



Pomegranate Industry Overview 2017

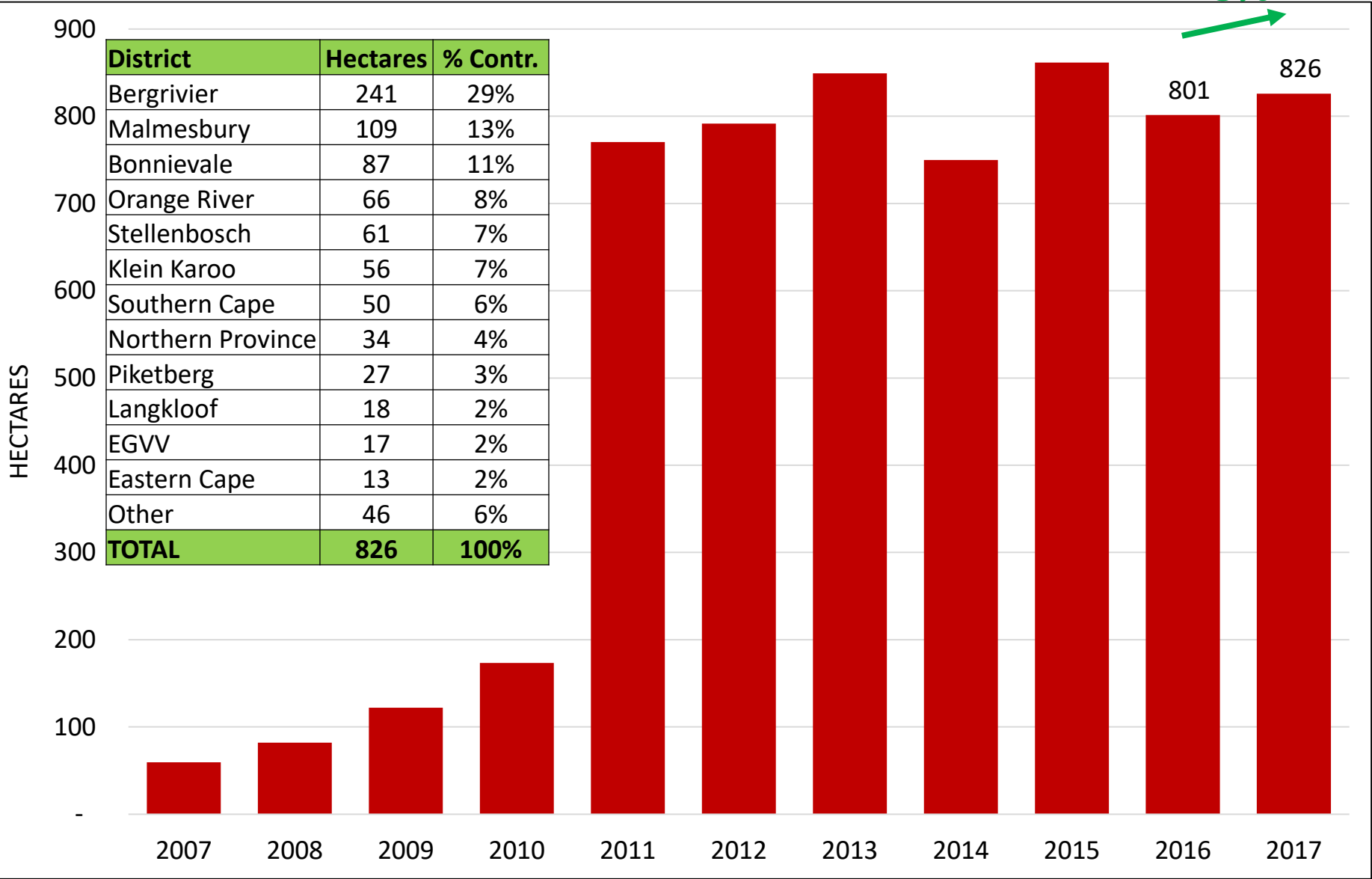
Nina Goosen
HORTGRO: Agriculture Economist



Total Area Planted (ha)



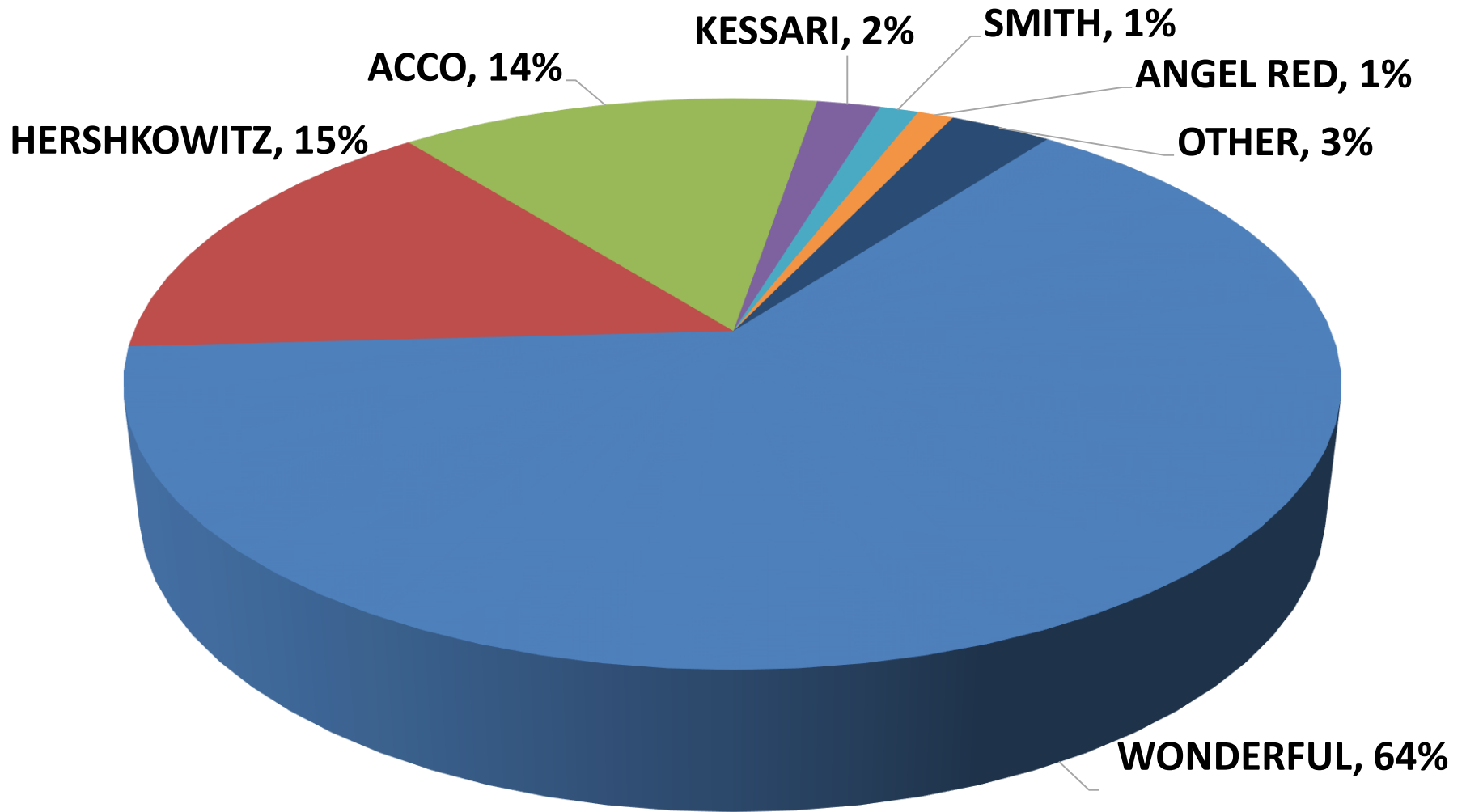
+3%



District	Hectares	% Contr.
Bergrivier	241	29%
Malmesbury	109	13%
Bonnievale	87	11%
Orange River	66	8%
Stellenbosch	61	7%
Klein Karoo	56	7%
Southern Cape	50	6%
Northern Province	34	4%
Piketberg	27	3%
Langkloof	18	2%
EGVV	17	2%
Eastern Cape	13	2%
Other	46	6%
TOTAL	826	100%



