

POME FRUIT

624
PRODUCERS

R7,815_{Bn}
TURNOVER

89%
of Pome fruit industry income
generated by fresh sales

LARGEST EXPORT MARKETS
Apples: 32%
FE & Asia

Pears: 29%
Europe

APPLE PRODUCTION AREAS

REGION	NUMBER OF TREES	AREA (HA)
CERES	11 281 266	7 549
GROENLAND	10 372 174	7 139
VILLIERSDORP/VYEBOOM	5 338 771	4 181
LANGKLOOF EAST	3 914 601	3 155
LANGKLOOF WEST	1 660 632	1 253
FREE STATE	811 048	534
PIKETBERG	458 947	313
KLEIN KAROO	373 776	312
MPUMALANGA	285 939	203
BOLAND	386 886	157
NORTHERN PROVINCES	71 078	65
WORCESTER	107 459	64
WOLSELEY/TULBAGH	30 363	22
EASTERN CAPE	3 739	15
BERG RIVER	14 258	9
TOTAL	35 110 937	24 970

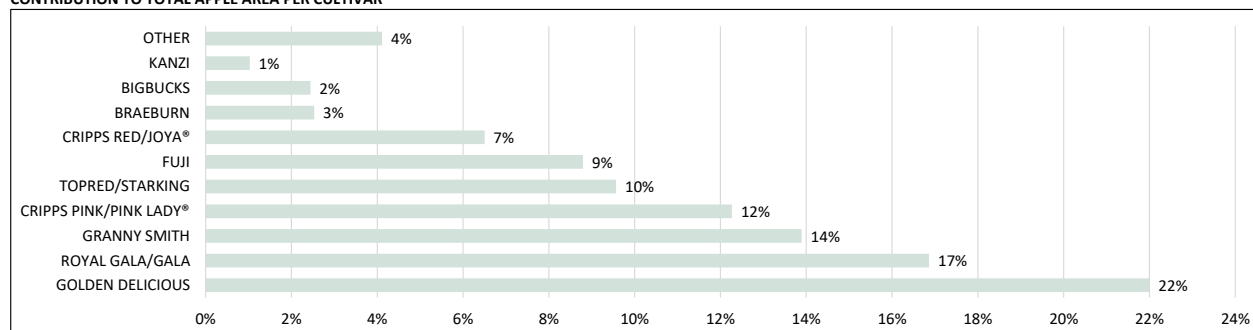
SOURCE: HORTGRO TREE CENSUS, 2019

APPLES: AREA PLANTED PER CULTIVAR (HECTARES)

CULTIVAR	2014	2015	2016	2017	2018	2019
GOLDEN DELICIOUS	5 634	5 735	5 814	5 701	5 522	5 493
ROYAL GALA/GALA	3 681	3 842	4 013	4 145	4 133	4 210
GRANNY SMITH	4 220	4 186	4 157	3 718	3 508	3 469
CRIPPS PINK/PINK LADY®	2 245	2 349	2 372	2 565	2 761	3 063
TOPRED/STARKING	2 950	2 950	2 945	2 613	2 471	2 388
FUJI	1 918	2 037	2 115	2 197	2 146	2 197
CRIPPS RED/JOYA®	616	776	934	1 306	1 498	1 623
BRAEBURN	760	784	740	668	626	631
BIGBUCKS	0	0	9	77	277	610
KANZI	197	266	270	268	255	257
OTHER	704	773	842	898	980	1 027
TOTAL	22 925	23 697	24 212	24 156	24 176	24 970
% CHANGE (YEAR-ON-YEAR)		3%	2%	0%	0%	3%

SOURCE: HORTGRO TREE CENSUS, 2019

CONTRIBUTION TO TOTAL APPLE AREA PER CULTIVAR



SOURCE: HORTGRO TREE CENSUS, 2019

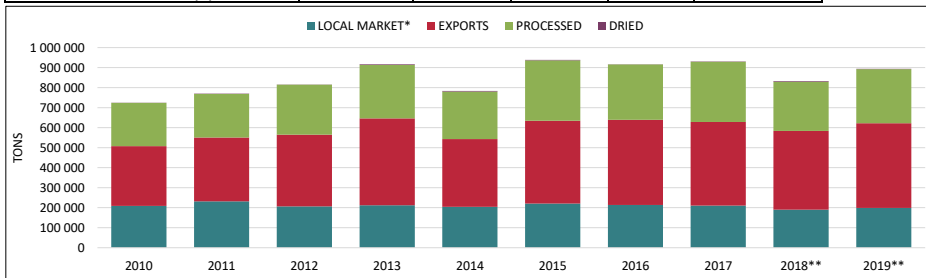
APPLE ORCHARD AGE DISTRIBUTION (HECTARES)

