

HORTGRO
Growing Fruit IQ

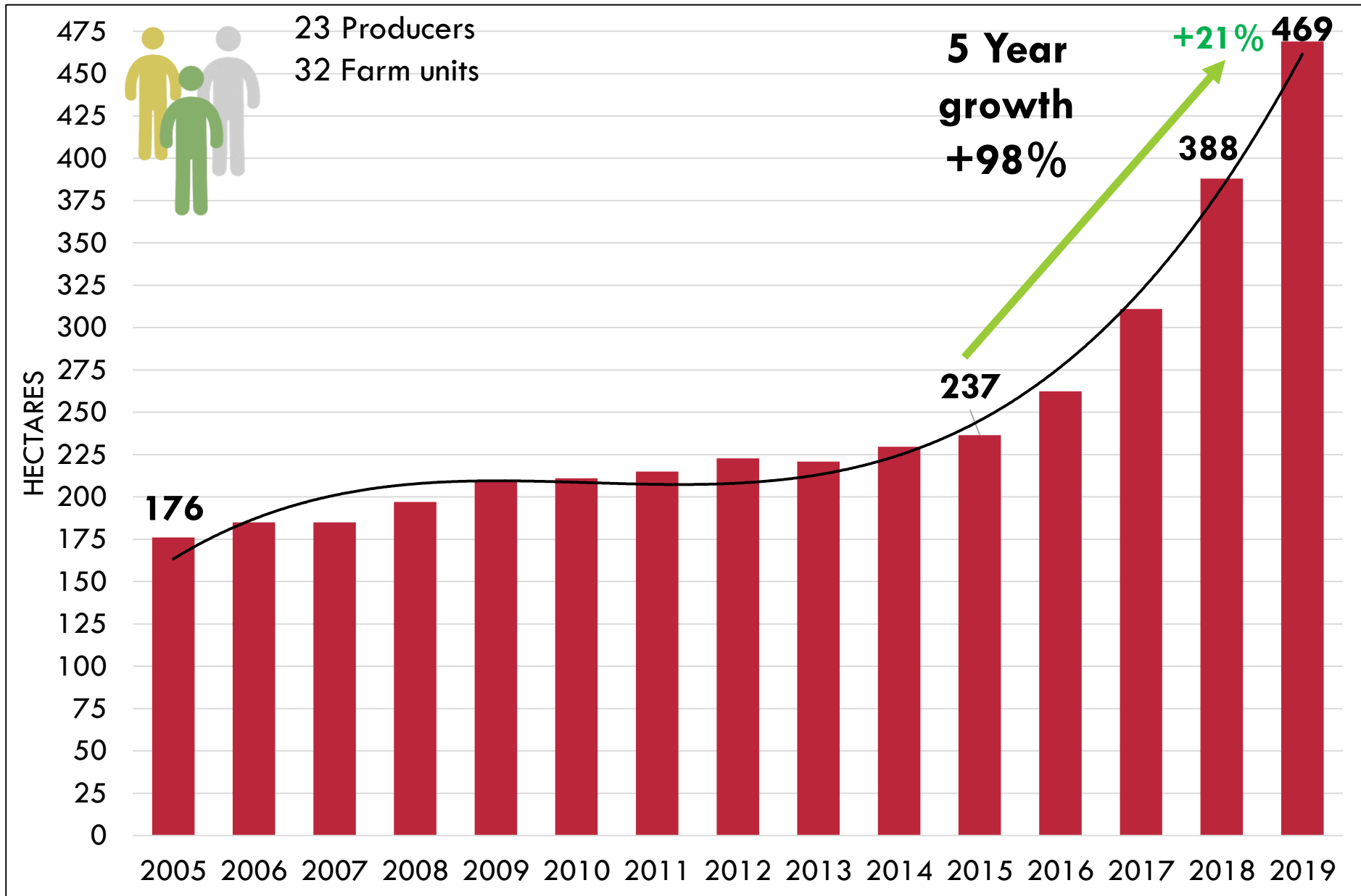


CHERRY INDUSTRY OVERVIEW

July 2020
Nina Viljoen



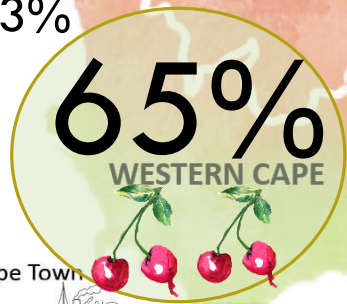
CHERRY AREA TREND (HA)





