



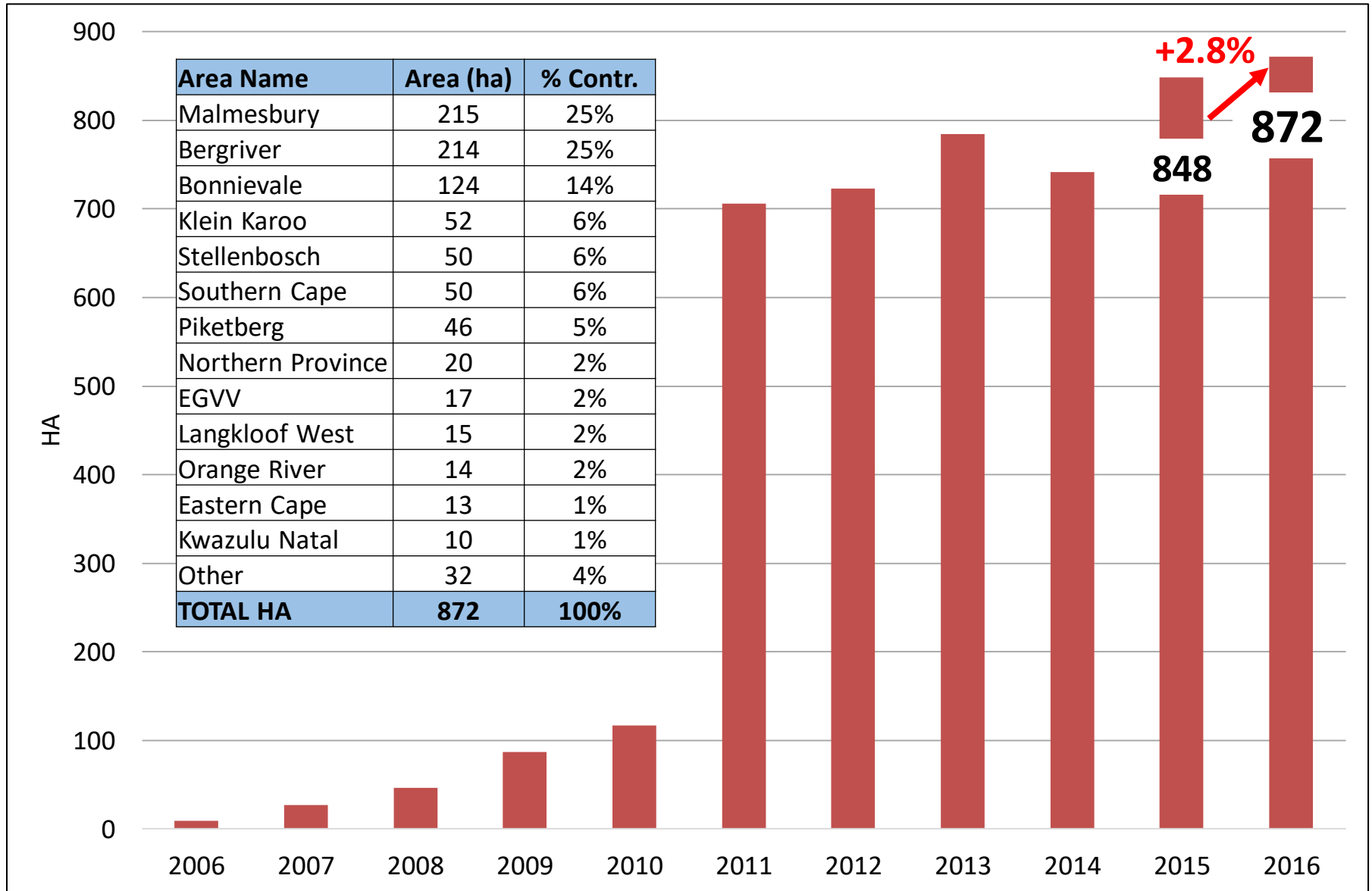
Pomegranate Industry Overview 2016

Nina Goosen
HORTGRO: Agriculture Economist

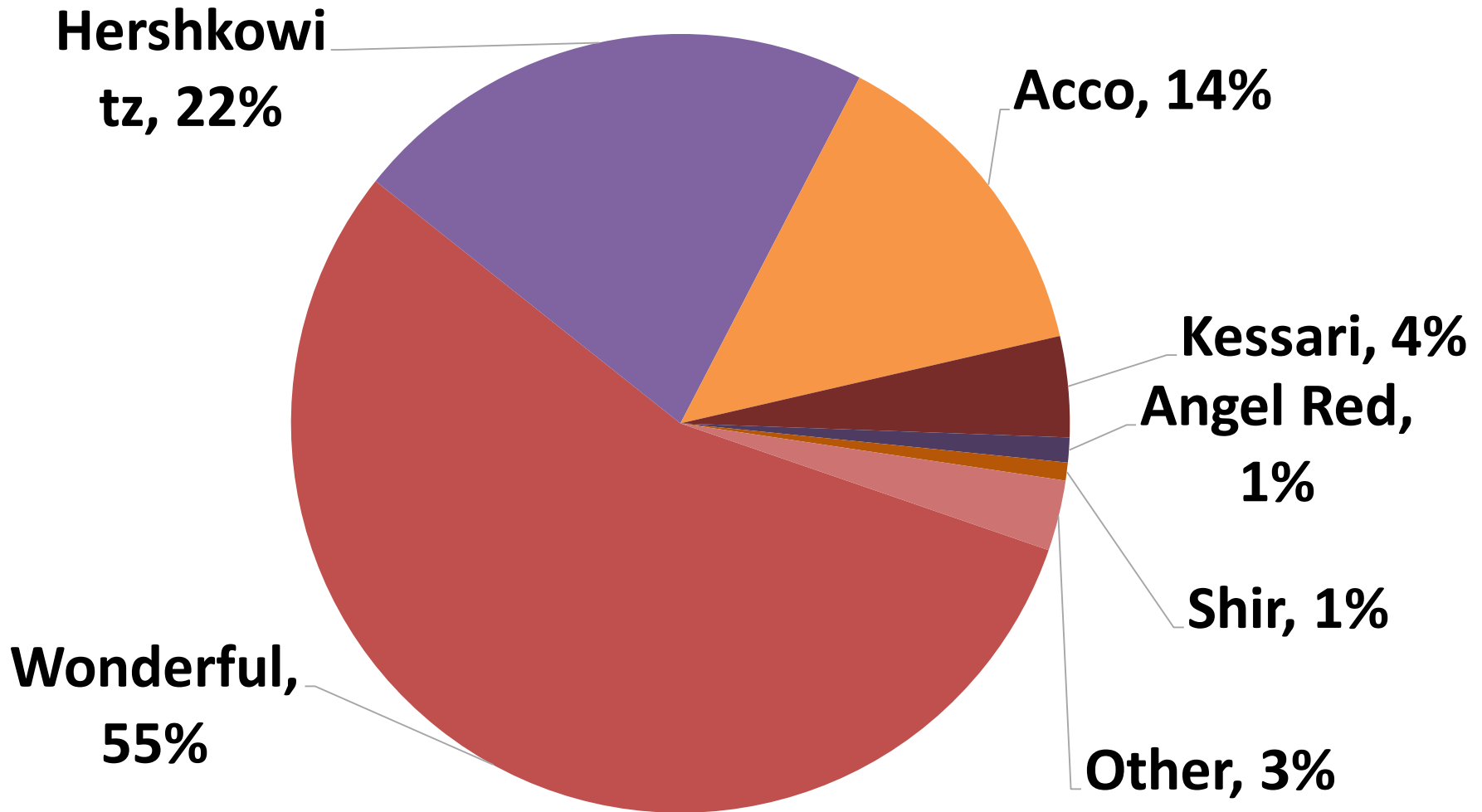




Total Area Planted (ha)

