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Fresh Deciduous Fruit Semi-annual

Deciduous Exports Strong Despite Rising Cost Structure

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Report Highlights:

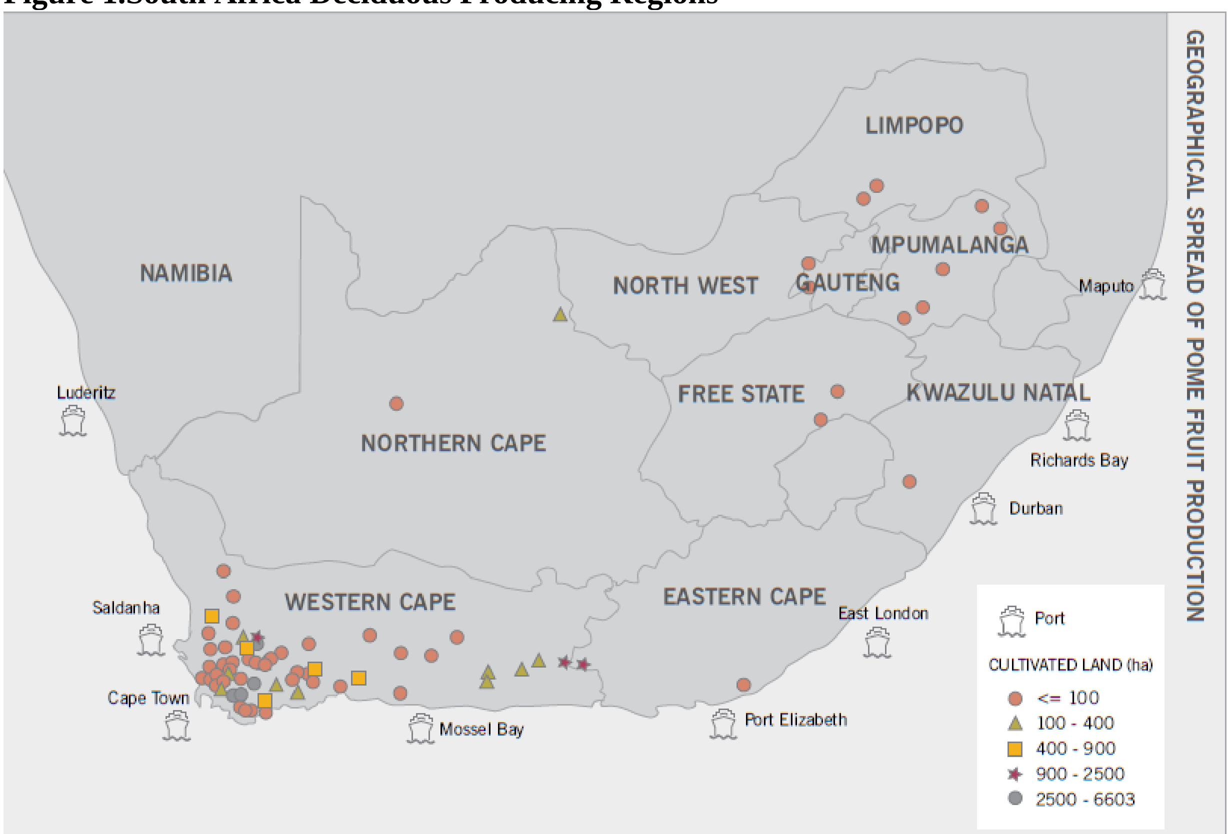
Production and exports are expected to increase for all deciduous fruits in MY 2012 on excellent growing conditions and increased demand in non-traditional African and Middle Eastern export markets. Although the South African deciduous industry operates within a complex framework of escalating input costs, a good production year, and a relatively weaker currency helped South African apple exports increase three percent in MY 2011. Pear exports were relatively flat in MY 2011, as demand is flat given pears lack the varietal diversity, compared to apples. Table grape exports were up six percent.

Executive Summary

Deciduous fruit is the largest sub-sector when measured in terms of hectares under plantation in South Africa. There are about 77,805 hectares of land carrying deciduous fruit in South Africa as reported in MY 2011 Hortgro Key Deciduous Fruit Statistics. Of the deciduous fruit grown about 33 percent are grapes (fresh and dried); the second most grown is apples at 29 percent; followed by pears at 15 percent; peaches (ten percent); plums (six percent); apricot (four percent) and nectarine (three percent).