CULTIVAR	0 - 3 YRS	4 - 10 YRS	11 - 15 YRS	16 - 25 YRS	25+ YEARS
GOLDEN DELICIOUS	154	1 291	691	736	2 621
ROYAL GALA/GALA	323	1 293	629	1 005	960
GRANNY SMITH	201	601	271	446	1 950
CRIPPS PINK/PINK LADY®	567	805	456	1 183	51
TOPRED/STARKING	99	546	328	235	1 179
FUJI	182	896	545	466	108
CRIPPS RED/JOYA®	376	830	71	334	12
BRAEBURN	31	85	157	155	204
BIGBUCKS	552	51	3	0	3
KANZI	23	229	5	0	0
OTHER	280	355	54	149	189
TOTAL	2 788	6 982	3 212	4 710	7 277
% OF TOTAL AREA (HA)	11%	28%	13%	19%	29%

SOURCE: HORTGRO TREE CENSUS, 2019

CROP DISTRIBUTION: APPLES

Year JAN-DEC	TOTAL PRODUCTION	LOCAL MARKET*	EXPORTS	PROCESSED	DRIED	CHANGE IN TOTAL PRODUCTION
	(TON)	(TON)	(TON)	(TON)	(TON)	%
2010	724 810	208 793	298 559	216 468	990	-
2011	770 326	231 423	318 966	218 347	1 590	6%
2012	815 578	206 271	358 457	249 740	1 110	6%
2013	916 761	211 871	434 248	267 682	2 960	12%
2014	783 291	204 069	339 096	236 966	3 160	-15%
2015	938 758	220 860	413 757	301 391	2 750	20%
2016	916 343	213 740	425 325	277 078	200	-2%
2017	931 198	210 674	417 794	300 560	2 170	2%
2018**	832 716	190 384	393 344	245 908	3 080	-11%
2019**	894 306	198 453	423 394	270 539	1 920	7%
AVERAGE CROP DISTRIBUTION (%)		25%	45%	30%	0%	



SOURCE: DAFF/PPECB, 2019

*Market sales & direct sales to supermarkets

**Last 2 seasons subject to possible adjustments

Change in historic information due to upgrading of reporting systems and databases to improve accuracy of information

HISTORICAL PRICE TRENDS: APPLES

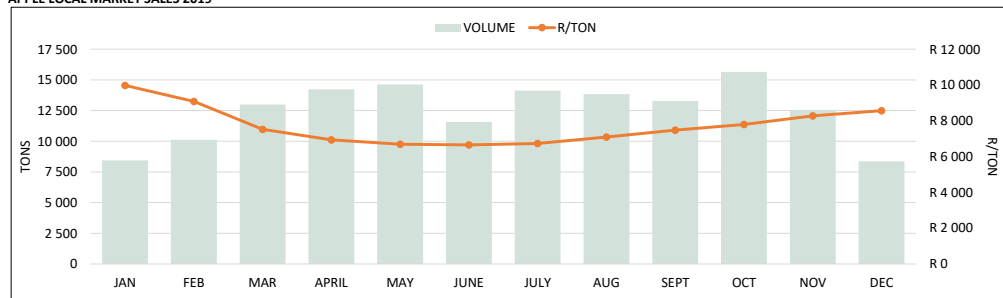
Year JAN-DEC	SALES ON MARKET	EXPORTS NET REALISATION	PROCESSED	GROSS VALUE DRIED	GROSS VALUE FRESH	TOTAL VALUE OF PRODUCTION	CHANGE IN TOTAL VALUE OF PRODUCTION
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	(R1,000)	(%)
2010	4 009	5 925	549	2 610	2 605 944	2 727 344	-
2011	4 317	6 284	740	5 800	3 003 335	3 170 756	16%
2012	4 548	6 656	1 160	2 976	3 324 090	3 616 657	14%
2013	4 739	8 960	1 135	7 936	4 894 836	5 206 705	44%
2014	5 128	10 250	1 142	16 119	4 522 419	4 809 063	-8%
2015	5 048	10 676	1 144	14 482	5 532 137	5 891 444	23%
2016	5 559	10 646	1 454	1 053	5 716 275	6 120 087	4%
2017	5 577	9 273	1 304	13 743	5 048 967	5 454 655	-11%
2018**	6 143	11 546	1 562	19 139	5 711 024	6 114 362	12%
2019**	6 455	9 503	2 006	13 528	5 304 485	5 860 811	-4%