CHERRY PRODUCTION AREAS

Total Plantings
Ceres 50%
Worcester 13%



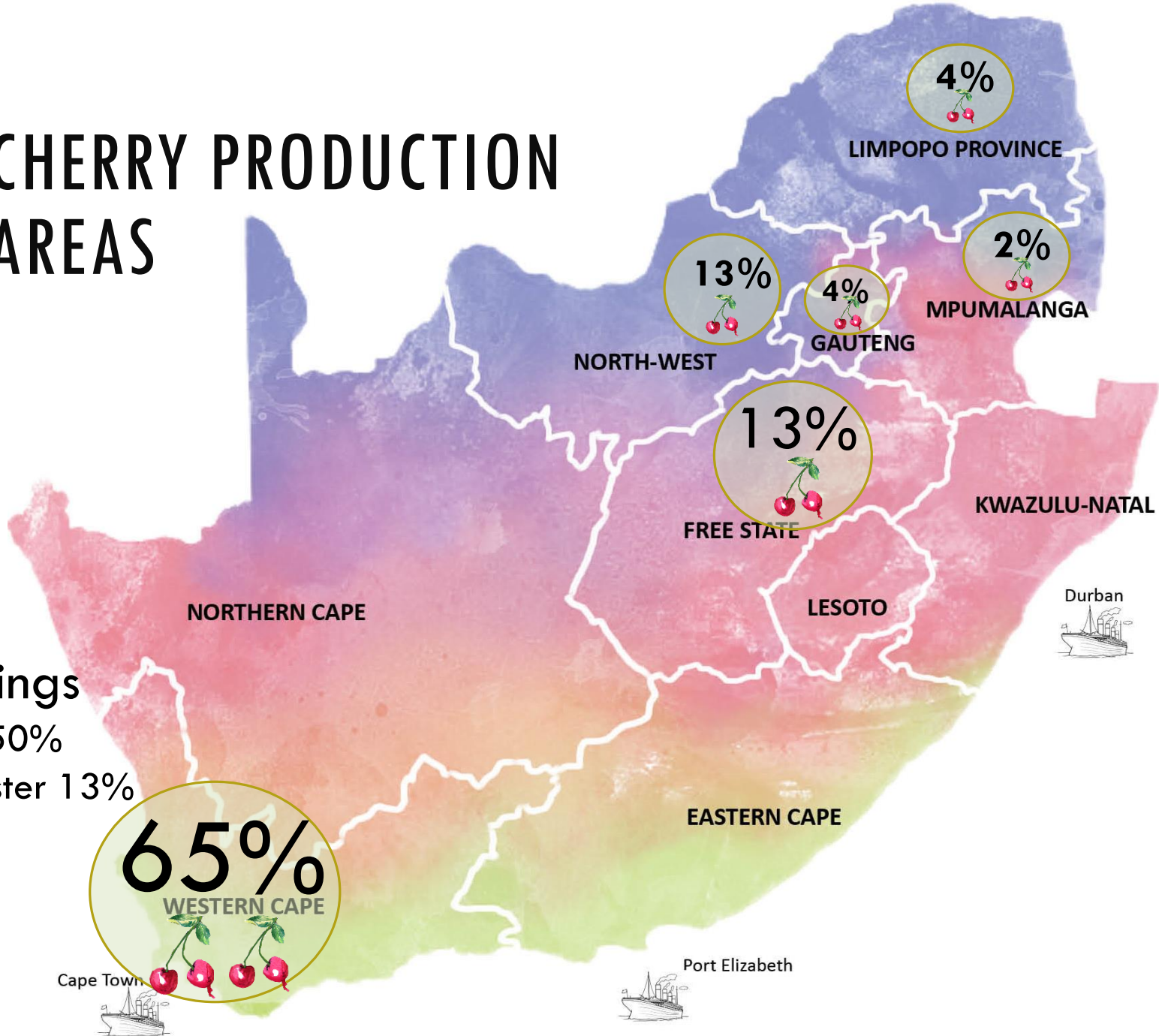
Cape Town



Port Elizabeth

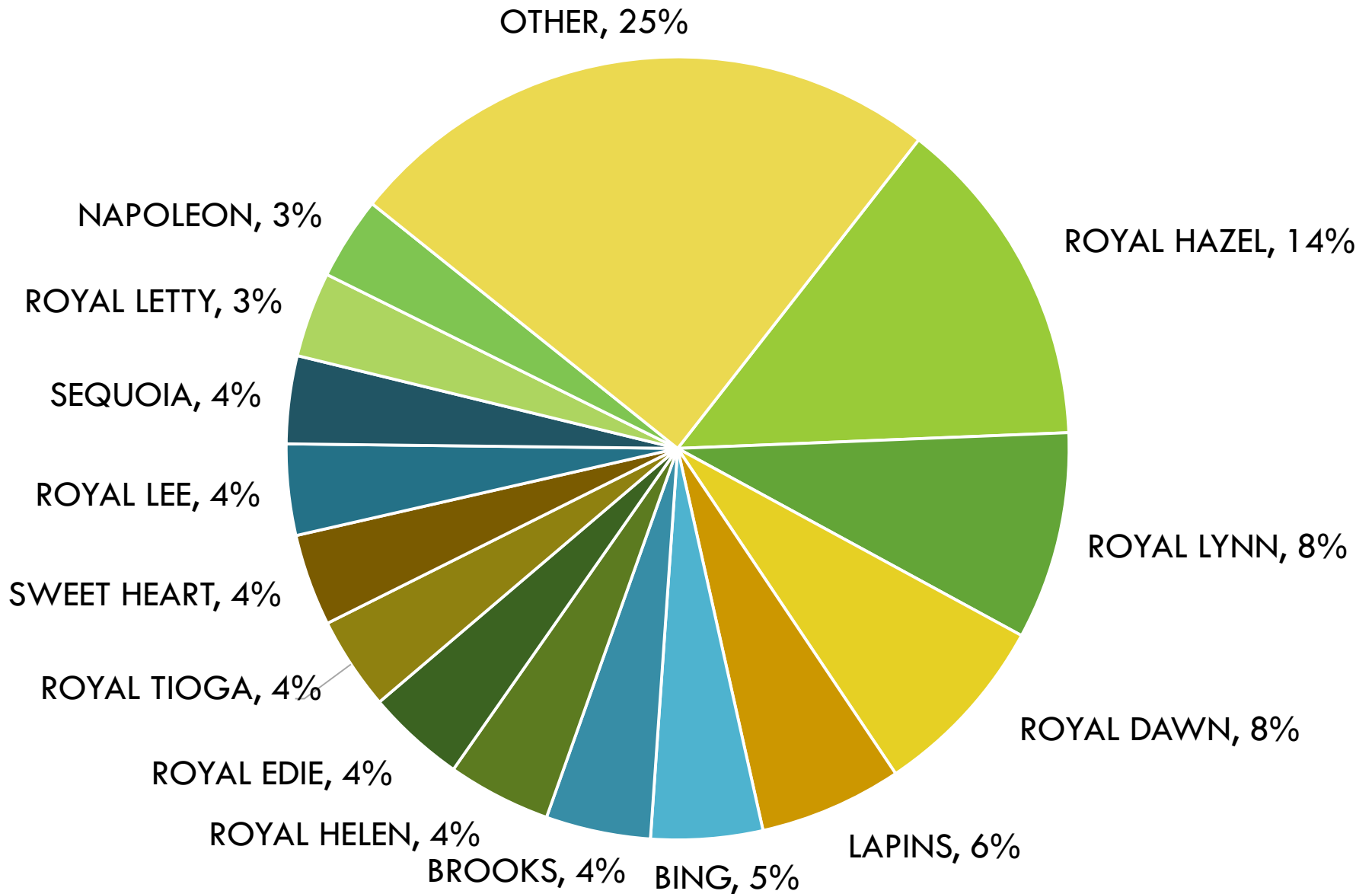


Durban



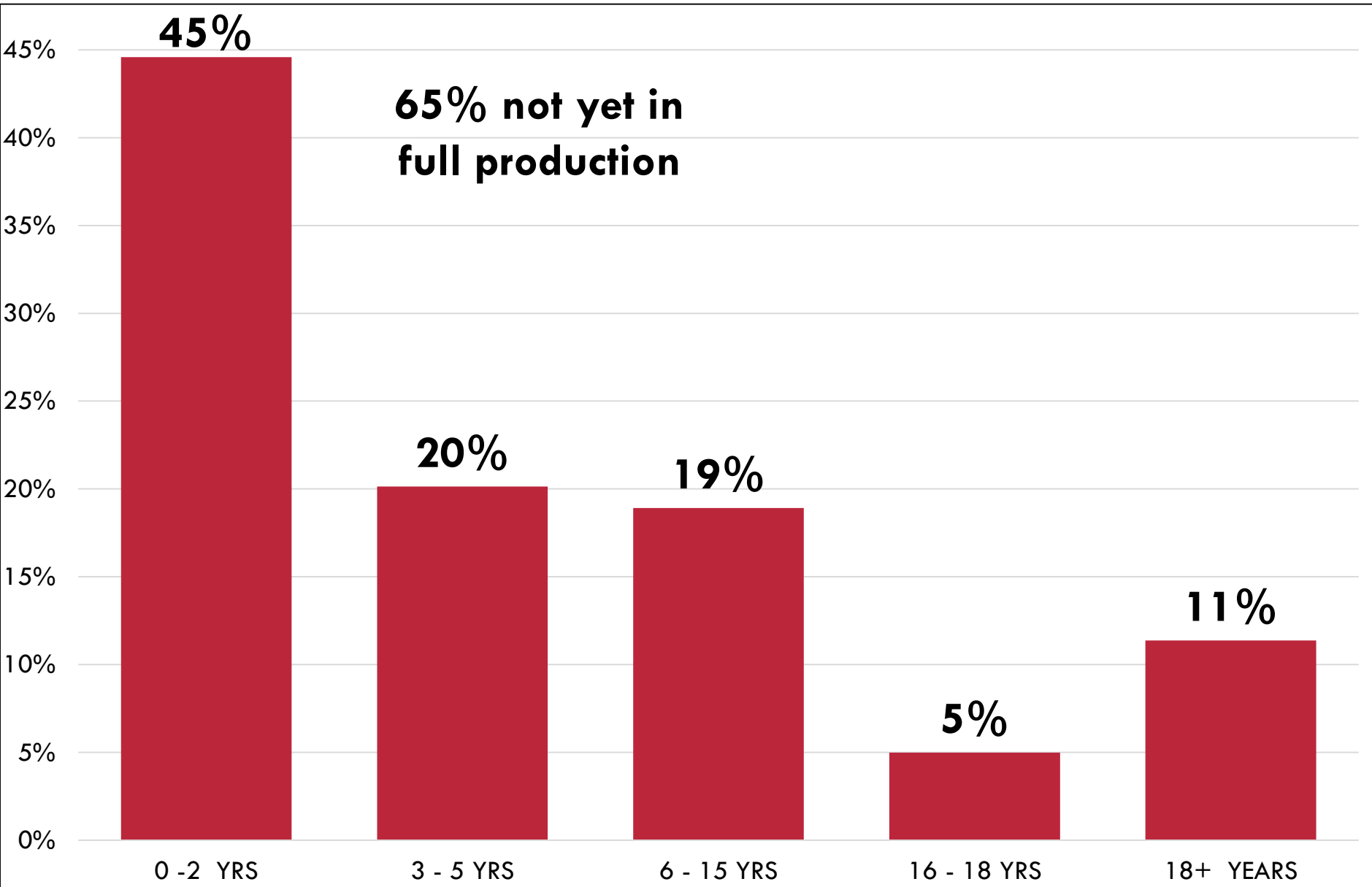


CHERRY CUTLIVAR DISTRIBUTION





ORCHARD AGE DISTRIBUTION



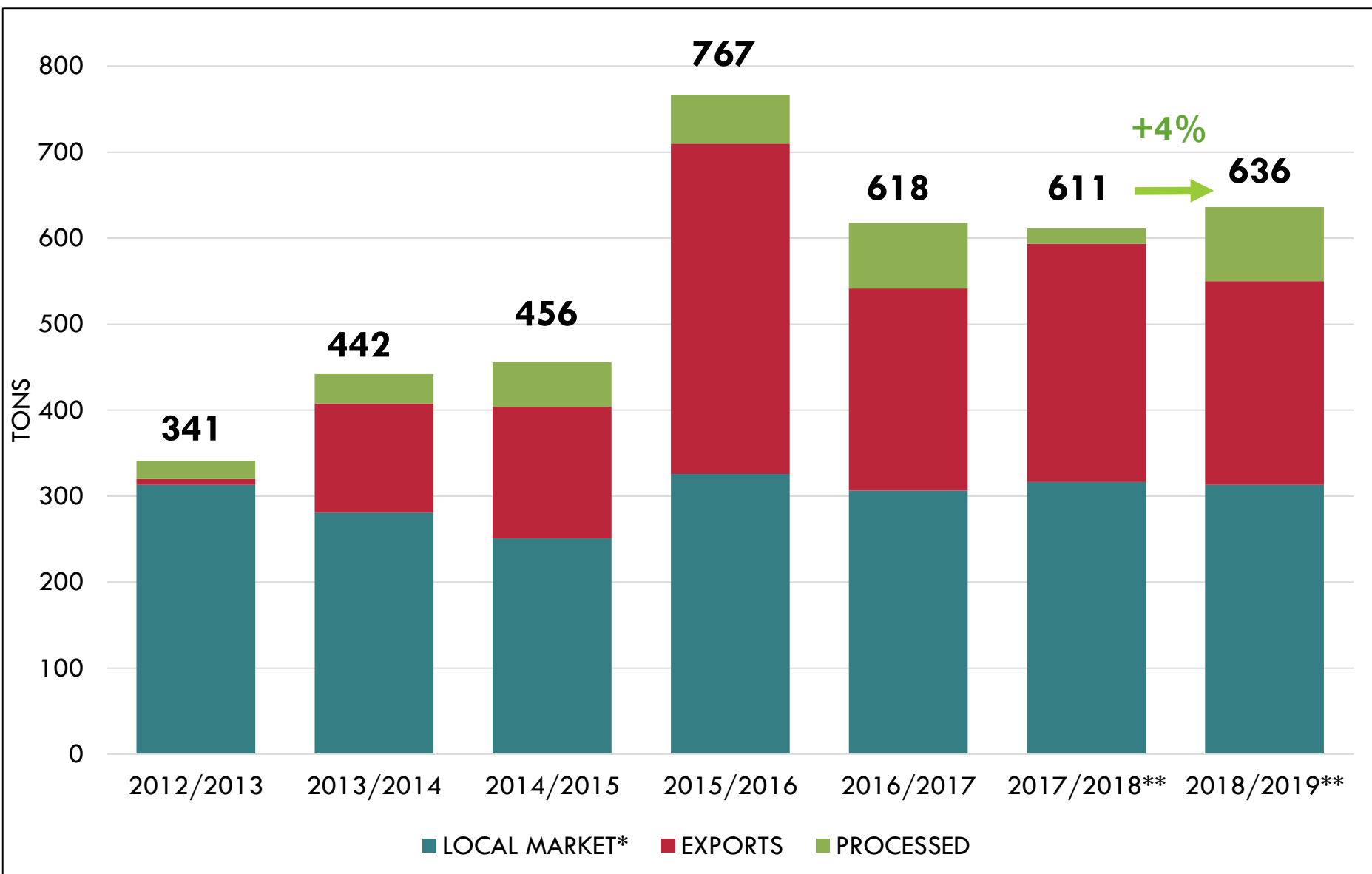


ORCHARD AGE DISTRIBUTION

CULTIVAR	0 - 2 YEARS	3 - 5 YEARS	6 - 15 YEARS	16 - 18 YEARS	18+ YEAS	TOTAL HA
ROYAL HAZEL	92%	8%	0%	0%	0%	65
ROYAL LYNN	54%	45%	1%	0%	0%	40
ROYAL DAWN	32%	24%	44%	0%	0%	36
LAPINS	64%	13%	17%	6%	1%	28
BING	0%	0%	19%	55%	26%	22
BROOKS	61%	34%	5%	0%	0%	20
ROYAL HELEN	46%	29%	25%	0%	0%	20
ROYAL EDIE	62%	29%	9%	0%	0%	19
ROYAL TIOGA	86%	14%	0%	0%	0%	18
SWEETHEART	42%	3%	43%	12%	1%	18
ROYAL LEE	2%	16%	71%	11%	0%	18
SEQUOIA	78%	9%	13%	0%	0%	17
ROYAL LETTY	50%	49%	0%	0%	0%	17
NAPOLEON	0%	0%	0%	0%	100%	16
MINNIE ROYAL	18%	10%	72%	0%	0%	15
ROYAL JIM	34%	66%	0%	0%	0%	10
RAINIER	12%	0%	3%	11%	73%	9
ROYAL ALIDA	47%	53%	1%	0%	0%	6
OTHER	13%	18%	30%	6%	33%	76
TOTAL	209	209	95	89	23	469