The Western Cape is the traditional producer of deciduous fruit, however, in the past two decades; the Northern and Eastern Cape, and Limpopo provinces have become increasingly large producers of deciduous fruit. In terms of production ratings for Southern Hemisphere, South Africa ranks number four in apple production and number two in pear production.

Figure 1.South Africa Deciduous Producing Regions



Source: Hortgro

Post expects growth in domestic production of all deciduous fruits to reach at least five percent for MY 2012 on reported strong growing conditions for all deciduous fruit in the Western Cape. Although the industry has been facing weak European demand in export markets, and increased shipping costs, increased demand in Africa and markets in the Middle East continue to drive demand. Meanwhile, domestic consumption is nearly maximized, and the deciduous fruit industry feels there is little opportunity to further develop, or segment, consumers along income groups.

The largest growth in deciduous production and exports was for apples and grapes, on favorable production conditions and good export demand. Pears also had good production conditions, but export demand is weak as pear varieties are more limited than apple. South African table grape exports continue to grow, reaching $443 million in MY 2011.

The South African deciduous fruit industry has traditionally focused their marketing efforts on European markets, primarily the United Kingdom (UK) and Germany. But weak demand in Europe has forced the industry to focus greater marketing attention to expand market share in Middle Eastern and Asian markets.

US $ = R9.40 – 31 March 15, 2013

Sources:
HORTGRO
South Africa Table Grape Industry (SATI)
National Agricultural Marketing Council (NAMC)

http://www.namc.co.za/dnn/PublishedReports/InputCostMonitoring.aspx

http://satgi.co.za/pages/Industry-Info/Statistical-Booklet

http://www.hortgro.co.za/market-intelligence-statistics/key-deciduous-fruit-statistics/

Commodities,
Apples, Fresh

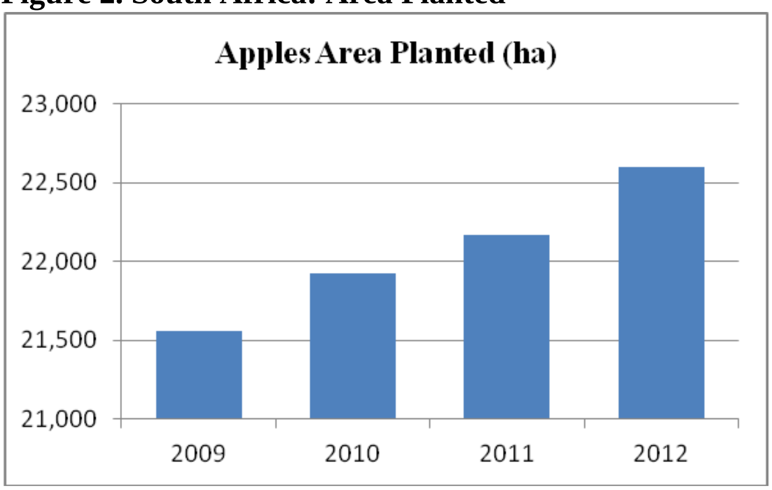
Production

Post estimates South Africa apple production at 815,000 MT for MY 2012 as more trees are reaching full bearing potential. This is based on a recent trend of area planted growing at least two percent annually. The MY 2011 (South African Marketing Year 2012) official deciduous fruit industry data was recently published, and shows that MY 2011 apple production quantities reached 790,636 MT on good growing conditions throughout the season.

Apples are grown in several provinces around South Africa, but Cape Town, located in the Western Cape, is the heartland of deciduous fruit. The Western Cape is a winter rainfall area and has a climate similar to the Mediterranean, which is favorable for apple production. The most important apple growing regions are: Groenland, Ceres, Langkloof East, and Villiersdorp/ Vyeboom of Western Cape. Harvest for South African apples typically begins at the end of January and can run through to June, with the peak times between February and April.

