

# BERRIES

## Industry Overview

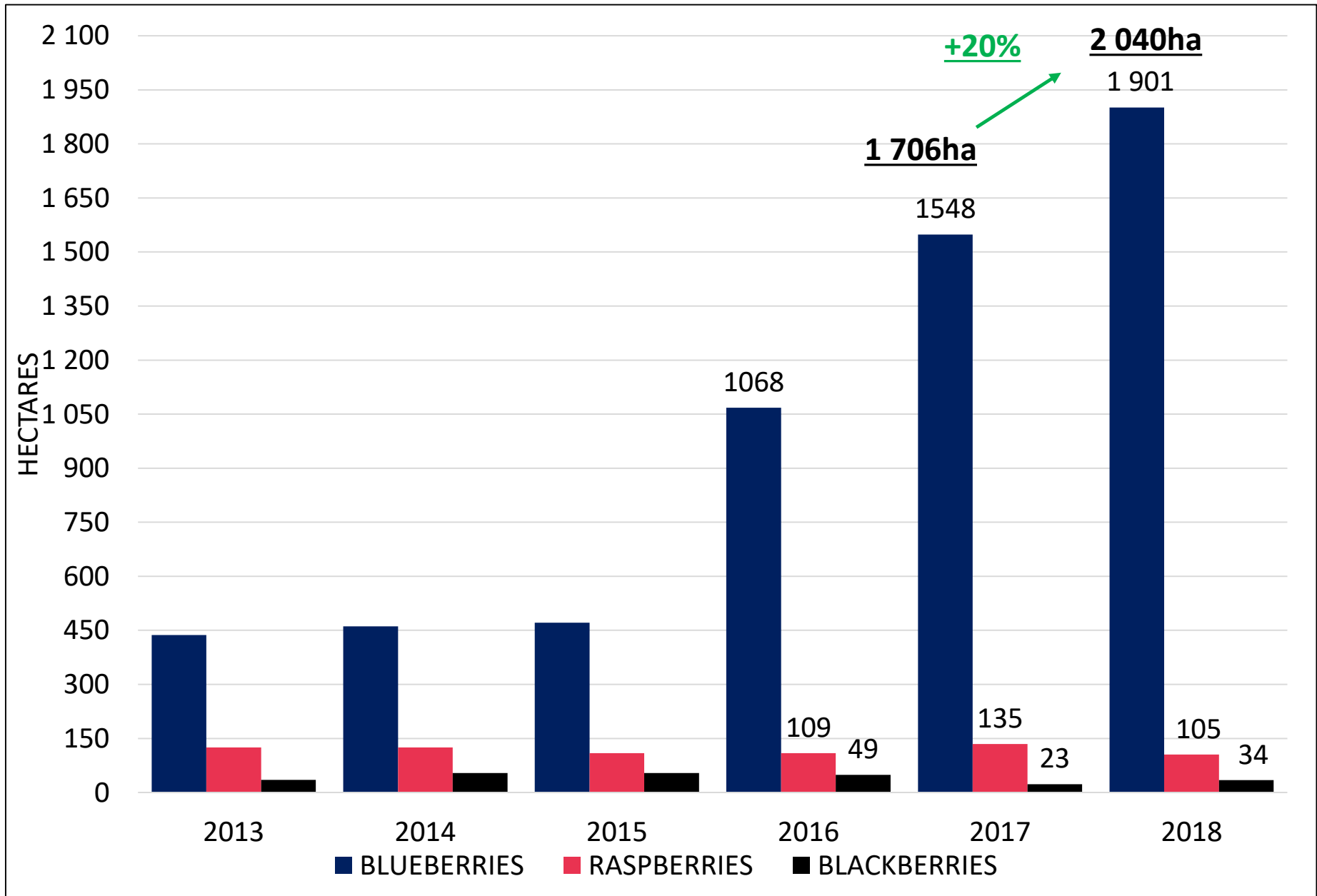
November 2019



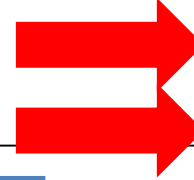
**SABPA** SA BERRY  
PRODUCERS' ASSOCIATION

Nina Viljoen

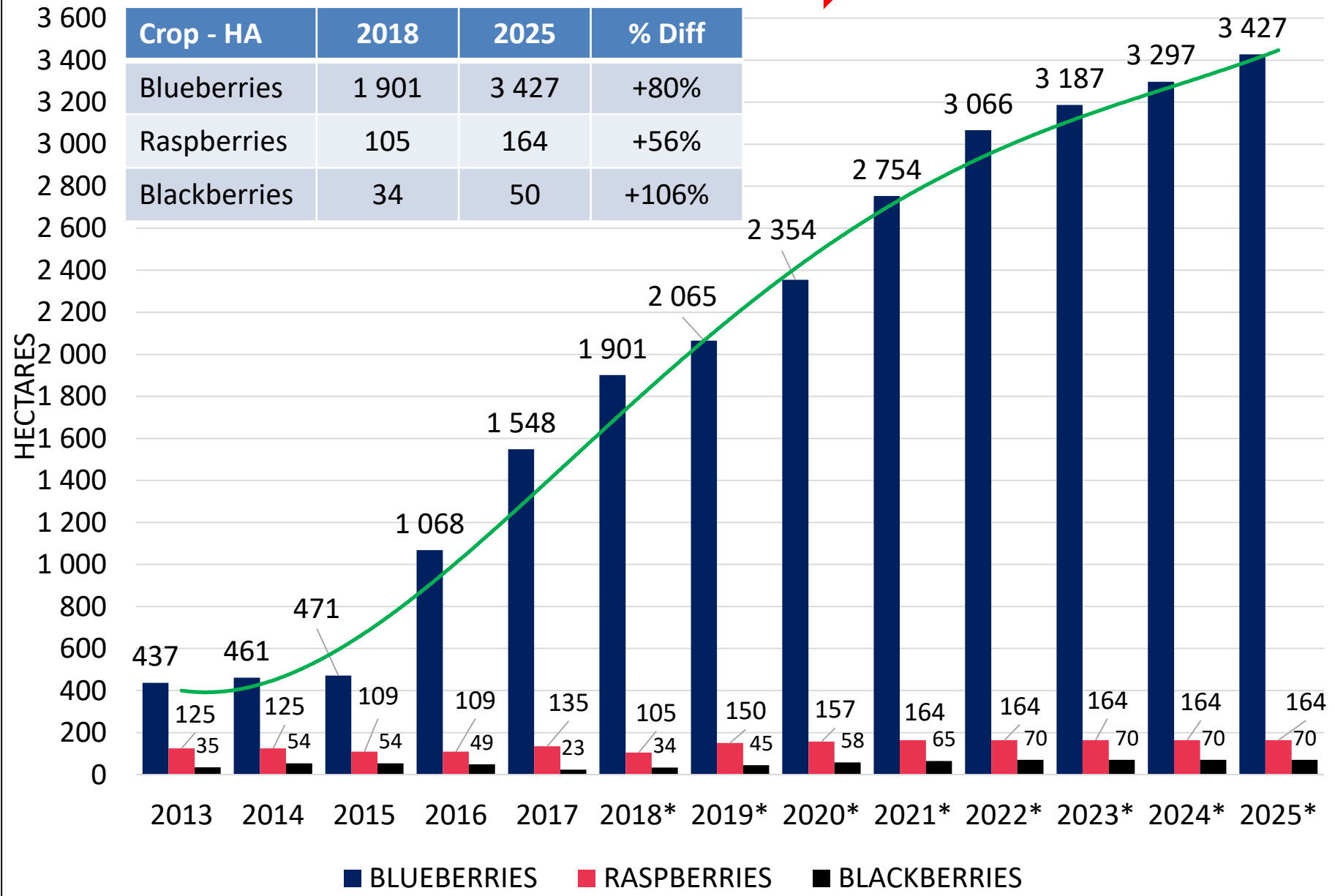
# Berry area trend (ha)



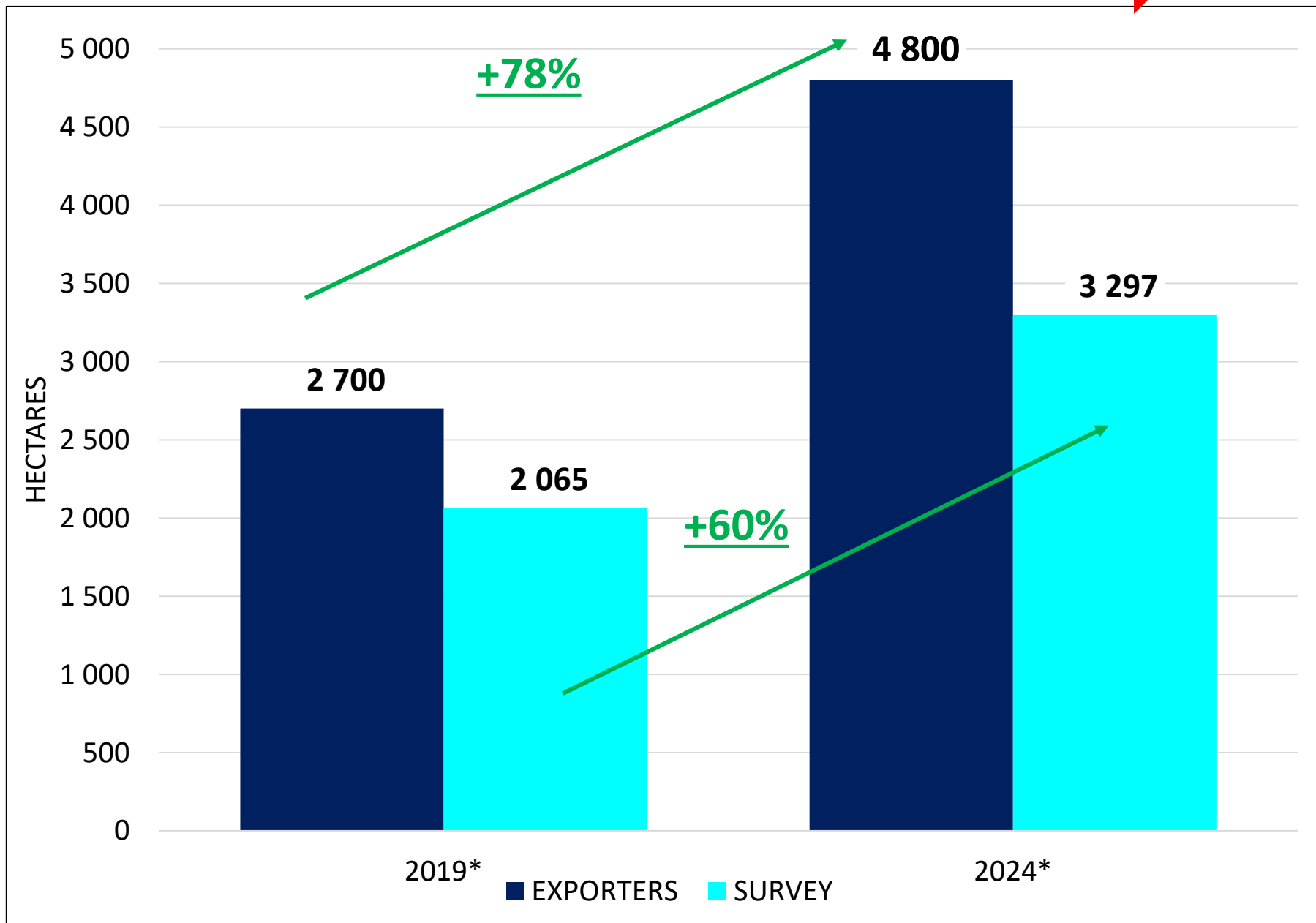
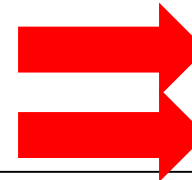
# Berry area trend