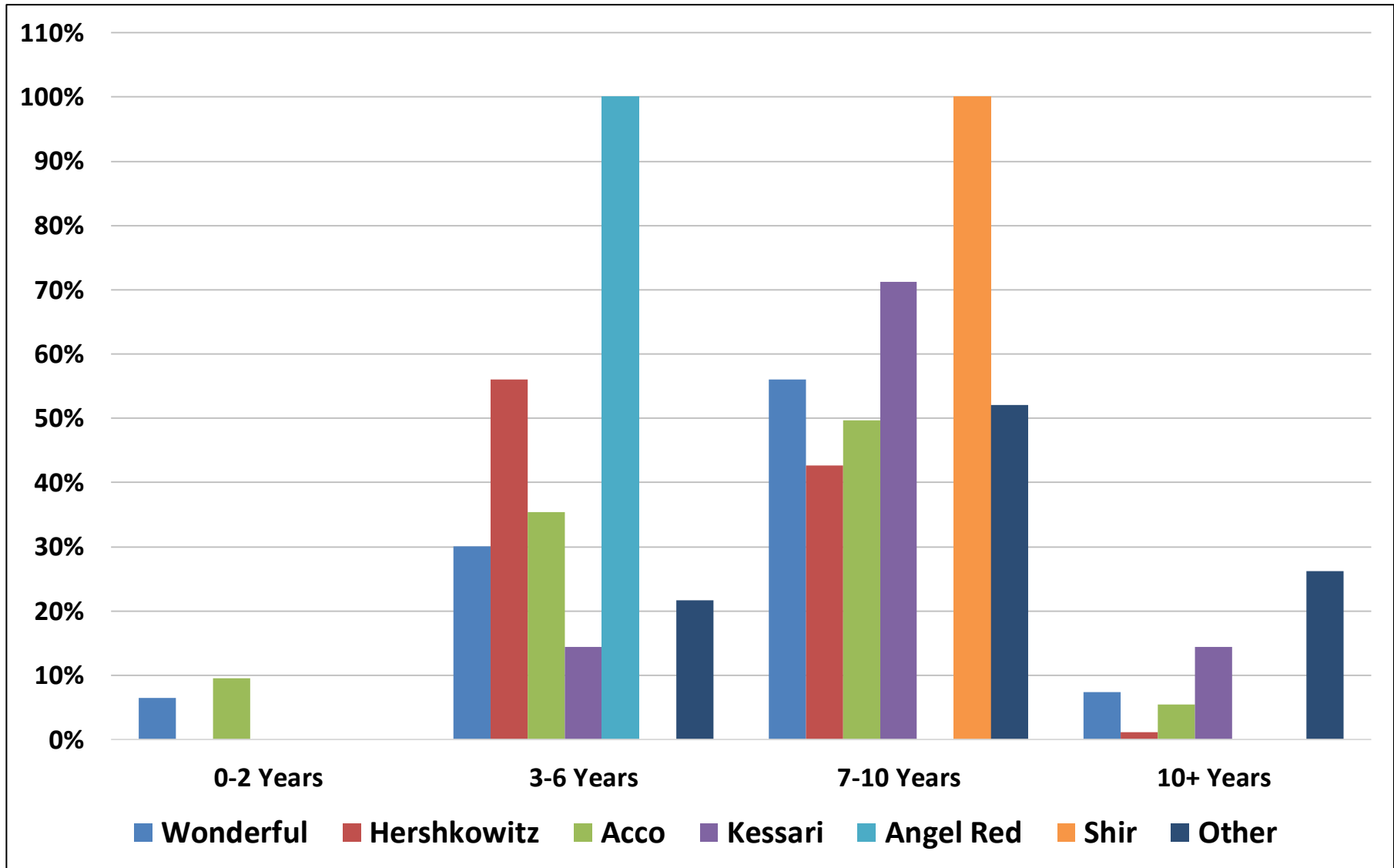


Area (ha) per cultivar



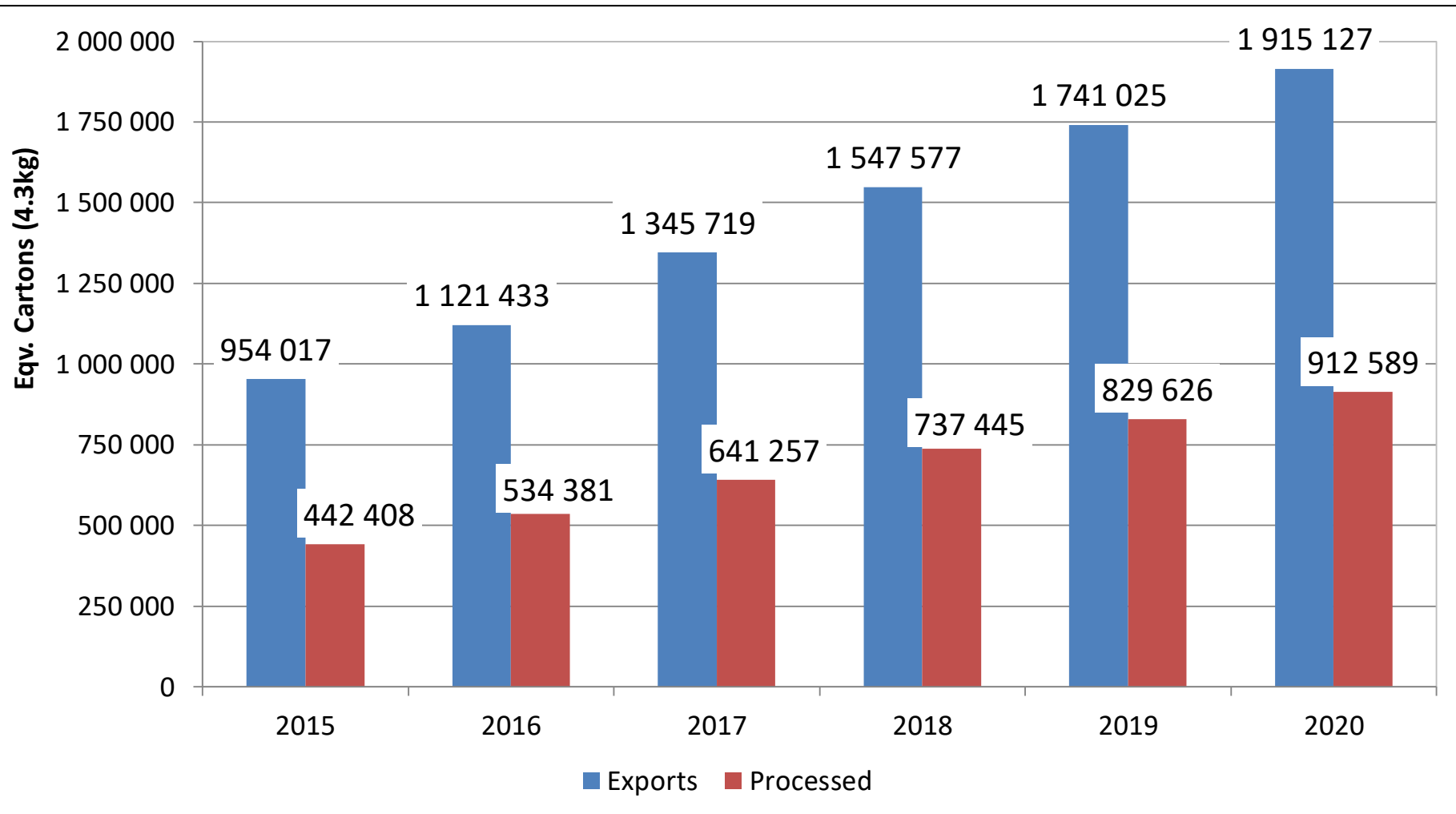


Orchard Age Distribution





MT Projection – Where are we heading?