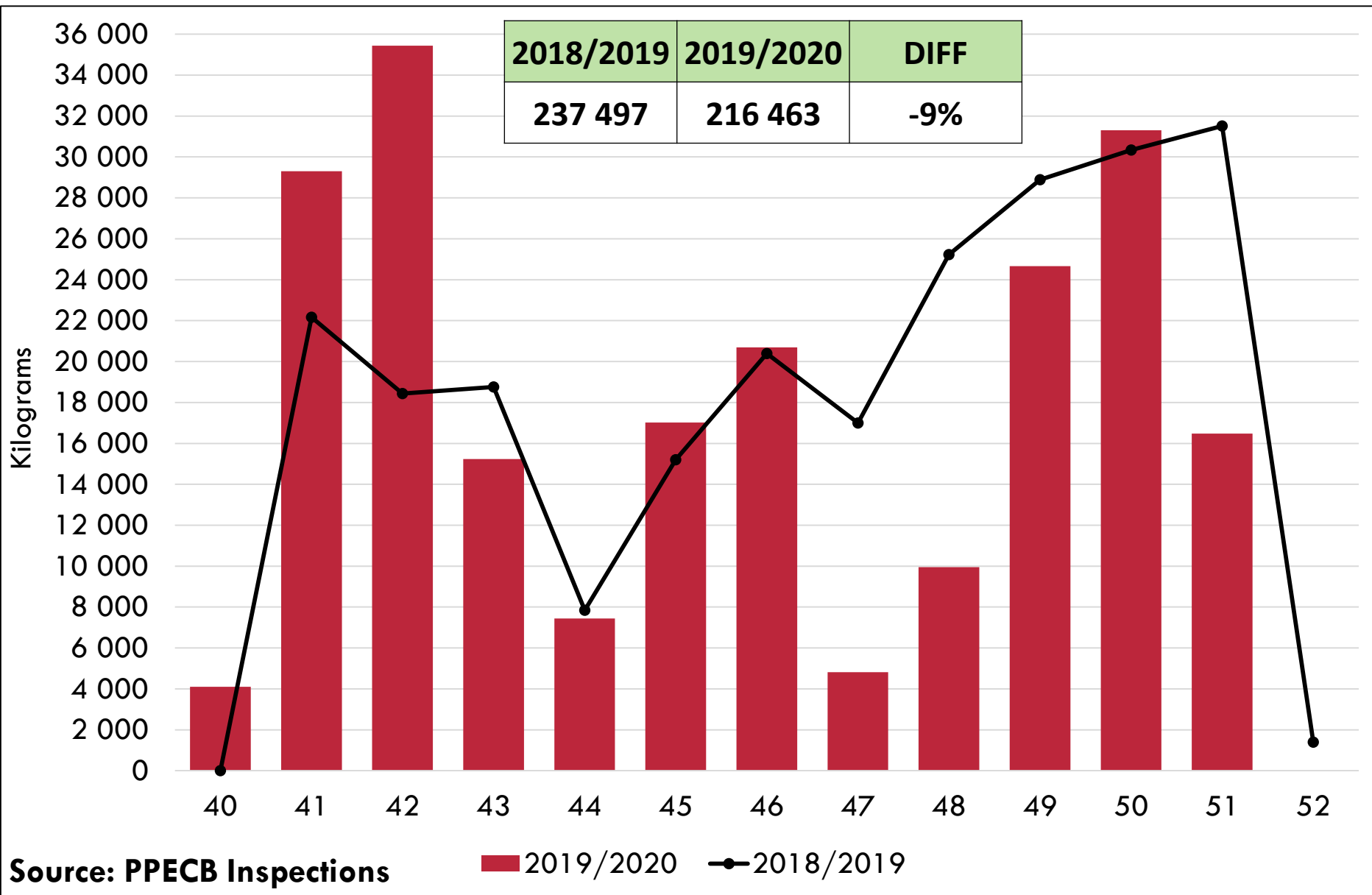


CHERRY PRODUCTION



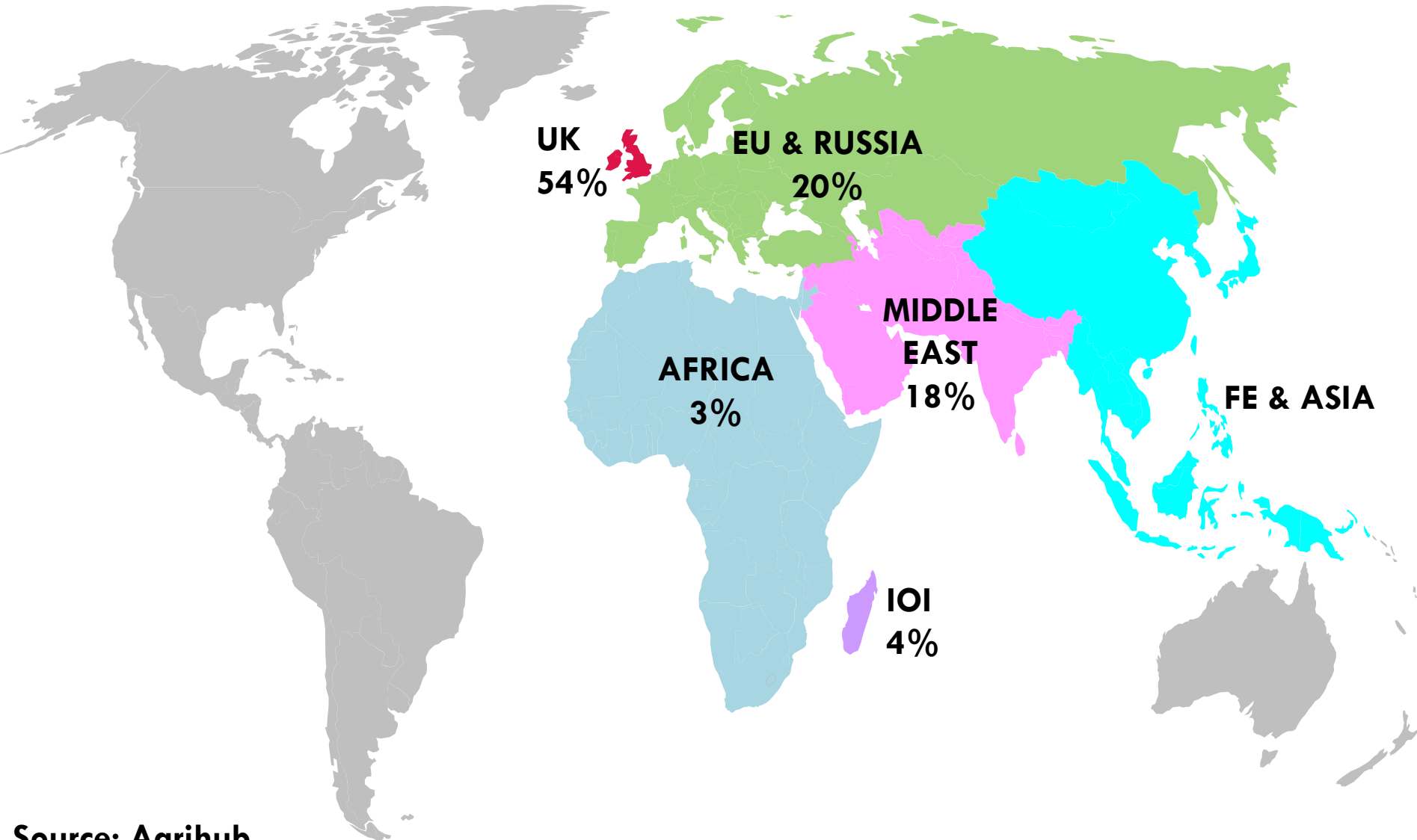


CHERRIES PASSED FOR EXPORT 2019/2020





MAIN SA EXPORT REGIONS 2019/2020

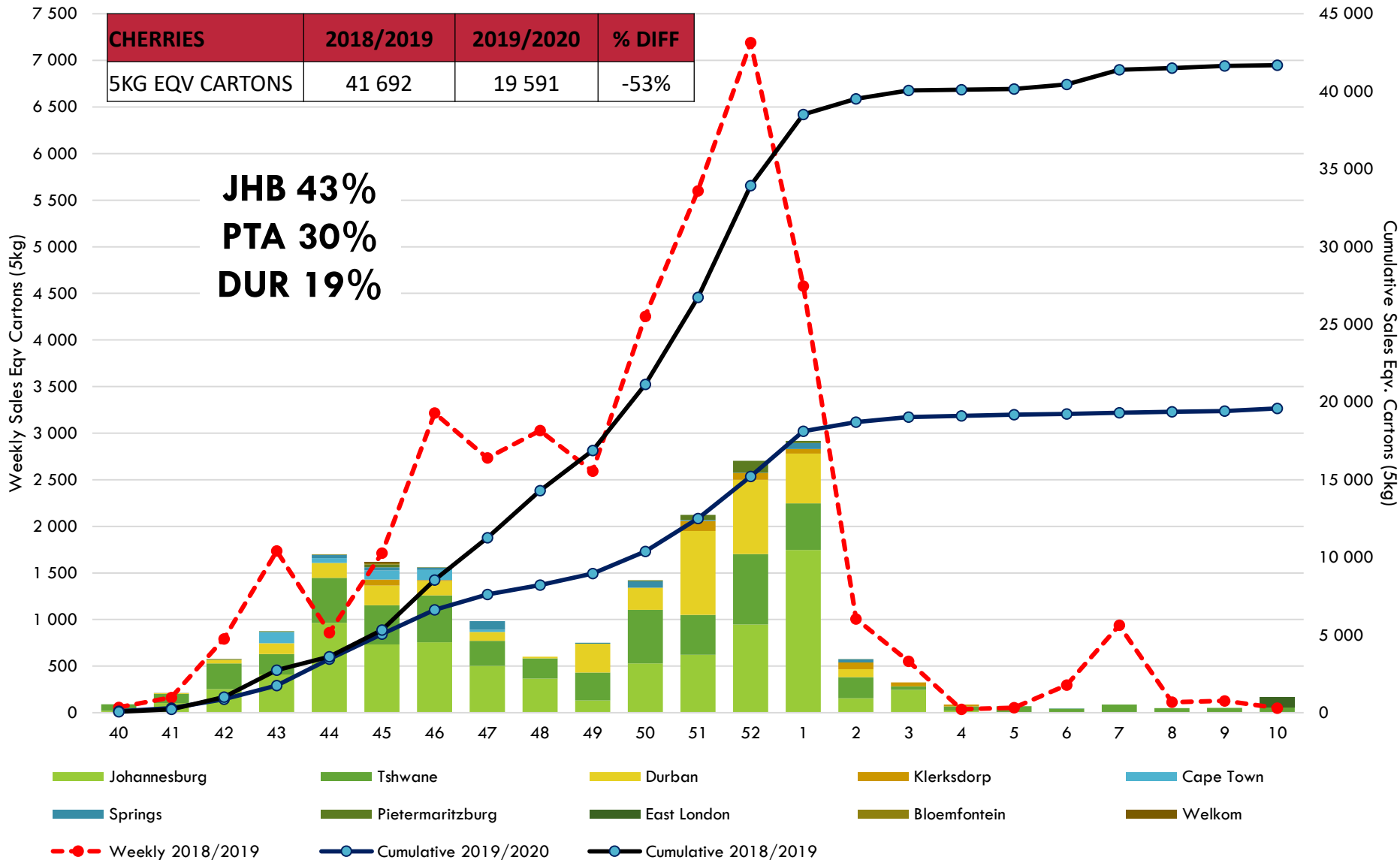




SA CHERRY SALES 2019/2020

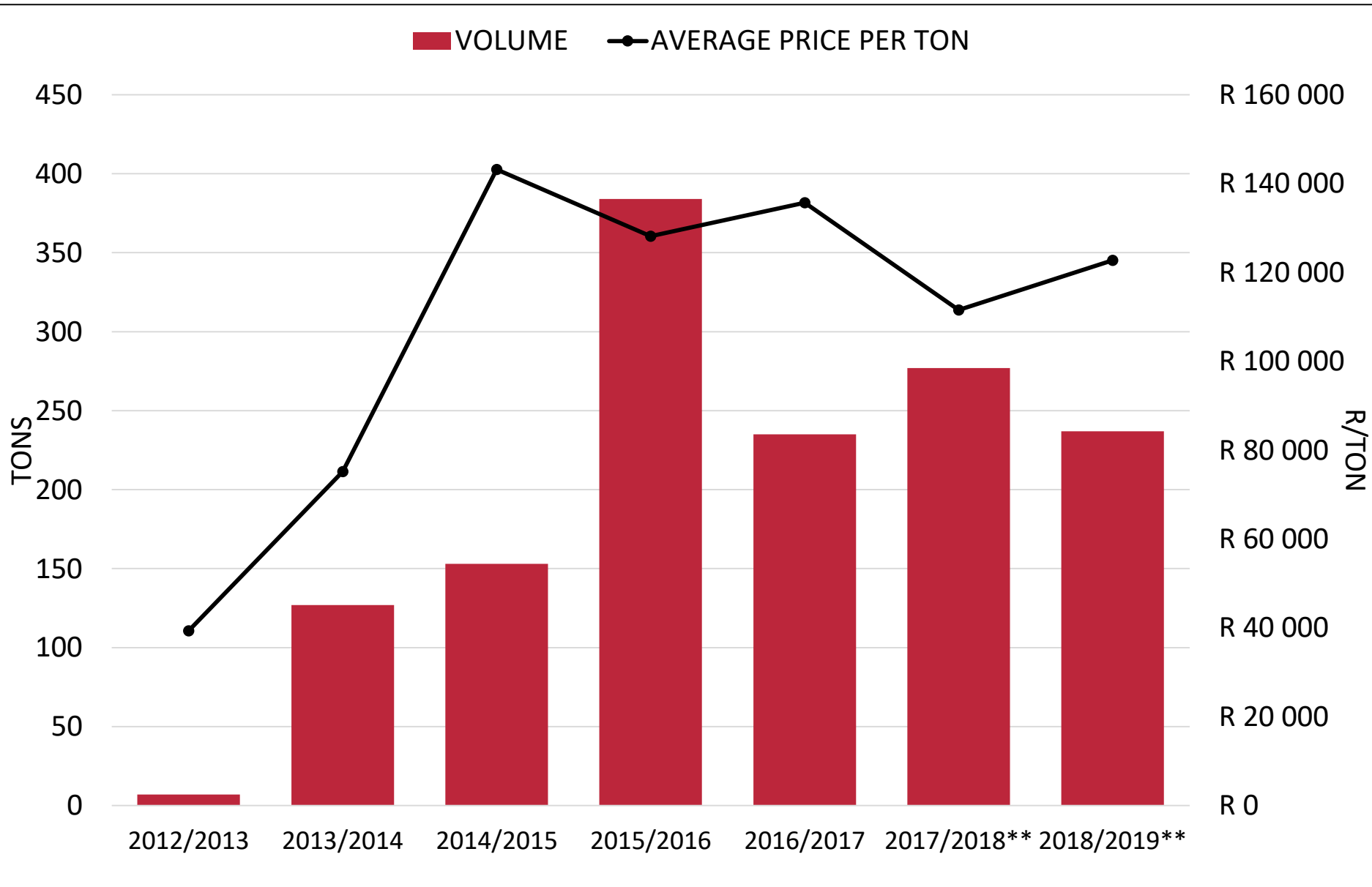
CHERRIES	2018/2019	2019/2020	% DIFF
5KG EQV CARTONS	41 692	19 591	-53%

JHB 43%
PTA 30%
DUR 19%





SA CHERRY EXPORT HISTORICAL SALES





2020 PRODUCER SURVEY RESULTS (Production)



2020 Cherry Survey Participation =
100% of Total Cherry Plantings

TOTAL PRODUCTION 2019/2020 tons
=
624 ton
(7% Discard)