SOURCE: DAFF, 2019

*Sales on major local fresh produce markets

**Last 2 seasons subject to possible adjustments

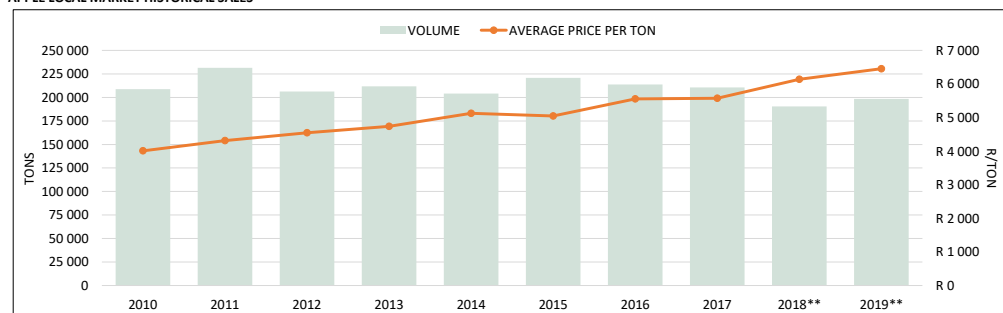
APPLE LOCAL MARKET SALES 2019



SOURCE: DAFF, 2019

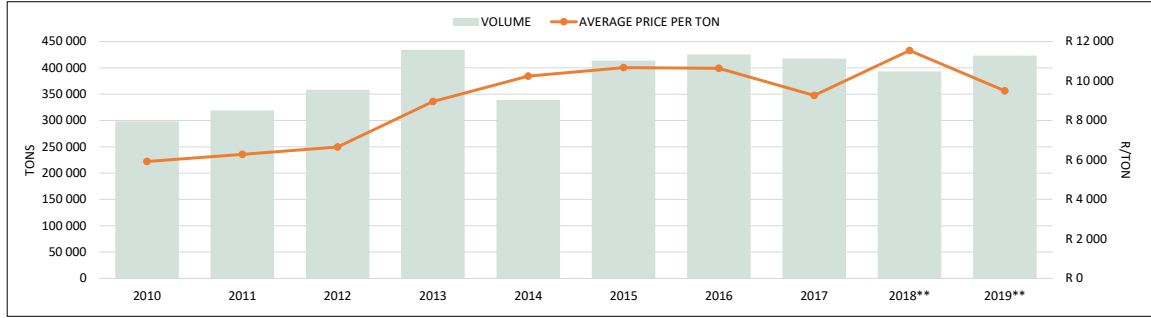
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