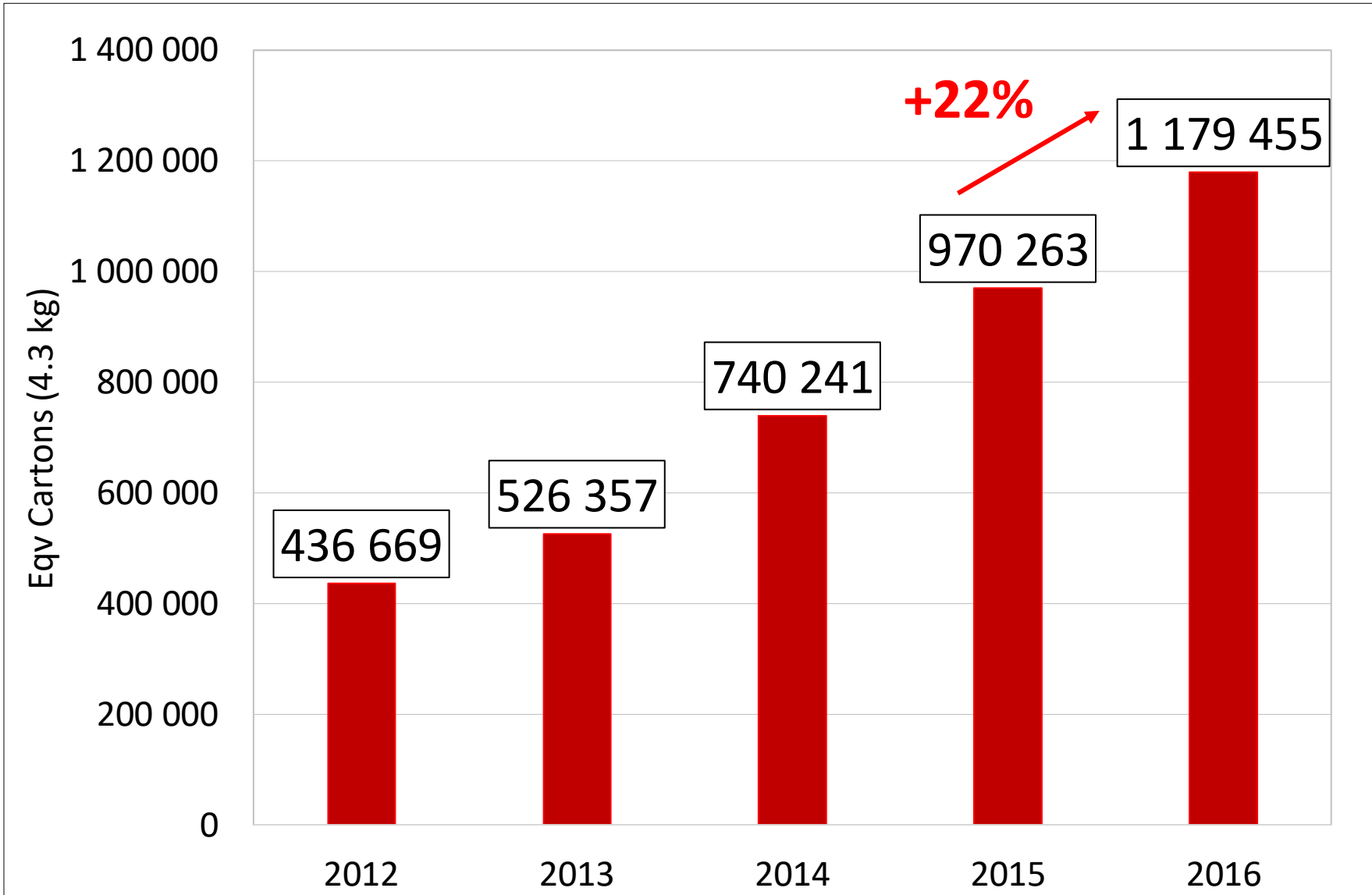
Pack-out % @ Packhouse

Cultivar	% Export	% Processed	% Waste	% Local
Wonderful	46%	44%	9%	0%
Hershkowits	61%	13%	25%	1%
Acco	57%	28%	13%	2%
Shir	46%	7%	47%	0%
Grand Total	51%	35%	13%	1%





Total SA Exports (Eqv. Cartons = 4.3 Kg)



+22%

Source: PPECB



Exports per cultivar: 2012-2016

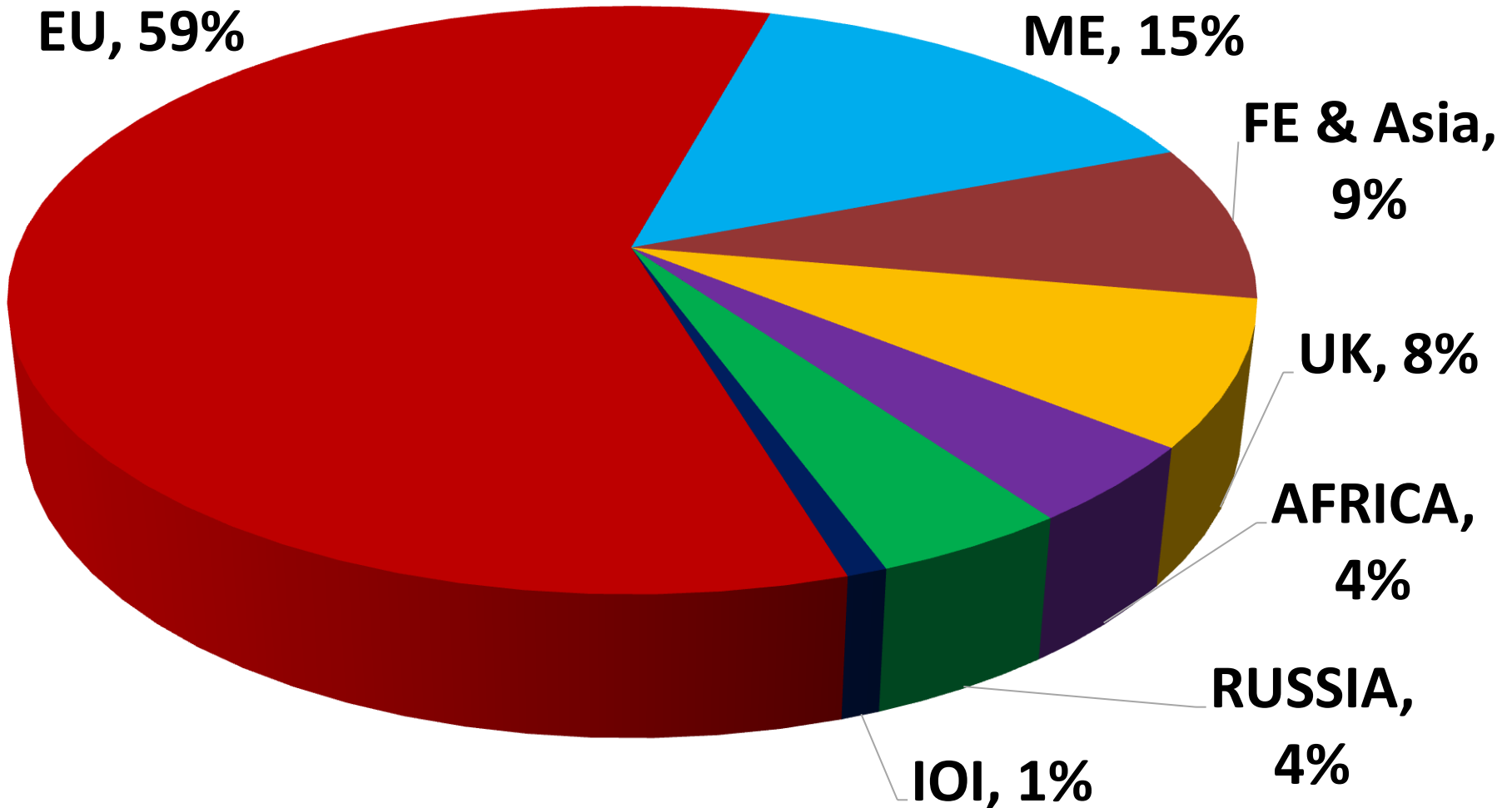


Cultivar	2012	2013	2014	2015	2016	% Contr.
WONDERFUL	248,400	393,177	520,332	611,288	823,782	70%
HERSHKOVITZ	82,326	59,253	134,441	205,241	228,115	19%
ACCO	35,000	30,927	73,660	134,345	113,999	10%
KESSARI / BAGHWA	15,523	13,100	2,086	520	4,346	0.4%
SHIR	2,093	3,140	3,663	0	2,337	0.2%
ROSY	0	0	3,684	6,105	1,865	0.2%
OTHER	44,033	26,637	2,030	12,739	5,010	0.4%
TOTAL	427,375	526,233	739,895	970,237	1,179,455	100%