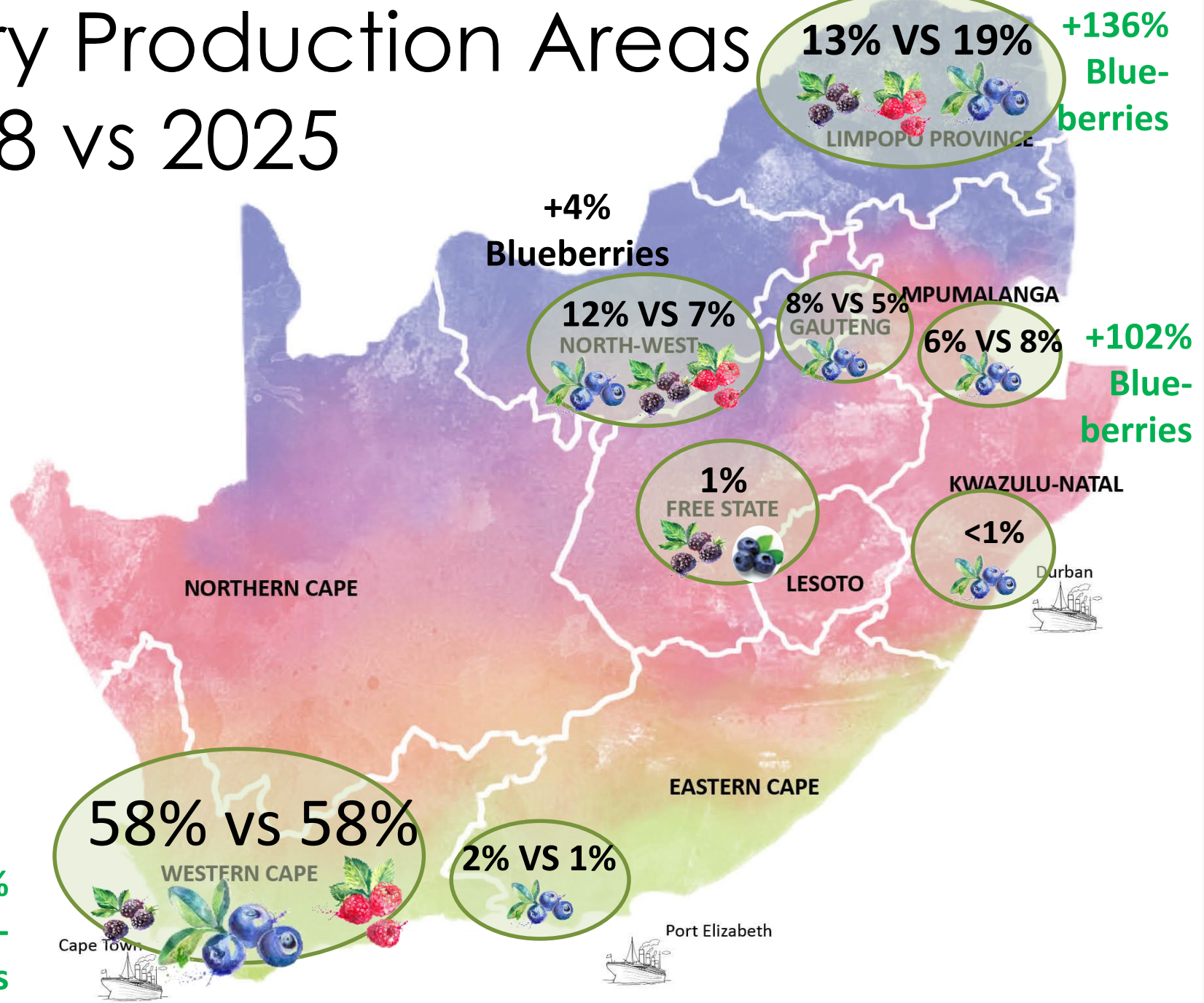
# FUTURE HA



# Blueberry HA Projection



# Berry Production Areas 2018 vs 2025



**+65%**  
**Blue-**  
**berries**

**+136%**  
**Blue-**  
**berries**

**+102%**  
**Blue-**  
**berries**



# Berry Grower Groupings – 2018 HA



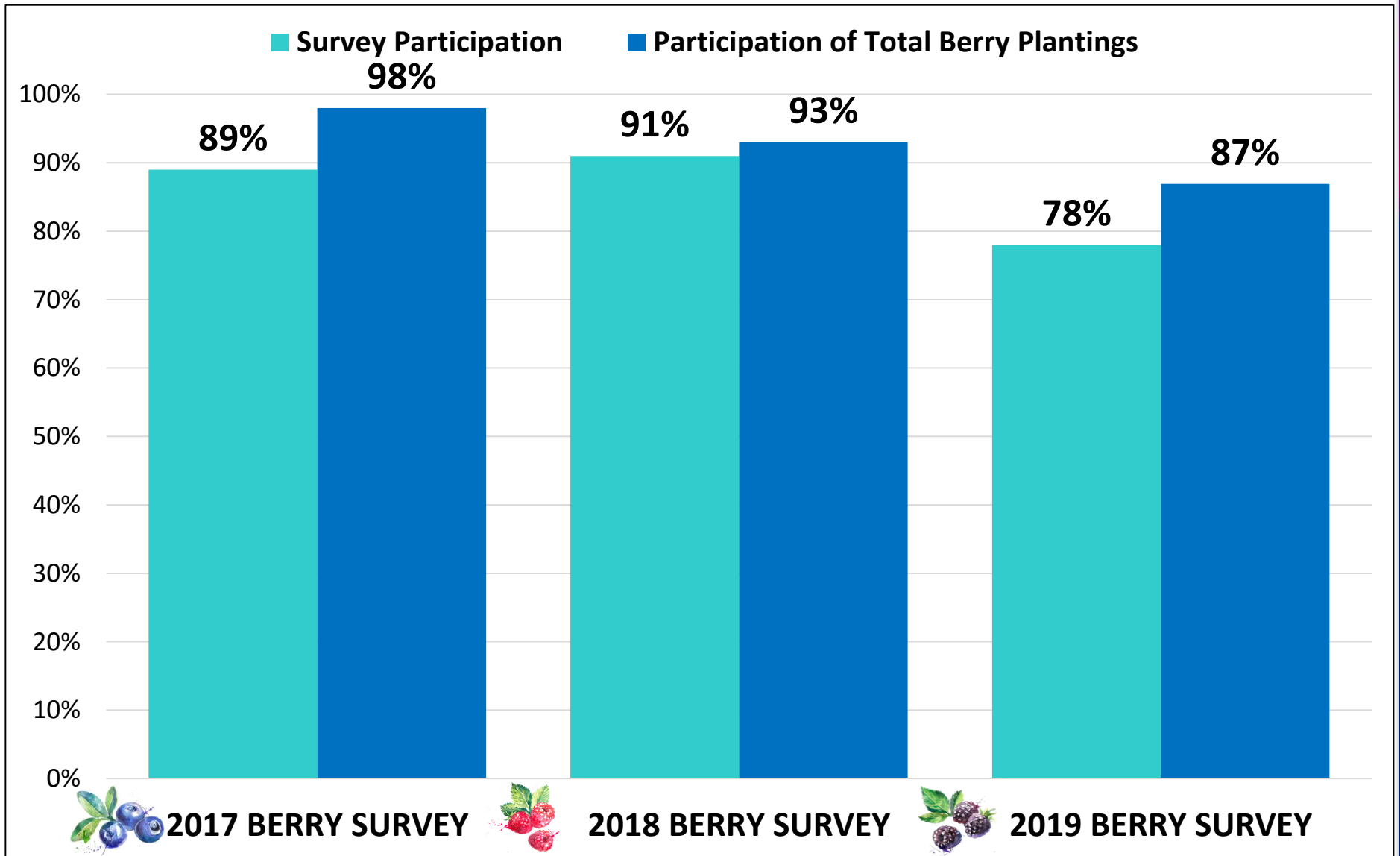
Groupings	I	II	III	IV	V	Total
Area (Ha)	>50	25-50	10-25	5-10	<5	2 040
% of Total hectares	33%	35%	25%	1%	2%	
Farm Units	8	20	34	16	13	91
Farm Unit %	9%	22%	37%	18%	14%	



