

The SA pear industry and market trends- Risks & Opportunities

Technical Symposium | June 2024

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OLDEST COMMERCIAL PEAR ORCHARD*



Planted 1918
Ceres – Achtertuin Farming
Planted 5.4m x 5.4m = 343 trees/ha
Varieties = WBC (66t/ha), DDC (42t/ha),
Packham;s (72t/ha) & Forelle (47t/ha)



KEY INDUSTRY PERSPECTIVES

1.1 KG
6.5 pears p.p.a
per capita fruit
consumption



HECTARES
12,907 ha
+7% (10 YRS)
39 varieties
+14% increase in
no of trees/ha



526 Growers
35% growers own
80% of pear
orchards

13,680
On-farm Agri
Workers



**INCOME GENERATED
FROM FRESH SALES**
90%



TOTAL PRODUCTION
512,000 Tons (+21% 5yrs)
Avg production = 42t/ha

R4.4 Bn/Year
Total pear turnover
+11% increase in price Y-O-Y



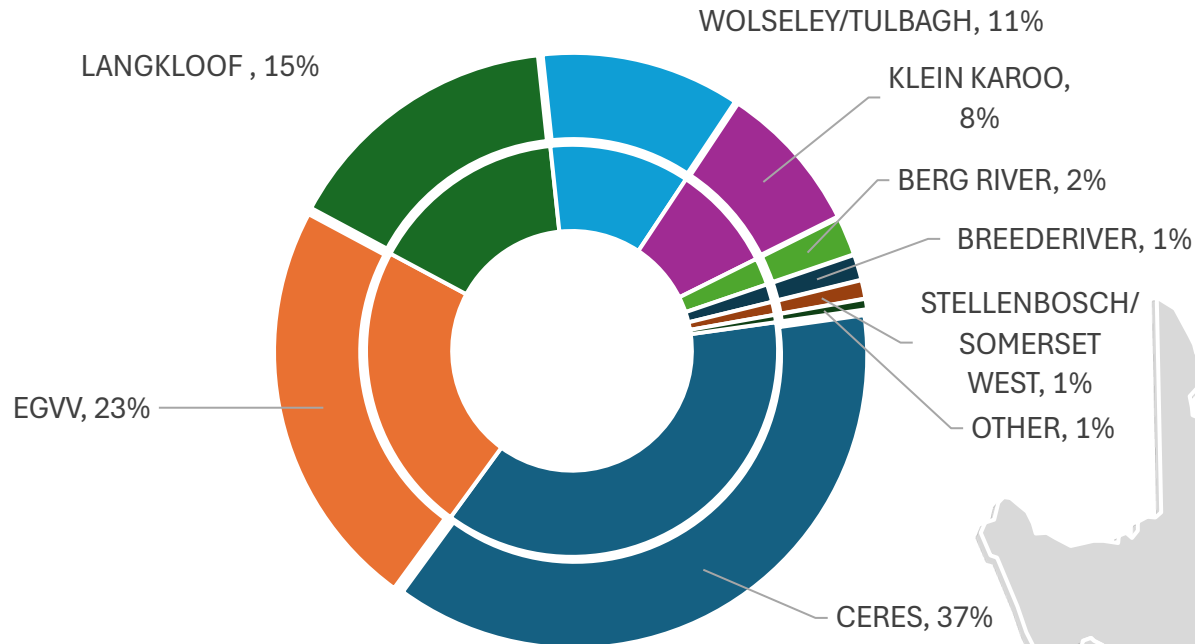
EXPORTS

- SA exports to >80 countries worldwide
- SA ranks 4th as global deciduous fruit exporter
- 45% of total fresh production = exported
- Fresh exports +9% (5yrs)
- Local Market = 13%

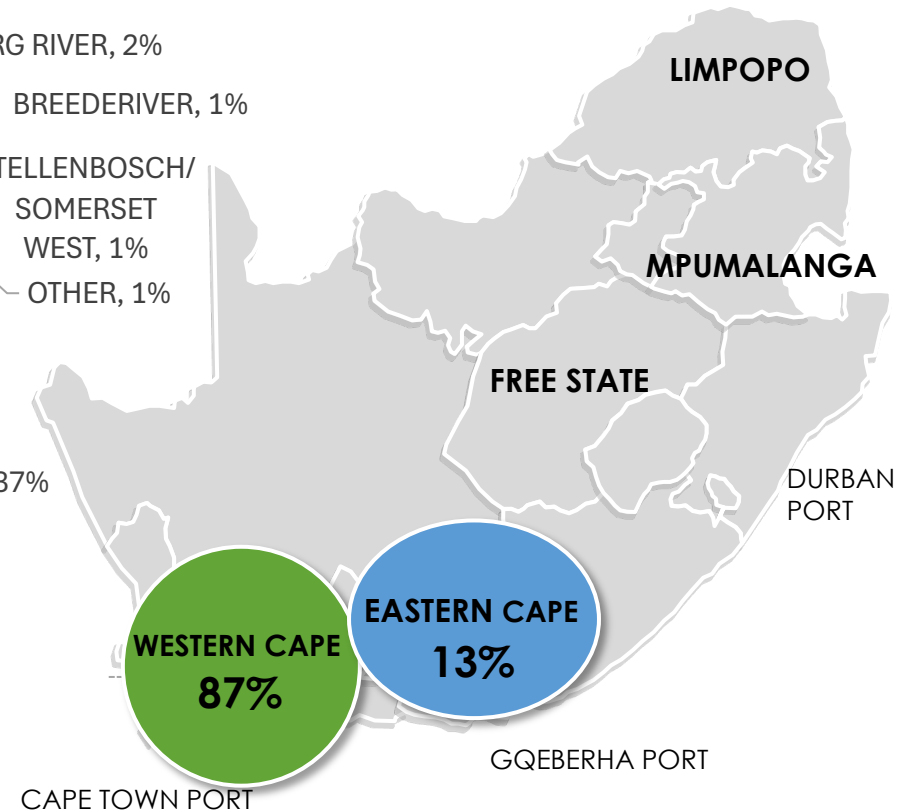
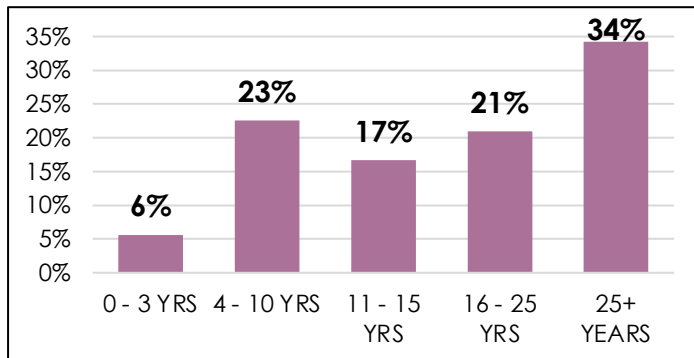