Source: PPECB

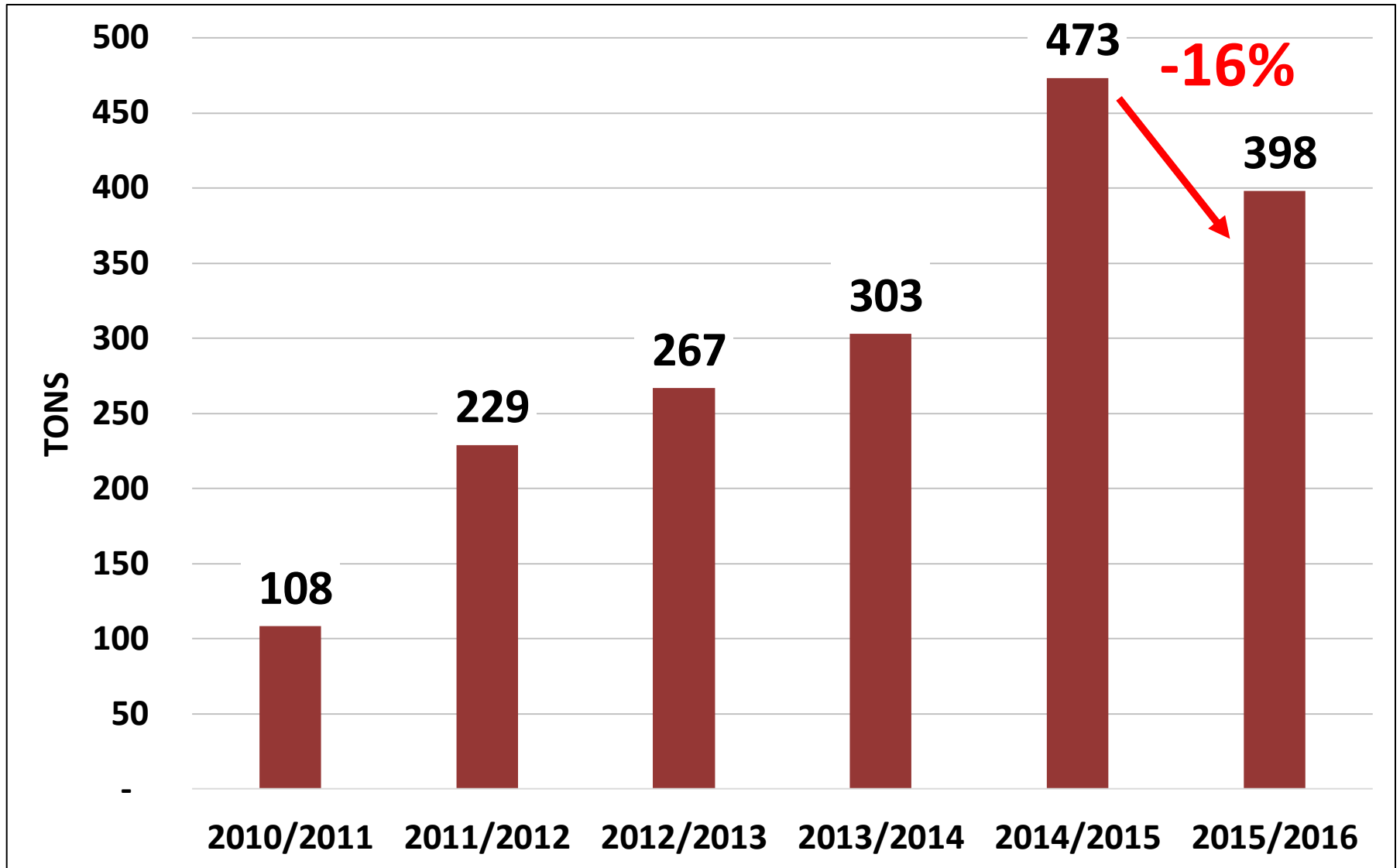


Export Market Destination 2016

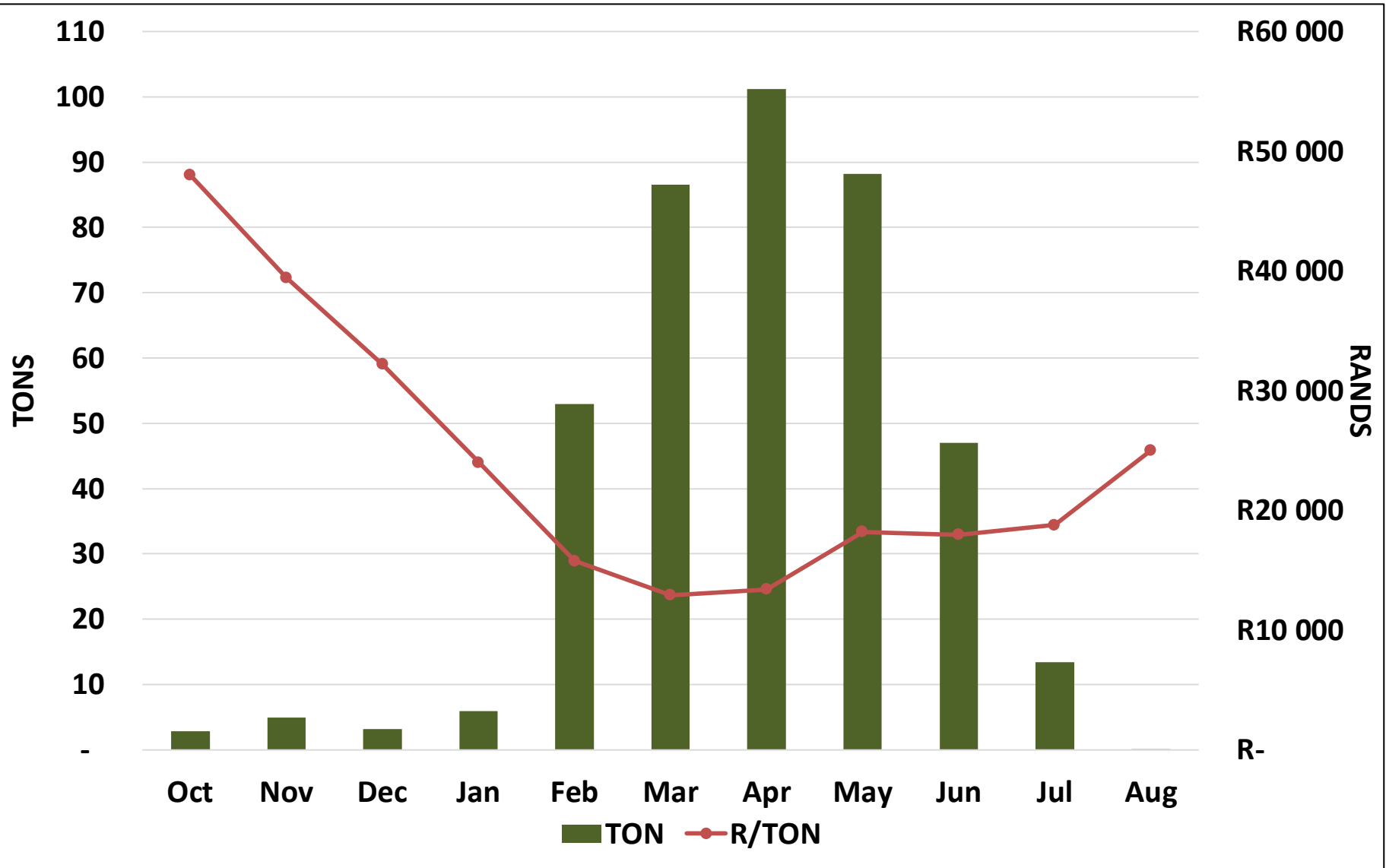




Local Market Volumes - tons



Local Market Trends (2015/2016)