Area (ha) per cultivar





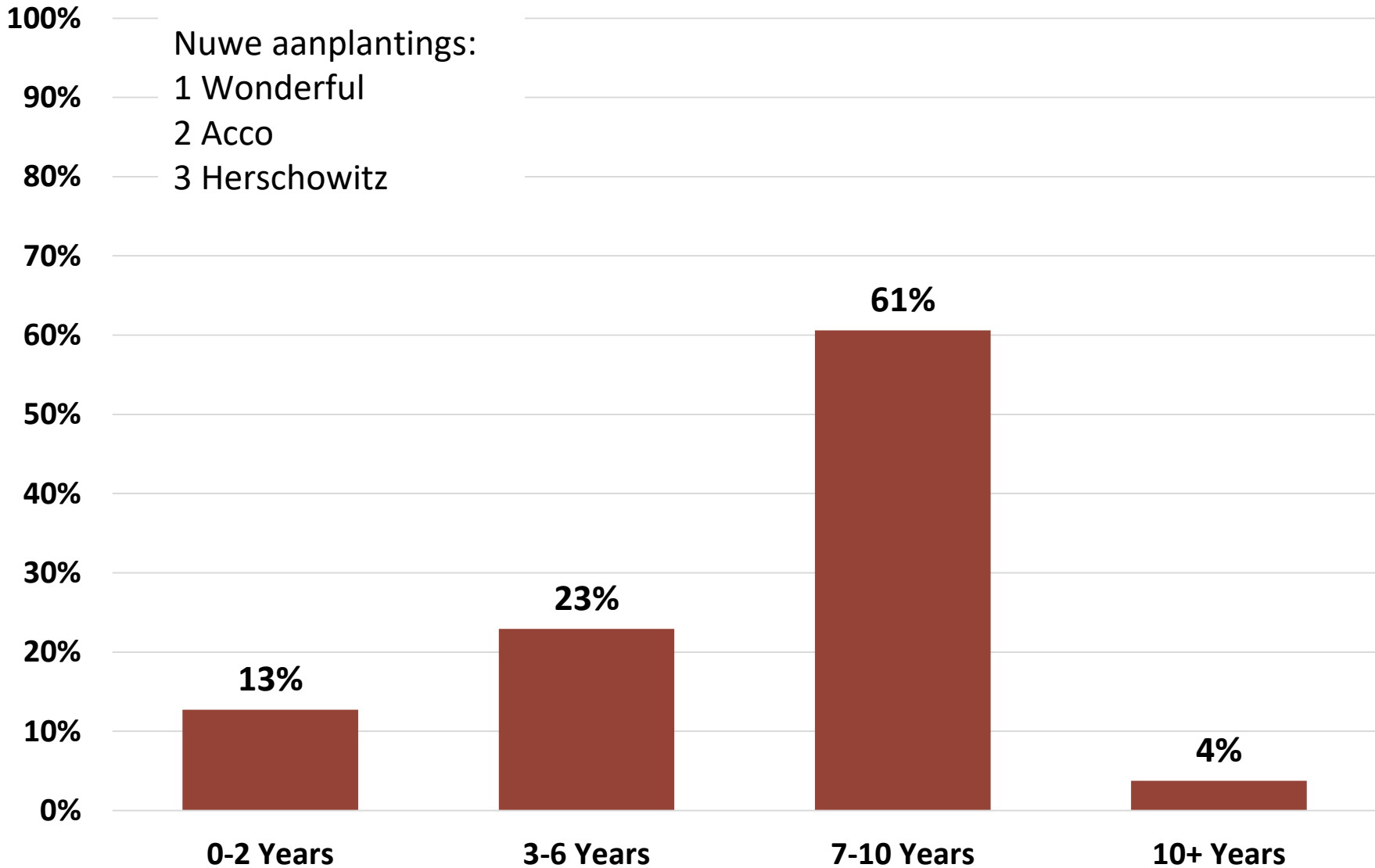
Orchard Age Distribution

Nuwe aanplantings:

1 Wonderful

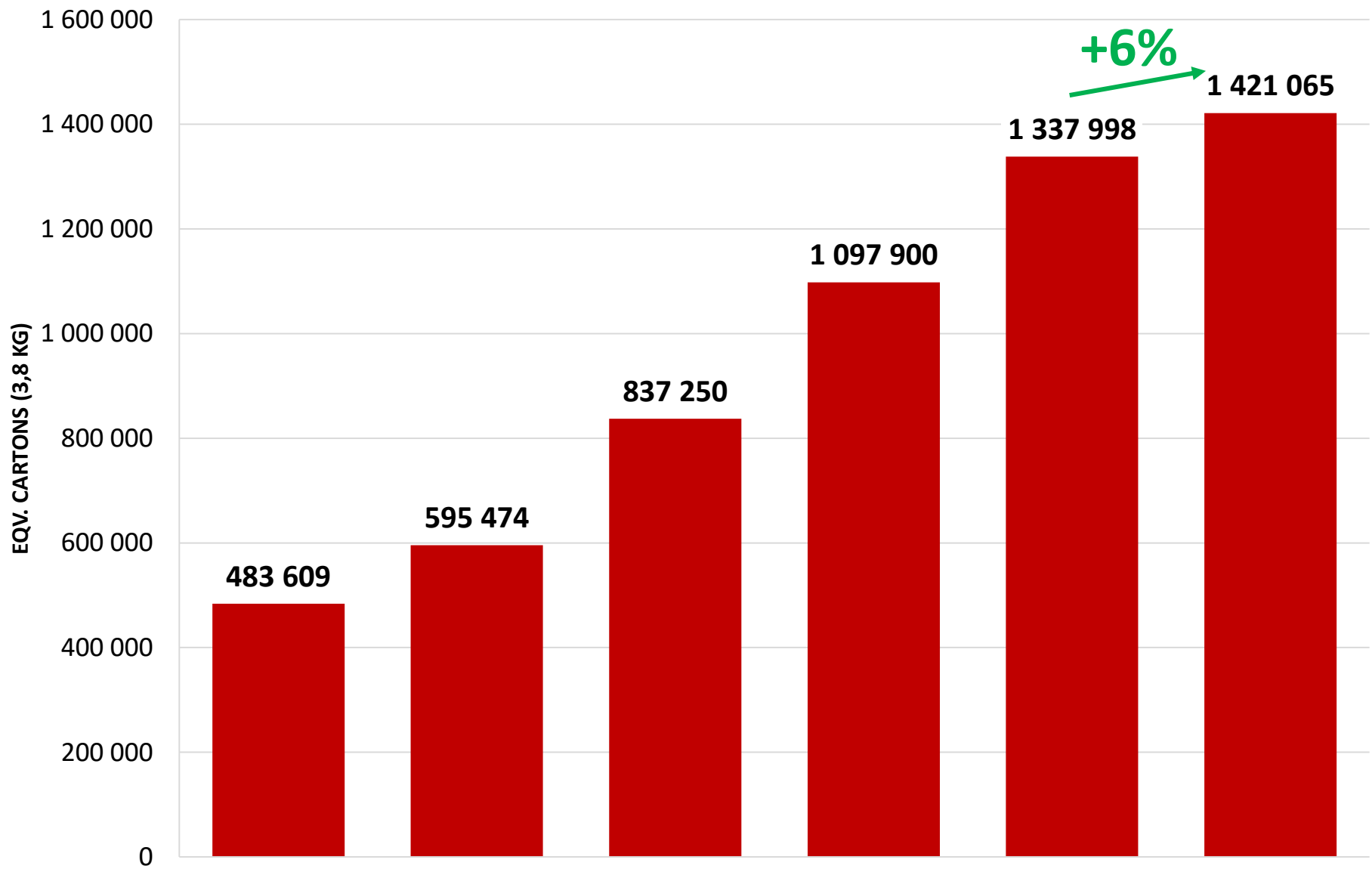
2 Acco

3 Herschowitz





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



Source: PPECB

2012

2013

2014

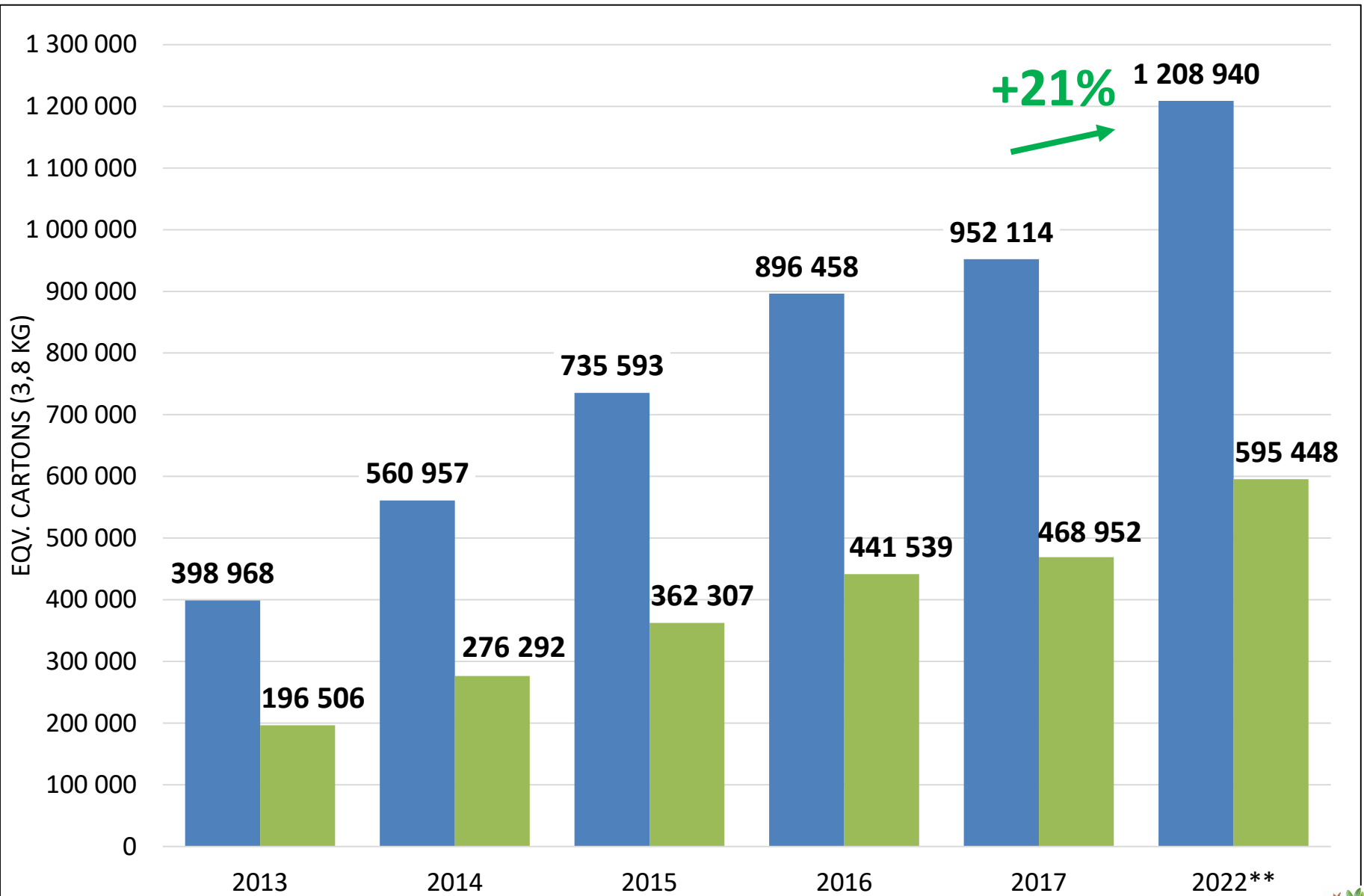
2015

2016

2017



Mid Term Projection





Pack-out % @ Packhouse

Cultivar	% Exports (Fresh & Processed)	% Local (Fresh & Processed)	% Waste
Acco	89%	1%	9%
Hershkowitz	79%	12%	8%
Shir	94%	0%	6%
Wonderful	90%	9%	7%
Other	85%	0%	15%
Grand Total	88%	9%	8%



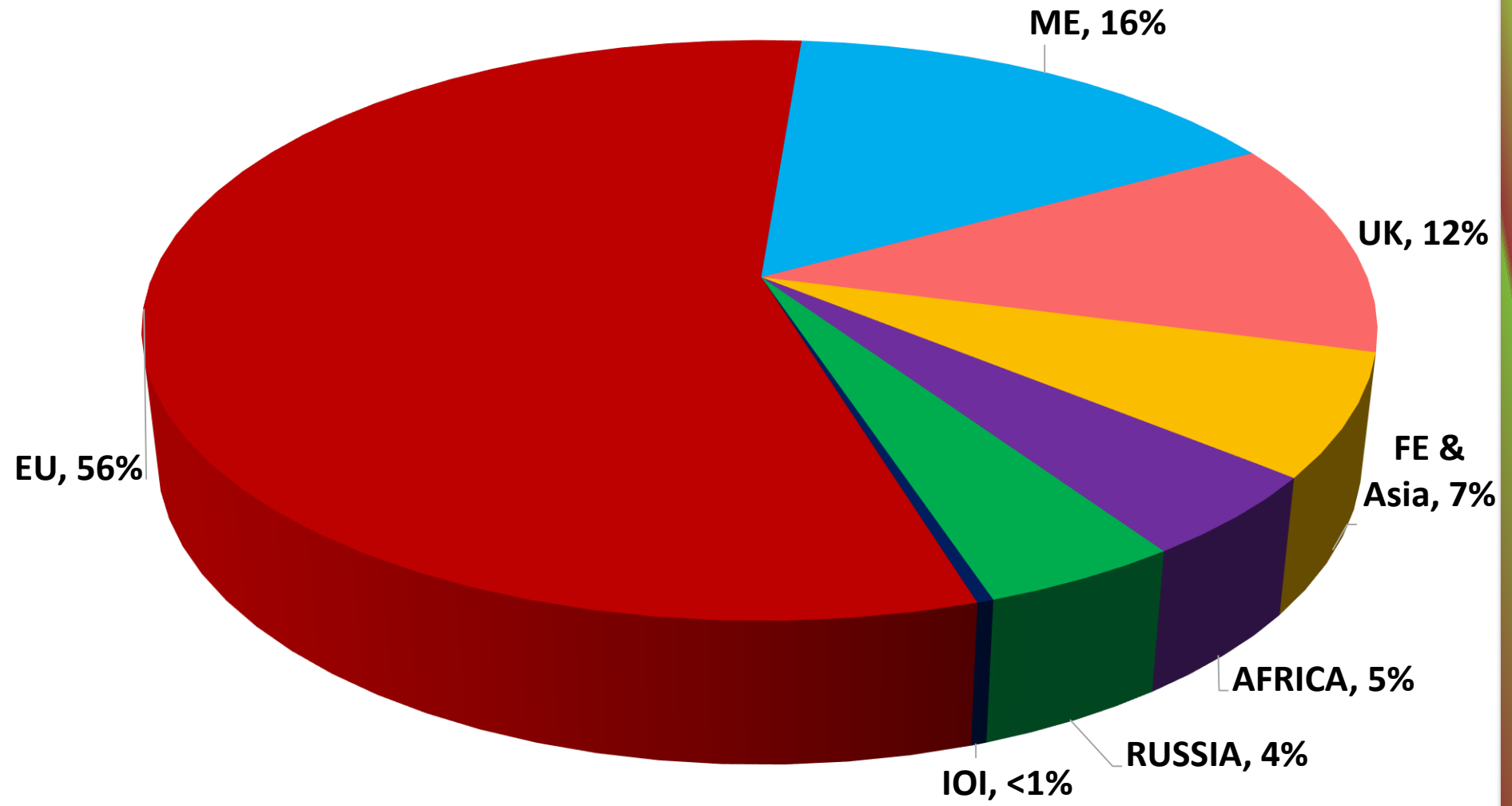
Exports per cultivar: 2012-2017



Cultivar	2012	2013	2014	2015	2016	2017	% Contr.
WONDERFUL	281 085	444 911	588 797	691 720	935 087	915 603	64%
HERSHKOVITZ	93 158	67 049	152 130	232 247	258 130	300 118	21%
ACCO	39 605	34 996	83 352	152 022	128 999	181 487	13%
SHIR	2 368	3 553	4 145	0	2 644	4 145	0%
KESSARI / BAGHWA	17 566	14 824	2 361	588	5 355	1 676	0%
OTHER	49 827	30 141	6 465	21 323	7 783	18 036	1%
TOTAL 3,8 kg Eqv. cartons	483 609	595 474	837 250	1 097 900	1 337 998	1 421 065	100%