87 Berry Members  
97 Farm units

**Farm Units 91 = Blueberries**  
**6 Units = Blackberries**  
**4 Units = Raspberries**

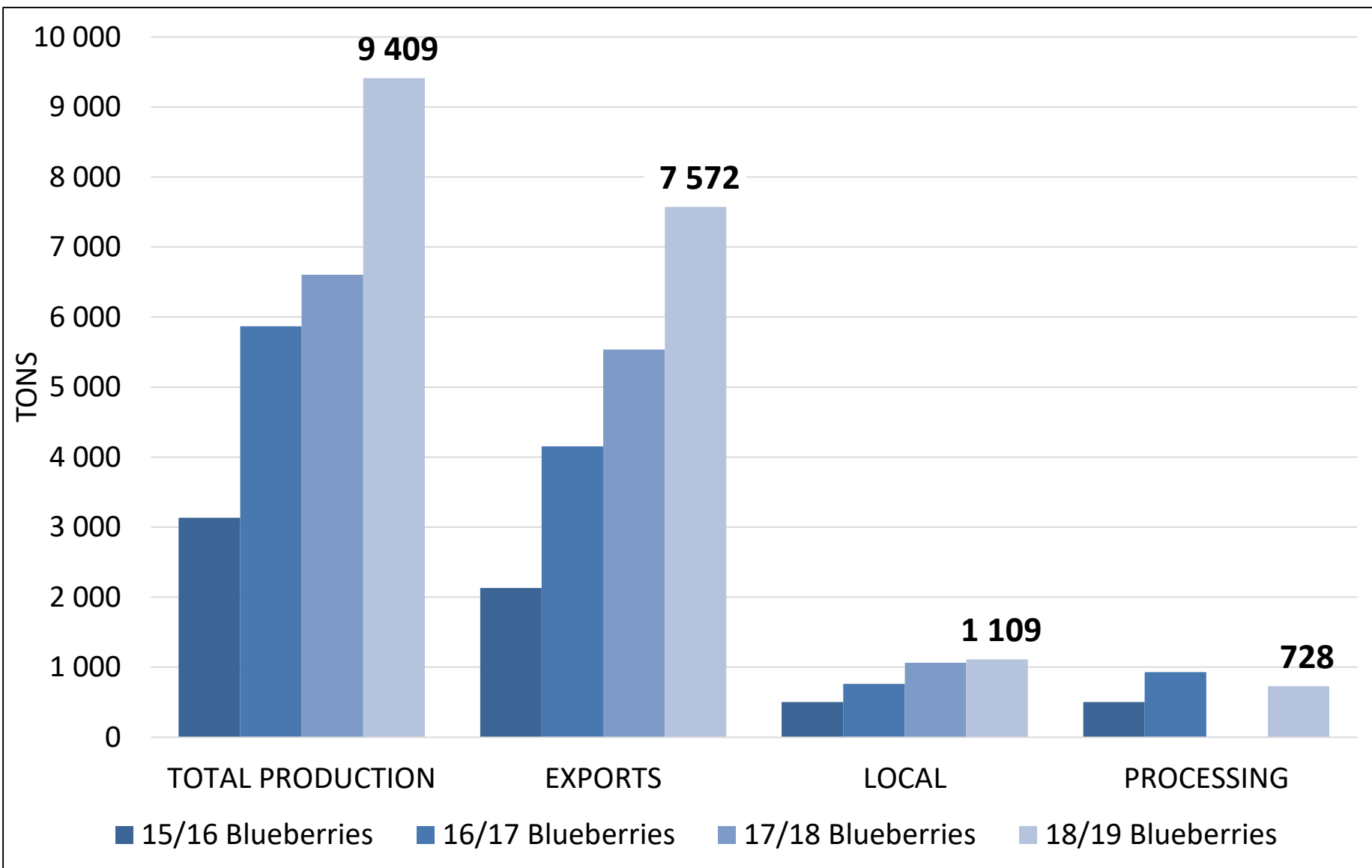
# Producer & Exporter Survey Results



# Survey Results



(Survey Participation = 86% of Total **Blueberry** Plantings)