2019 Cherry Survey Participation =
100% of Total Cherry Plantings

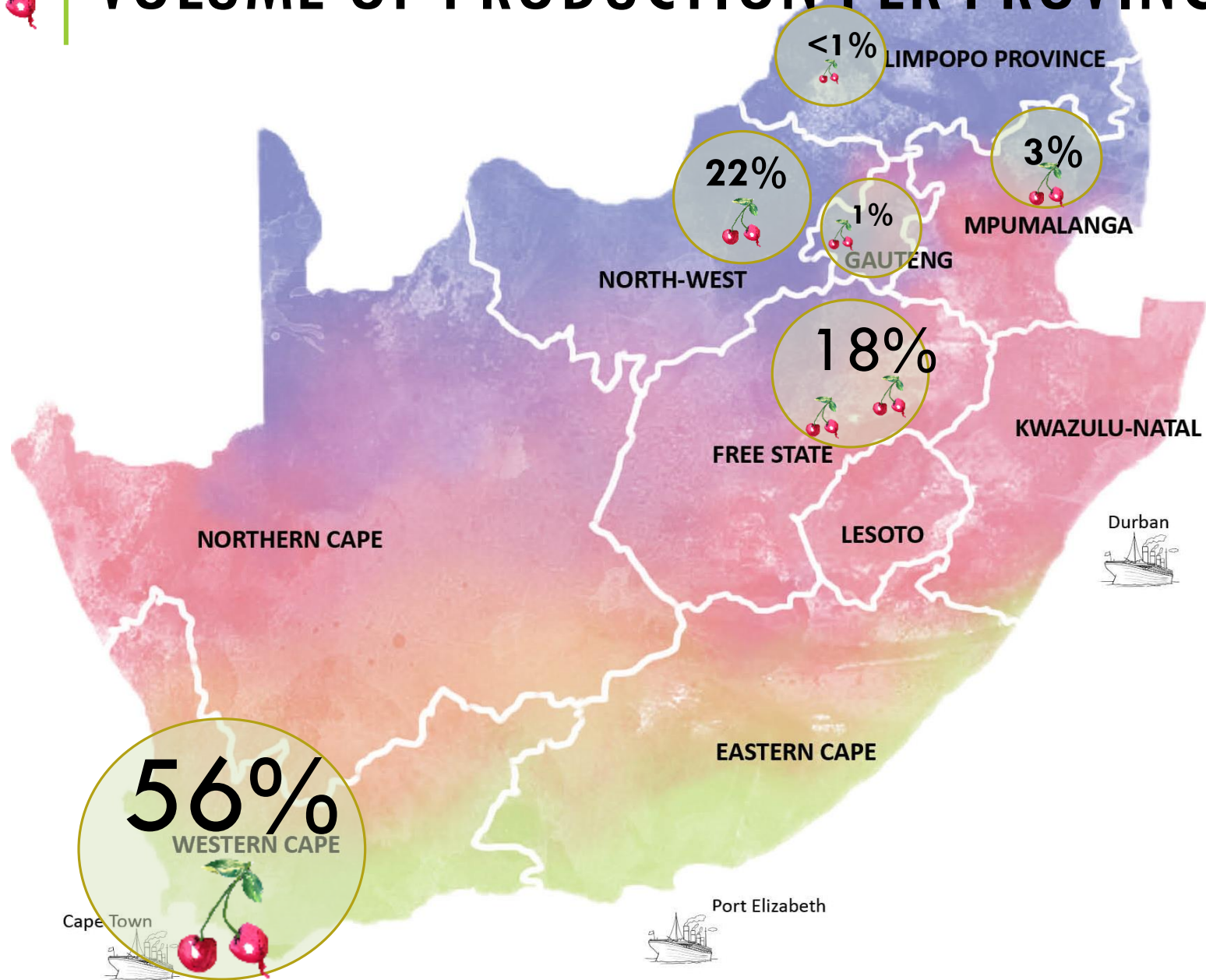
Local = 63%

Export = 23%

Processed = 7%

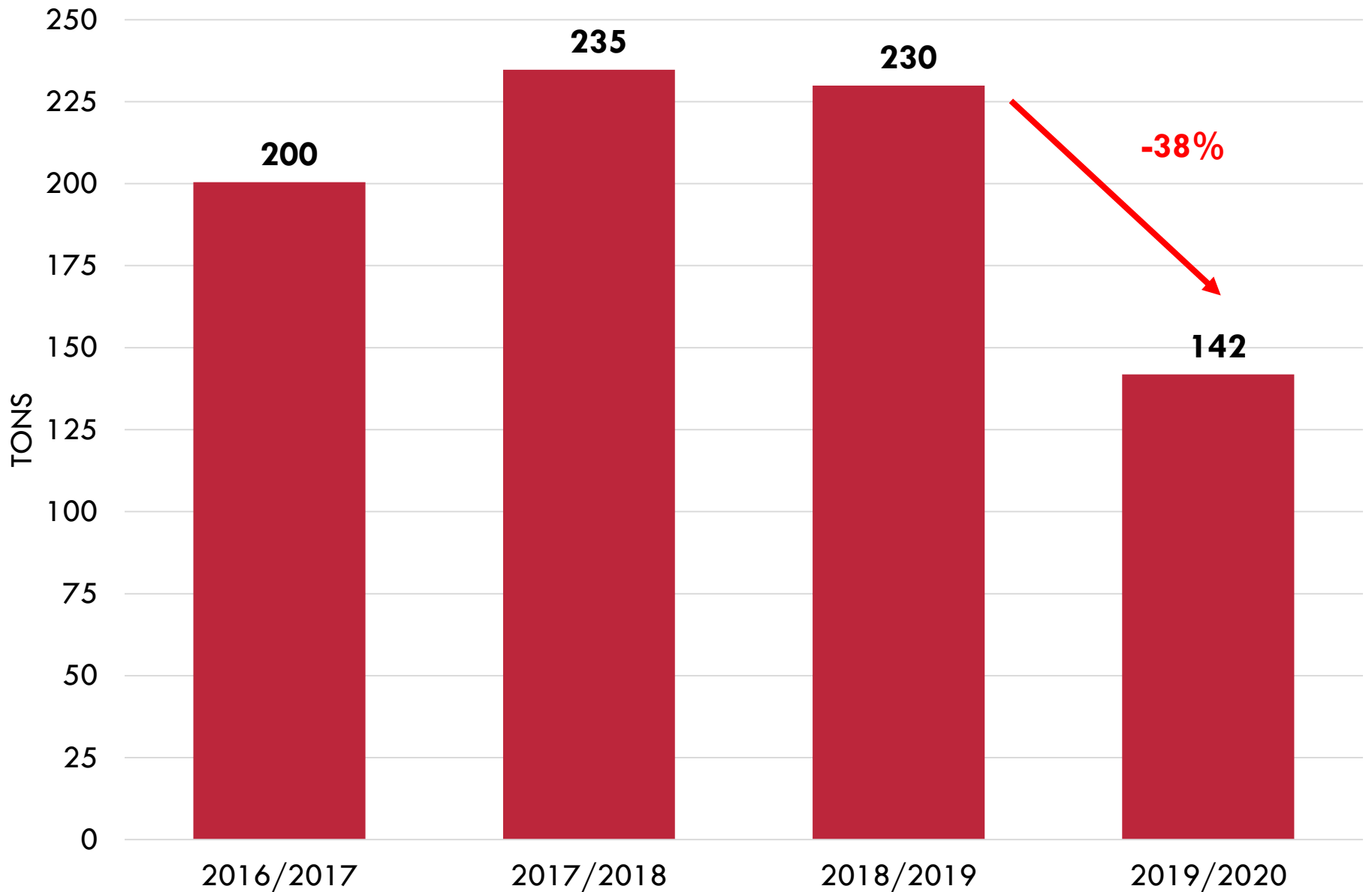


VOLUME OF PRODUCTION PER PROVINCE





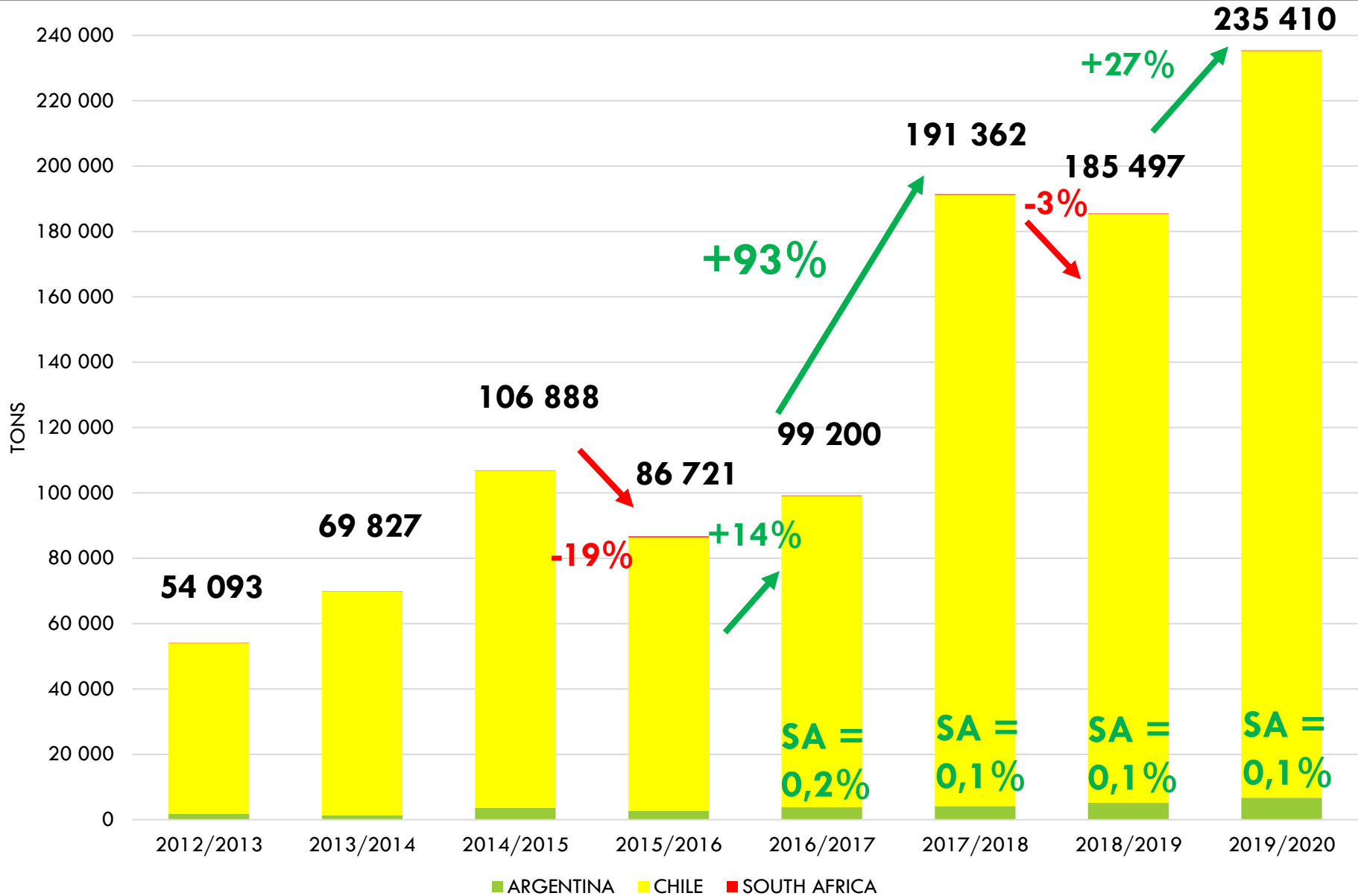
EXPORT VOLUMES (TONS)