PEAR AREAS*

Total area planted = 12,907 ha



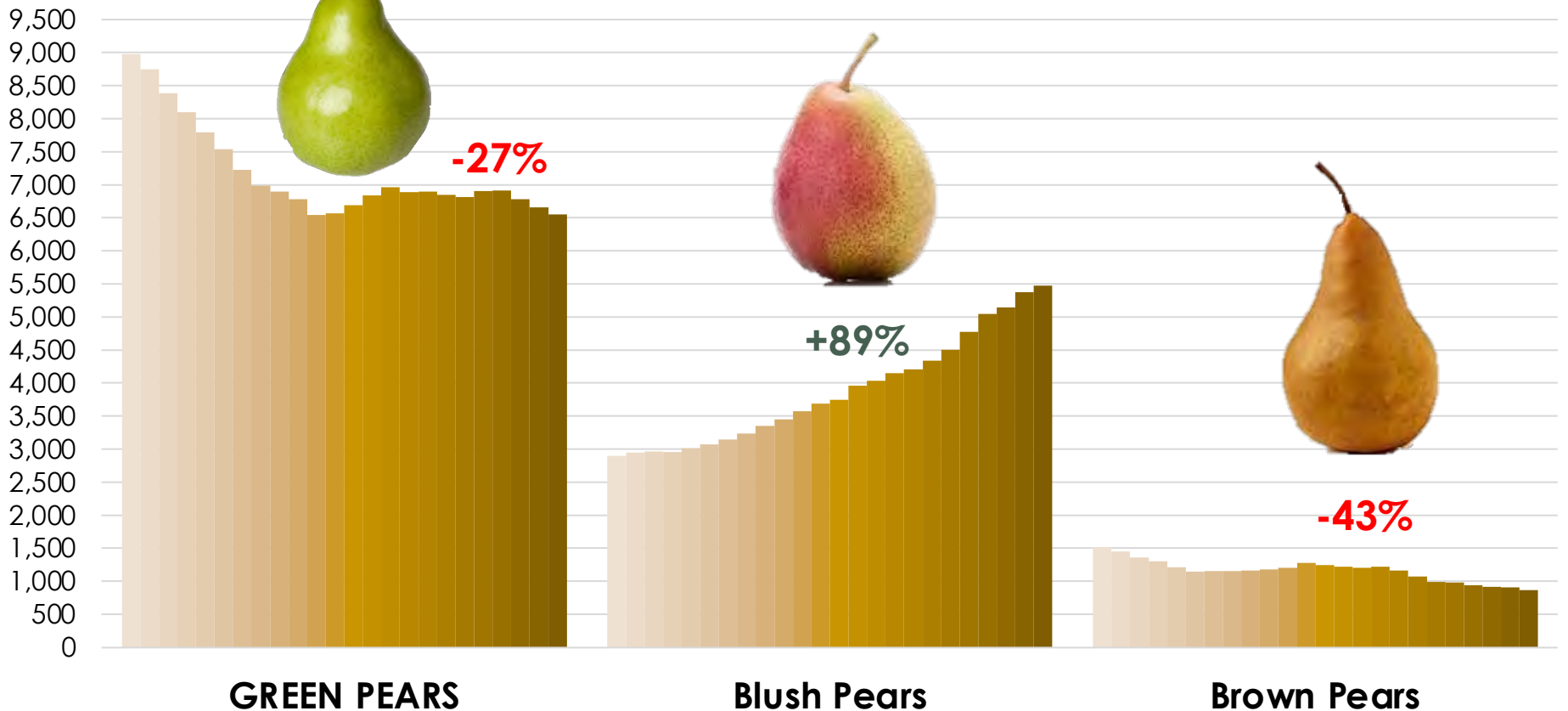
ORCHARD AGE DISTRIBUTION





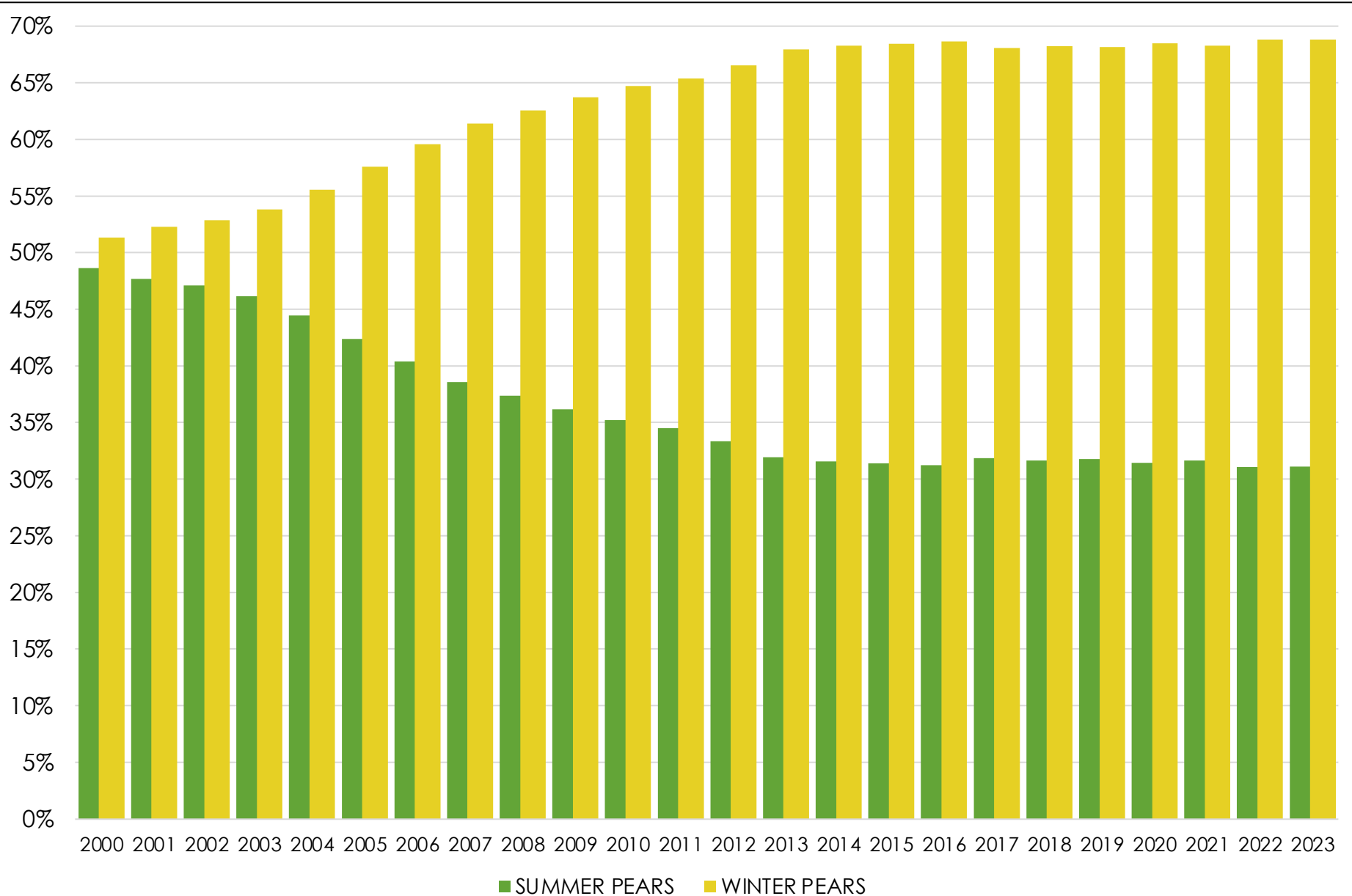
PEARS HECTARE TRENDS*

- PACKHAM'S TRIUMPH +
- WILLAMS BC –
- COMICE –
- FORELLE ++
- ROSEMARIE –
- ROSEMARIE SELECT ++
- CHEEKY ++
- CELINA ++
- ABATE FETEL +/-
- BOSCO's –
- BEURRE HARDY –



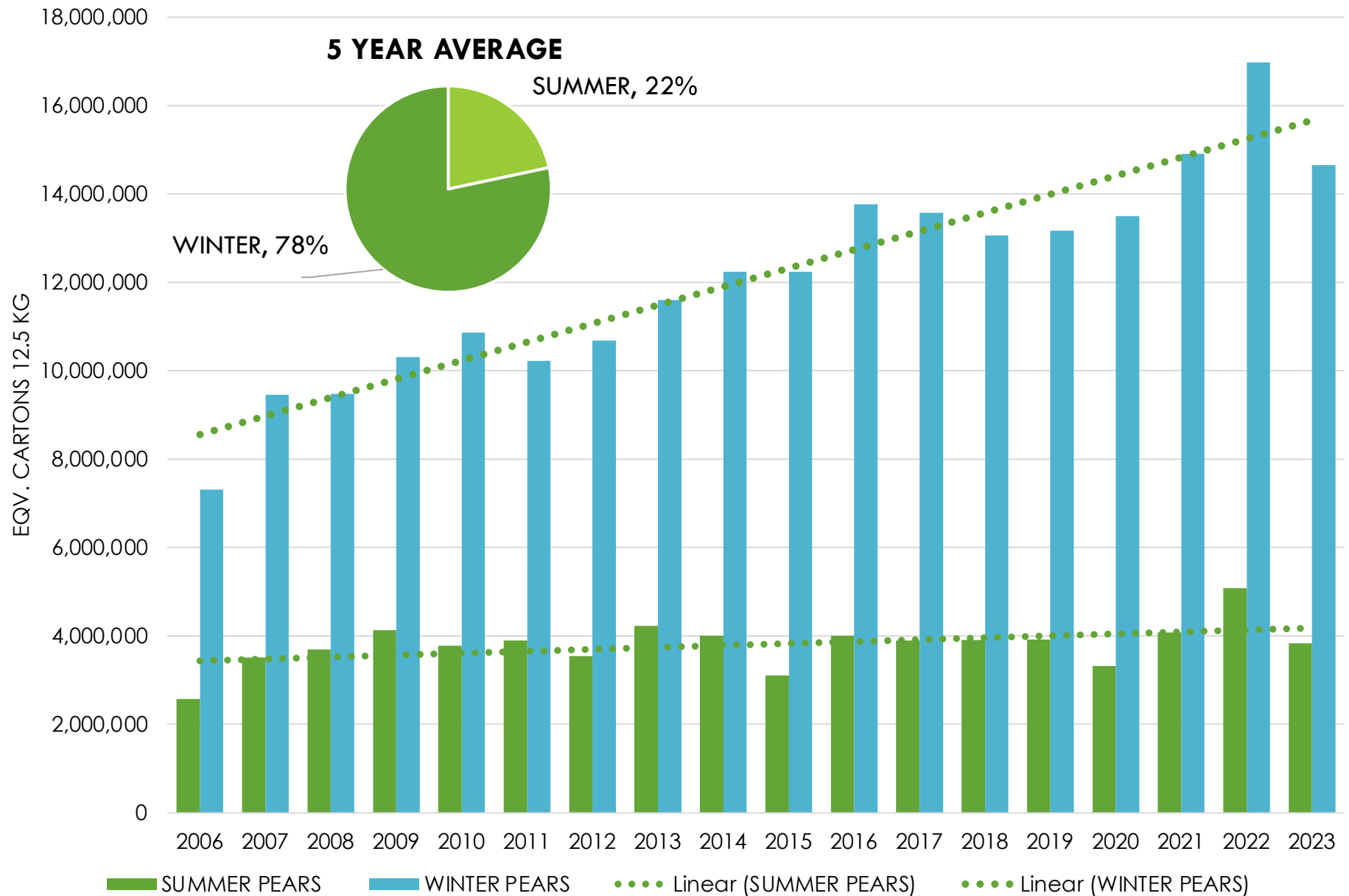


SUMMER & WINTER PEAR TRENDS (HA'S)