APPLE LOCAL MARKET HISTORICAL SALES



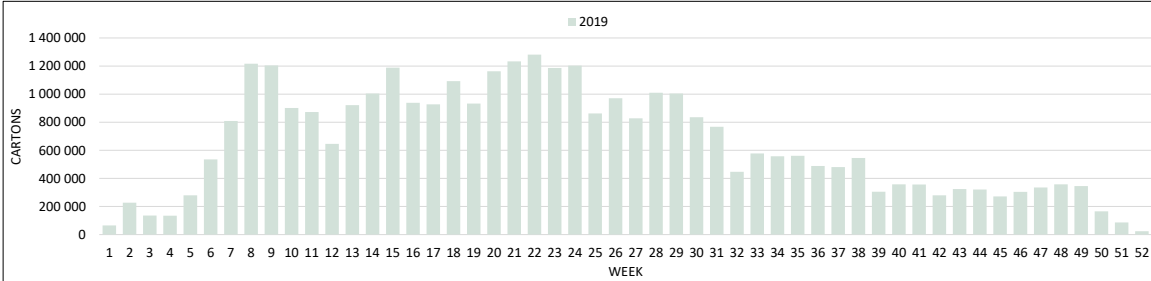
SOURCE: DAFF, 2019

APPLE EXPORT MARKET HISTORICAL SALES



SOURCE: DAFF, 2019

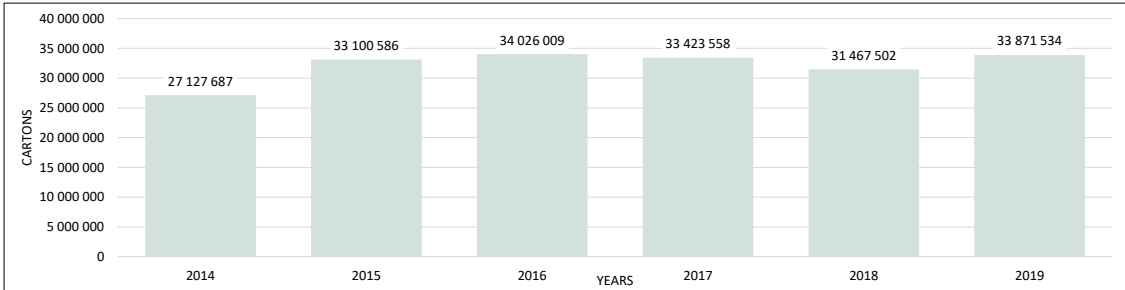
APPLES PASSED FOR EXPORT PER WEEK



SOURCE: PPECB, 2019

*12.5 Kg equivalent cartons

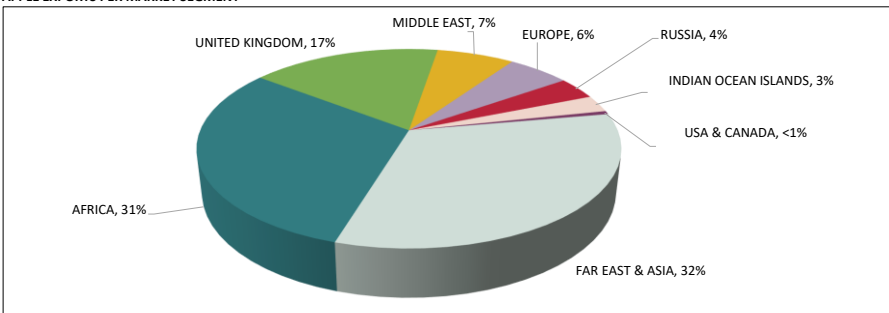
APPLES PASSED FOR EXPORT PER SEASON



SOURCE: PPECB, 2019

*12.5 Kg equivalent cartons

APPLE EXPORTS PER MARKET SEGMENT



SOURCE: AGRI-HUB, 2019

APPLES: CARTONS PASSED FOR EXPORT PER CULTIVAR

CULTIVAR	2015	2016	2017	2018	2019	% CHANGE 2019 VS 2018
GOLDEN DELICIOUS	8 354 392	8 607 790	8 569 271	7 360 327	8 381 023	14%
ROYAL GALA/GALA	7 484 127	7 153 003	7 760 942	6 355 830	7 920 296	25%
CRIPPS PINK/PINK LADY *	4 224 816	4 109 230	4 102 066	4 238 836	4 827 037	14%
GRANNY SMITH	5 790 971	6 282 622	5 755 125	5 312 620	4 732 739	-11%
FUJI	2 338 704	2 850 518	2 549 104	2 853 872	3 014 535	6%
CRIPPS RED/JOYA*	1 058 721	1 037 094	874 026	1 261 636	1 640 509	30%
TOPRED/STARKING	2 272 683	2 272 368	2 118 112	2 212 650	1 525 845	-31%
BRAEBURN	1 353 089	1 375 221	1 300 785	1 411 418	1 394 316	-1%
KANZI	67 309	102 401	224 167	244 531	273 412	12%
AFRICAN CARMINE	79 858	111 381	73 999	91 242	85 254	-7%
JAZZ*	25 583	29 658	29 599	67 056	42 478	-37%
OTHER	50 333	94 724	66 362	57 484	34 090	-41%
TOTAL	33 100 586	34 026 009	33 423 558	31 467 502	33 871 534	8%
% CHANGE (Y-O-Y)		3%	-2%	-6%	8%	