Export Market Destination 2017

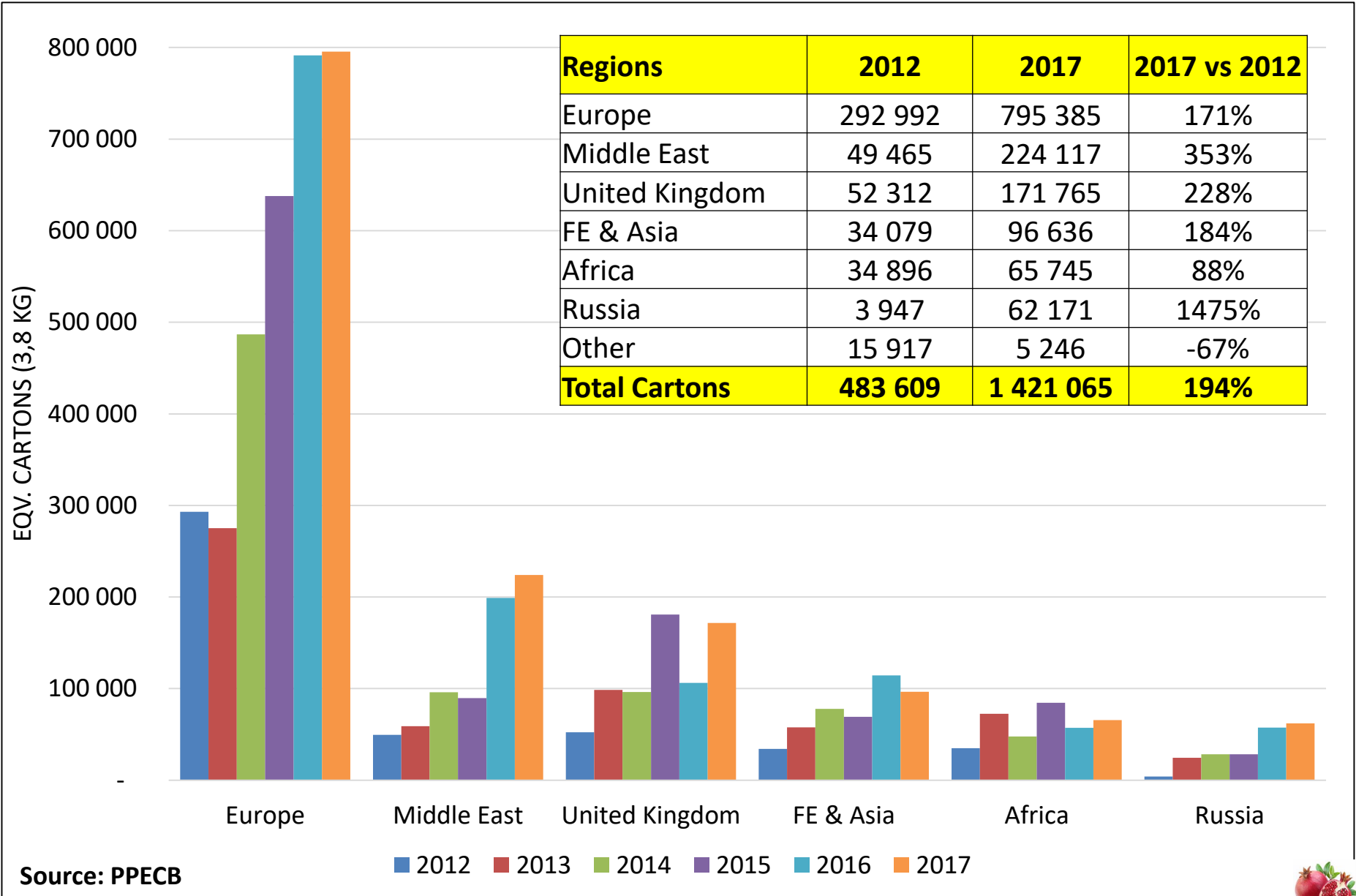


Source: PPECB





Export Market Trend – 3,8 Eqv. Cartons

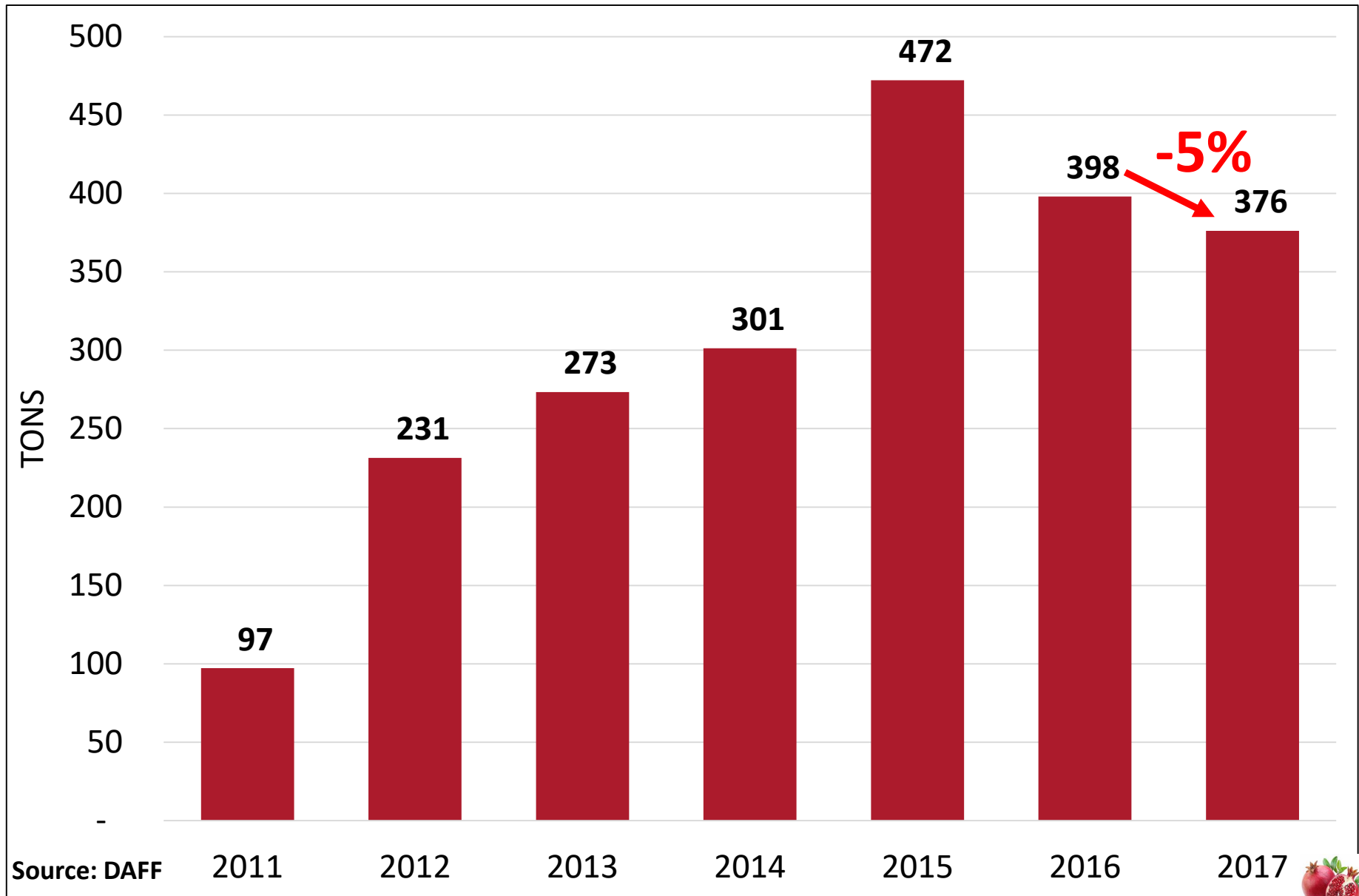


Source: PPECB





Local Market Trends - tons