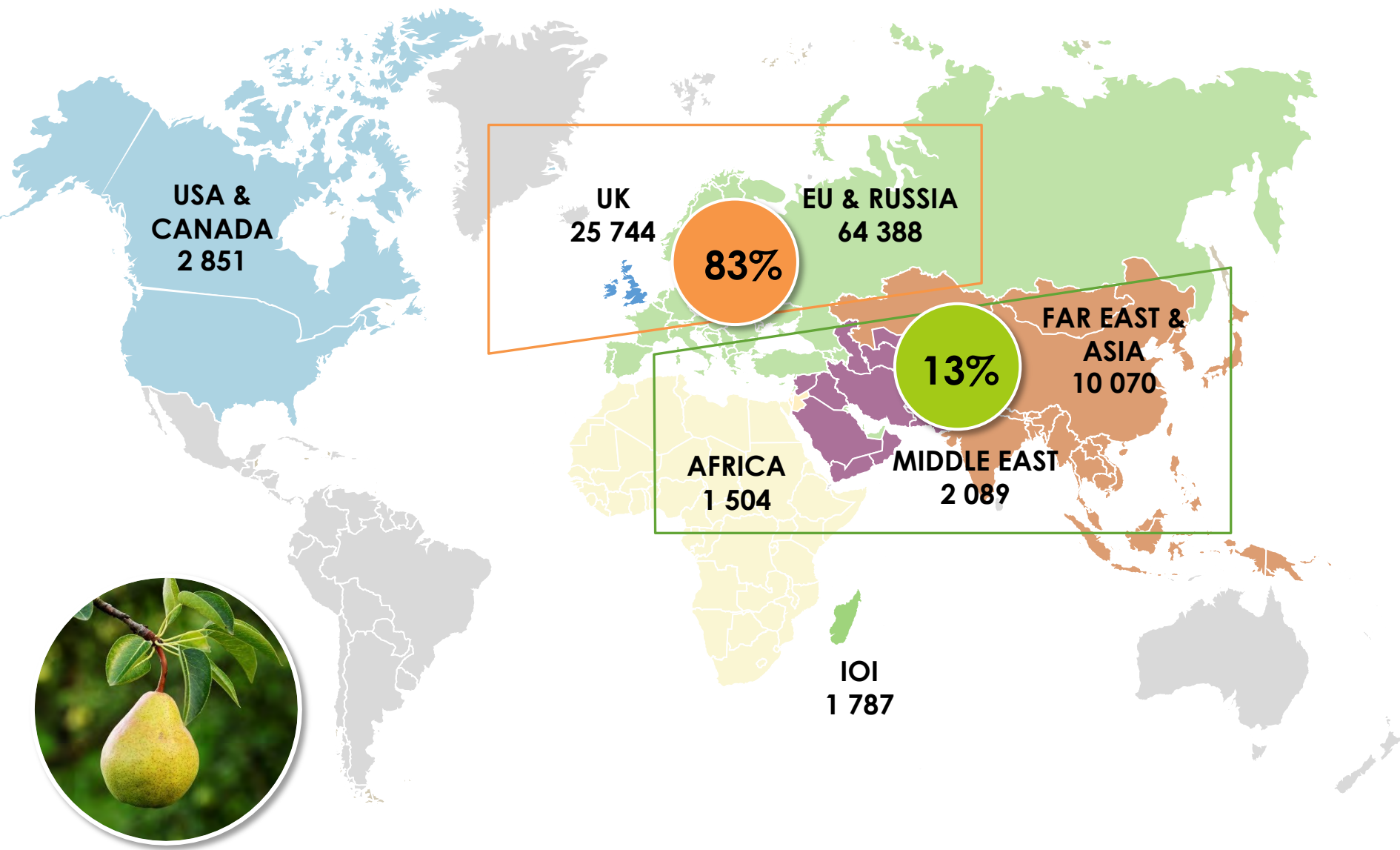


SUMMER AND WINTER PEAR EXPORT TRENDS



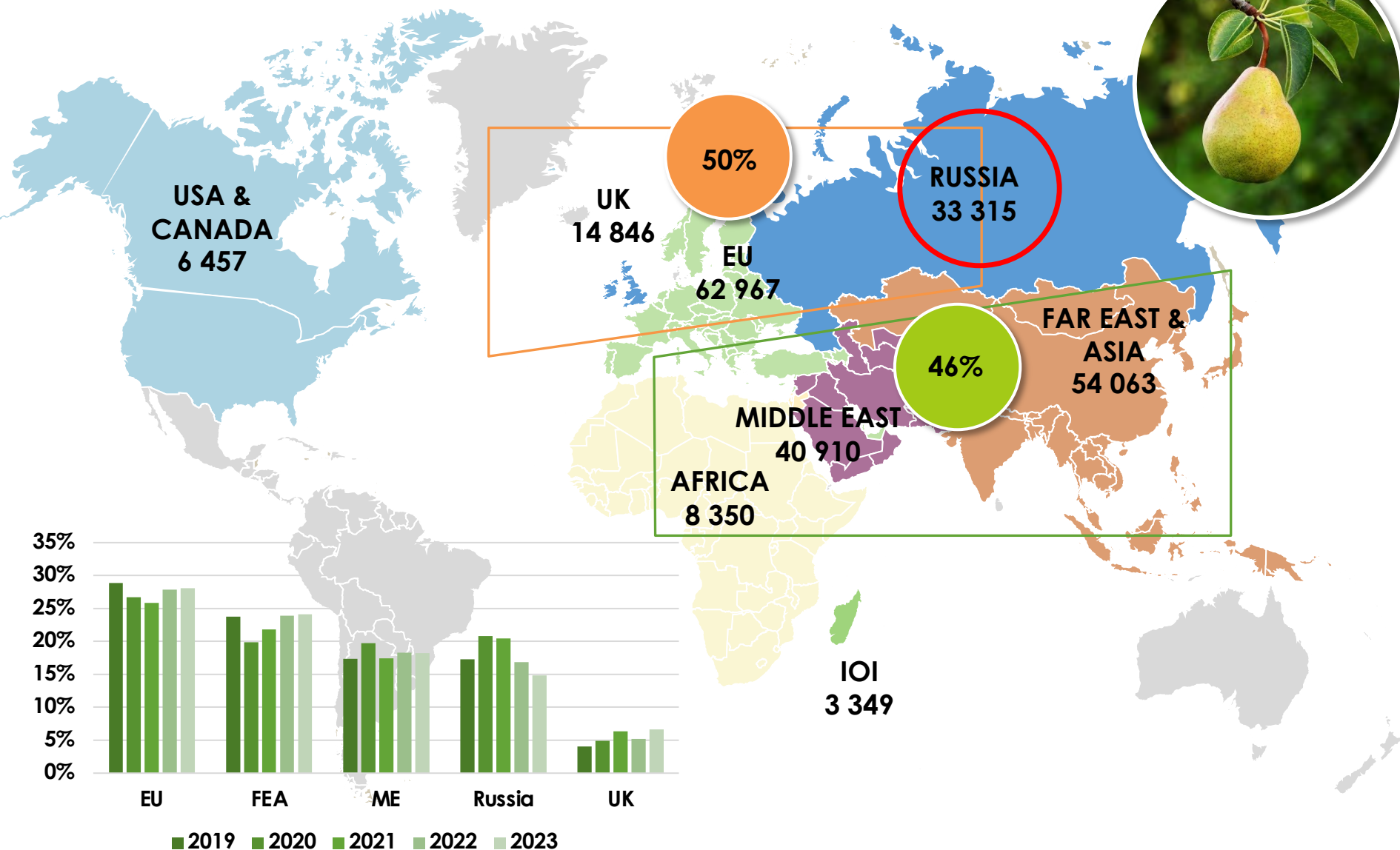


PEAR MARKET SPLIT 2006* (108 452 tons)





PEAR MARKET SPLIT 2023* (231 231 tons)