SOUTHERN HEMISPHERE 

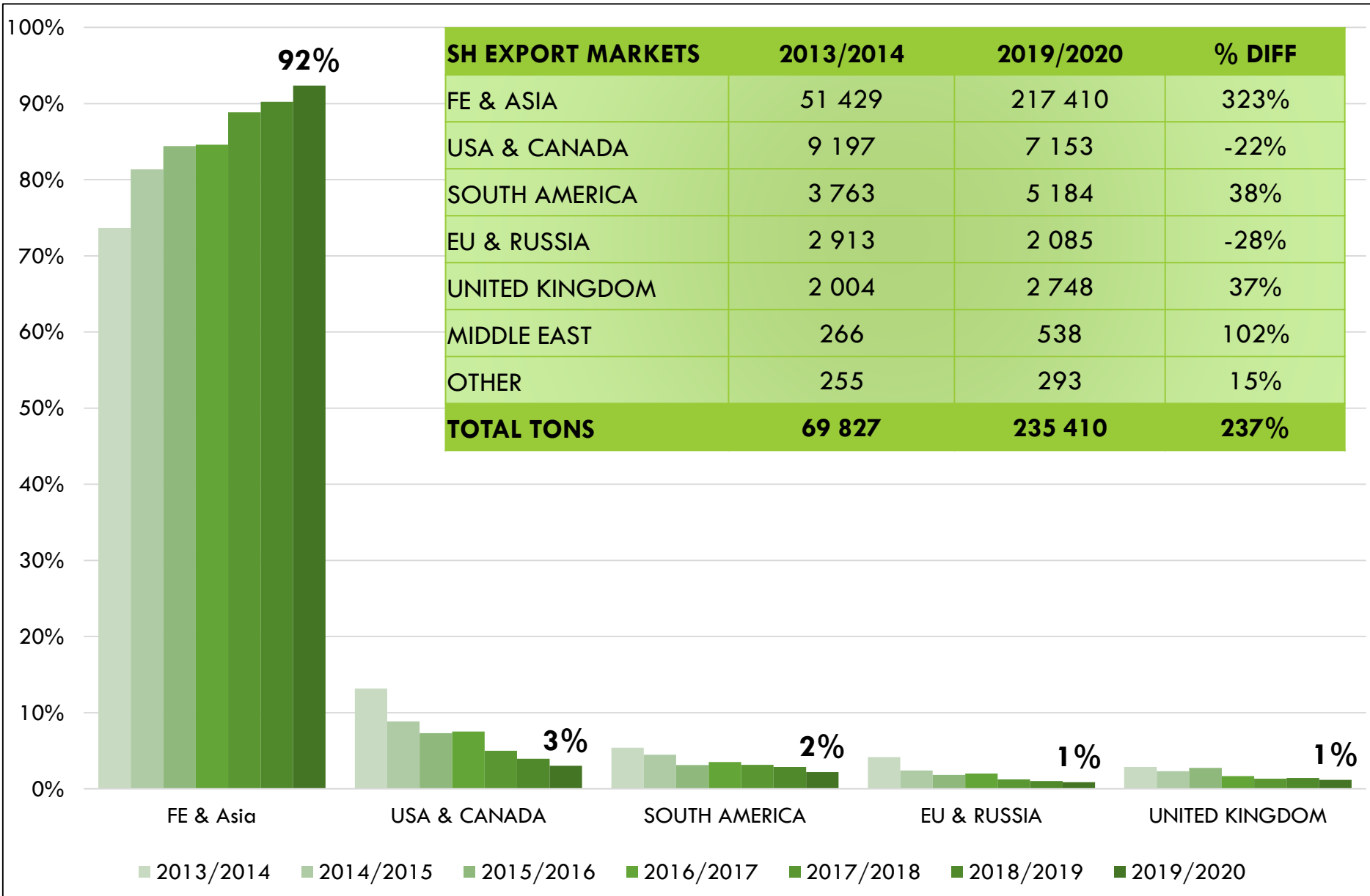


SOUTHERN HEMISPHERE TRENDS



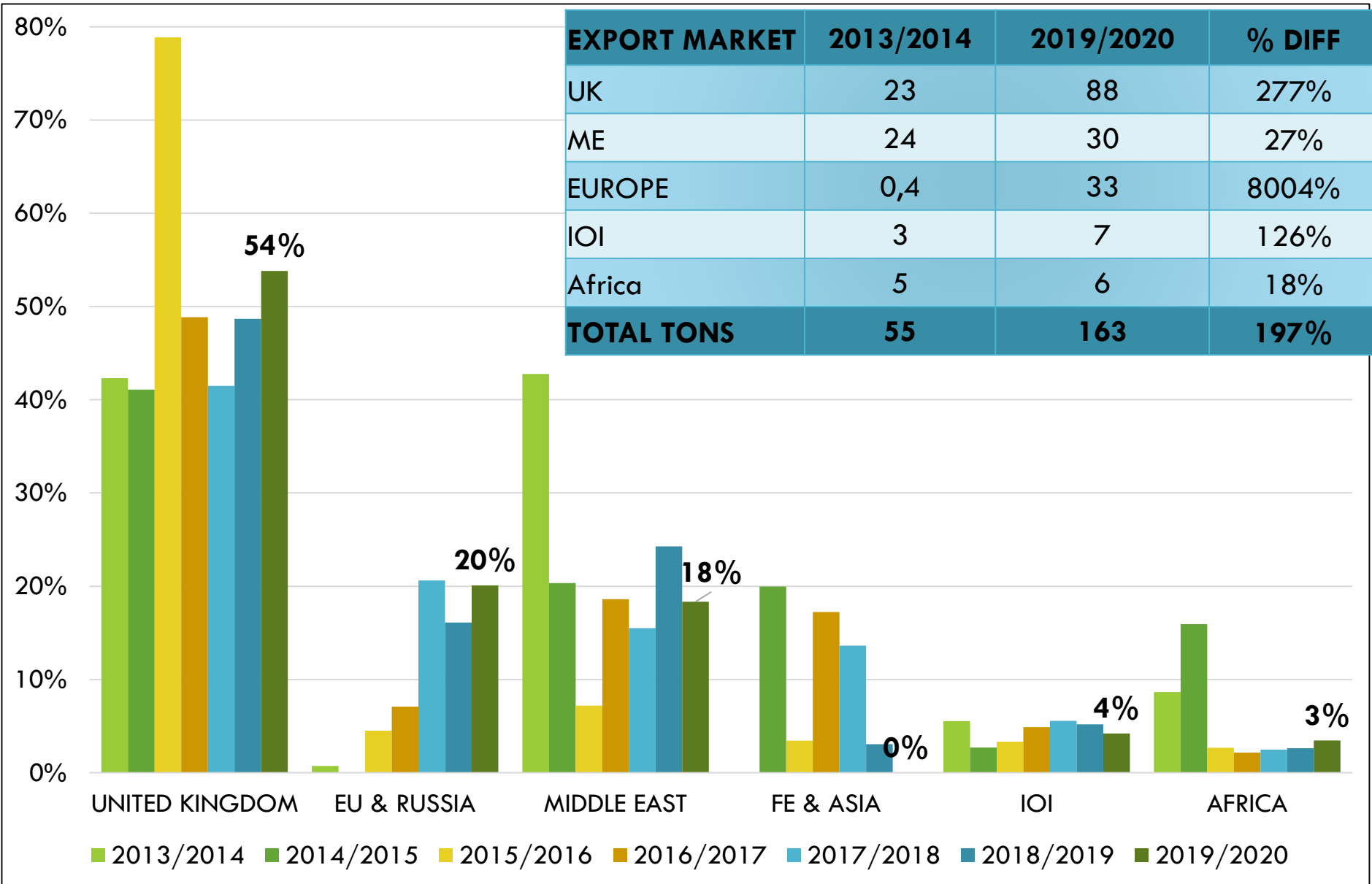


SH EXPORT MARKET SHARE TRENDS



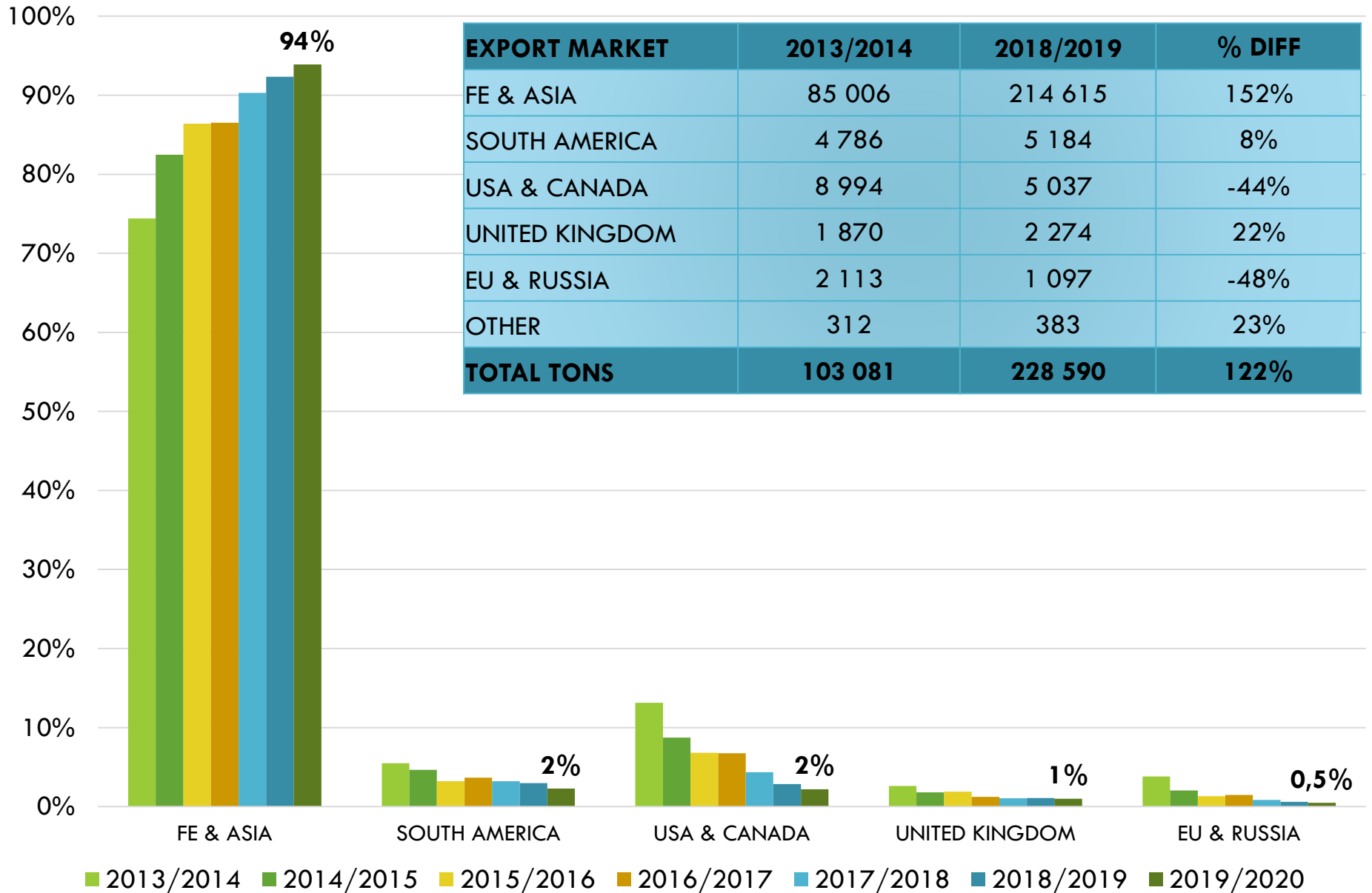


SOUTH AFRICA EXPORT MARKET SHARE TRENDS