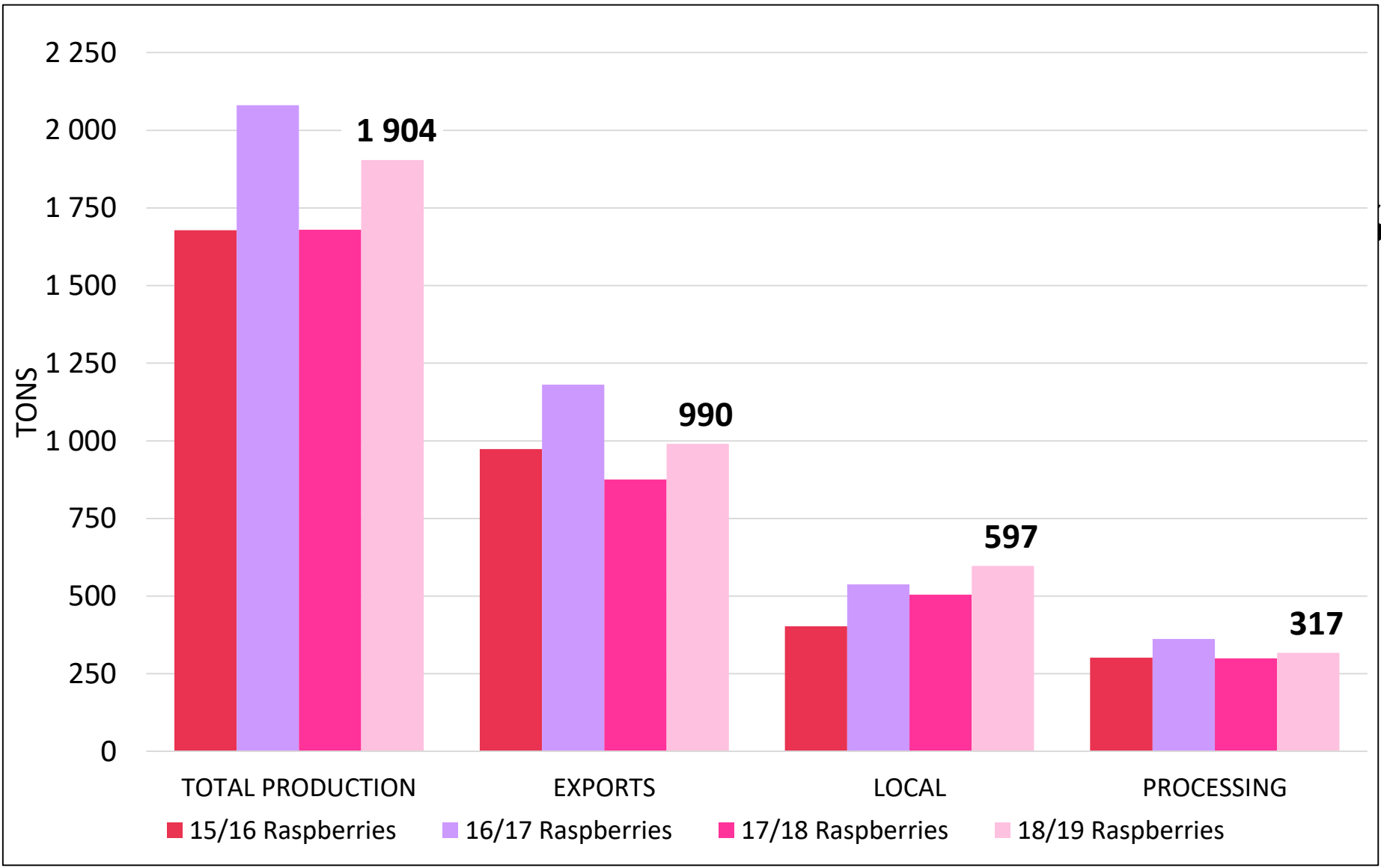






# Survey Results

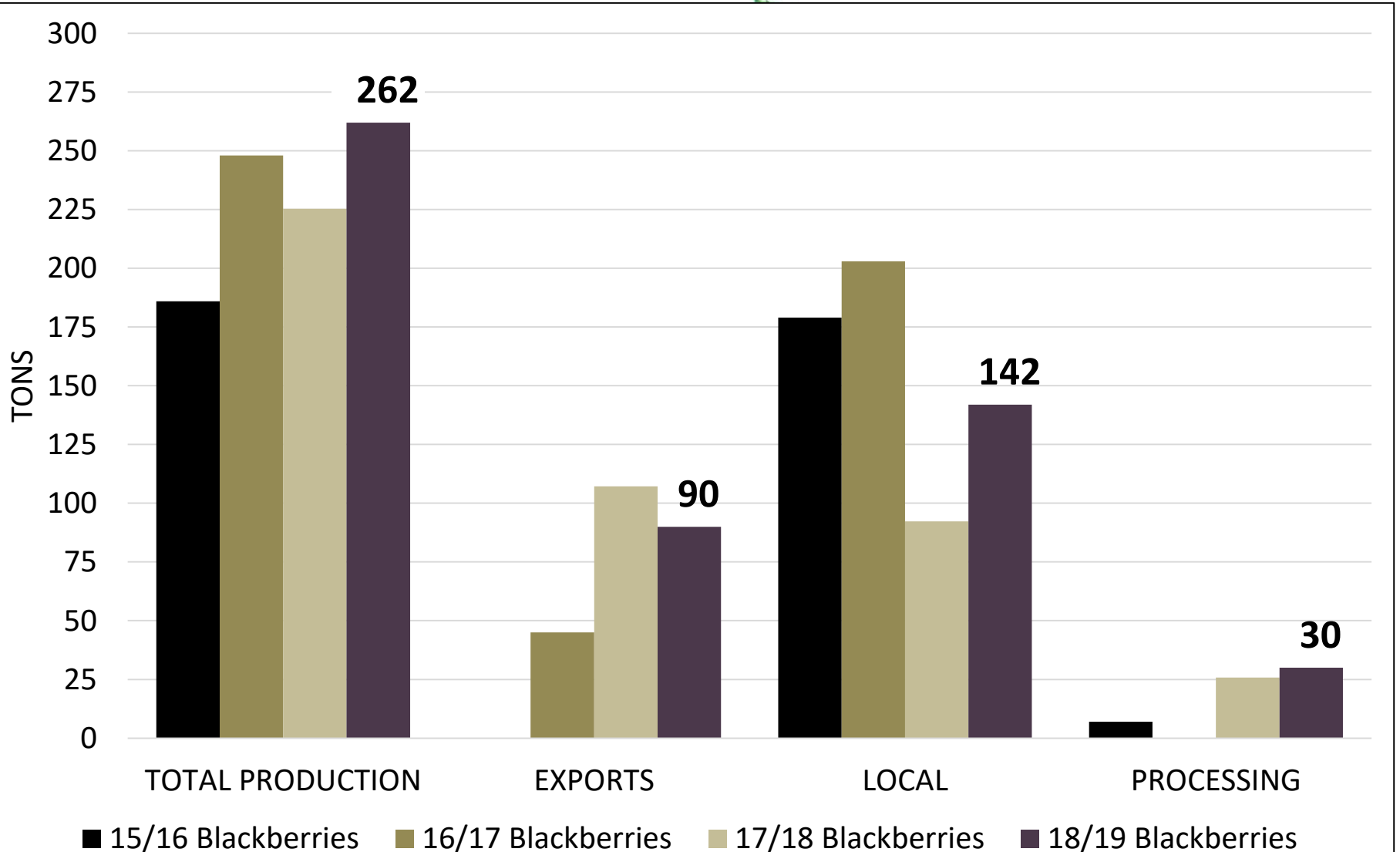
(Survey Participation = 100% of Total **Raspberry** Plantings)



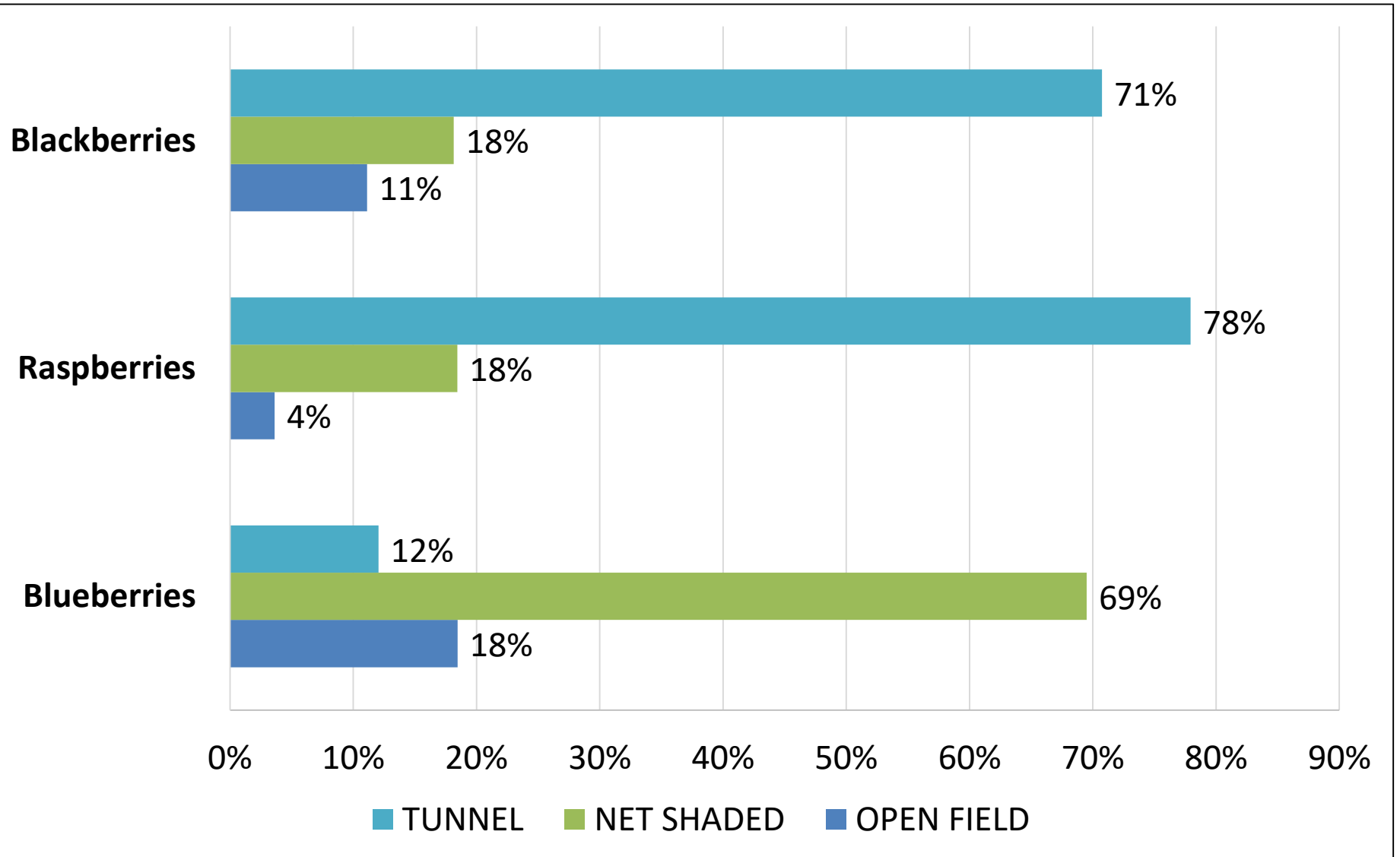
# Survey Results



(Survey Participation = 79% of Total **Blackberry** Plantings)