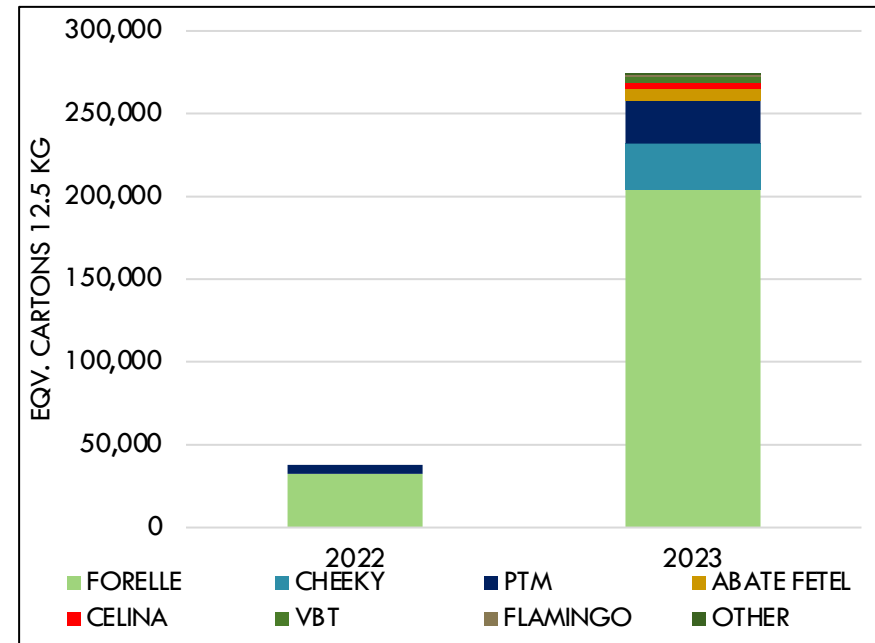
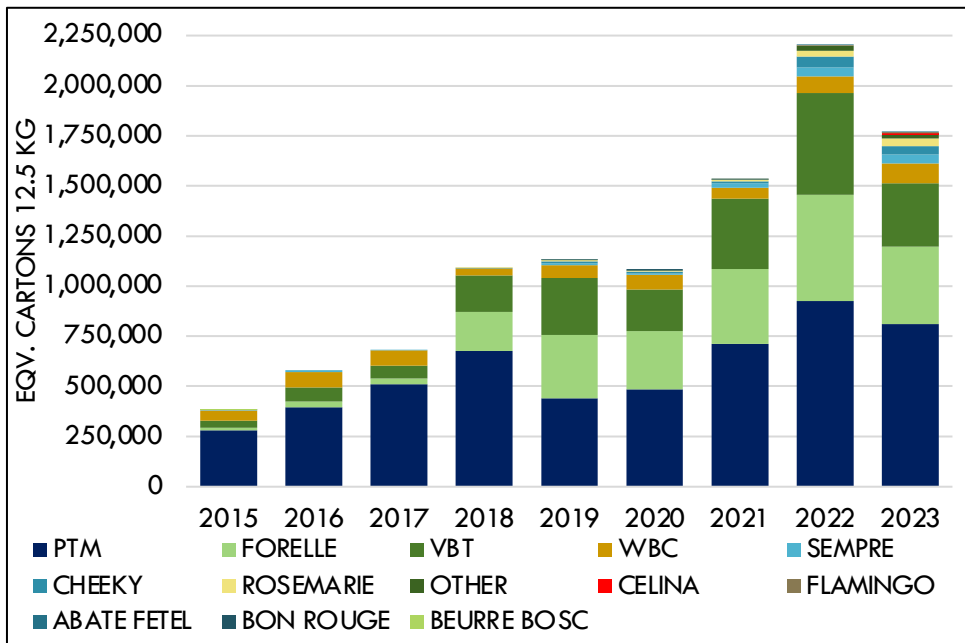
INDIA AND CHINA*



- 43% OF ALL FE & ASIA EXPORTS
- Cultivars
 - PTR 46% , FRL 22%, VBT 18%

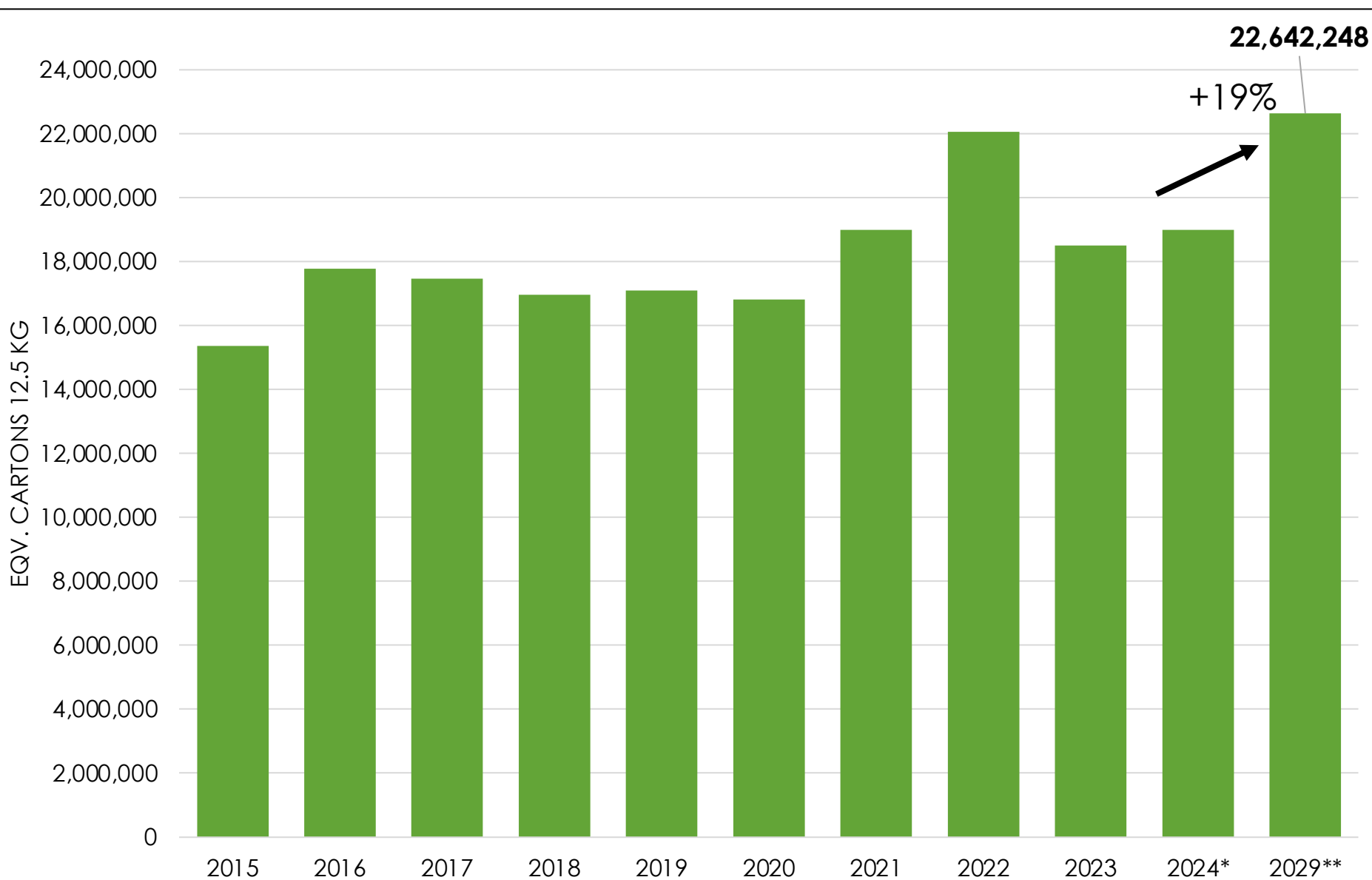


- 7% OF ALL FE & ASIA EXPORTS
- Cultivars
 - FRL 75%, CHEEKY 10%



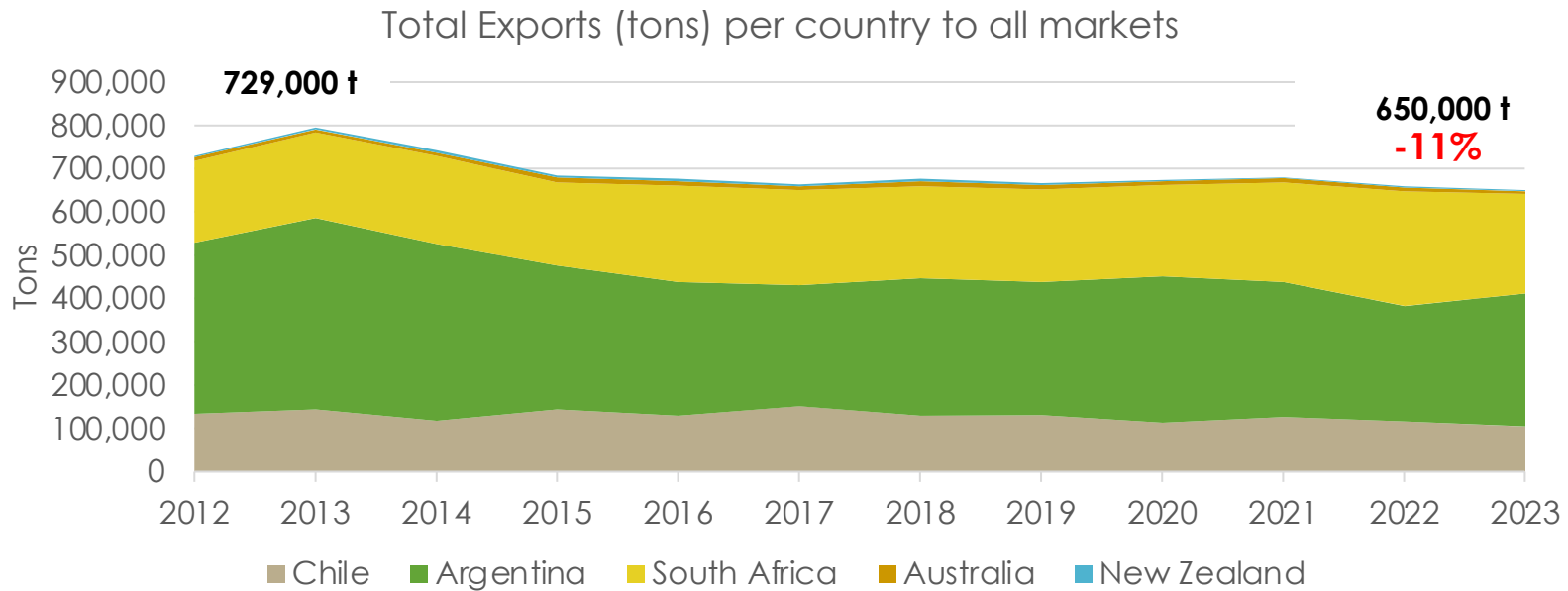


PEAR EXPORT MID-TERM PROJECTION





SH COMPETITOR ANALYSIS



- Total export volumes from Chile & Argentina (-22%).
- Total (Chile & Arg) exports to SA traditional markets (-46%) – EU, UK, ME, Africa
- Market share to traditional markets decreased from 50% - 31% in 10 yrs.
- Increased exports to Far East & Asia (+130%) – low base
- Increased market share of exports to Latin America, South America, Central America & Mexico from 54% to 66% = eqv to SA export crop