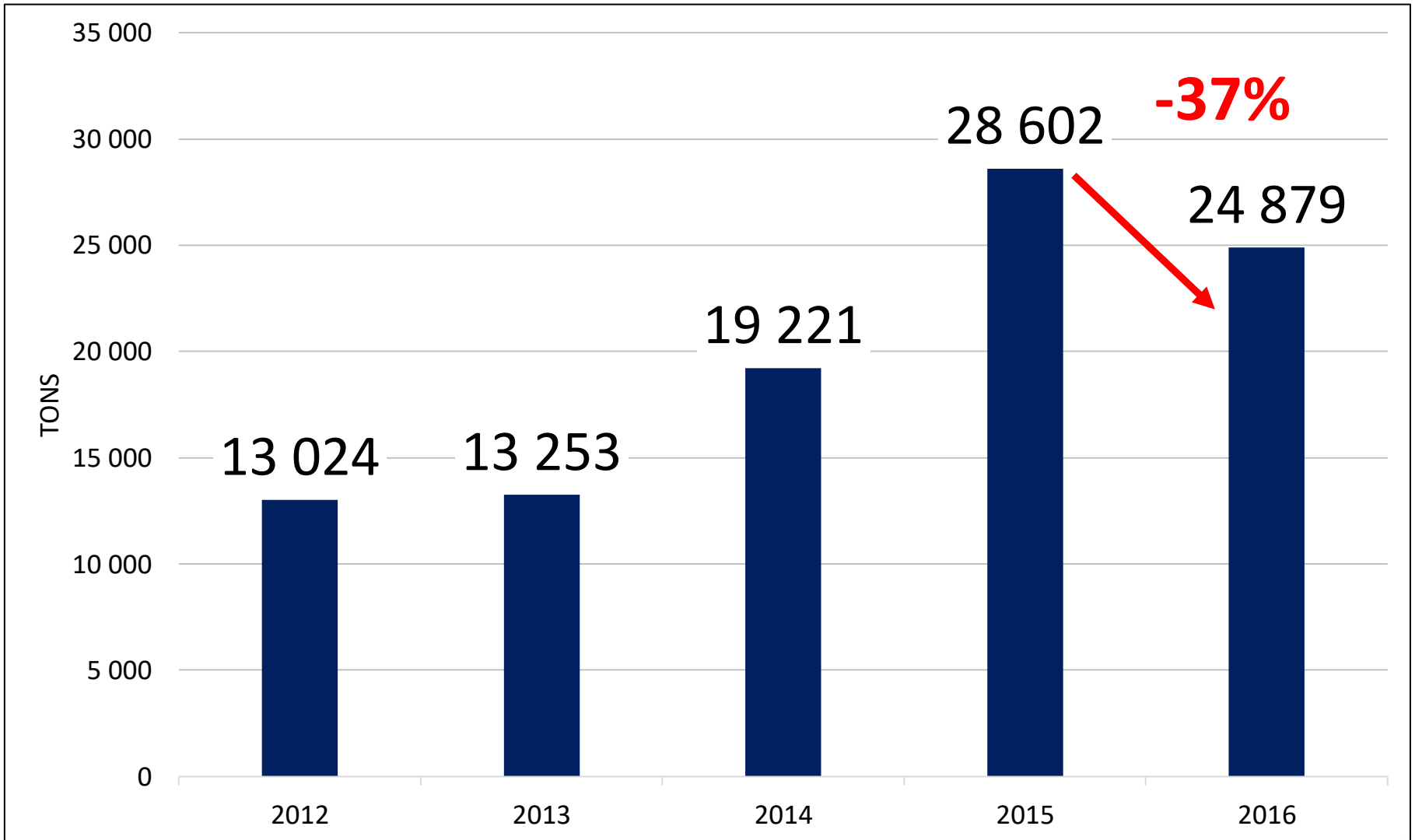


Southern Hemisphere Exports

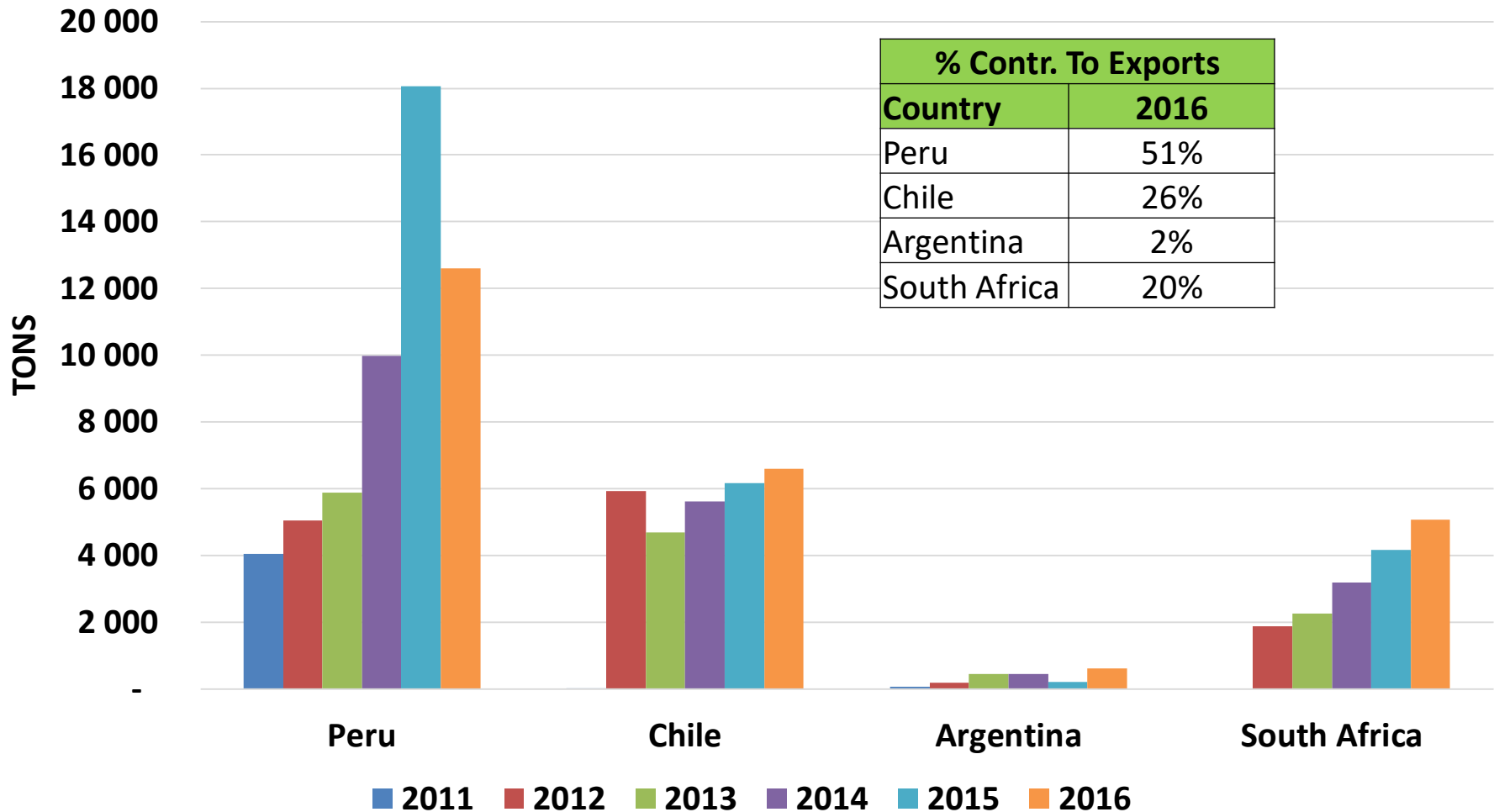




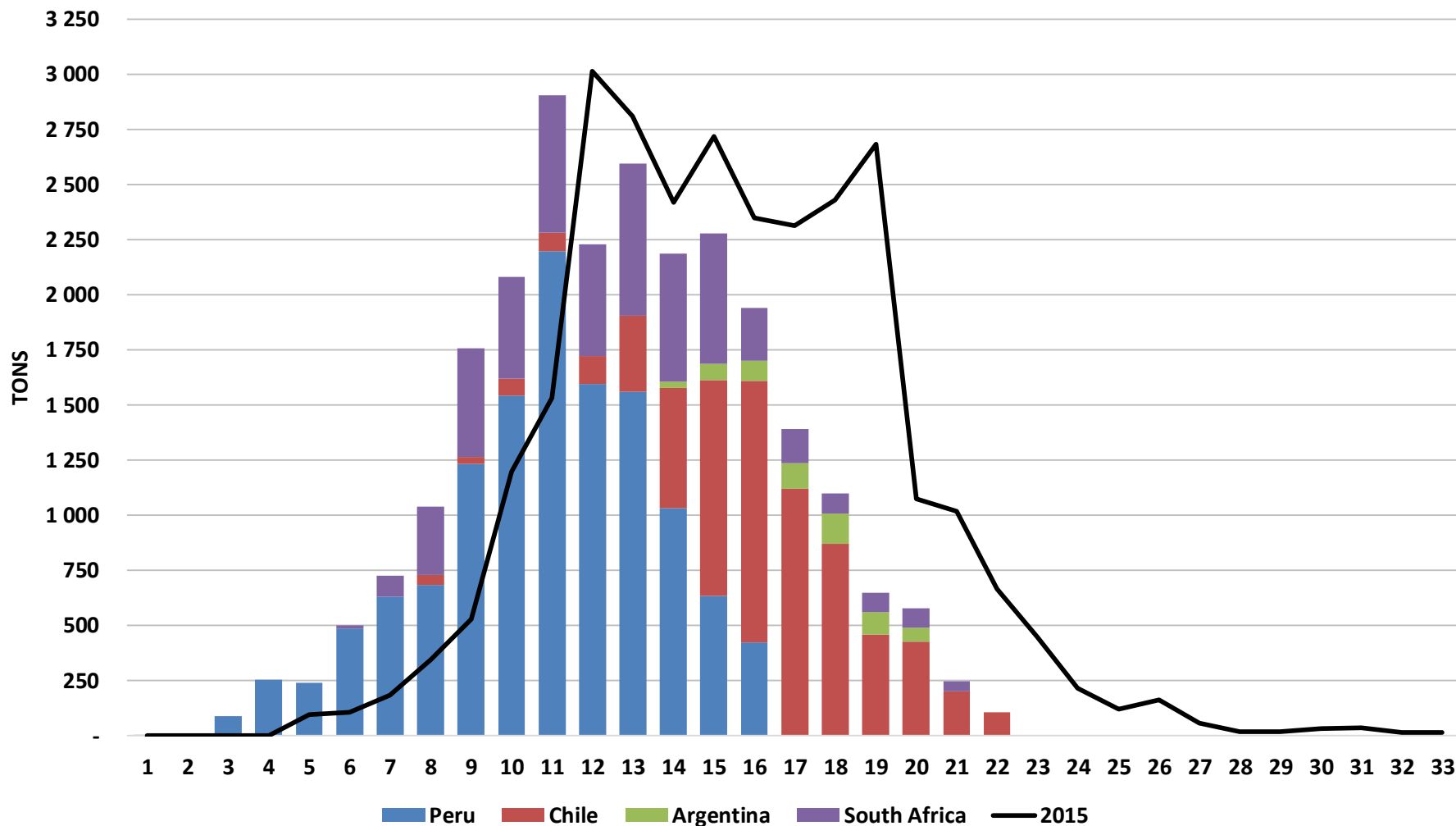
Total SH Shipments to all markets - TONS