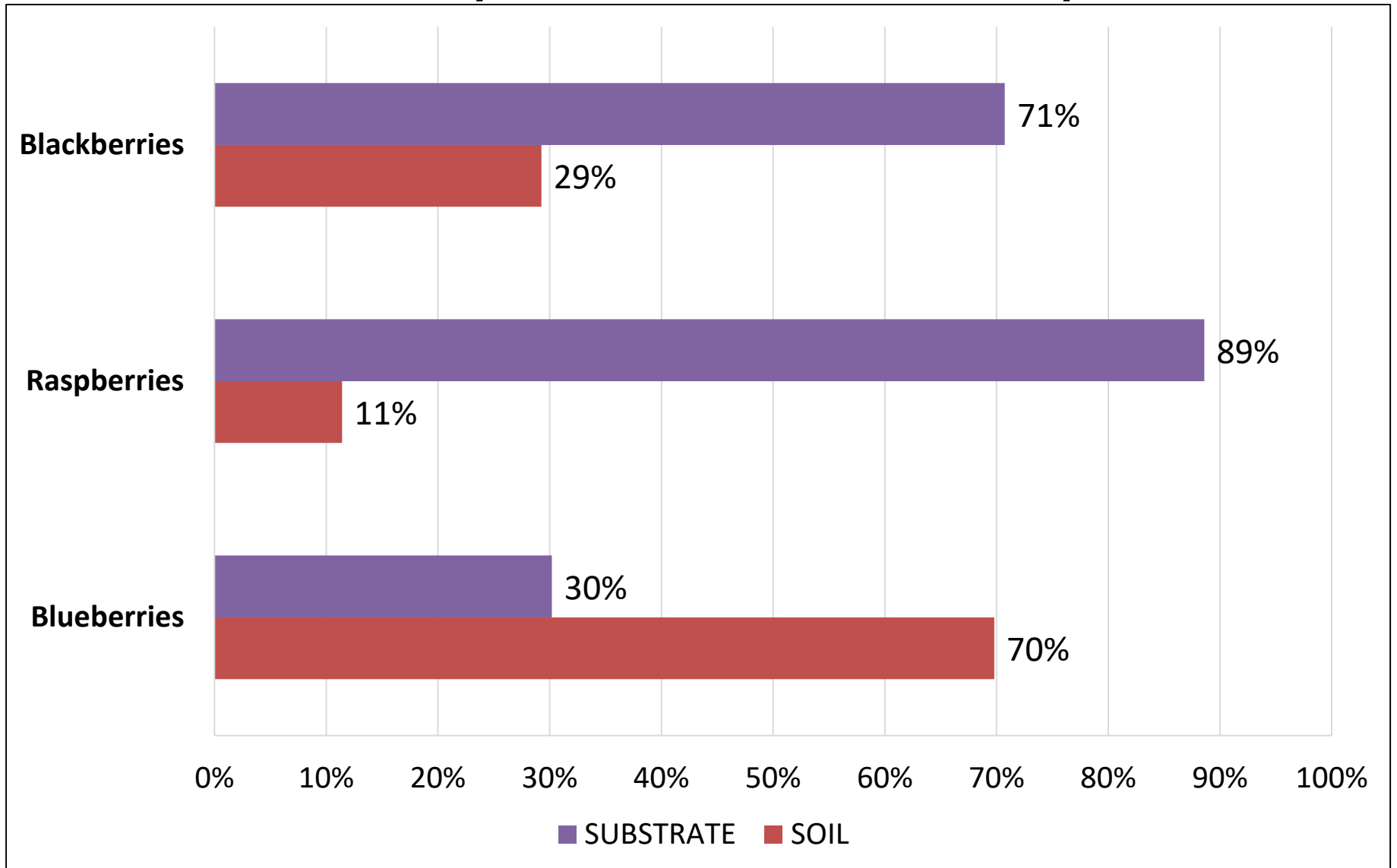


# Production Systems - Survey



66% = Net Shaded; 17% = Open Field ; 17% = Tunnel

# Soil Systems - Survey



66% = Soil; 34% = Substrate



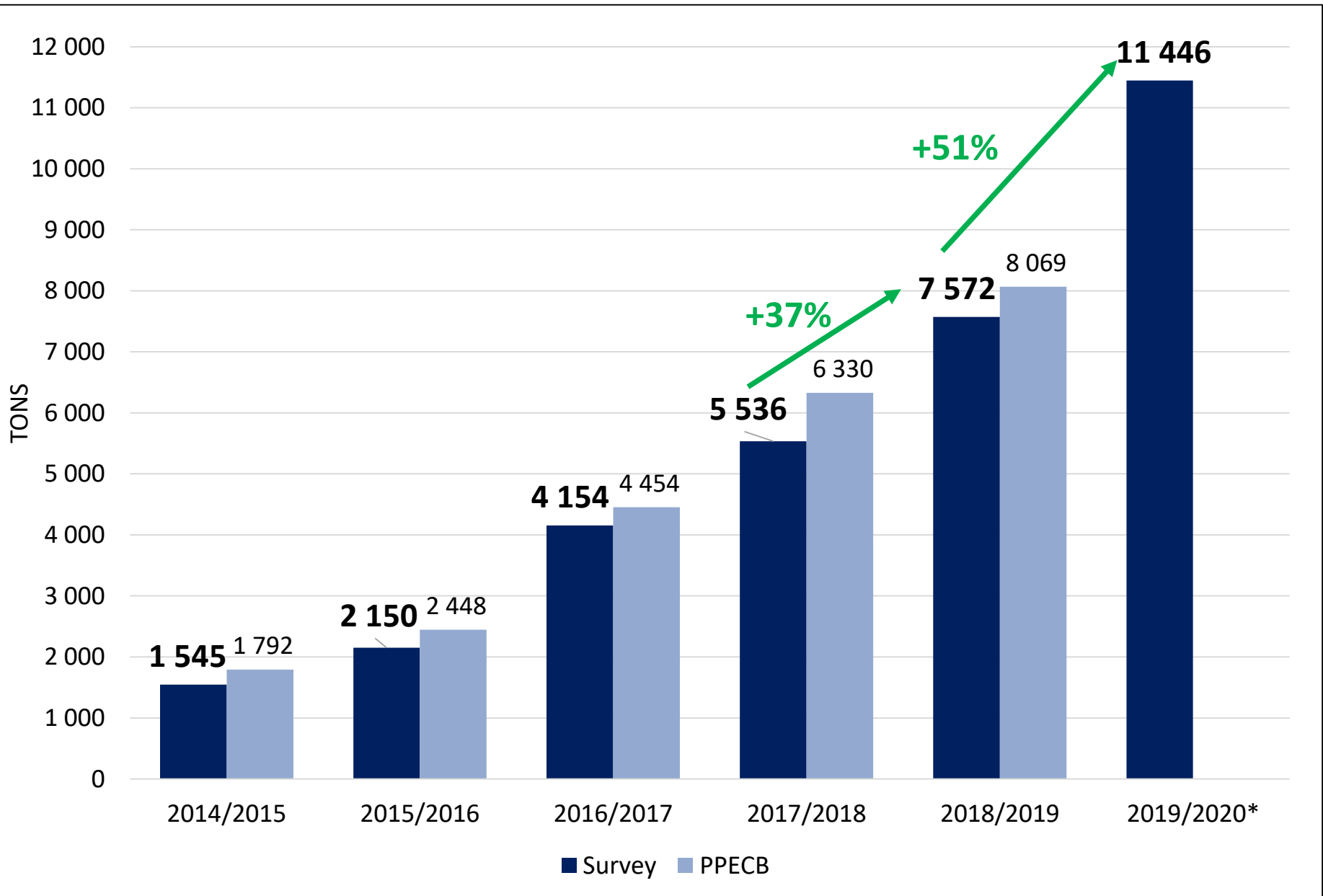
# Southern Hemisphere

## BLUEBERRIES





# SA Blueberry Exports (tons)





# Main South African 2018/2019 BLUEBERRY Export Regions

## SURVEY RESULTS

UK 52%

EUROPE 42%

MIDDLE  
EAST  
2%

FAR EAST  
& ASIA  
4%

IOI  