SH COMPETITOR ANALYSIS

CHILEAN EXPORTS TO ALL MARKETS (2023)

Market share
0% 15%

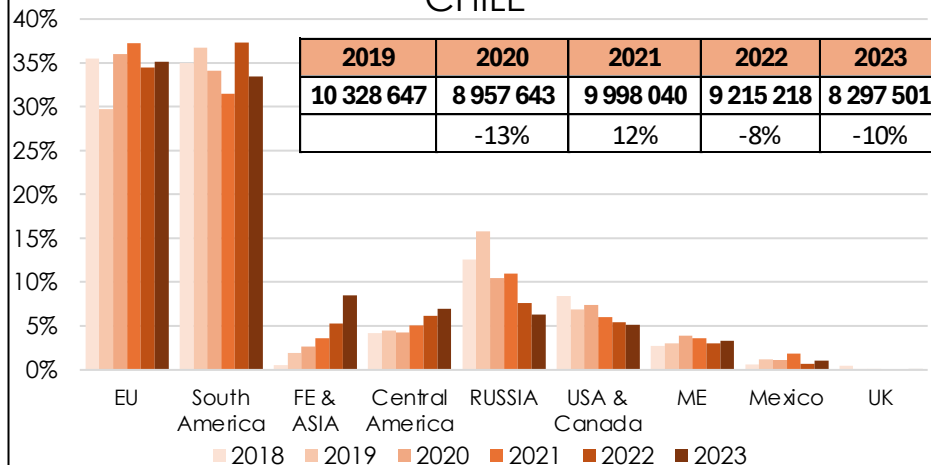


ARGENTINA EXPORTS TO ALL MARKETS (2023)

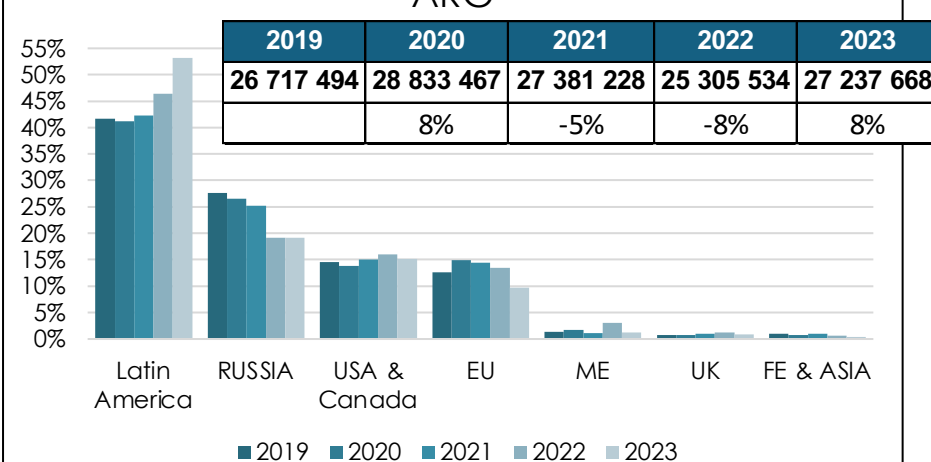
Market Share
0% 39%



CHILE

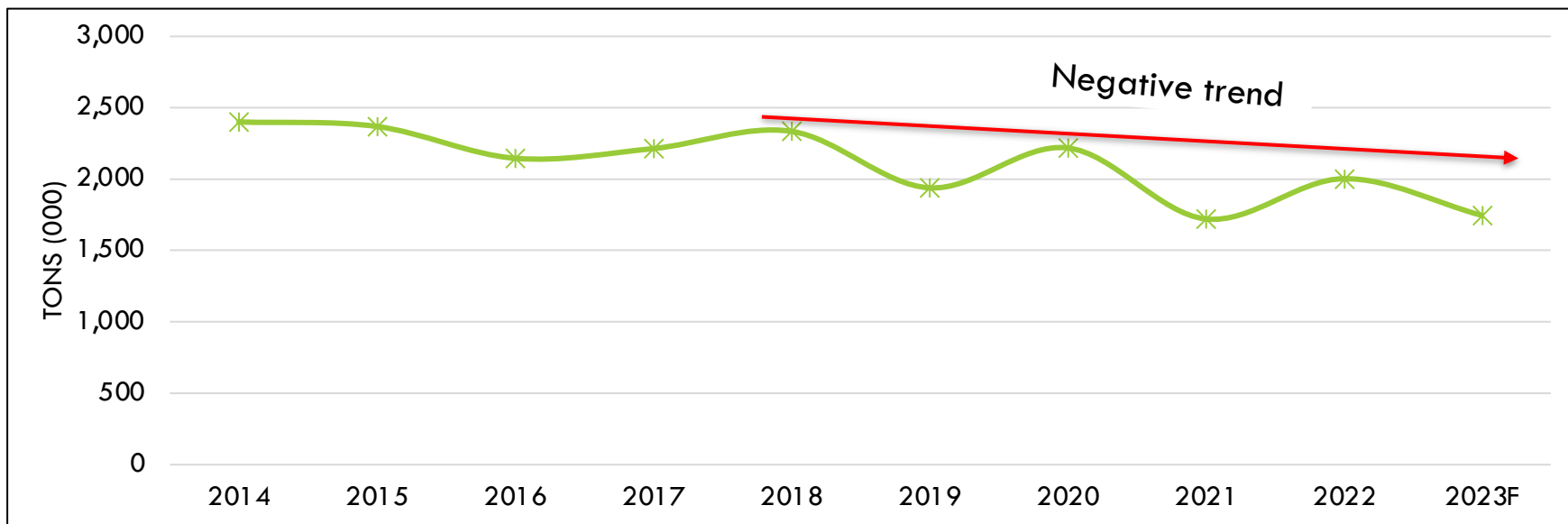


ARG

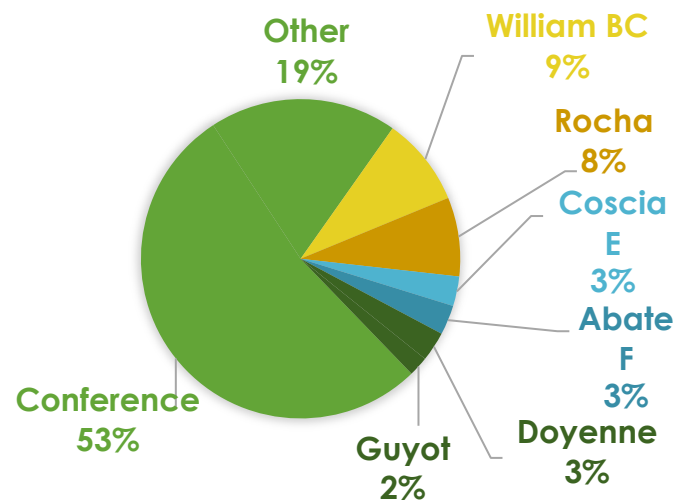
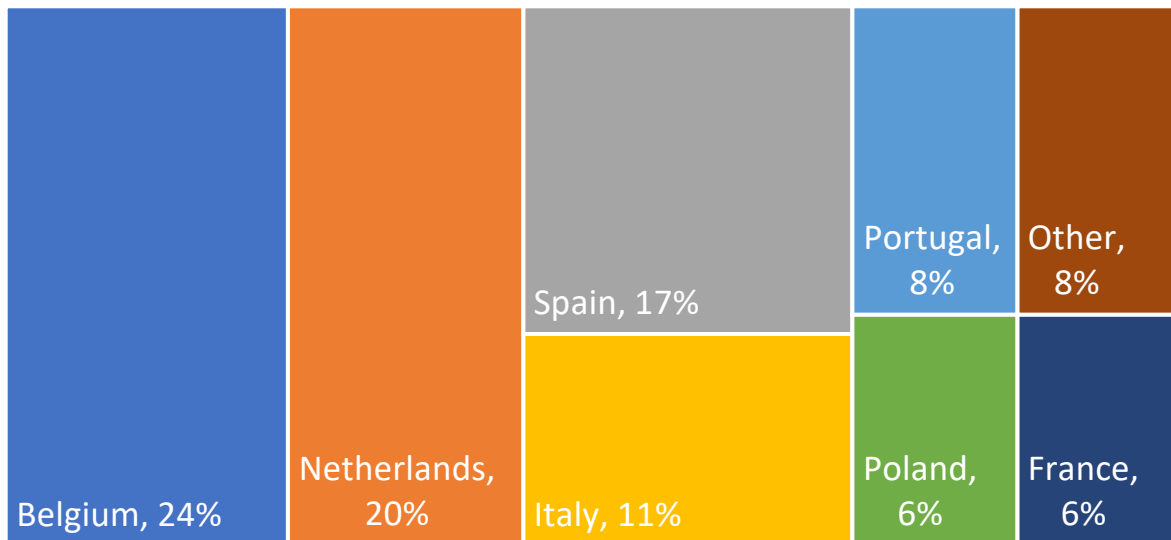




