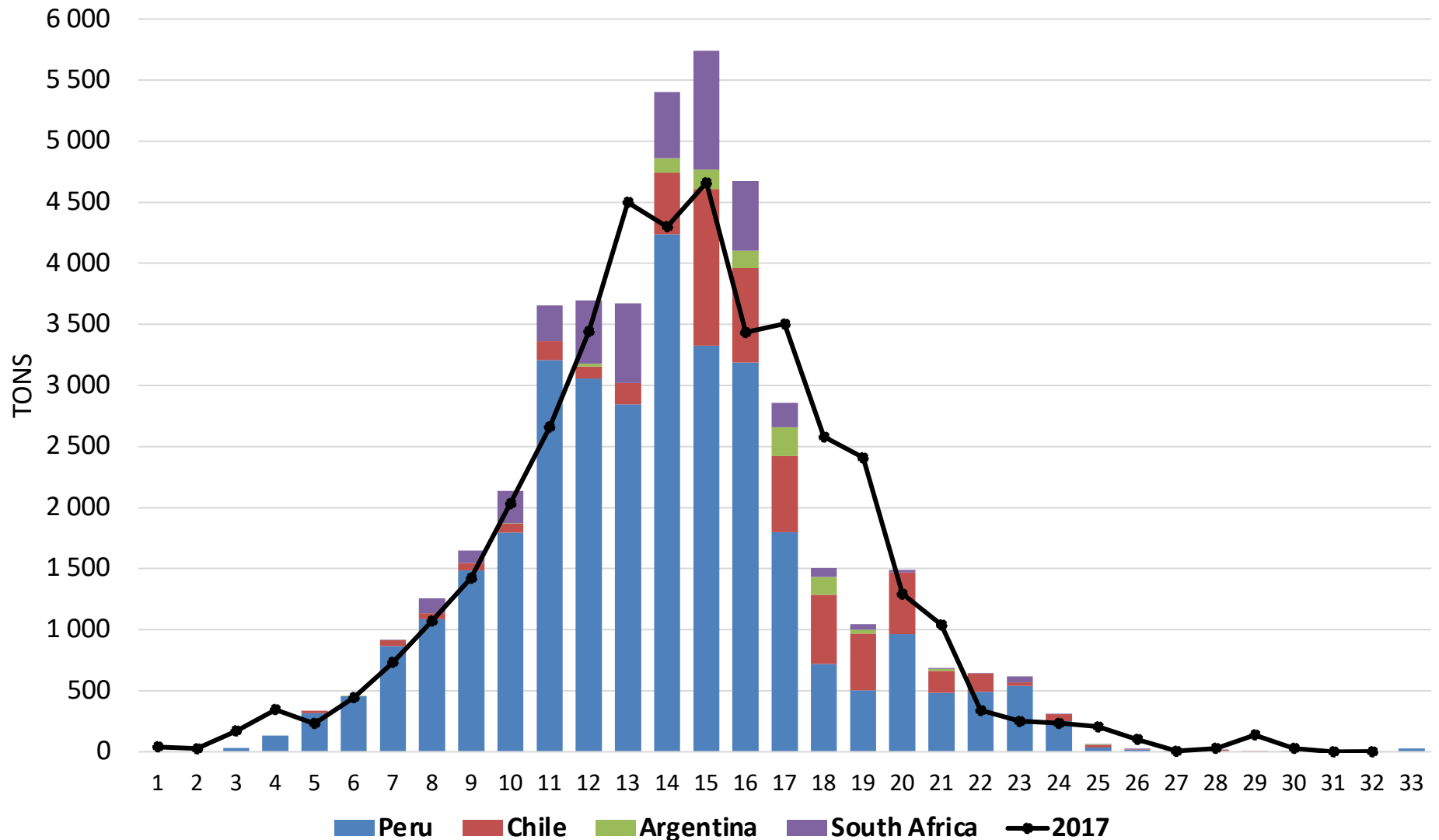




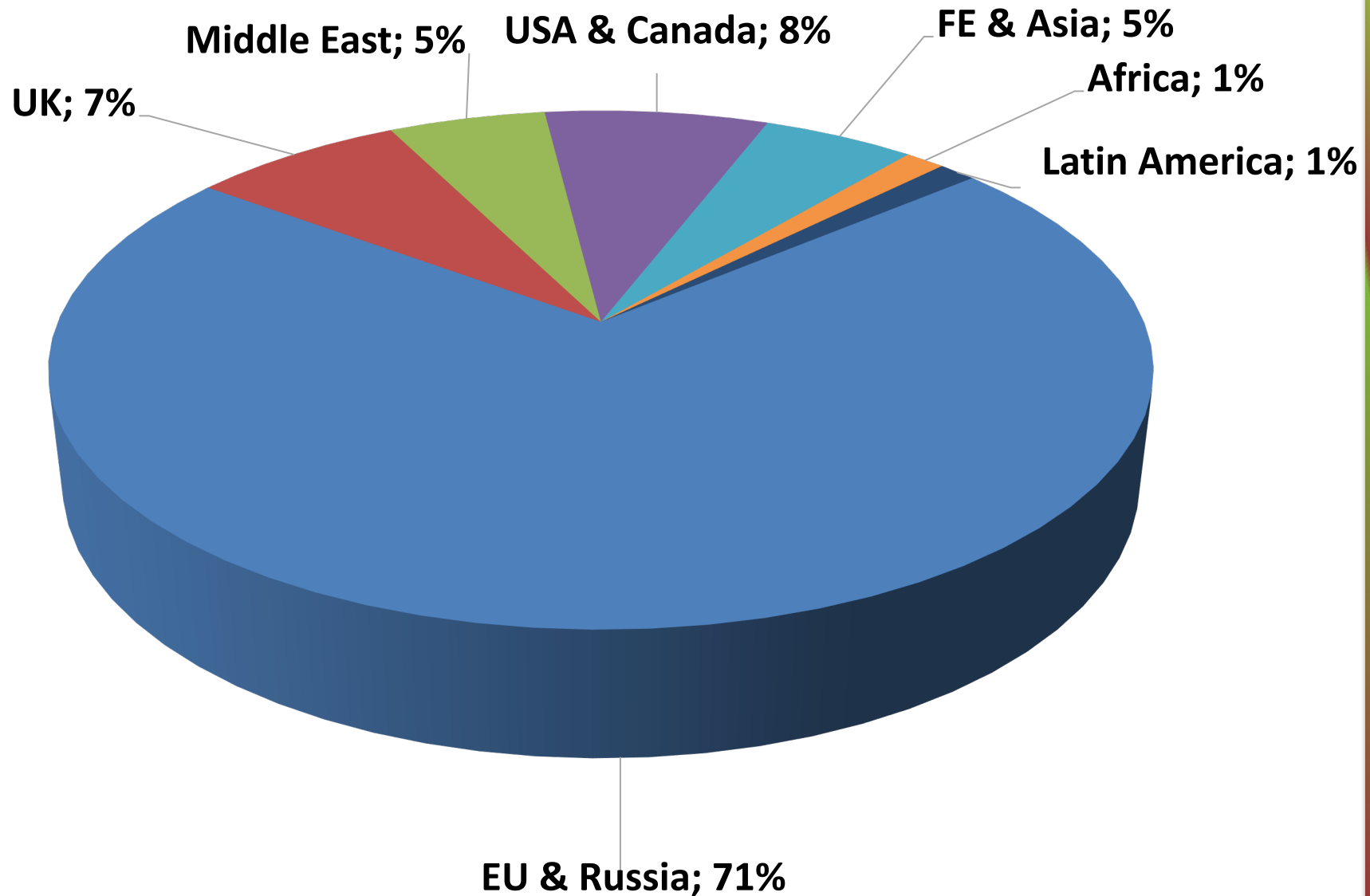
# Total SH Exports to all