<1%

**EXPORTS - TONS**

**SURVEY**

**PPECB**

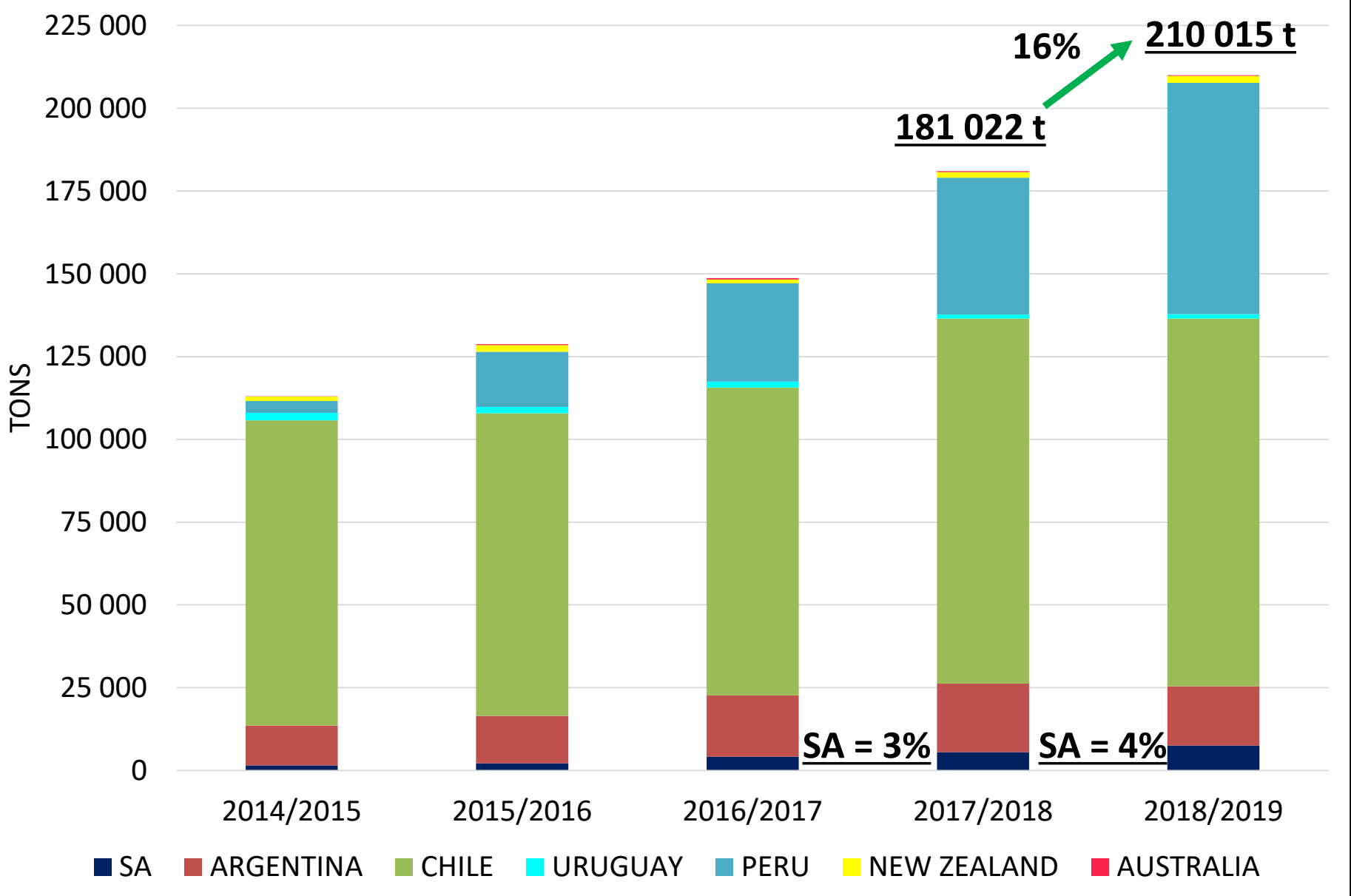
Blueberry

7 572

8 069

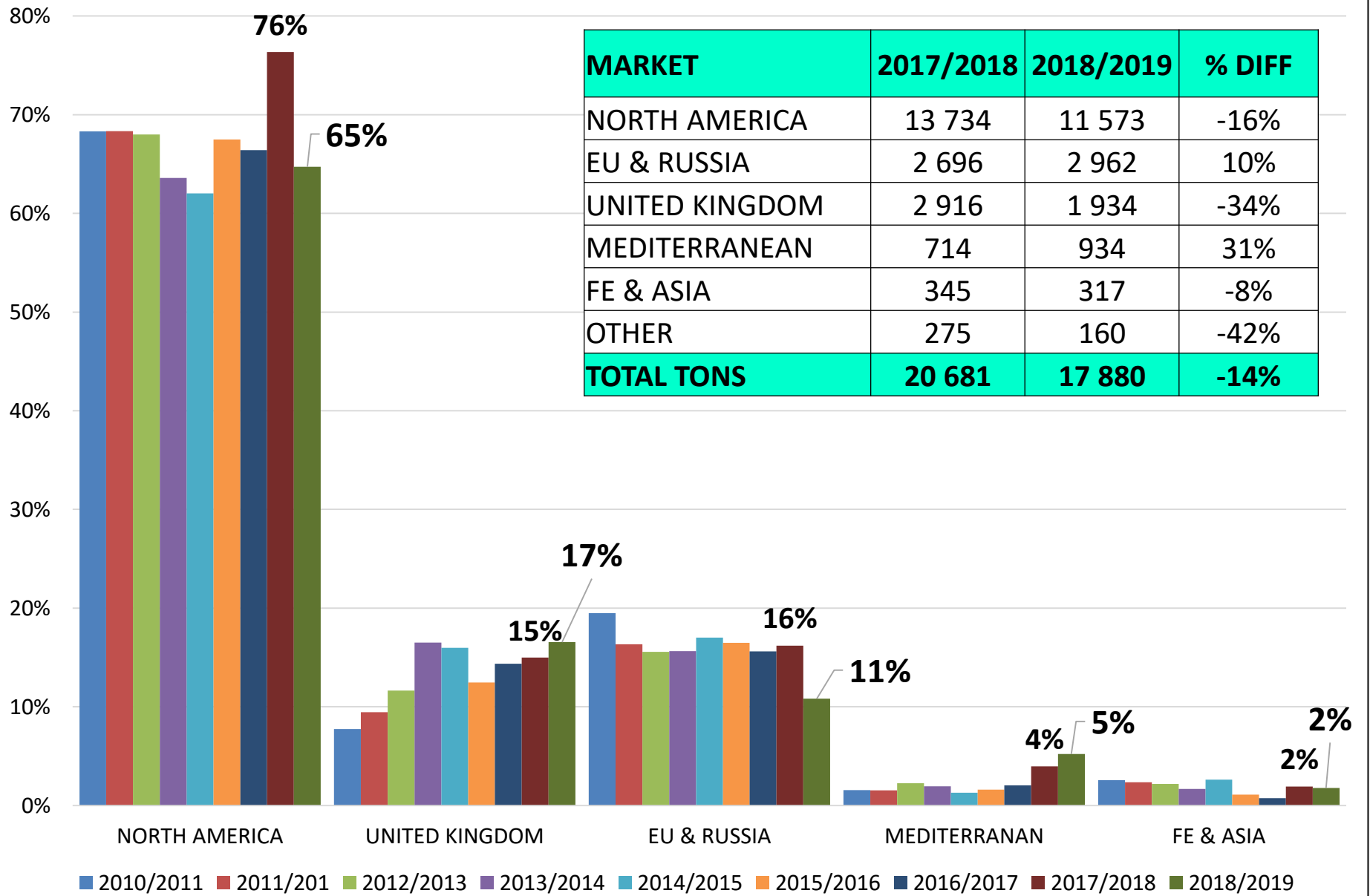


# SH Blueberry Exports (tons)



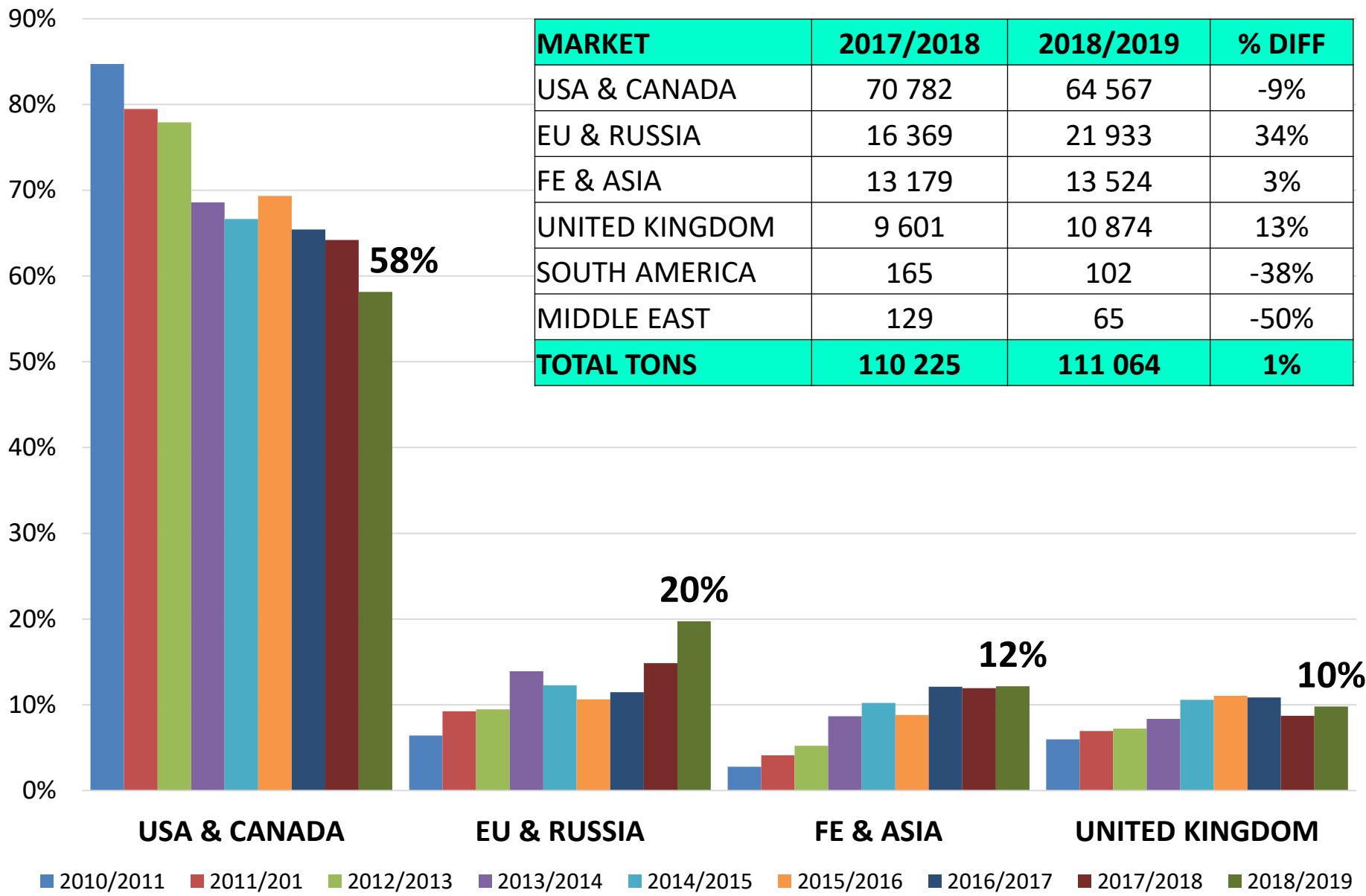


# Argentina market share trends





# Chile market share trends

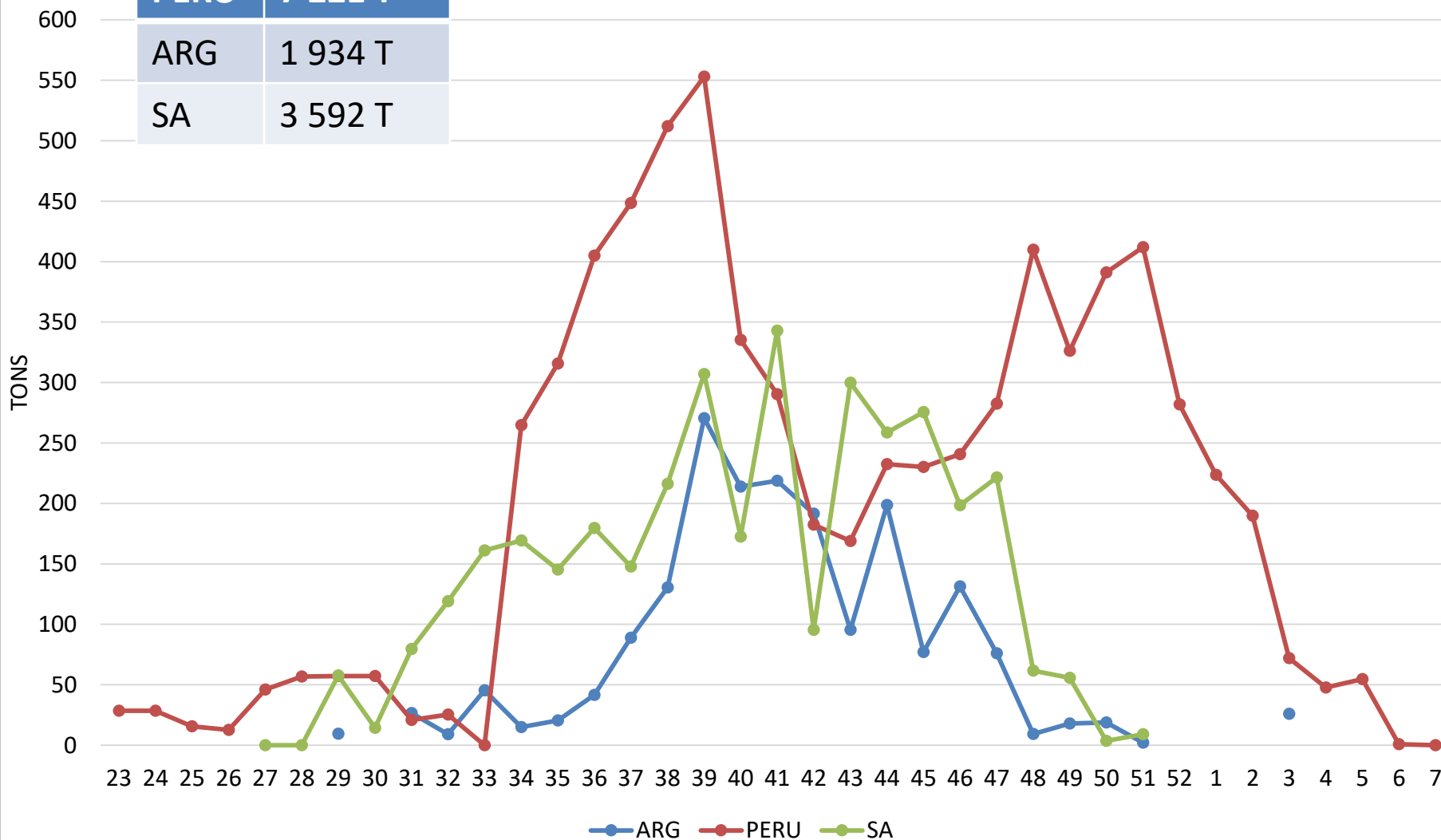




# EXPORTS TO THE UK – TONS

### 2018/2019 SEASON

<b>PERU</b>	<b>7 221 T</b>
ARG	1 934 T
SA	3 592 T