EU PRODUCTION TRENDS*



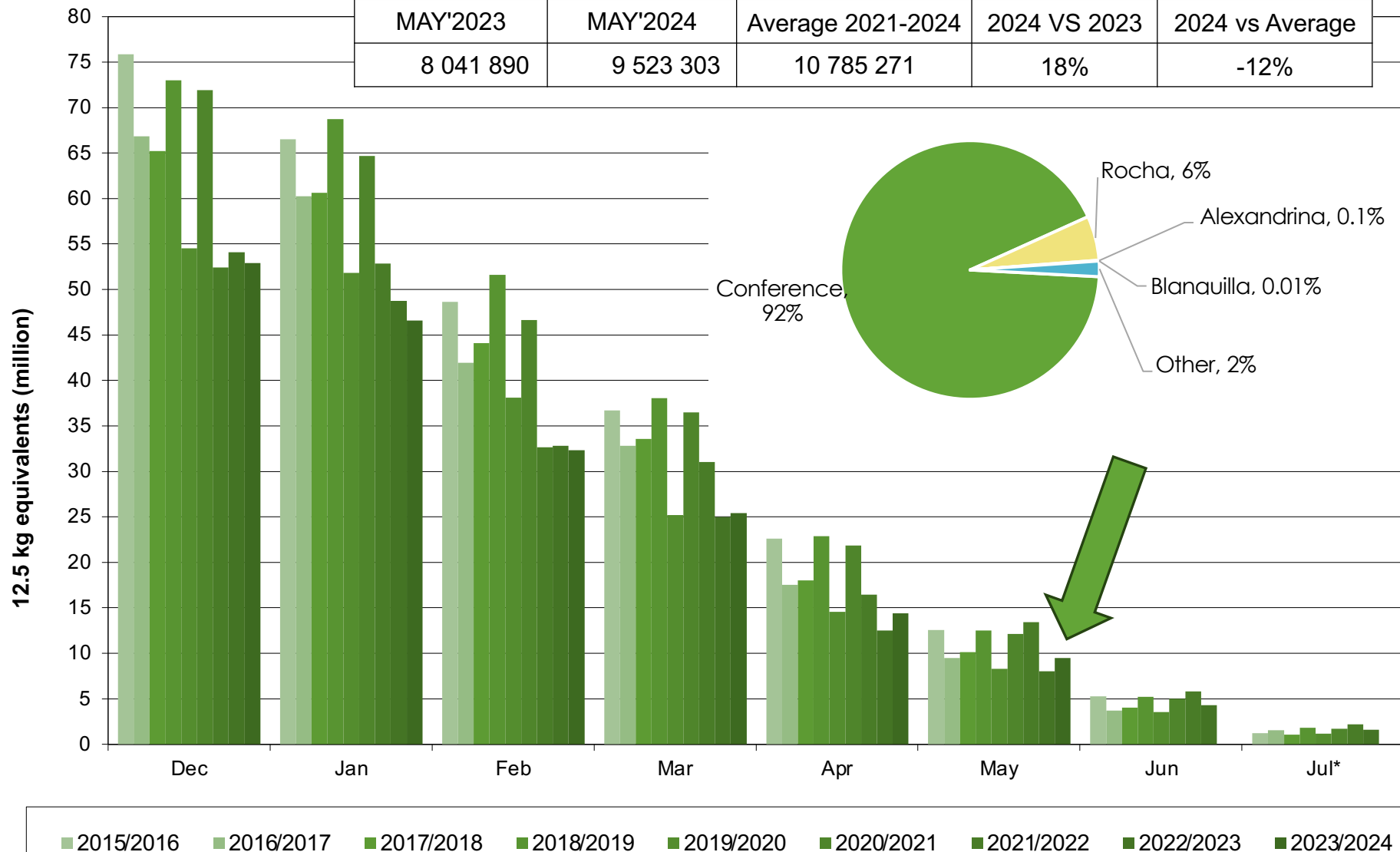
Country production as % of total EU production





EU STOCKS*

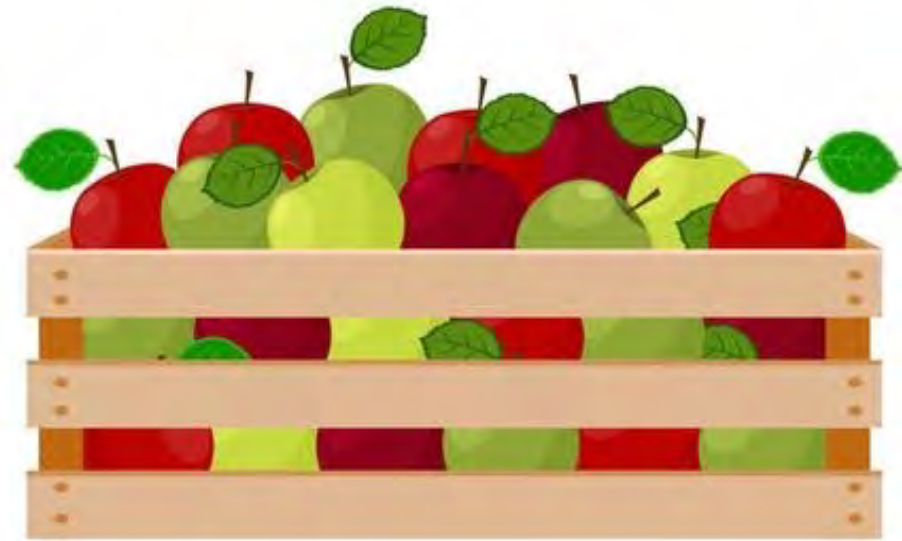
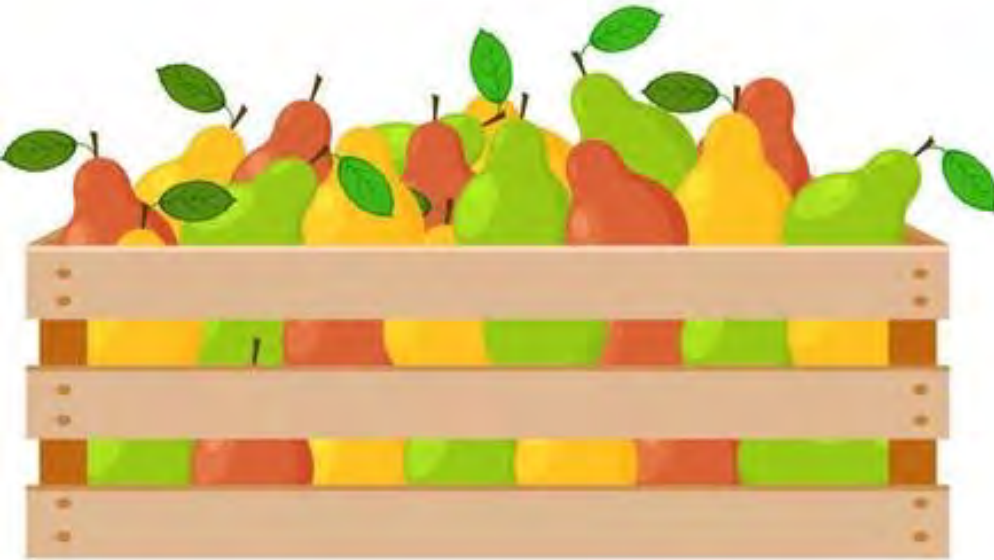
EU Pear			Difference	
MAY'2023	MAY'2024	Average 2021-2024	2024 VS 2023	2024 vs Average
8 041 890	9 523 303	10 785 271	18%	-12%