Area Planted

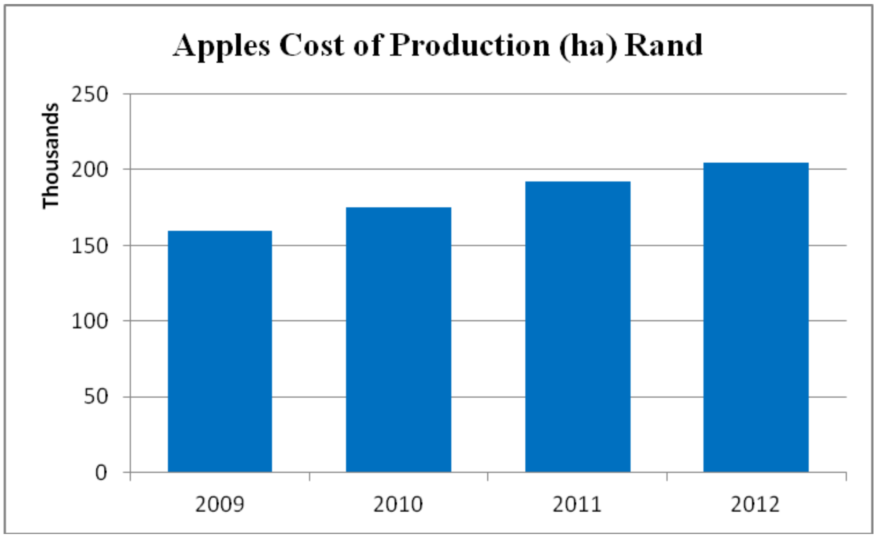
Figure 2. South Africa: Area Planted



Source: Hortgro

Post estimates MY 2012 area planted at 22,600 hectares (ha) consistent with the two percent trend that has been followed in the past years. Industry figures show that area planted in MY 2011 to be 22,166 ha. The 2012 industry tree census indicates that about 21,920 hectares are planted in South Africa, a one percent increase compared to the previous year. The area planted to apples was over 23,000 hectares (ha) just over ten years ago, and Post expects the industry to reach this same level of production within the next few years. The Granny Smith variety has been favored by producers in recent years, but is now losing ground to Gala, Pink Lady, and Honey Crisp varieties.

Figure 3. South Africa: Apple Production Costs



Source: Hortgo

Most apple tree are aging, about 33 percent are over 25 years old, mostly being Golden Delicious and Granny Smith. The rising cost of establishing an apple orchard has been cited as the cause for slow tree replacement. The cost of establishing a hectare has been increasing since the global economic downturn of 2008. In 2012, the cost of establishing a hectare of apples was R204,607 ($22,240). The cost of planting material for rootstock and seedlings, and the cost of trellising drove the increase in prices. Volatility in iron and petroleum prices, needed for trellising and the rising cost of electricity put upward pressure on producer costs.

The National Energy Regulator (NERSA) approved Eskom's (South Africa's nationally owned Electricity Supply Commission) is currently evaluating Eskom's requested annual price increase of 16 percent, per year, for the next three years.

Consumption

MY 2011 domestic consumption increased six percent to 228,167. The deciduous fruit industry feels the domestic market is fairly saturated, with little opportunity to develop or segment the market along income groups. However, it is unclear how rising production and shipping costs could affect export opportunities in MY 2012. Continued growth of the middle class should keep the domestic market growing slowly over the next few years, given the consumer preference for fresh fruit over canned in the middle to upper-income brackets.

Apples are popular in South Africa and widely consumed throughout the year and they form part of the national food basket of goods which are monitored quarterly by the South African National Agricultural Marketing Council (NAMC) to track food price inflation. The Johannesburg Fresh Produce Market, a fresh produce market with an annual turnover of R2 billion, reports apples rank among the top five highly consumed fruits in South Africa.

Trade

Exports

Post estimates MY 2012 South African apple exports at 430,000 MT on a relatively weak Rand, and strong demand in non-traditional African and Middle Eastern Markets. However, increased shipping costs could constrain exports slightly, and channel more apples into the domestic fresh market and processing sector. MY 2011 apple exports reached HORTGRO reports that the two leading shipping companies, Maersk and SAFMarine, have announced they plan to increase shipping costs up to 30 percent to keep up with the demand for containerized shipping. Industries affected by this proposed change, including the South African deciduous fruit industry, are currently negotiating for a lower price increase.