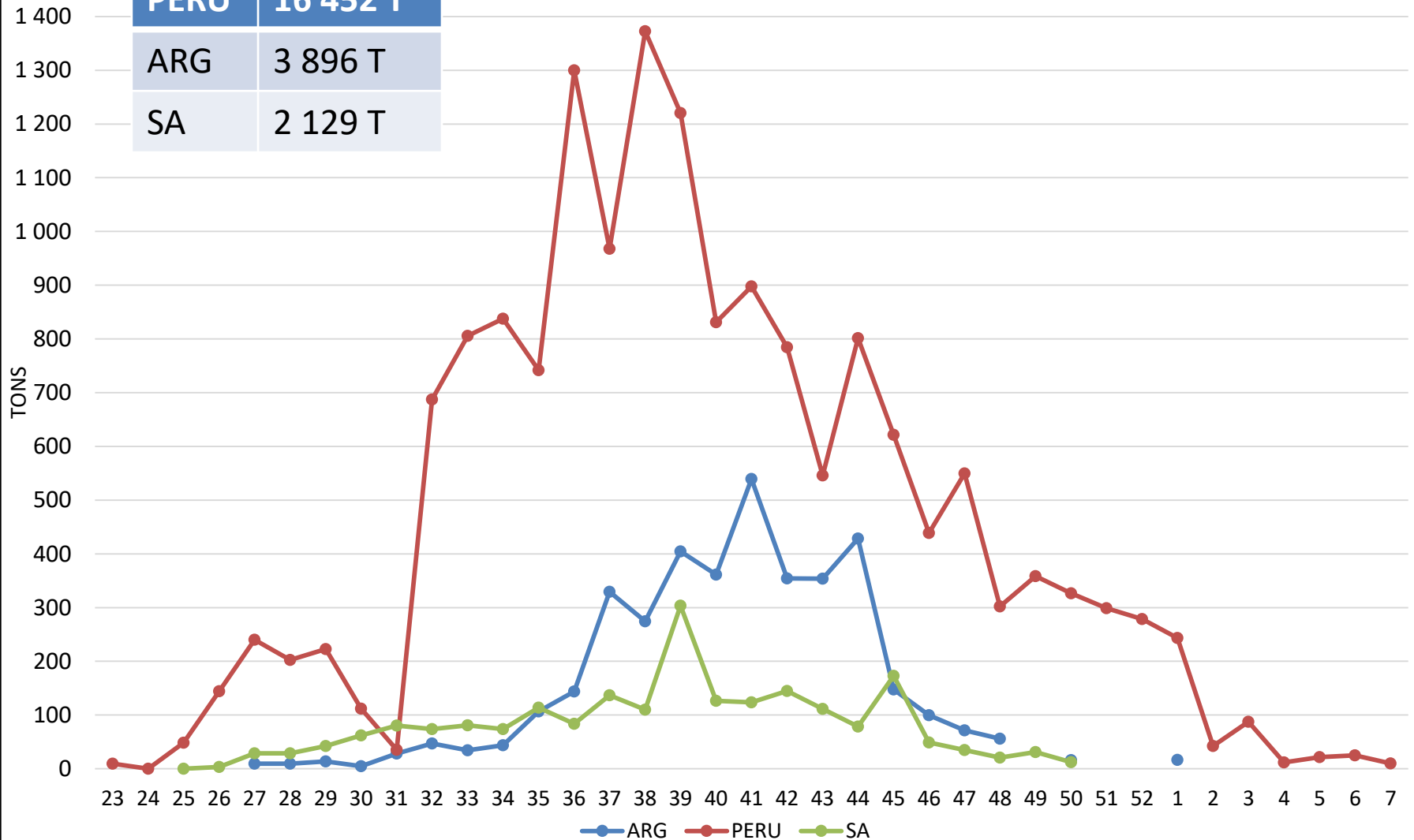


# EXPORTS TO EU & RUSSIA - TONS



<b>PERU</b>	<b>16 452 T</b>
ARG	3 896 T
SA	2 129 T

2018/2019 SEASON



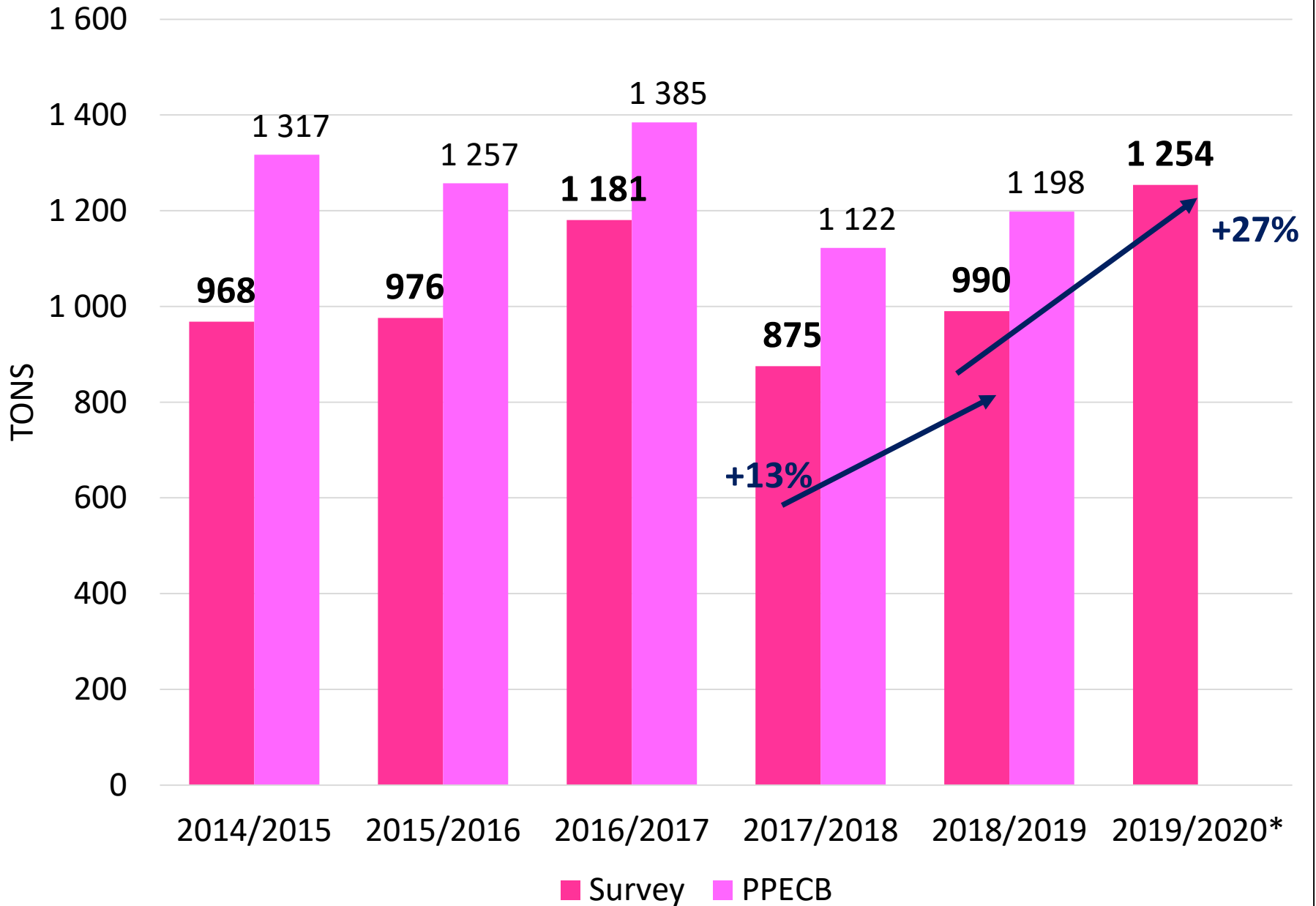


# RASPBERRIES



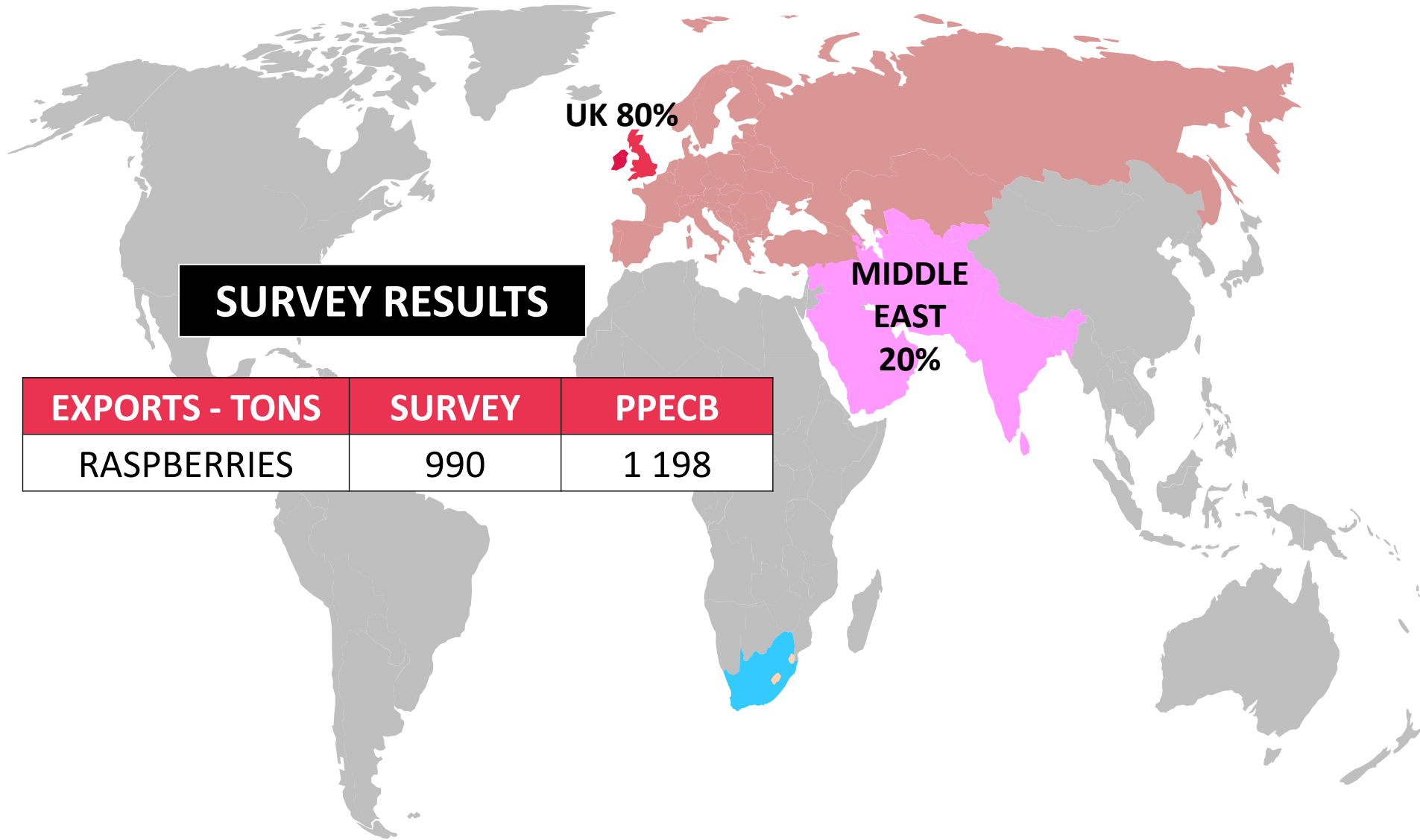


# SA Raspberry Export (tons)





# Main South African 2018/2019 RASPBERRY Export Regions





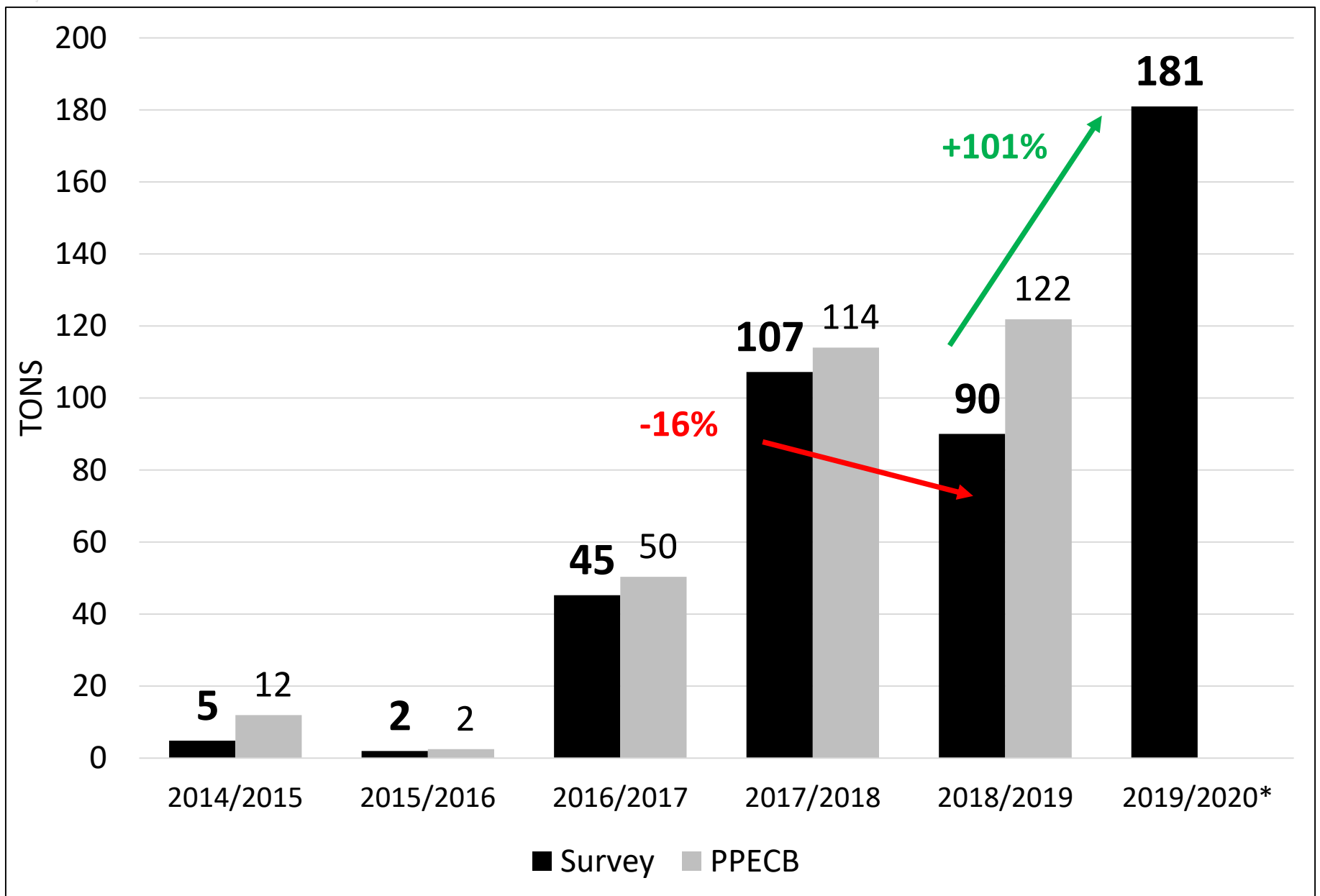
# BLACKBERRIES





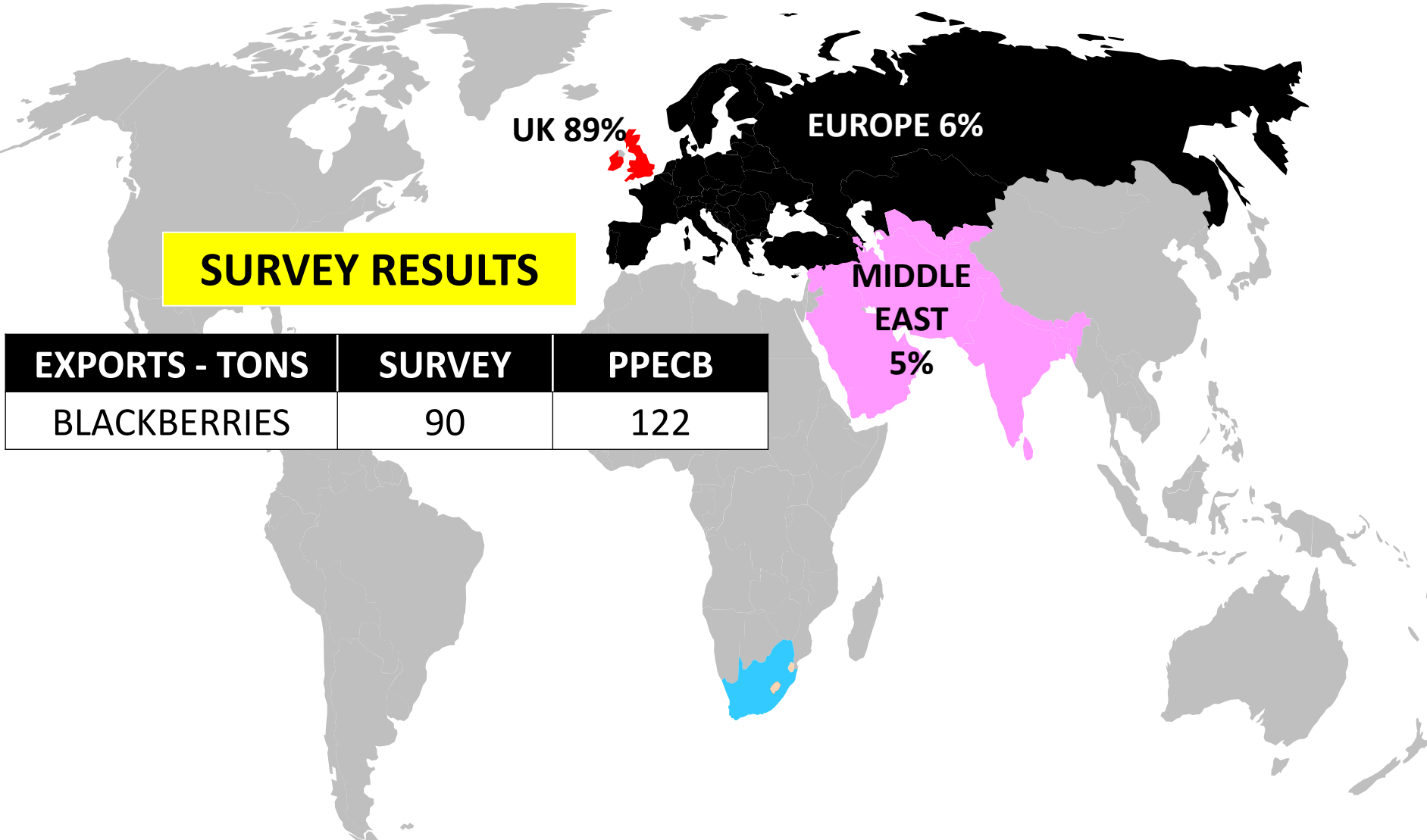


# SA Blackberry Export (tons)





# Main South African 2018/2019 BLACKBERRY Export Regions



UK 89%

EUROPE 6%

MIDDLE  
EAST  
5%

## SURVEY RESULTS

EXPORTS - TONS	SURVEY	PPECB
BLACKBERRIES	90	122



**Thank you**

A large, faint, stylized graphic of a fruit with leaves is centered in the background. The fruit is rendered in shades of green and purple, matching the logo. The text 'Thank you' is overlaid on this graphic in a bold, purple font.