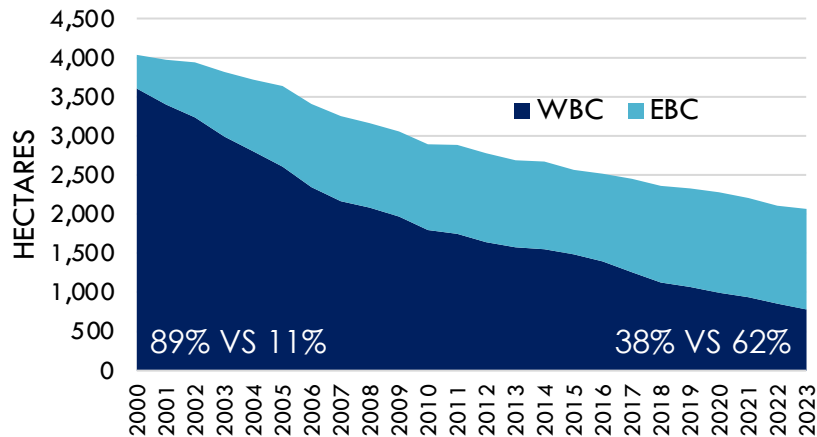
CA STORAGE CAPACITY*

2.1 million bins

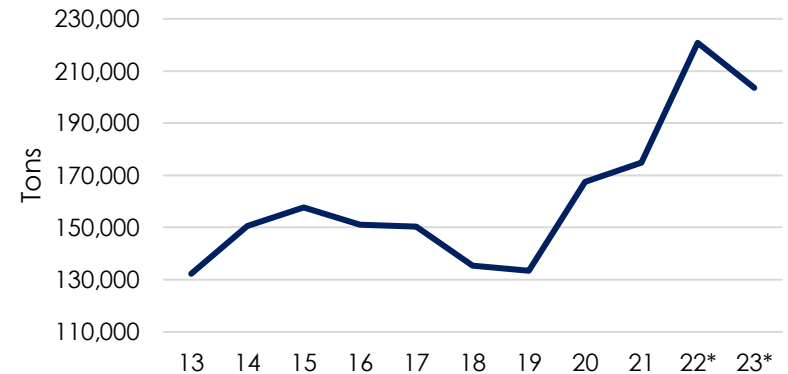




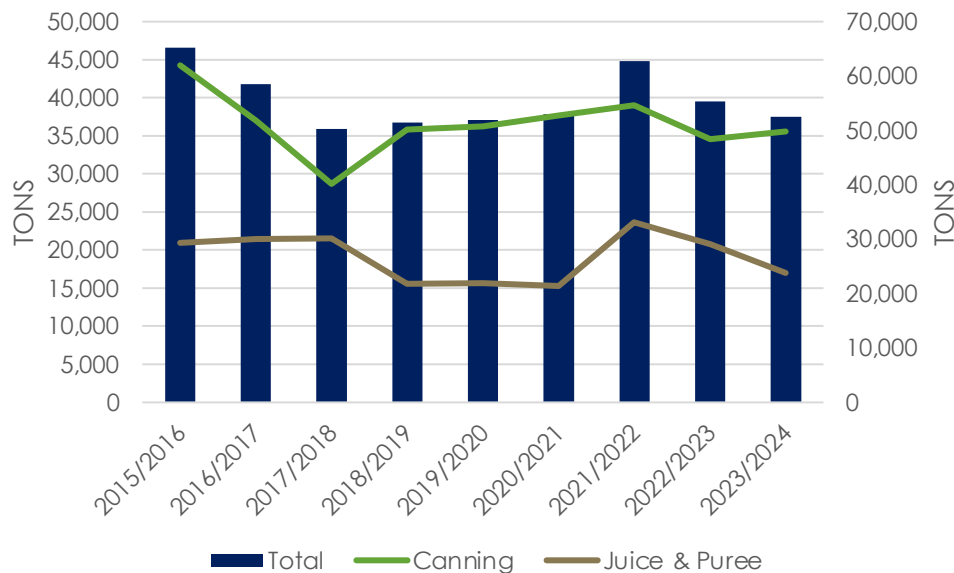
BC'S FUTURE & PROCESSING MARKET



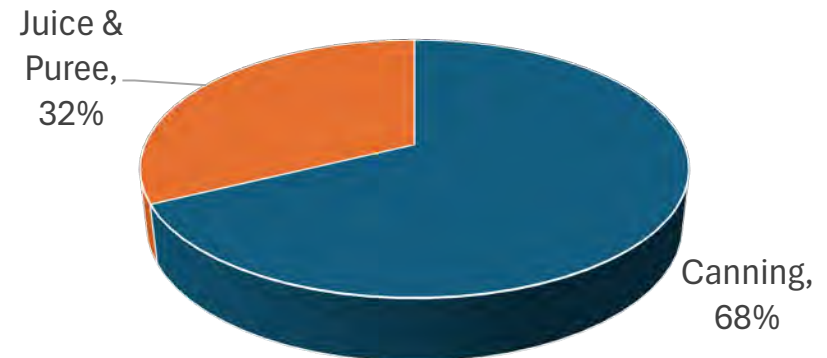
PROCESSING TONS ALL PEARS



PROCESSING TONS BON CHRETIEN



PROCESSED BON CHRETIEN PEARS





SUMMARY: OPPORTUNITIES VS RISKS*

Climate impact

- Production and quality, colour, pack-outs, size, etc

Phytosanitary risks

- Production
- Market Access

Forelle vs Packham's Triumph: Cannibalise?

Investment in human, intellectual and infrastructure capacity

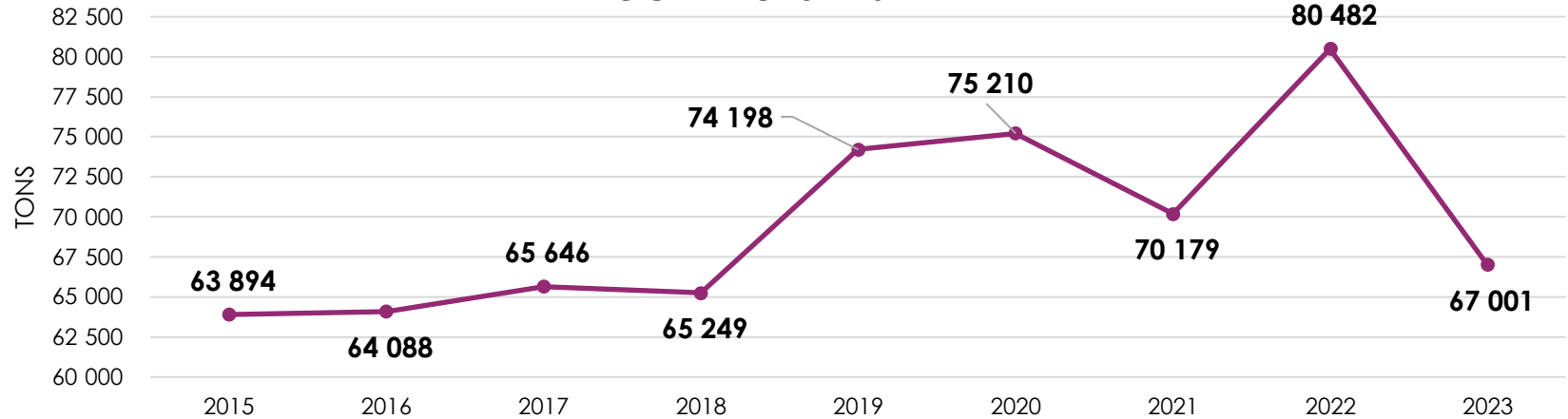
- Research resuscitated Forelle for instance
- Use of 1-MCP on multiple products, cultivars
- New pests and diseases, early detection and action plan/mitigation strategy