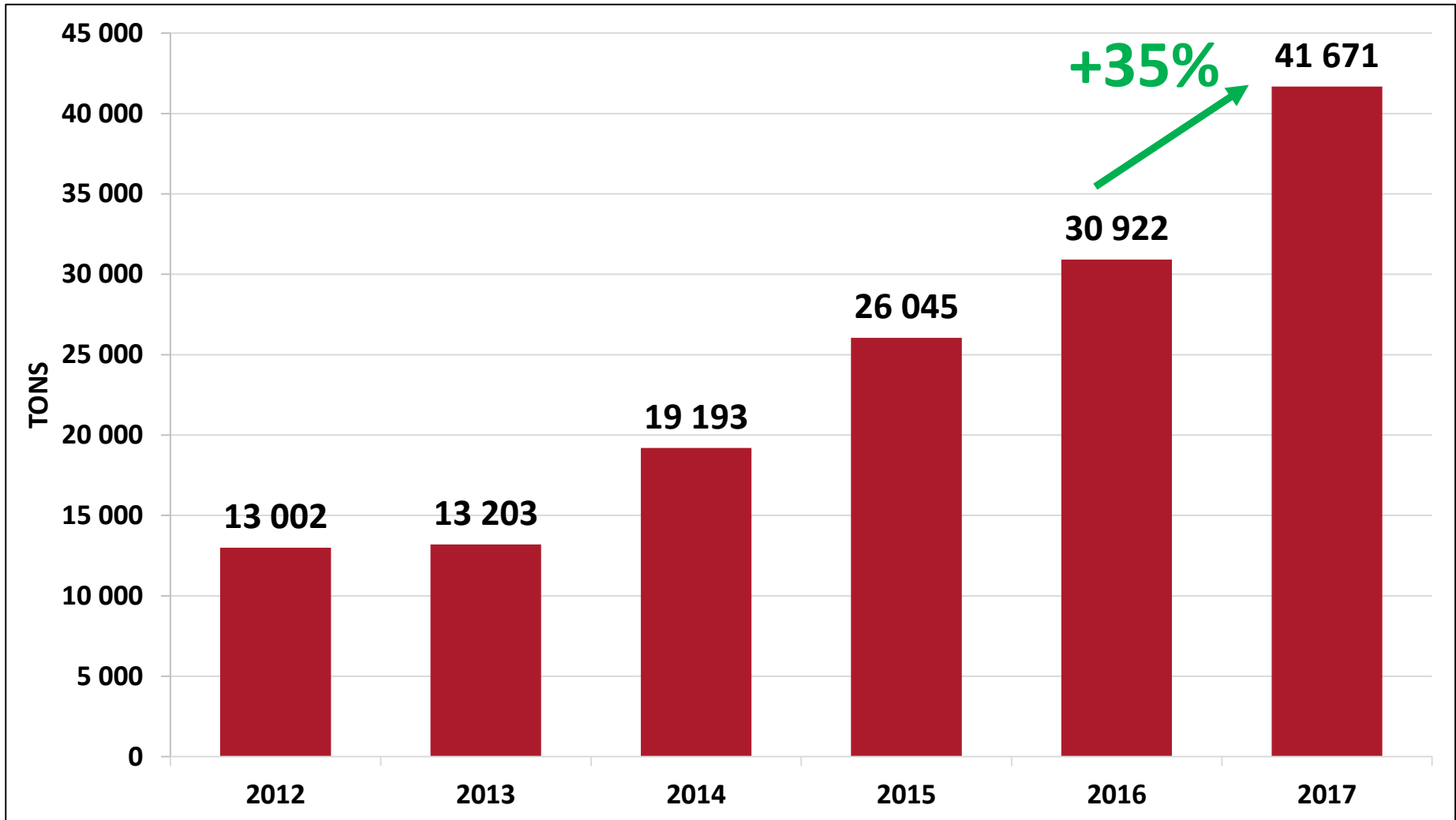




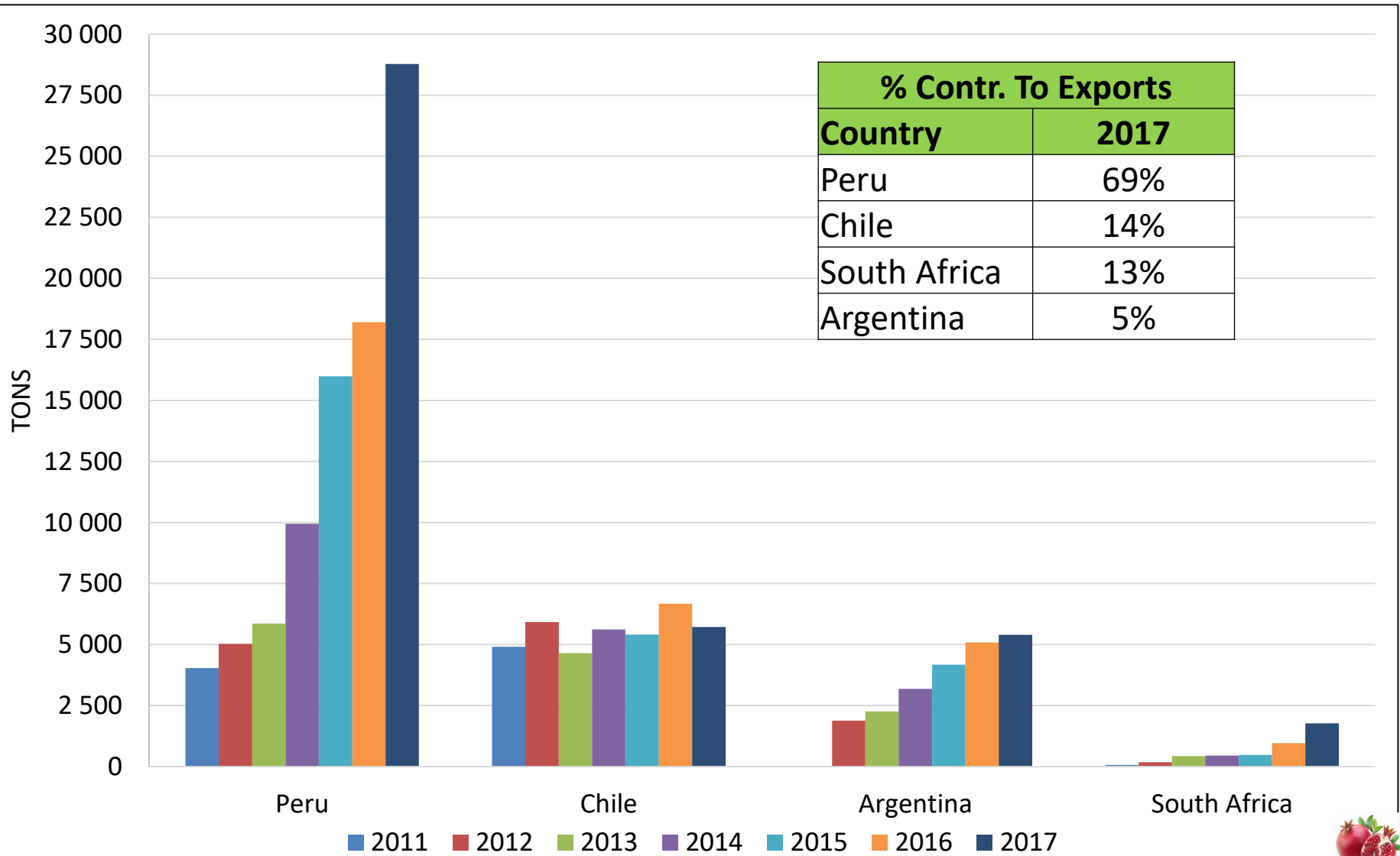
Southern Hemisphere Exports



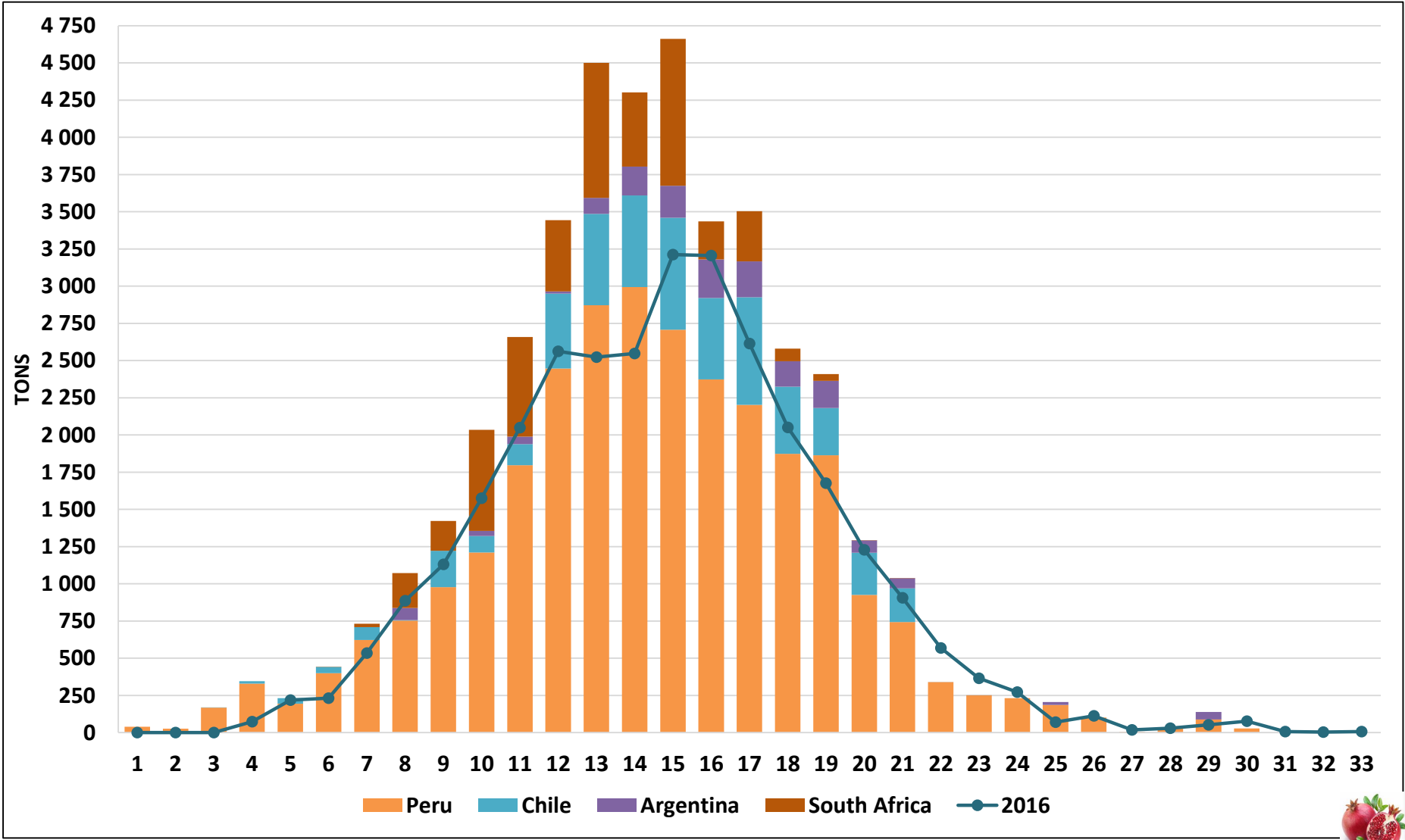
Total SH Shipments to all markets - TONS