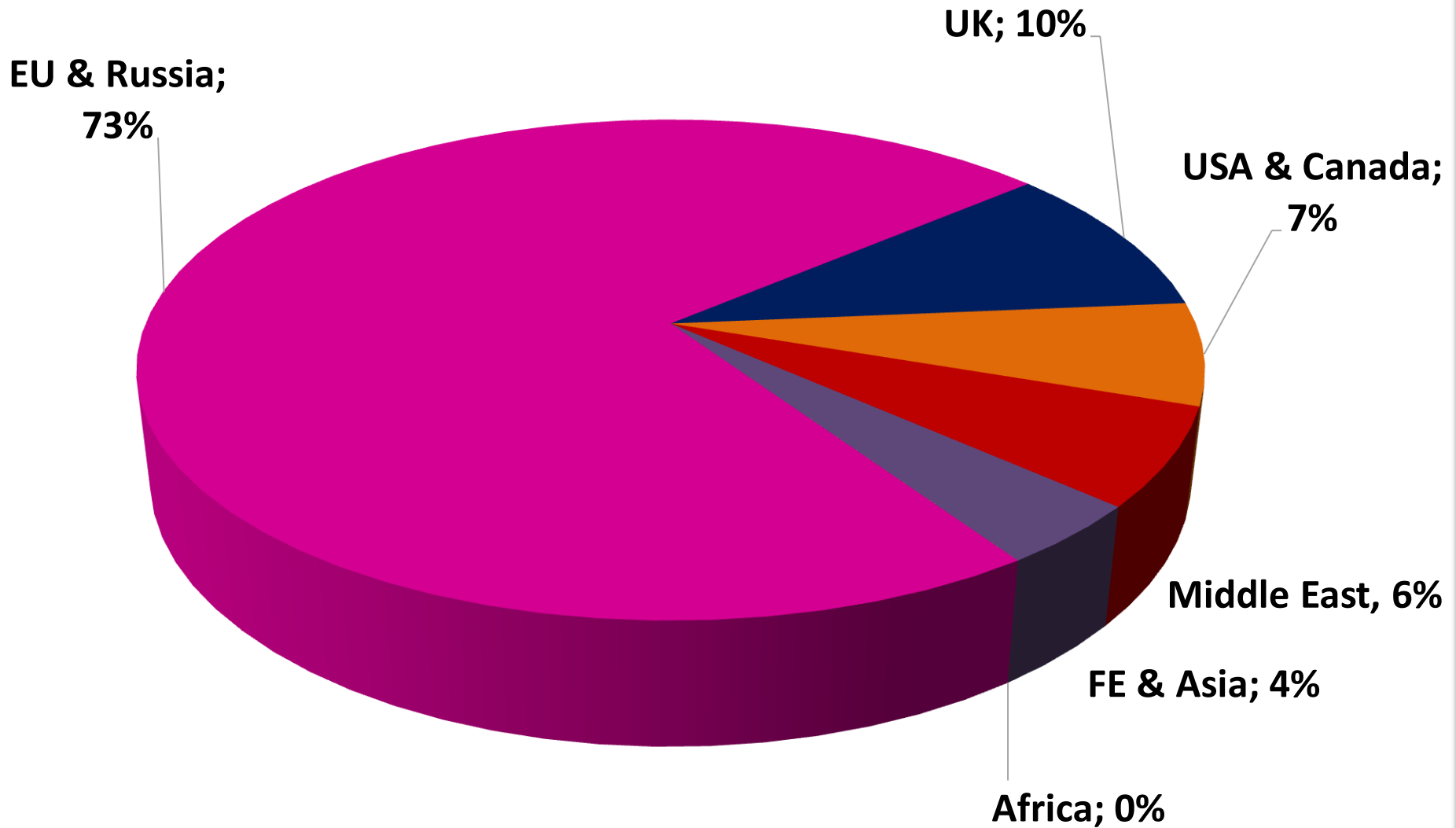
Growth in exports per county – total Tons



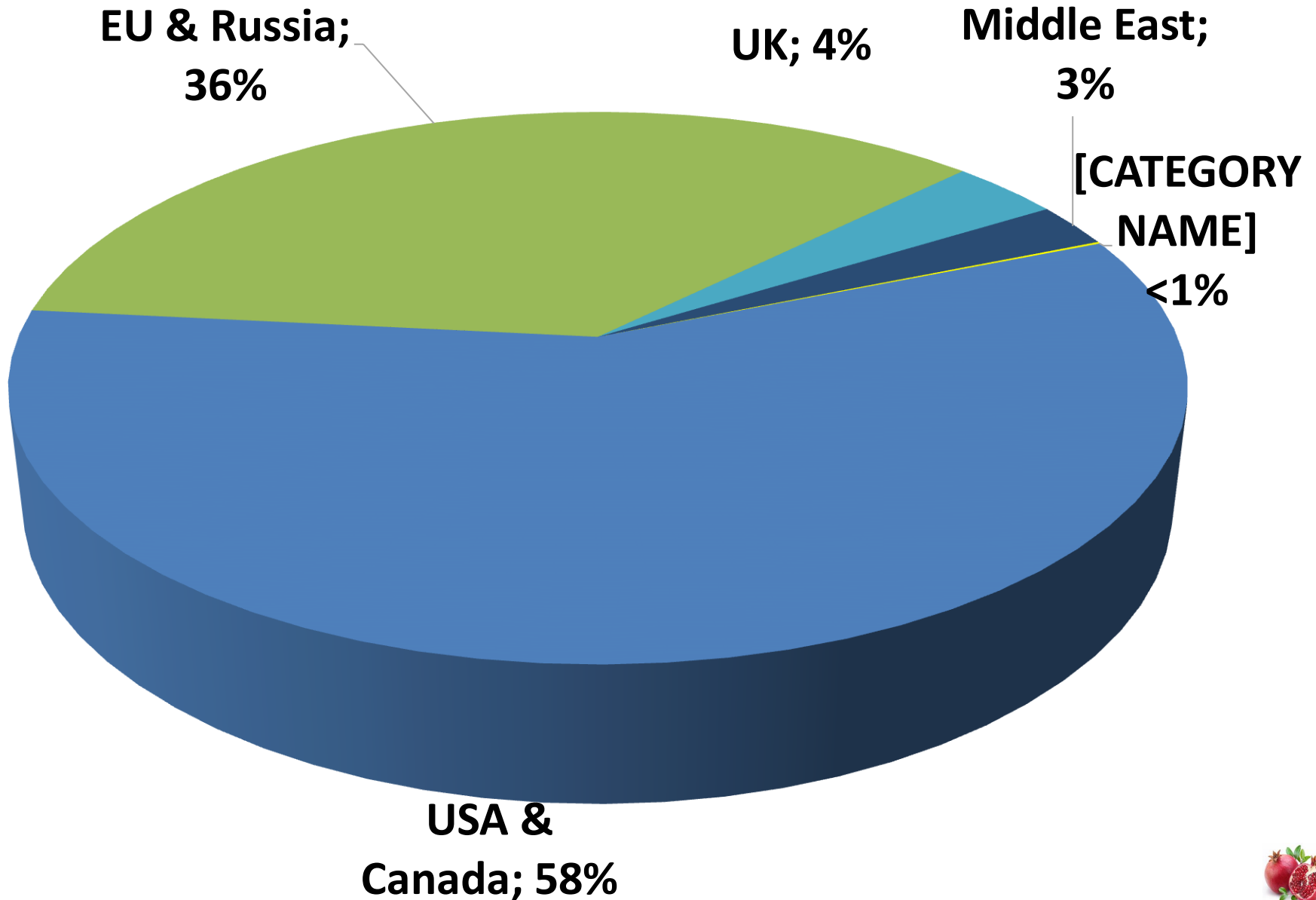
Weekly exports to all markets per SH Country - 2016