MY 2011 South African apple exports were 388,835 MT, based on a significant increase trade to the UK, Malaysia, Benin, and increased trade to Angola and other African markets. The EU, which is the world's second largest apple importer, is SA's largest traditional market with UK being the biggest individual market. Economic woes in Europe affected South African's exports to UK declined through 2011, but the market is beginning to pick up in 2012. Despite volatility in EU markets, South Africa hopes to find new export opportunities in Africa, the Middle East, and Asia in the coming years.

Table 1. South Africa Fresh Apple Export Statistics

South Africa Export Statistics			
Commodity: 080810, Apples, Fresh			
Year To Date: January – December 2010 - 2012			
Partner country	**Quantity (MT)**		
	2010	**2011**	**2012**
World	**306,324**	**335,238**	**388,835**
United Kingdom	88,252	85,327	98,049
Malaysia	36,841	38,153	41,042
Benin	20,555	25,891	29,770
Angola	9,461	16,768	21,928
United Arab Emirates	15,472	14,995	19,262
Others	135,739	154,102	178,779

Source: GTA

South Africa is a counter-seasonal producer, and is the Southern Hemisphere's most convenient source for EU importers based on its proximity to the EU, and historical trading patterns, compared to other deciduous exporting countries like New Zealand, Chile, Brazil and Argentina. Growth to African markets like Zimbabwe, Angola, Kenya, Zambia and Cameroon will be critical for South African deciduous fruit exports in the future as increased freight costs will put downward pressure on producer profitability.

Imports

Post estimates will not import apples in MY 2012 as there were no apple imports in MY 2011. Increased available supplies in the domestic market do not necessitate imports in the near term. Imports typically supplement the domestic market, during periods of lower availability. There were no apple imports in MY 2011 from the United States has apples from the Pacific Northwest had increased pest problems, and the Rand weakened significantly against the U.S. dollar.

Table 2. South African Import Statistics

South Africa Import Statistics Commodity: 080810, Apples, Fresh					
Annual Series: 2006 - 2011					
	Quantity MT)				
Partner Country	**2008**	**2009**	**2010**	**2011**	**2012**
China	19	0	0	0	0
Germany	0	0	0	0	0
Malaysia	0	52	0	0	0
Mozambique	0	0	0	0	0
United States	0	183	374	145	0
Others not listed	76	0	0	0	0
Grand total	**94**	**235**	**374**	**145**	**0**

Source: GTA

Pest and plant disease restrictions

Apples from the Pacific Northwest may be exported to South Africa under the terms of the "Protocol of Phytosanitary Requirements for the Export of Apple Fruit from the United States of America, Pacific Northwest States of Washington, Idaho and Oregon (PNW) to South Africa". This protocol may be obtained from the Northwest Fruit Exporters (509/576-8004).

Table 3. Tariff Rates, Fresh Apples

Apples

Item	CD	Description	Unit	General	EU	EFTA	SADC
0808.10	9	Apples	kg	4%	free	4%	free

Source: SCHEDULE 1 - Customs & Excise Tariff

Table 4. PSD: Apples, Fresh

Apples, Fresh South Africa	2010/2011		2011/2012		2012/2013	
	Market Year Begin: Jan 2011		Market Year Begin: Jan 2012		Market Year Begin: Jan 2013	
	USDA	New Post	USDA	New Post	USDA	New Post

	Official		Official		Official	
Area Planted	21,750	21,920	22,300	22,166		22,600
Area Harvested	21,750	21,920	19,900	21,000		22,600
Bearing Trees	19,830	19,711	19,900	21,000		20,600
Non-Bearing Trees	2,175	2,209	2,400	1,166		2,000
Total Trees	22,005	21,920	22,300	22,166		22,800
Commercial Production	790,000	766,622	790,000	790,636		815,000
Non-Comm. Production	0		0			
Production	790,000	766,622	790,000	790,636		815,000
Imports	100	145	200	0		300
Total Supply	790,100	766,767	790,200	790,636		815,000
Fresh Dom. Consumption	223,400	215,109	235,200	228,167		220,000
Exports	335,200	335,239	340,000	388,835		430,000
For Processing	231,500	216,419	215,000	173,634		165,000
Withdrawal From Market	0		0			
Total Distribution	790,100	766,767	790,200	790,636		815,000
HA, 1000 TREES, MT						

Commodities,
Apples Juice,

Production
Post estimates MY 2012 apple juice production to 165,000 MT, an decrease of five percent, in-line with strong export demand. MY2011 apples for processing were 173,634 MT on available supplies and steady demand for fruit juices, which is directly related to increasing middle class in South Africa, as consumers move to middle class they prefer healthier options.