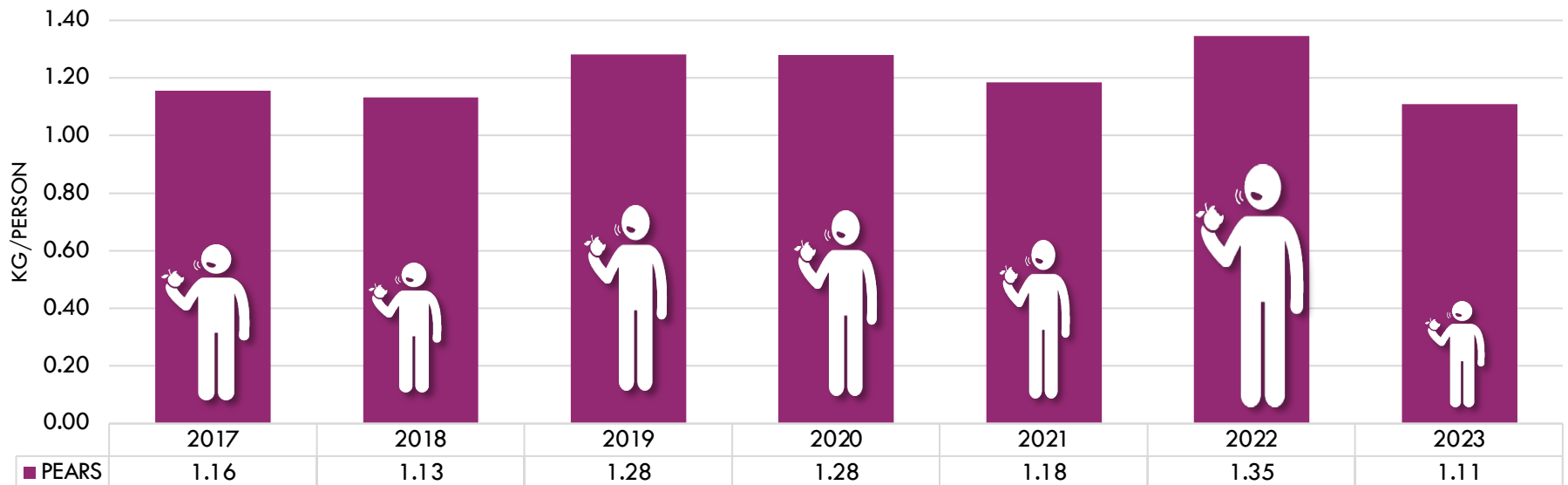


LOCAL MARKET TRENDS

LOCAL VOLUMES



PER CAPITA CONSUMPTION





SA FRUIT INDUSTRY SUPPLY CHAIN*



1. Farmer



2. Orchard



3. Packhouse



4. Cold storage



8. Foreign Port



7. Vessel



6. SA Ports



5. Hauler



9. Hauler



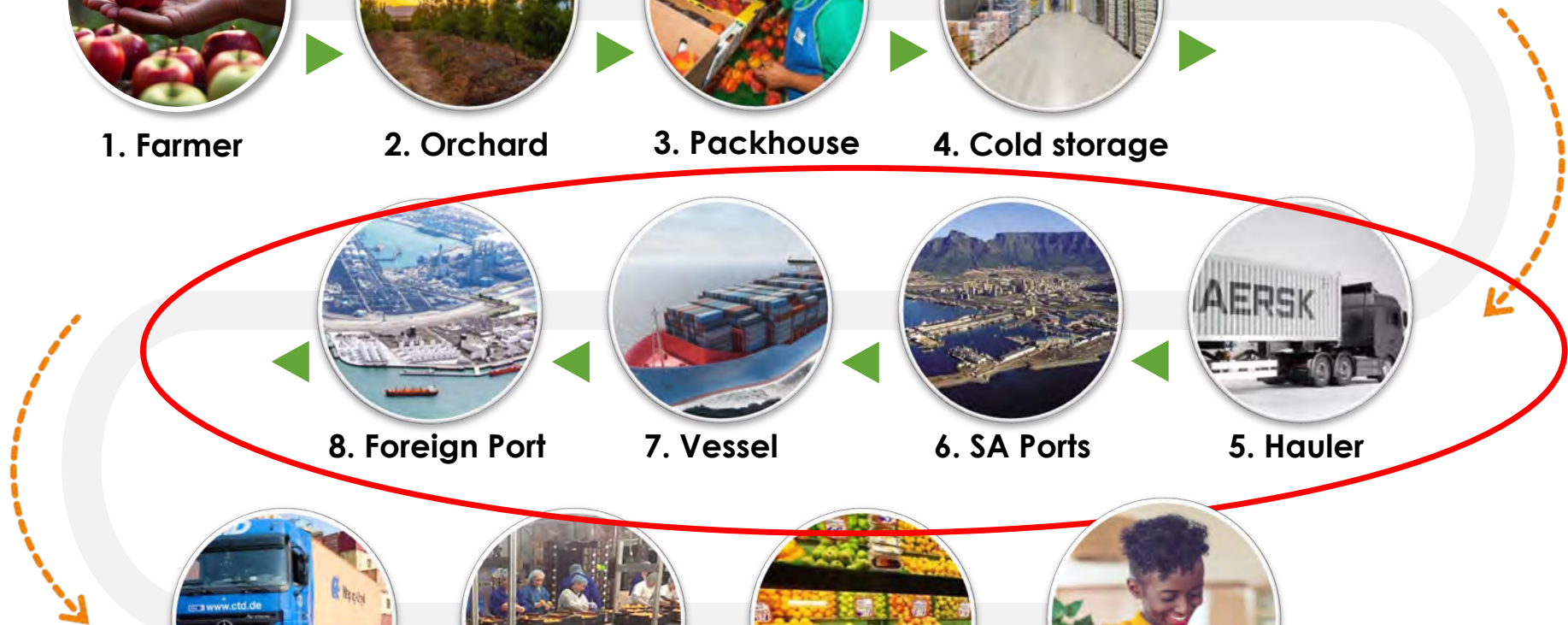
10. Importer



11. Retailer

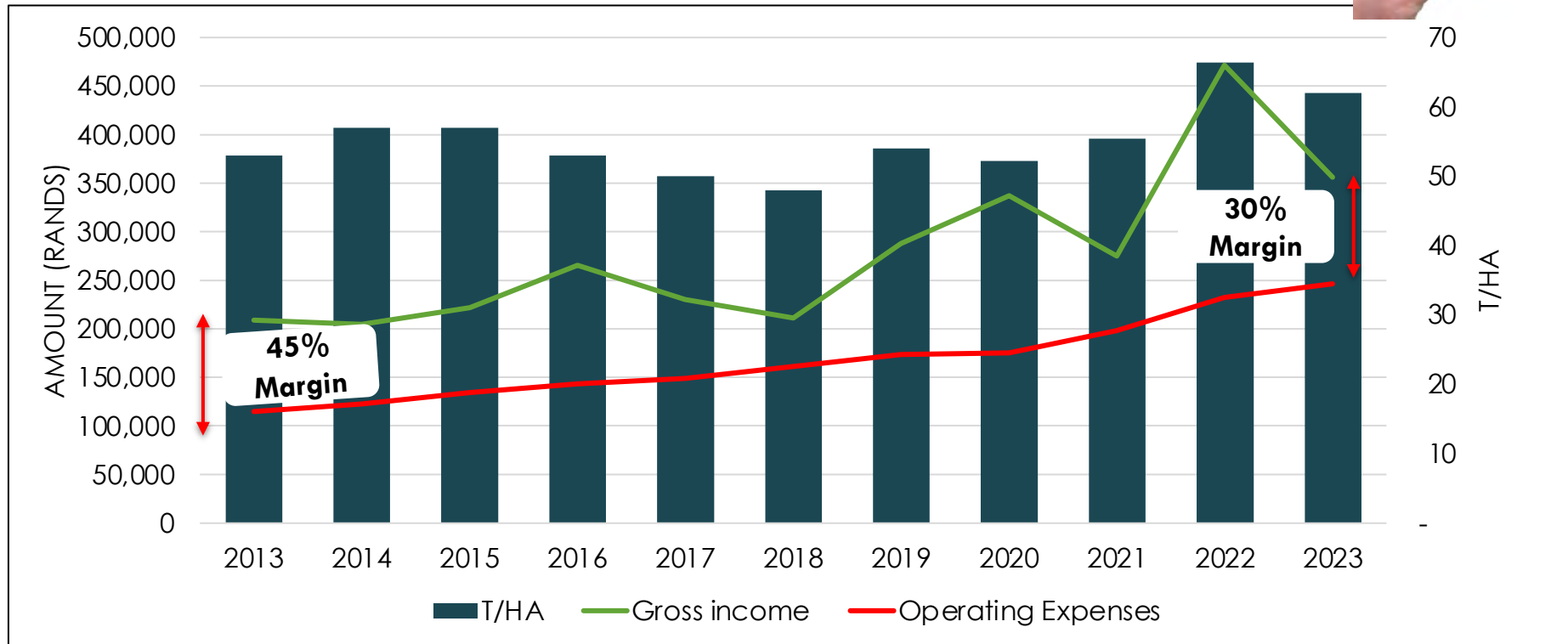


12. Consumer





PEAR PROFITABILITY TRENDS



Profitability influenced by:
Production, fruit size, quality & fresh pack-out,
export cartons per ha;
Cultivar, timing, market, exchange rate



SUMMARY: OPPORTUNITIES VS RISKS

political instability

terrorism

war

demonstration

government threat

congress gunfire

broken

unrest

officer

crime

vandal

gun

revolution

destruction

national

damage

roadblock

attack

dangerous

military

bullet

riot

security

politics

army

police

central

armor

violence

crushed

block

violent

civil

patriotism

barriade

unrest

officer

crime

vandal

gun

revolution

destruction

national

damage

roadblock

attack

dangerous

military

bullet

riot

security

politics

army

police

central

armor

violence

crushed

block

violent

civil



trinity

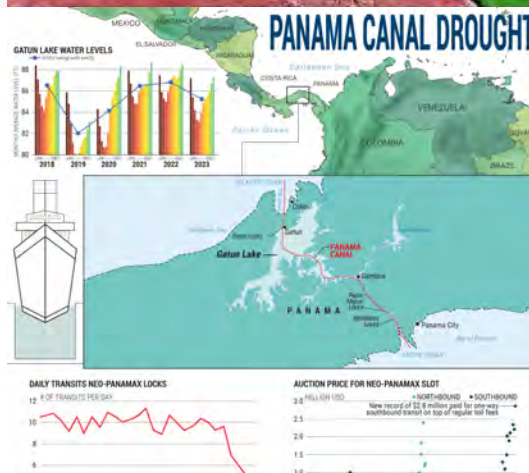
Disruption to shipping lines caused by Red Sea issues!

TRINITY LOGISTICS WILL BE UPDATING CUSTOMERS ON ALL CARGO NEWS AND DEVELOPMENTS

trinity

Red Sea Crisis

Impact on Global Trade





SUMMARY: OPPORTUNITIES VS RISKS*

Excellent at adapting quickly

Excellent at making plans and taking a gap

In for another rough year or 2, but thereafter...