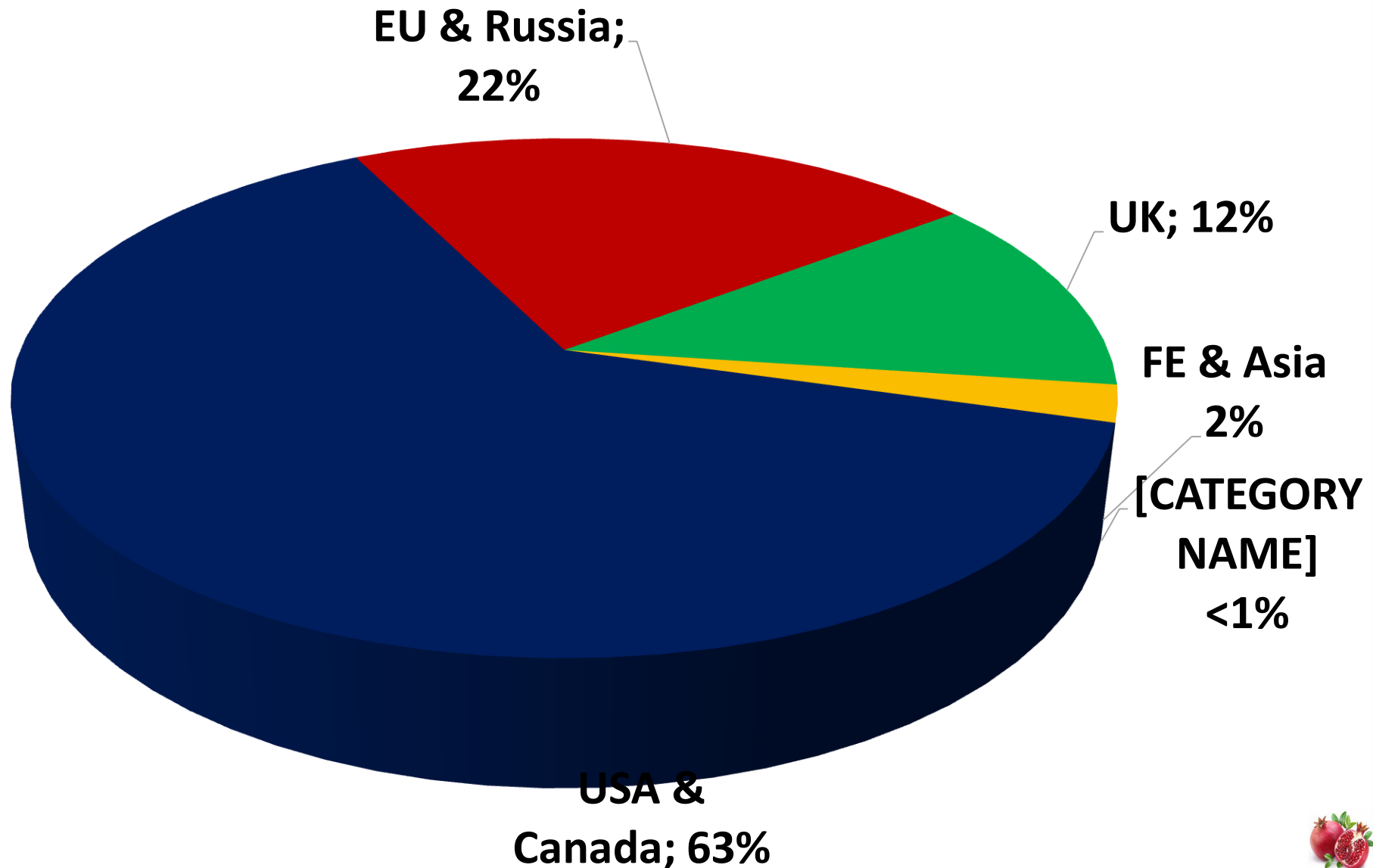
Peru exports per market: 2016



Chile exports per market: 2016

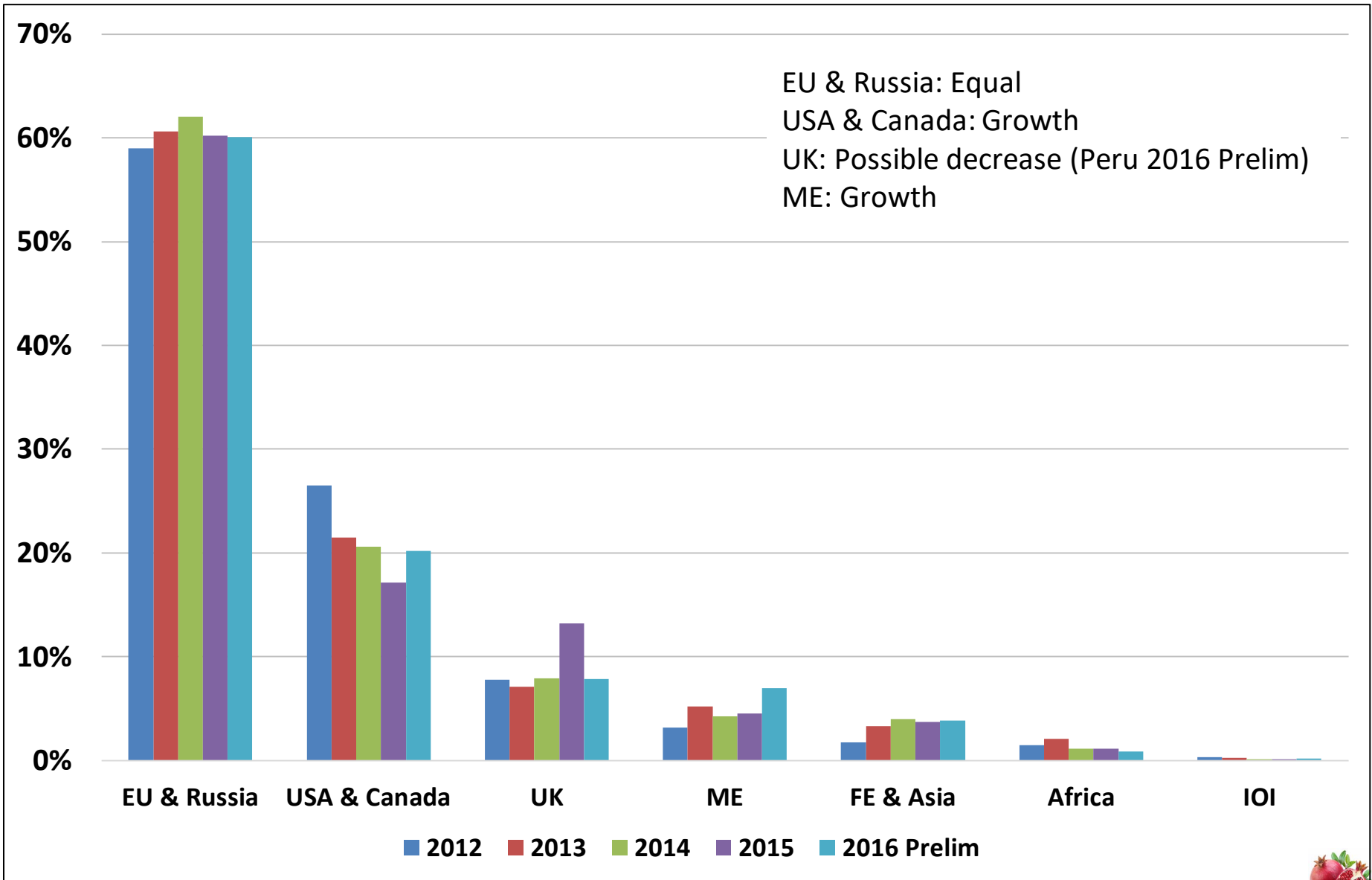


Argentina exports per market: 2016





Total SH Exports to all markets



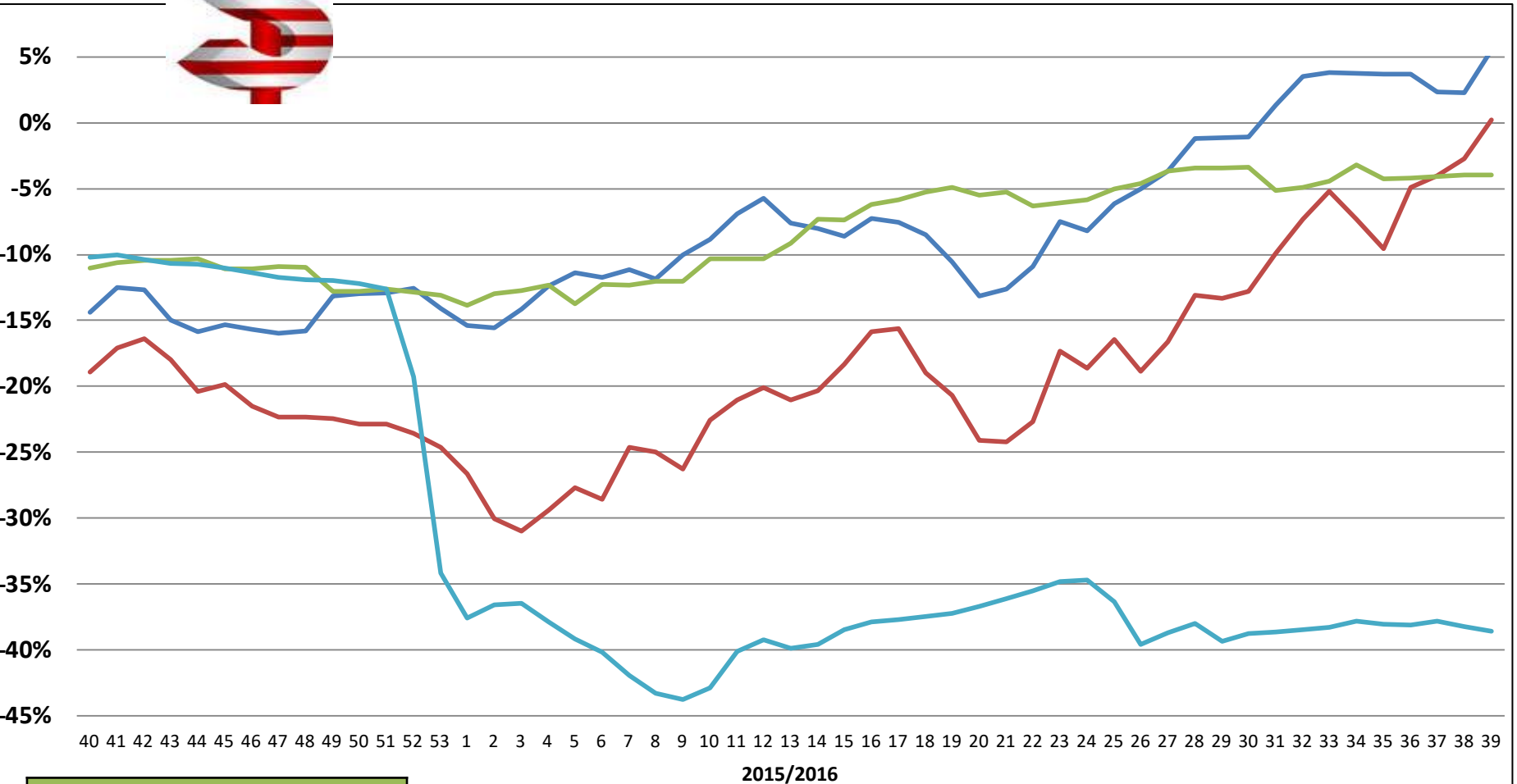


Exchange Rates





Exchange Rate USD



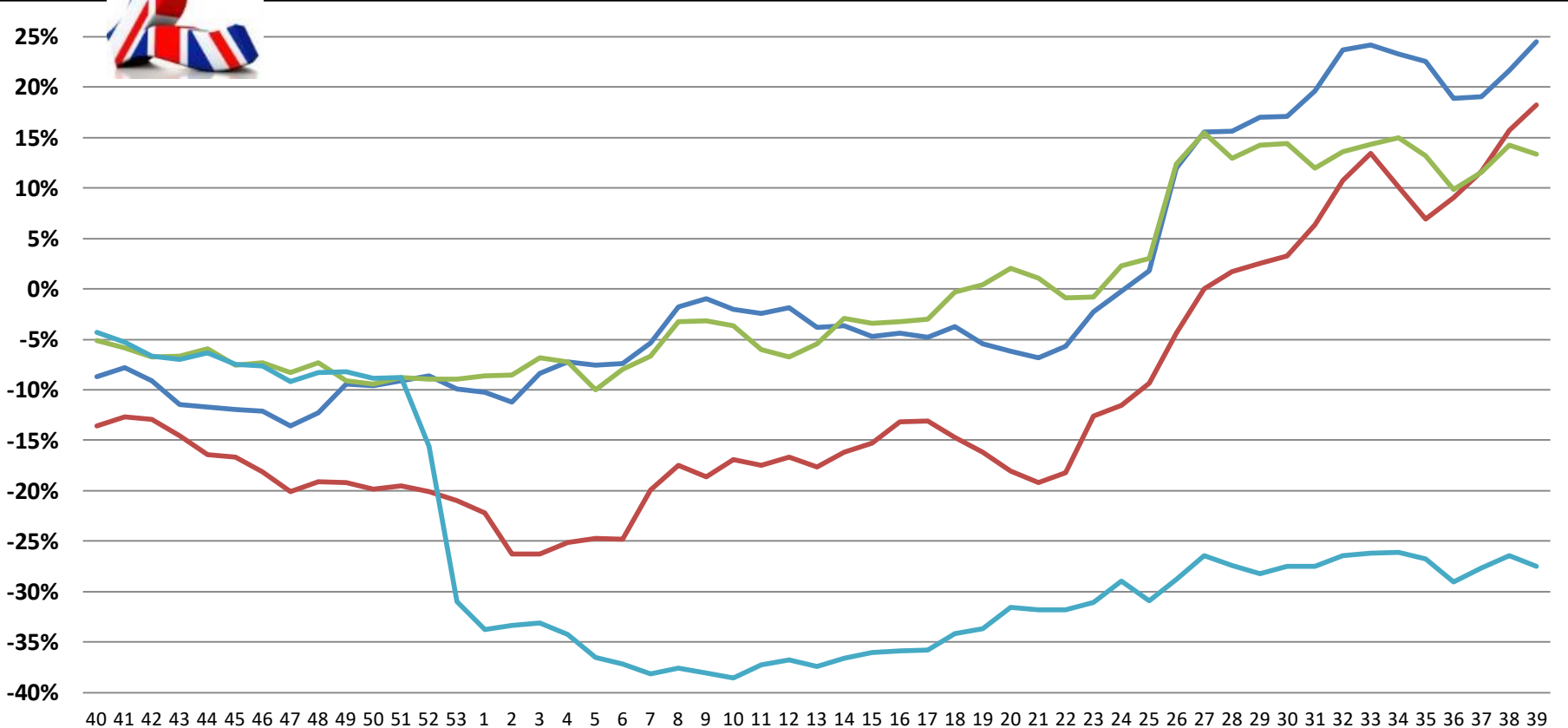
USD (AVG Season)	