Apple is the second leading flavor, behind orange, for both 100 percent juices and for flavored juice drinks. The top five fruit juice brands by value in South African market are Liqui – Fruit; Pick ‘n Pay; Clover; Ceres and Clover Life.

Trade
Exports

In South Africa, fruit processing is seen as a way to garner some returns from fruit that cannot be sold to fresh markets, but it is not considered a major revenue generator. This is evident when looking at price trends, comparing prices at local market, export market and at processing into juice, industry reports show that in 2012 the price for a ton of processing apples into juice was R1,148 ($122) compared to R6,531 ($695) per ton export market of fresh apples and R4,470 ($476) per ton of fresh apples on local market and dried apples at R4,049 ($431).

Ceres Fruit Juices are South Africa’s long-life fruit juice category market leaders, with a market share in excess of 50 percent. Since the early 1980s, Ceres Fruit Juices have successfully exported their brands to a great number of international markets. The brand is aimed at the premium end of the market, offering added value with both basic flavors and exotic blends. Ceres products include 100 percent juice, fruit-flavored drinks (no juice content), juice drinks (up to 24 percent juice), and nectars (25-99 percent juice). There is a continuous increase in the market share size of 100 percent juice and nectars.

Currently, Ceres Fruit Juices export to over 84 countries in Africa, Europe, the Far East, the Middle East, Asia and North America. Through careful planning, potential new markets are constantly evaluated for long-term sustainable growth and commercial viability.

Table 5. Apple Juice Concentrate – Export statistics

South Africa Export Statistics			
Commodity: 200979, Apple Juice, Nes, Unfermented And Not Spirited Whether Or Not Sugared/Sweetened			
Year To Date: January – December 2010 - 2012			
Partner country	**Quantity (MT)**		
	2010	**2011**	**2012**
World	**17,689**	**12,315**	**13,448**
Japan	4,084	3,429	4,094
Canada	2,230	2,505	3,070
United States	2,529	2,273	2,478
Zimbabwe	461	243	568
Israel	0	262	439
Others	8,384	3,600	2,797

Source: GTA

Imports

While South Africa is a fruit juice producer and exporter, apple juice and grape juice are imported to make up for the shortfall in supplies to meet local demand. These two juices are used as the base for other flavors by the big fruit juice producers. China is by far South Africa's largest supplier of apple juice concentrate.

Table 6. Apple Juice Concentrate – Import statistics

South Africa Export Statistics	
Commodity: 200979, Apple Juice, Nes, Unfermented And Not Spirited Whether Or Not Sugared/Sweetened	
Year To Date: January – December 2010 - 2012	
Partner country	**Quantity (MT)**

	2010	2011	2012
World	**34,712**	**25,737**	**30,063**
China	32,373	24,065	20,758
Argentina	827	698	6,228
Brazil	1,236	710	2,724
Israel	6	0	105
Spain	0	0	59
Others	268	26	187

Source: GTA

Table 7. Tariff Rate, Apple juice

Other

Item	CD	Description	Unit	General	EU	EFTA	SADC
2009.79	9	Other	kg	free	free	free	free