SOURCE: PPECB, 2019

NOTE: Change in historic information due to upgrading of reporting systems and databases to improve accuracy
12.5 Kg equivalent cartons

PEAR PRODUCTION AREAS

DISTRICT	NUMBER OF TREES	AREA (HA)
CERES	6 339 250	4 676
GROENLAND	2 545 801	1 671
LANGKLOOF EAST	2 089 786	1 635
WOLSELEY/TULBAGH	2 052 480	1 438
VILLIERSDORP/VYEBOOM	1 802 676	1 245
KLEIN KAROO	1 040 150	929
LANGKLOOF WEST	471 120	388
PIKETBERG	239 411	196
SOMERSET WEST	243 440	123
WORCESTER	213 845	150
BERG RIVER	166 881	115
BOLAND	138 645	98
EASTERN CAPE	10 470	11
MPUMALANGA	858	1
TOTAL	17 354 813	12 674

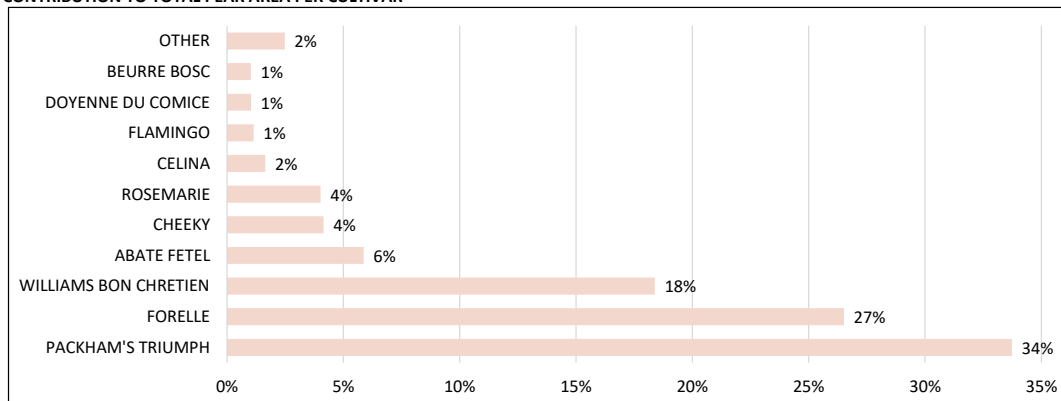
SOURCE: HORTGRO TREE CENSUS, 2019

PEARS: AREA PLANTED PER CULTIVAR (HECTARES)

CULTIVAR	2014	2015	2016	2017	2018	2019
PACKHAM'S TRIUMPH	3 980	4 007	4 064	4 072	4 158	4 275
FORELLE	3 193	3 214	3 219	3 219	3 246	3 361
WILLIAMS BON CHRETIEN	2 675	2 569	2 515	2 451	2 361	2 330
ABATE FETEL	748	801	800	776	729	744
CHEEKY	241	310	348	408	462	526
ROSEMARIE	432	436	430	445	477	510
CELINA	7	28	50	110	143	208
FLAMINGO	142	147	145	147	146	145
DOYENNE DU COMICE	162	167	158	149	139	130
BEURRE BOSC	258	231	198	153	140	130
OTHER	373	367	353	335	318	314
TOTAL	12 211	12 276	12 279	12 265	12 319	12 674
% CHANGE (YEAR-ON-YEAR)		1%	0%	0%	0%	3%

SOURCE: HORTGRO TREE CENSUS, 2019

CONTRIBUTION TO TOTAL PEAR AREA PER CULTIVAR



SOURCE: HORTGRO TREE CENSUS, 2019

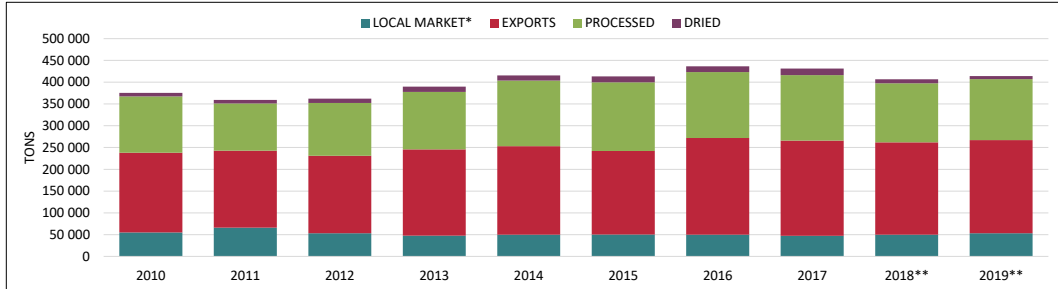
PEAR ORCHARD AGE DISTRIBUTION (HECTARES)