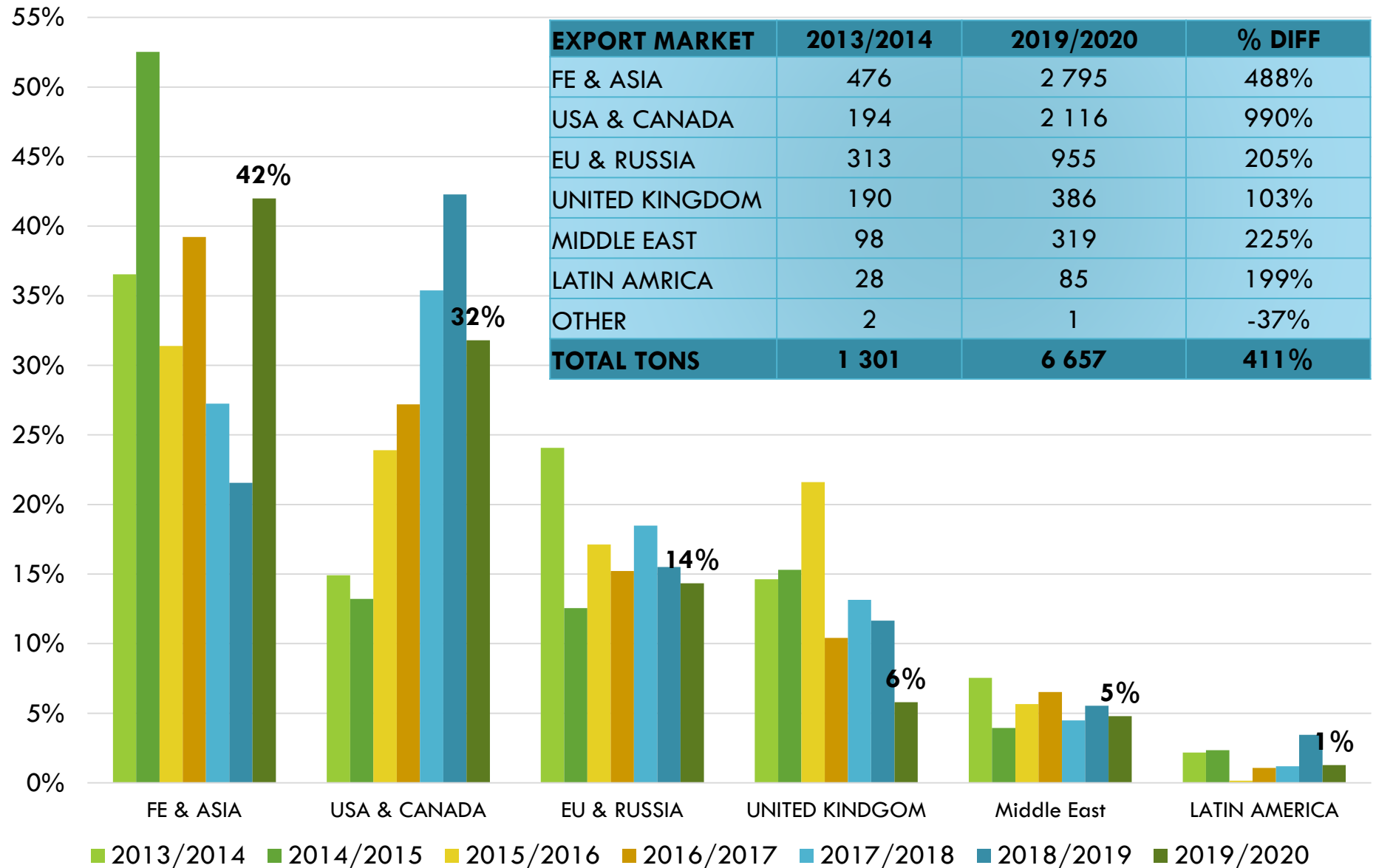


CHILE EXPORT MARKET SHARE TRENDS



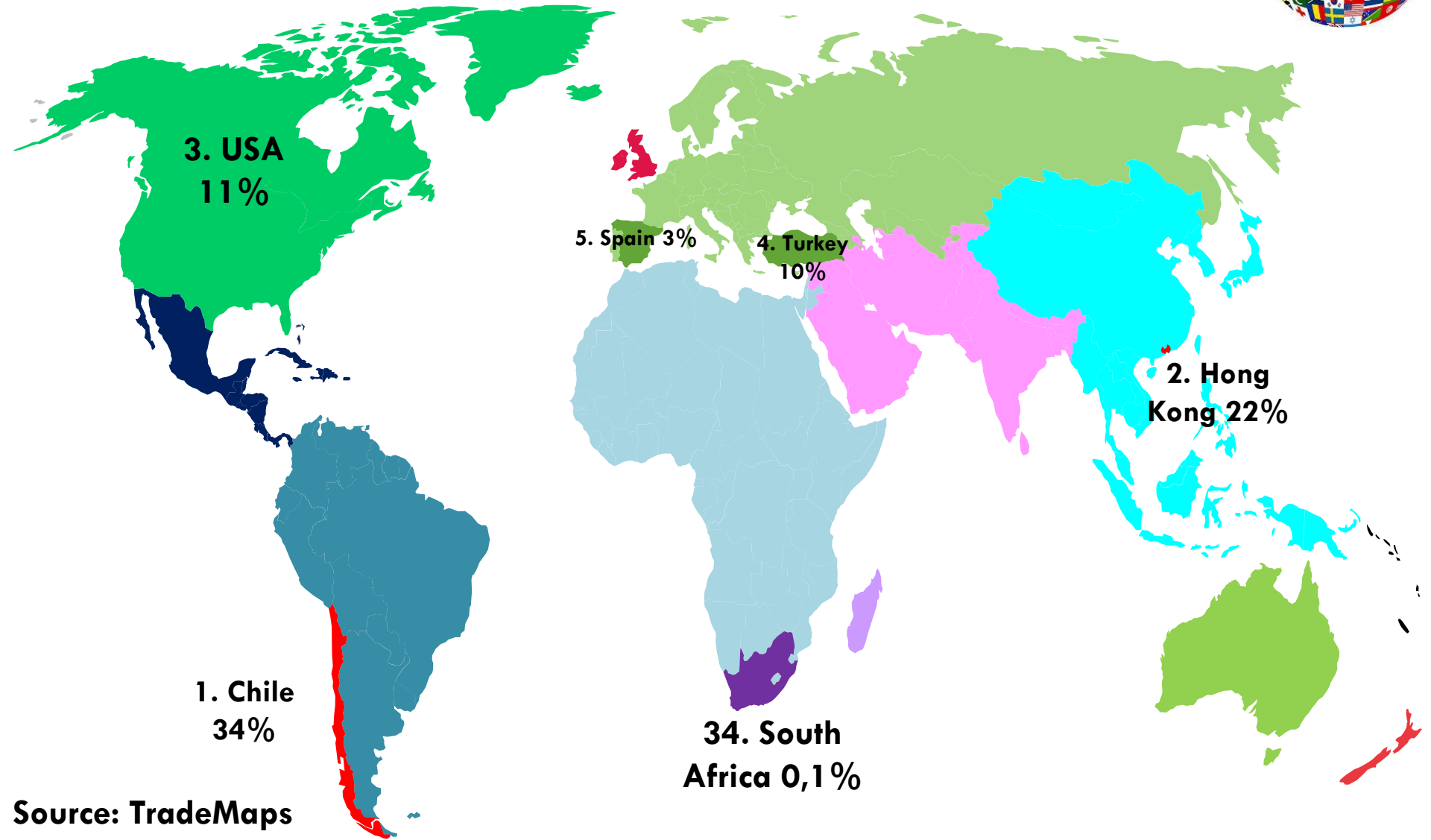


ARGENTINA EXPORT MARKET SHARE TRENDS





MAIN 2019 CHERRY EXPORTERS OF THE WORLD



Source: TradeMaps