Source: SCHEDULE 1 - Customs & Excise Tariff

Commodities

Pears, Fresh

Production

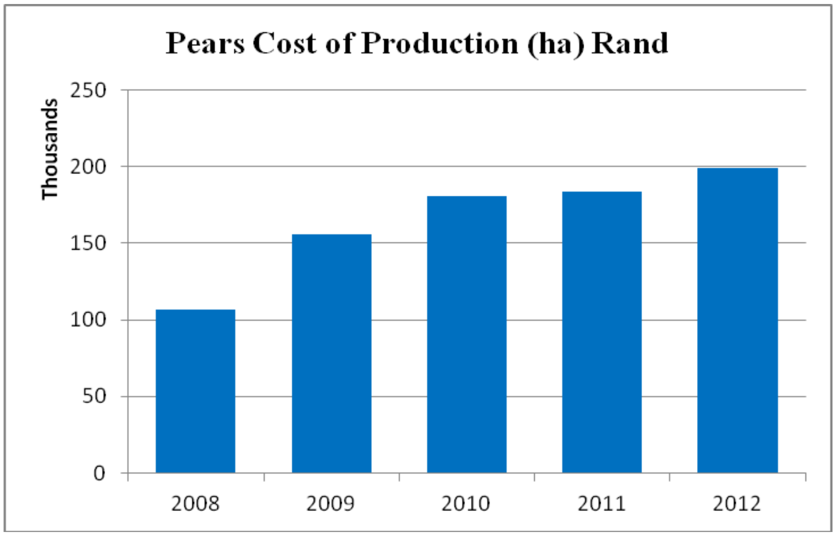
Post estimates MY 2012 production at 370,000 MT on strong growing conditions through the Western Cape. Production growth has been essentially flat, in-line with the slow replanting of trees in commercial orchards and weak domestic and foreign demand, South African MY 2011 pear production increased slightly to 360,854 MT as more trees are reached full bearing potential.

Pears are also mainly grown in Western Cape regions with the Ceres, Langkloof East Wosley/ Tulbagh, and Groenland, as major growing areas. Like apples, pears grow well in areas that do not have very high temperatures hence the Western Cape Pears are normally harvested from late December to early January so the rain just came around harvesting time and had very negative impact on the fruit.

Area Planted

Post estimates MY 2012 area planted to pears to increase to 12,000 ha, a three percent increase, constrained by increased costs for establishing new trees. The cost of establishing one hectare of pears was R199,140 ($21,185) in 2012. The cost of planting material has more than doubled since 2008 and the cost of trellising continues to increase. As a result of cost constraints, area planted to fresh pears has been fairly flat in recent years, growing no more than two percent annually. Currently, nearly 30 percent of all commercial orchards are over 25 years old. Approximately ten percent of trees are no bearing fruit yet, and up to seventeen percent in some commercial production areas.

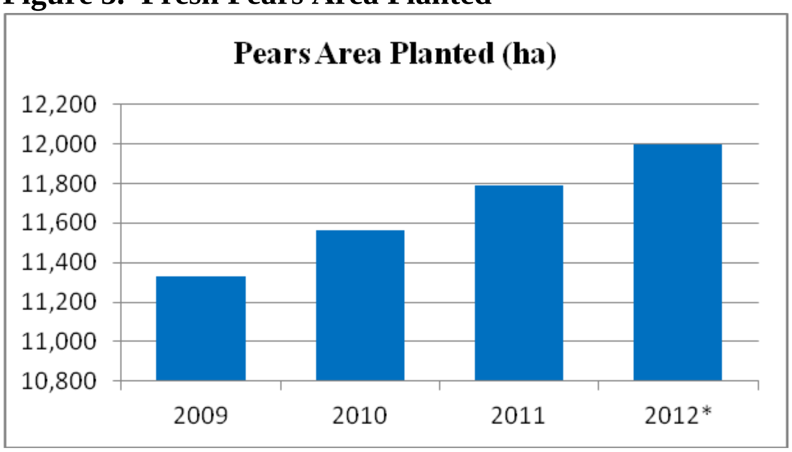
Figure 4. Cost of Production per Hectare



Source: Hortgro

According to Hortgro tree census of 2012, which reflects the U.S. MY 2011, total pear area planted for 2011 was 11,790 hectares, with Packham's Triumph still the most popular variety. Other popular varieties are: Forelle, William Bon Chretien, and Early Bon Chretien. However, the area planted to Bon Chrétien pears is shifting towards Early Bon Chrétien pears. Early Bon Chrétien pears mature in late December, which affords producers an opportunity to enter the market ahead of the Bon Chretien varieties that mature in March.