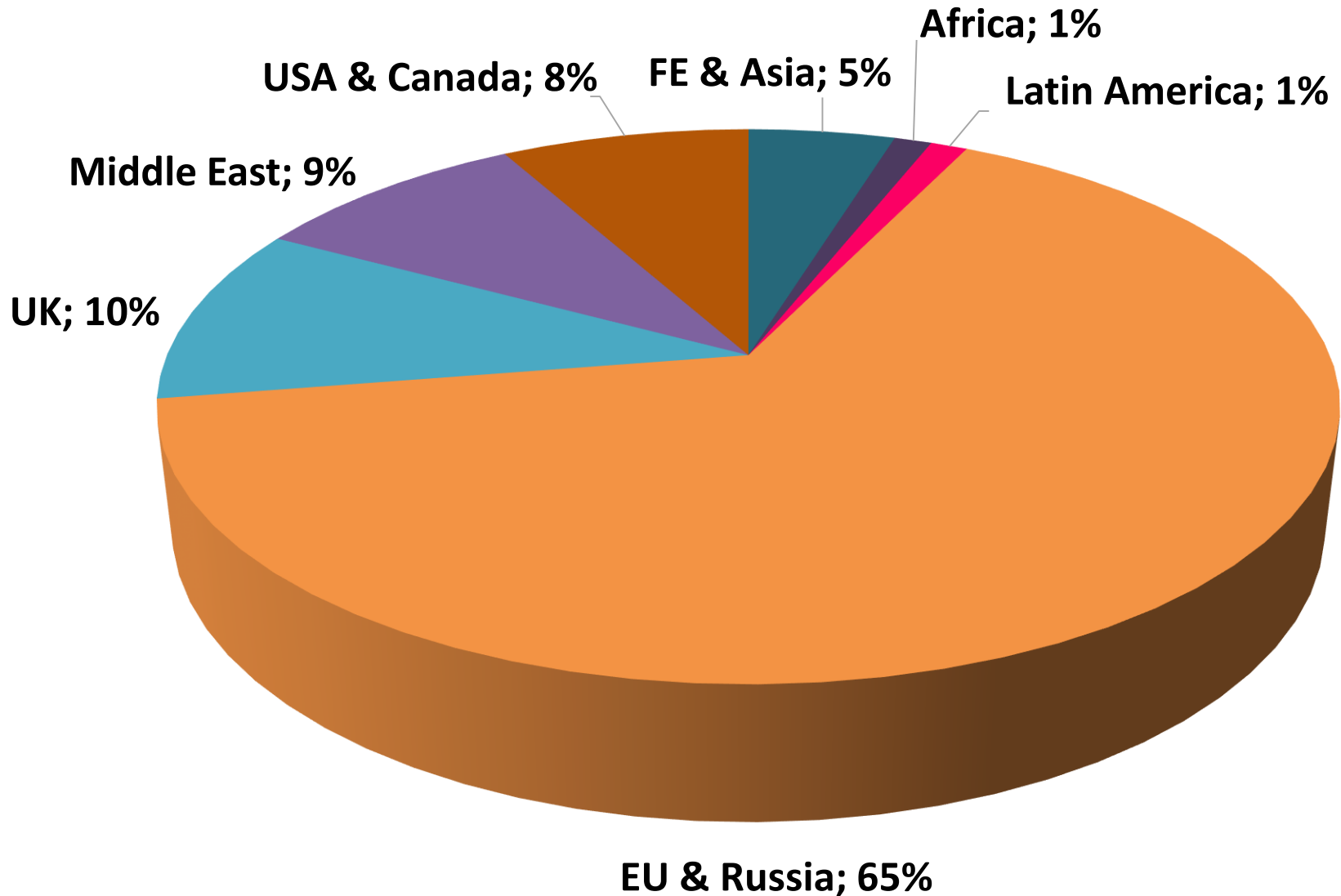
Growth in exports per county – total Tons



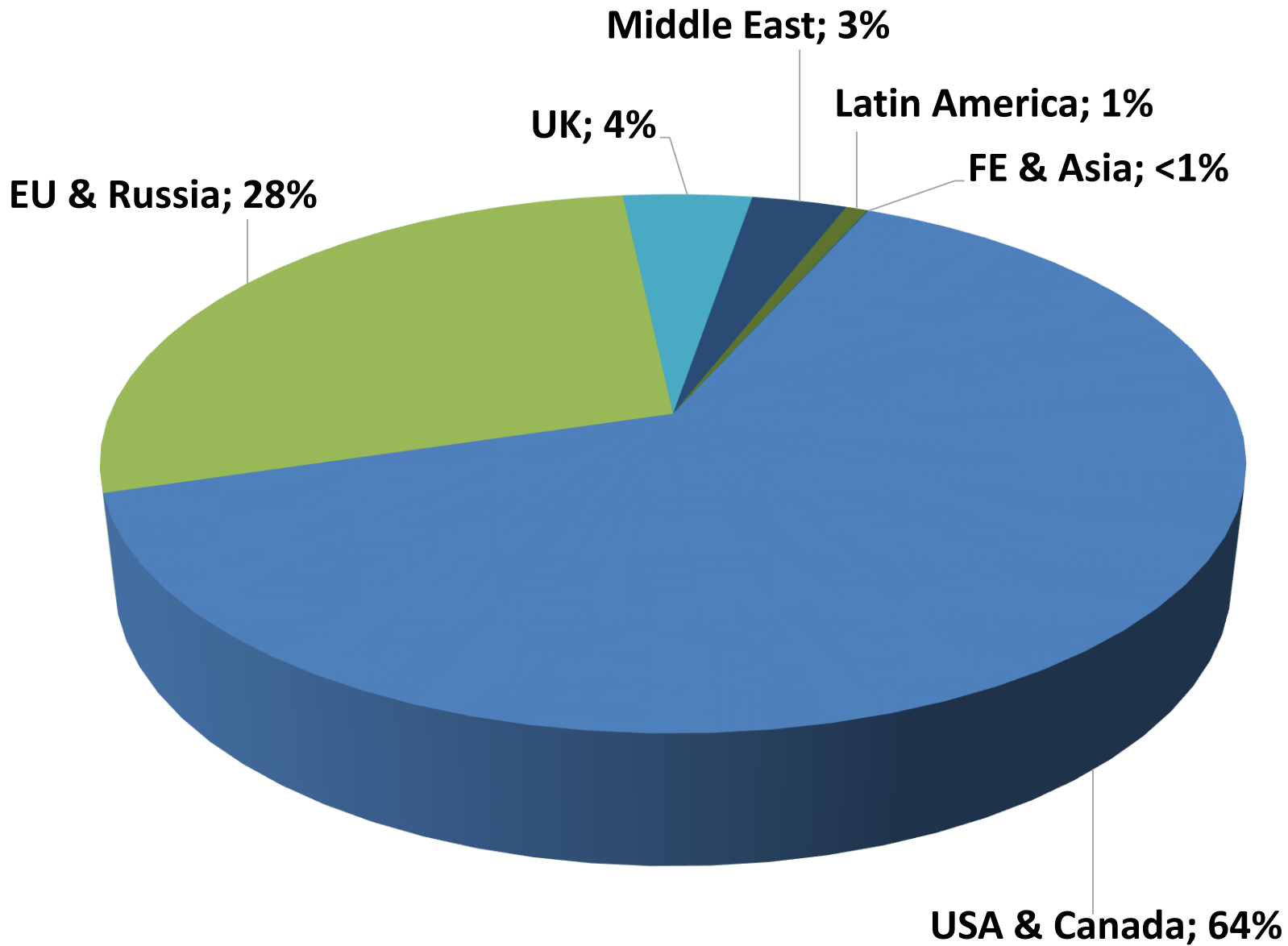
Weekly exports to all markets per SH Country - 2017