SA	-19%
CHILE	-8%
PERU	-8%
ARG	-32%

— CHL — SA — PERU — ARG





Exchange Rate UK Pound



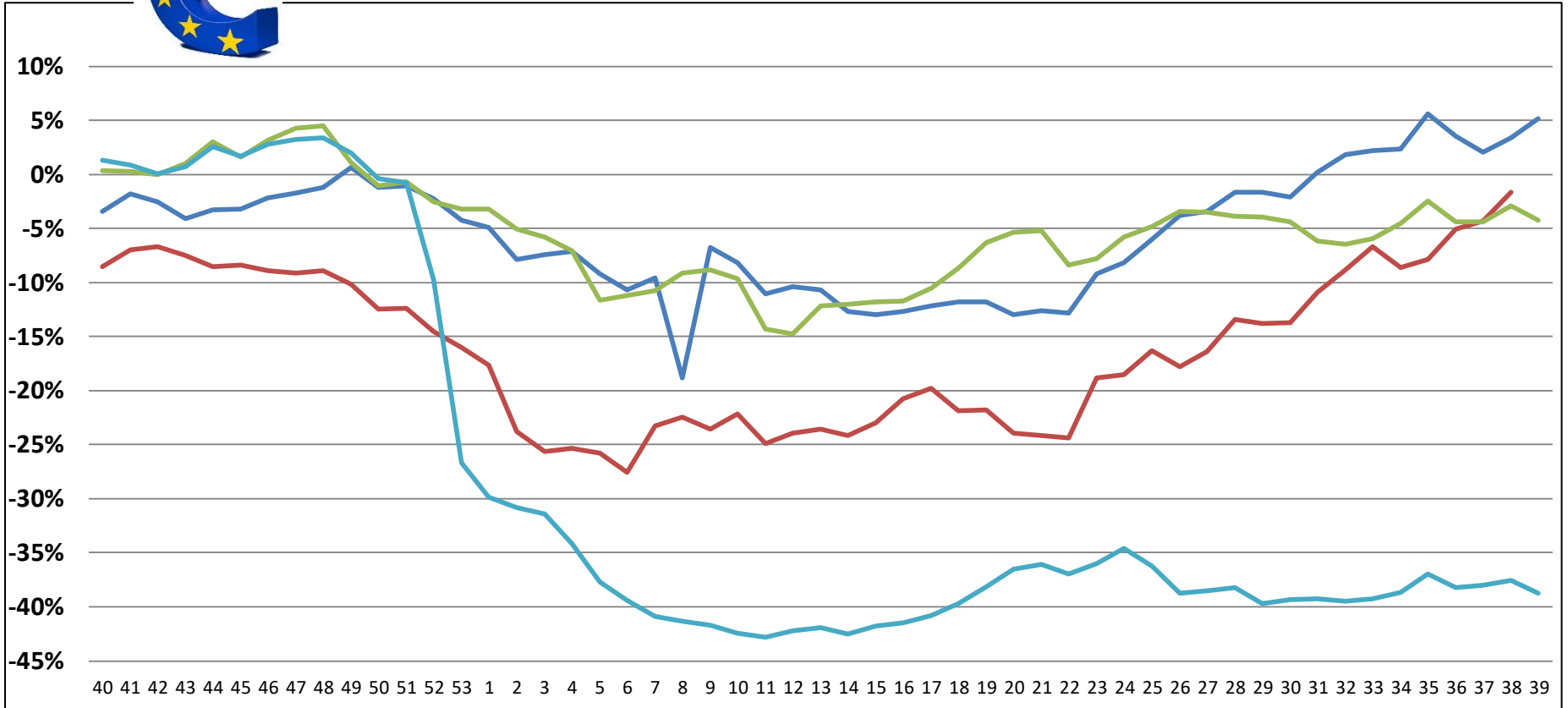
UK Pound (AVG Season)	
SA	-11%
CHILE	0%
PERU	0%
ARG	-26%

2015/2016
— CHL — SA — PERU — ARG





Exchange Rate EURO



2015/2016

— CHL — SA — PERU — ARG

EURO (AVG Season)	
SA	-16%
CHILE	-5%
PERU	-5%
ARG	-29%





Questions?