CULTIVAR	0 - 3 YRS	4 - 10 YRS	11 - 15 YRS	16 - 25 YRS	25+ YEARS
PACKHAM'S TRIUMPH	375	1 495	367	547	1 490
FORELLE	242	520	611	1 204	784
WILLIAMS BON CHRETIEN	129	197	120	723	1 161
ABATE FETEL	14	227	233	231	40
CHEEKY	131	358	29	7	1
ROSEMARIE	104	80	22	165	138
CELINA	111	97	0	0	0
FLAMINGO	5	18	1	93	28
DOYENNE DU COMICE	0	2	3	44	81
BEURRE BOSC	0	1	1	10	118
OTHER	11	83	15	115	90
TOTAL	1 122	3 079	1 401	3 140	3 932
% OF TOTAL AREA (HA)	9%	24%	11%	25%	31%

SOURCE: HORTGRO TREE CENSUS, 2019

CROP DISTRIBUTION: PEARS

Year JAN-DEC	TOTAL PRODUCTION	LOCAL MARKET*	EXPORTS	PROCESSED	DRIED	CHANGE IN TOTAL PRODUCTION
	(TON)	(TON)	(TON)	(TON)	(TON)	%
2010	375 614	54 940	183 111	129 491	8 072	-
2011	359 288	65 977	176 673	108 534	8 104	-4%
2012	362 161	53 236	177 848	121 205	9 872	1%
2013	389 883	47 690	197 905	132 240	12 048	8%
2014	415 607	50 056	203 112	150 559	11 880	7%
2015	413 280	50 098	192 009	157 613	13 560	-1%
2016	436 461	49 811	222 192	151 178	13 280	6%
2017	431 420	47 444	218 426	150 346	15 204	-1%
2018**	406 644	49 926	212 149	135 481	9 088	-6%
2019**	413 973	53 310	213 666	140 109	6 888	2%
AVERAGE CROP DISTRIBUTION (%)		13%	50%	34%	3%	



SOURCE: DAFF/PPECB, 2019

*Market sales & direct sales to supermarkets

**Last 2 seasons subject to possible adjustments

Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

HISTORICAL PRICE TRENDS: PEARS

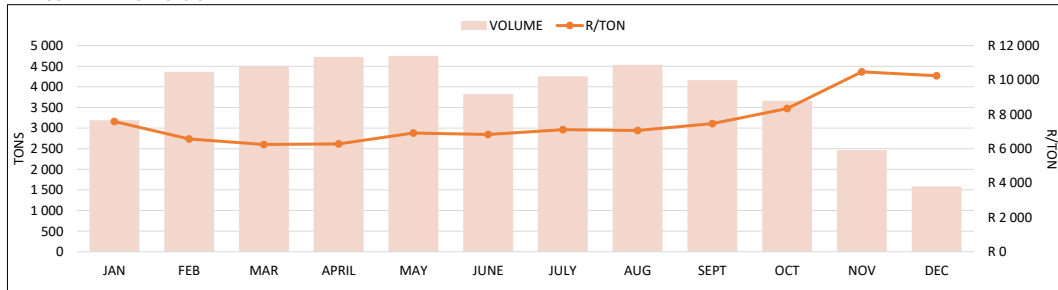
YEAR JAN-DEC	SALES ON MARKET	EXPORTS NET REALISATION	PROCESSED	GROSS VALUE DRIED	GROSS VALUE FRESH	TOTAL VALUE OF PRODUCTION	CHANGE IN TOTAL VALUE OF PRODUCTION
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	(R1,000)	(%)
2010	3 670	6 144	812	16 568	1 326 568	1 448 303	-
2011	3 814	6 609	893	17 636	1 419 218	1 533 763	6%
2012	4 213	6 826	1 118	23 668	1 438 333	1 597 491	4%
2013	4 724	8 843	1 317	28 885	1 975 372	2 178 481	36%
2014	4 916	9 913	1 381	35 863	2 259 524	2 503 242	15%
2015	5 203	10 058	1 525	50 765	2 191 875	2 482 644	-1%
2016	5 664	11 180	1 852	49 717	2 766 255	3 095 951	25%
2017	5 578	10 118	1 589	58 938	2 474 761	2 772 551	-10%
2018**	5 871	11 366	1 554	23 890	2 704 451	2 938 932	6%
2019**	6 335	6 206	1 938	19 958	1 663 623	1 955 116	-33%