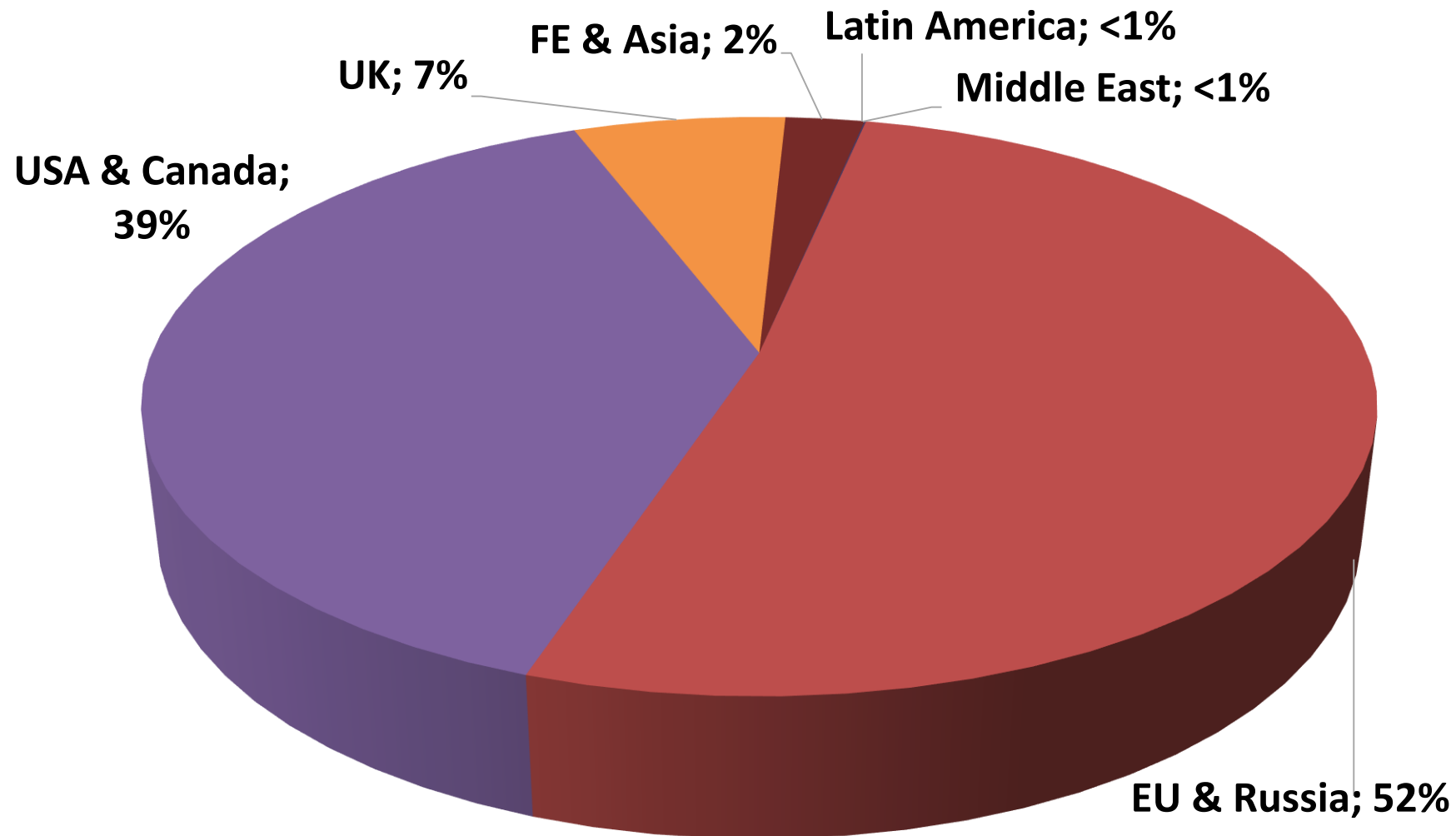
Peru exports per market: 2017



Chile exports per market: 2017

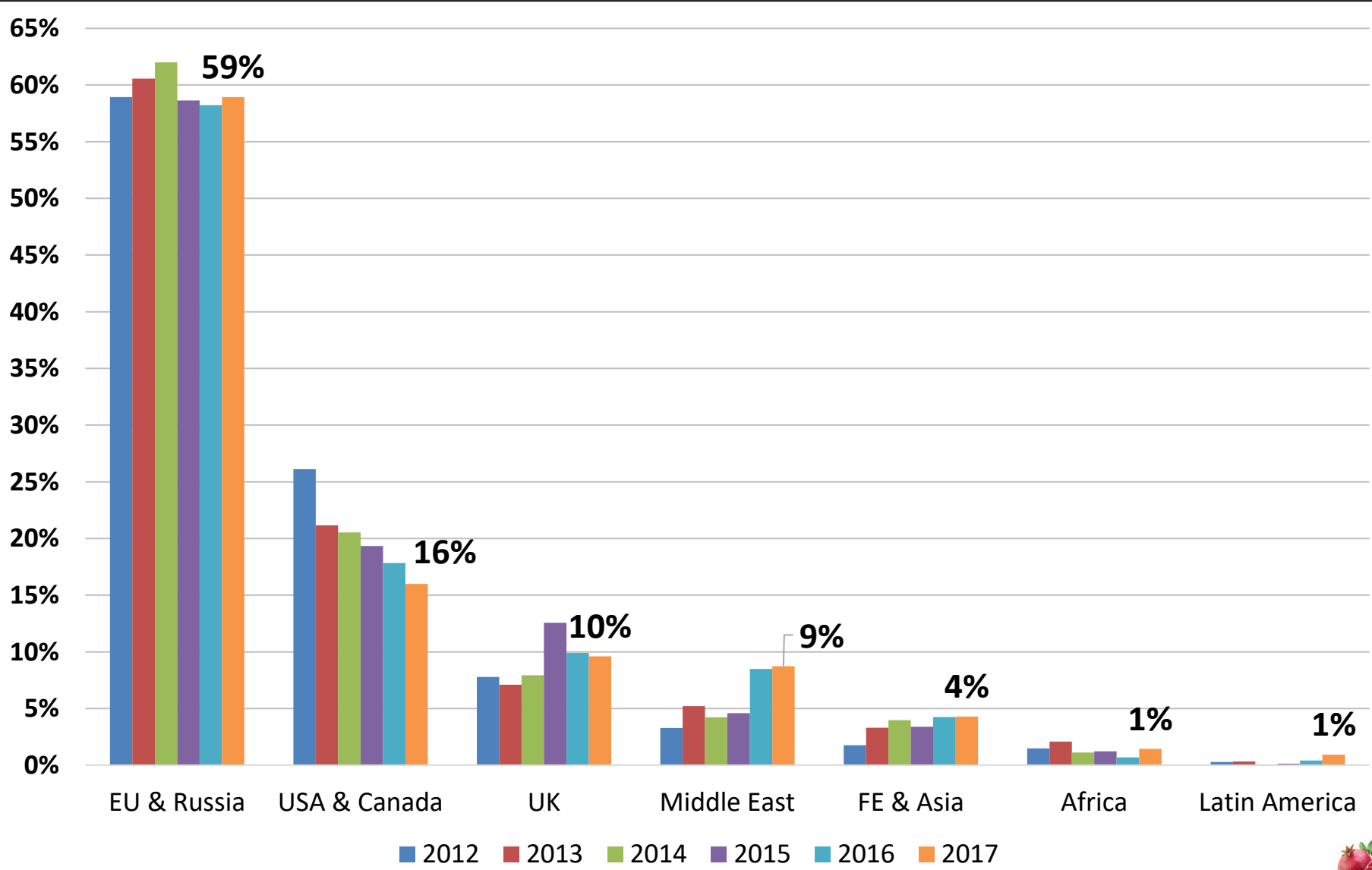


Argentina exports per market: 2017





Total SH Exports to all markets



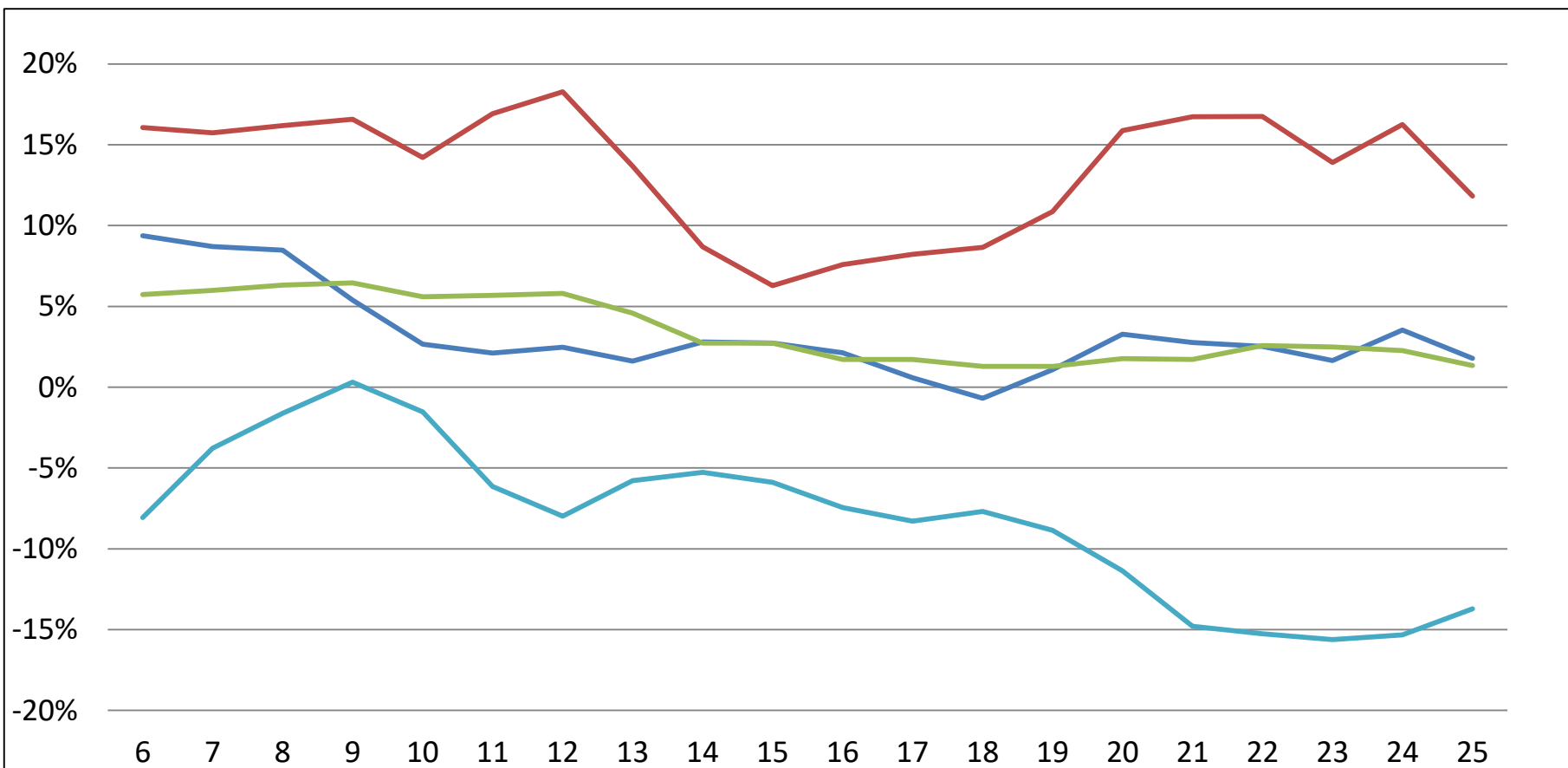


Exchange Rates





Exchange Rate USD



2017

USD (AVG Season)