markets



# Weekly exports to all markets per SH Country - 2018

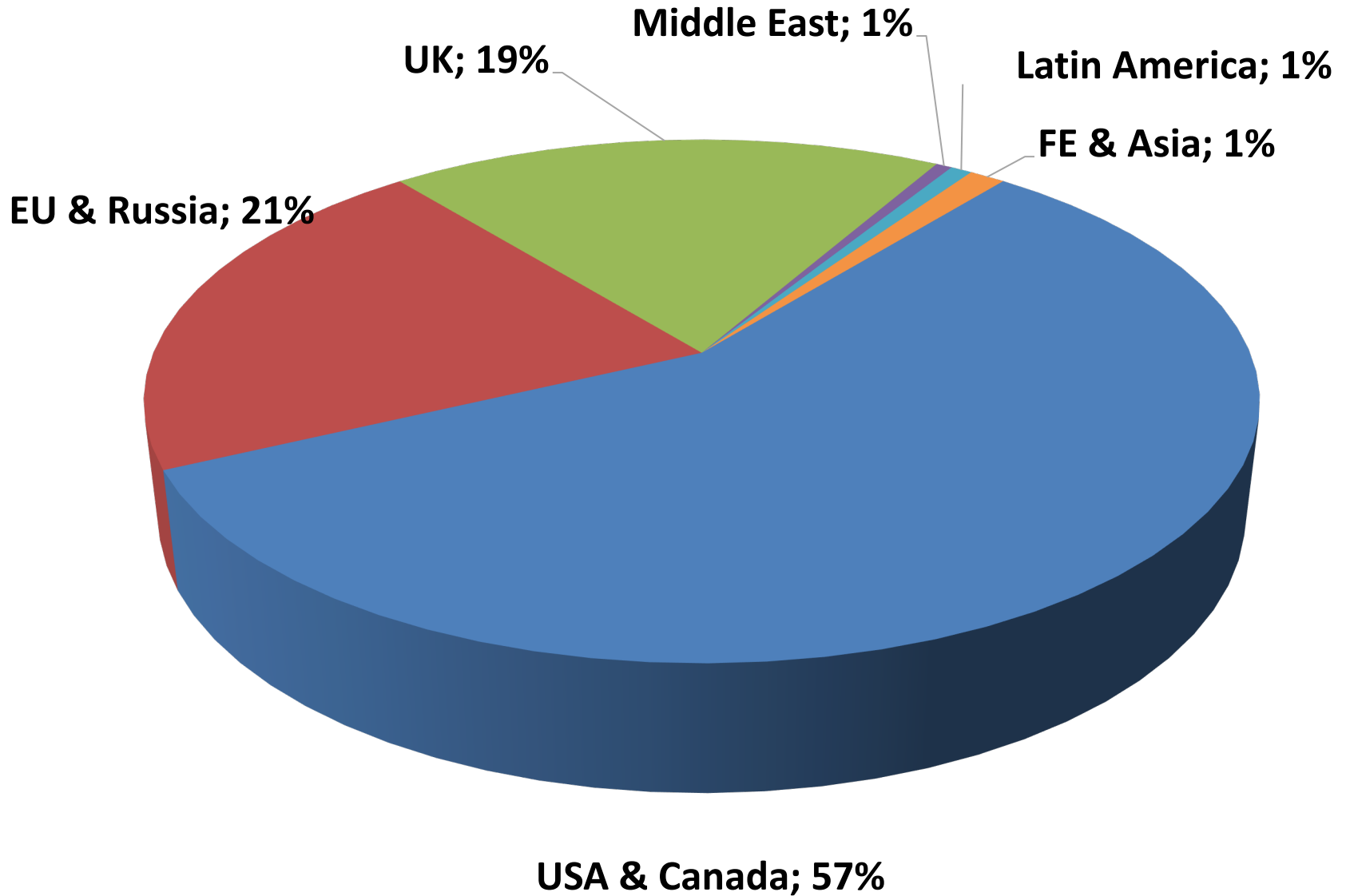


# Peru exports per market: 2018





# Chile exports per market: 2018



# Argentina exports per market: 2018