SOURCE: DAFF, 2019

*Sales on major local fresh produce markets

**Last 2 seasons subject to possible adjustments

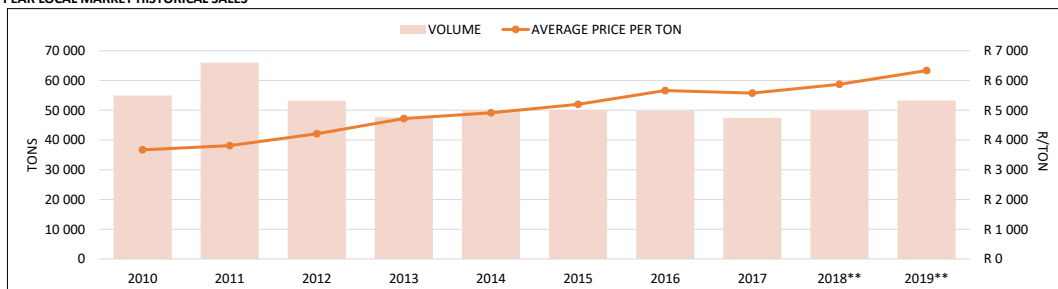
PEAR LOCAL MARKET SALES 2019



SOURCE: DAFF, 2019

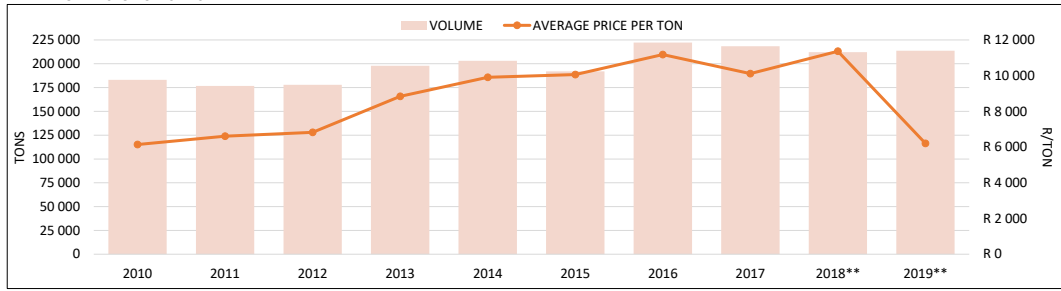
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