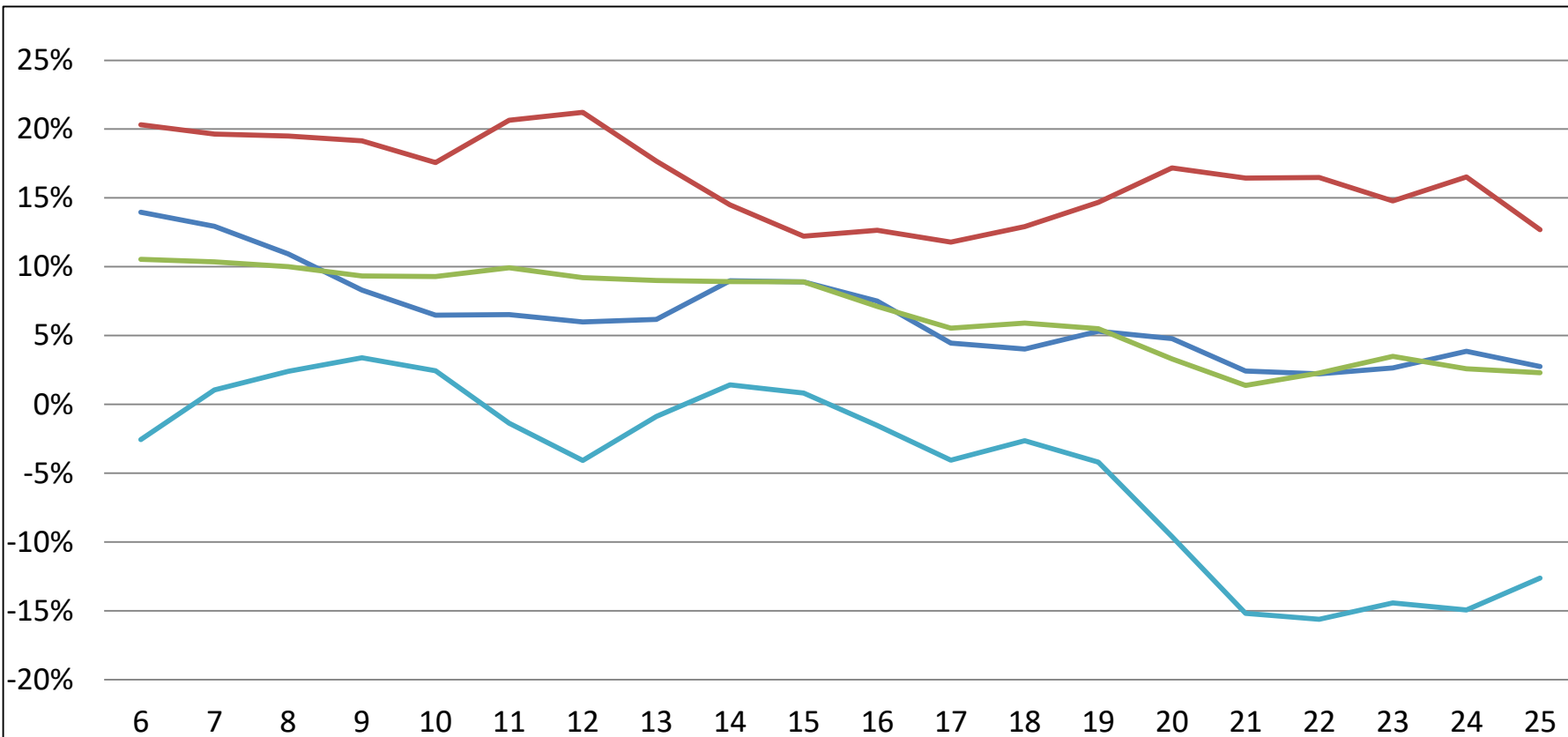
SA	13%
CHILE	3%
PERU	3%
ARG	-8%

— CHILE — SA — PERU — ARG





Exchange Rate EURO



EURO (AVG Season)	
SA	16%
CHILE	6%
PERU	7%
ARG	-5%

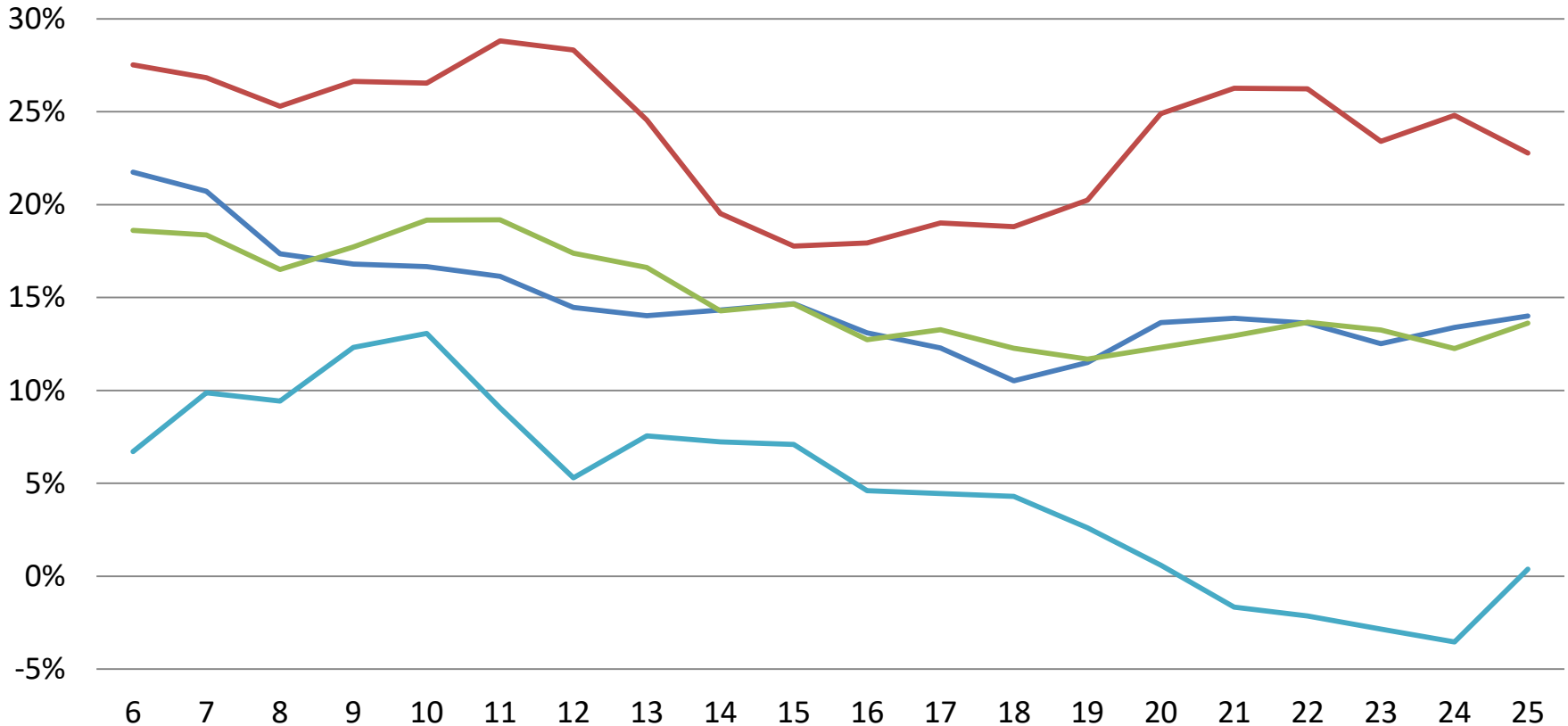
2017

— CHILE — SA — PERU — ARG





Exchange Rate UK Pound



UK Pound (AVG Season)

SA	24%
CHILE	15%
PERU	15%
ARG	5%

— CHILE — SA — PERU — ARG





Questions?