PEAR LOCAL MARKET HISTORICAL SALES



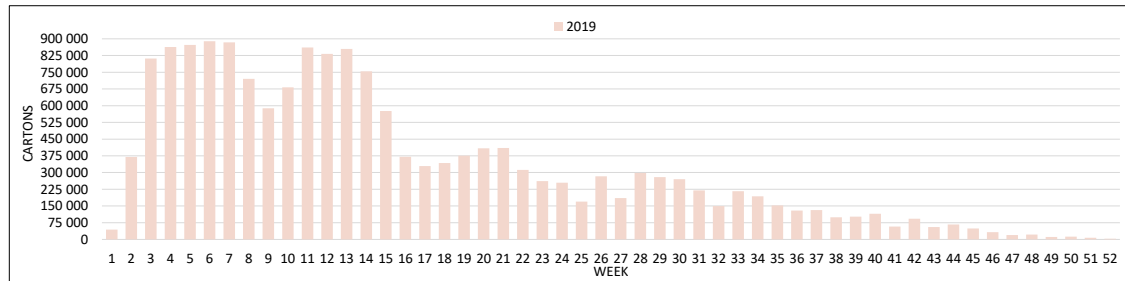
SOURCE: DAFF, 2019

PEAR EXPORT HISTORICAL SALES



SOURCE: DAFF, 2019

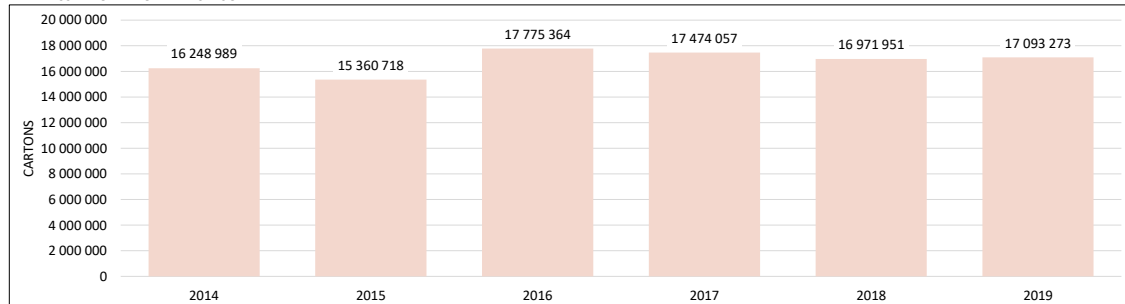
PEAR PASSED FOR EXPORT PER WEEK



SOURCE: PPECB, 2019

*12,5 Kg equivalent cartons

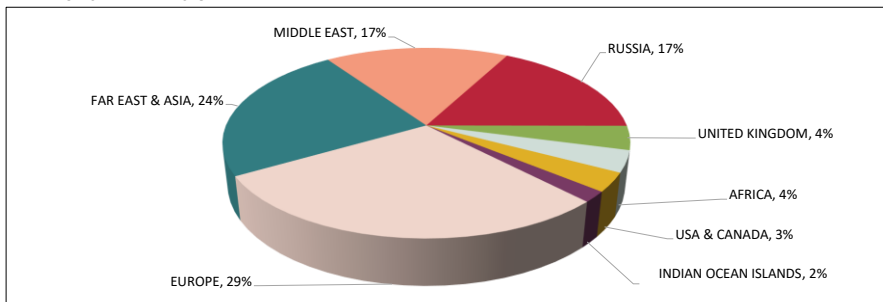
PEAR PASSED FOR EXPORT PER SEASON



SOURCE: PPECB, 2019

*12,5 Kg equivalent cartons

PEAR EXPORTS PER MARKET SEGMENT



SOURCE: AGRI-HUB, 2019

PEARS: CARTONS PASSED FOR EXPORT PER CULTIVAR

CULTIVAR	2015	2016	2017	2018	2019	% CHANGE 2019 VS 2018
PACKHAM'S TRIUMPH	5 836 055	6 371 527	6 432 631	5 600 254	5 116 108	-9%
FORELLE	3 580 734	3 711 218	4 004 291	4 206 908	4 197 262	0%
WILLIAMS BON CHRETIEN	1 804 193	2 323 974	2 200 453	2 163 879	1 974 252	-9%
VERMONT BEAUTY	1 161 722	1 564 010	1 364 662	1 392 075	1 779 856	28%
ABATE FETEL	1 168 933	1 524 125	1 314 644	1 480 230	1 723 686	16%
CHEEKY	83 545	176 644	236 697	349 225	445 708	28%
SEMPRE	300 929	475 234	345 636	411 090	443 425	8%
ROSEMARIE	313 372	458 398	488 852	447 074	429 816	-4%
DOYENNE DU COMICE	373 842	242 374	333 400	220 415	303 605	38%
GOLDEN RUSSET BOSCH	223 786	277 319	250 387	190 077	229 772	21%
FLAMINGO	87 403	140 724	126 077	121 276	117 416	-3%
BEURRE BOSCH	274 666	317 910	196 124	186 154	116 072	-38%
BON ROUGE	46 445	66 394	72 366	98 888	58 909	-40%
BEURRE HARDY	64 005	62 585	43 491	33 351	38 567	16%
CAPE ROSE	12 069	35 764	22 428	30 299	33 686	11%
OTHER	29 018	27 162	41 920	40 756	85 133	109%
TOTAL	15 360 718	17 775 364	17 474 057	16 971 951	17 093 273	1%
% CHANGE (Y-O-Y)		16%	-2%	-3%	1%	

SOURCE: PPECB, 2019

NOTE: Change in historic information due to upgrading of reporting systems and databases to improve accuracy

12.5 Kg equivalent cartons