Figure 5. Fresh Pears Area Planted



Source: Hortgro

Consumption

Post estimates MY 2012 pear domestic consumption at 56,200 MT on weak local demand for fresh pears. Producers report the lack of new apple varieties, compared to the constant cycle of new apple varieties, as being a significant impediment to growing demand for fresh pears.

MY 2011 domestic consumption was 52,322 MT on relatively weak demand for pears, which function as a substitute for apples in the domestic fresh market. Although pears are generally more expensive than apples, domestic consumption of pears has grown modestly in recent years.

Trade

Exports

Post estimates MY 2012 South African pear exports to increase approximately four percent to 190,000 MT on increased available supplies from excellent weather conditions, despite having pest problems early in the shipping season. MY 2011 SA pear exports were 181,928 MT. The pear season started at a similar pace as previous years, however, the pear harvest was affected by harsh weather conditions between week 12 and week 15, which led to lower volumes being exported during that period. The EU is South Africa's biggest traditional market with the Netherlands and the UK having the largest market share.

Table 8. Export Trade Matrix, Fresh Pears: 2010-2012

South African Export Statistics Commodity: 080820, 080830 Pears, Fresh			
Year To Date: January – December			
Partner country	**Quantity (MT)**		
	2010	**2011**	**2012**
World	**181,287**	**177,526**	**181,928**
Netherlands	57,152	60,109	50,520
United Kingdom	24,391	20,102	17,785
Russia	16,893	13,224	16,180
United Arab Emirates	8,441	9,896	15,457
Germany	11,286	9,945	7,770
Others	63,123	64,250	74,216

Source: GTA

Imports

As the second largest pear producer behind Argentina in Southern Hemisphere, South Africa imports small quantities of pears from China as the source Ya pears (white colored Chinese pears). Imports from China began after a 2007 agreement that allowed imports of Chinese pears into the South Africa market; see protocol: http://www.nda.agric.za/doaDev/sideMenu/plantHealth/docs/protocol_pear_China.pdf

Table 9. South Africa Import Statistics

South Africa Import Statistics Commodity: 080820, 080830 Pears And Quinces, Fresh Year Ending : December

Partner country	Quantity (MT)		
	2010	2011	2012
China	185	200	244

Source: GTA

Table 10. Tariff Rate, Fresh Pears

Pears and quinces

Item	CD	Description	Unit	General	EU	EFTA	SADC
0808.20	3	Pears and quinces	kg	4%	free	4%	free

Source: SCHEDULE 1 - Customs & Excise Tariff

Table 11. PSD: Pears, Fresh

Pears, Fresh South Africa	2010/2011		2011/2012		2012/2013	
	Market Year Begin: Jan 2011		Market Year Begin: Jan 2012		Market Year Begin: Jan 2012	
	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Area Planted	11,342	11,561	11,790	11,790		12,000
Area Harvested	11,342	11,561	10,900	10,900		11,000
Bearing Trees	10,600	10,761	10,900	10,900		11,000
Non-Bearing Trees	800	800	850	890		1,000
Total Trees	11,400	11,561	11,750	11,790		12,000
Commercial Production	350,000	359,747	366,000	360,854		370,000
Non-Comm. Production	0	0	0	0		0
Production	350,000	359,747	366,000	360,854		370,000
Imports	200	201	200	244		200
Total Supply	350,200	359,948	366,200	361,098		370,200
Fresh Dom. Consumption	48,100	64,549	68,200	52,322		56,200
Exports	182,100	182,076	172,000	181,928		190,000
For Processing	120,000	113,323	126,000	126,848		124,000
Withdrawal From Market	0	0	0	0		0
Total Distribution	350,200	359,948	366,200	367,100		370,100
HA, 1000 TREES, MT						

Commodity

Grapes, Table, Fresh

Production

Post estimates the MY 2012 table grape crop to reach 300,000 MT, driven by strong export demand and growing market access to the United States, under the USDA Preclearance program. MY 2011 table grape production reached 285,810 MT as the table grapes industry estimates that production volumes have recovered from Orange River flooding in 2010, and expanded in recent years. Growing conditions, since the flooding, have been favorable and have allowed volumes to increase at a greater rate than the recovery to area planted.

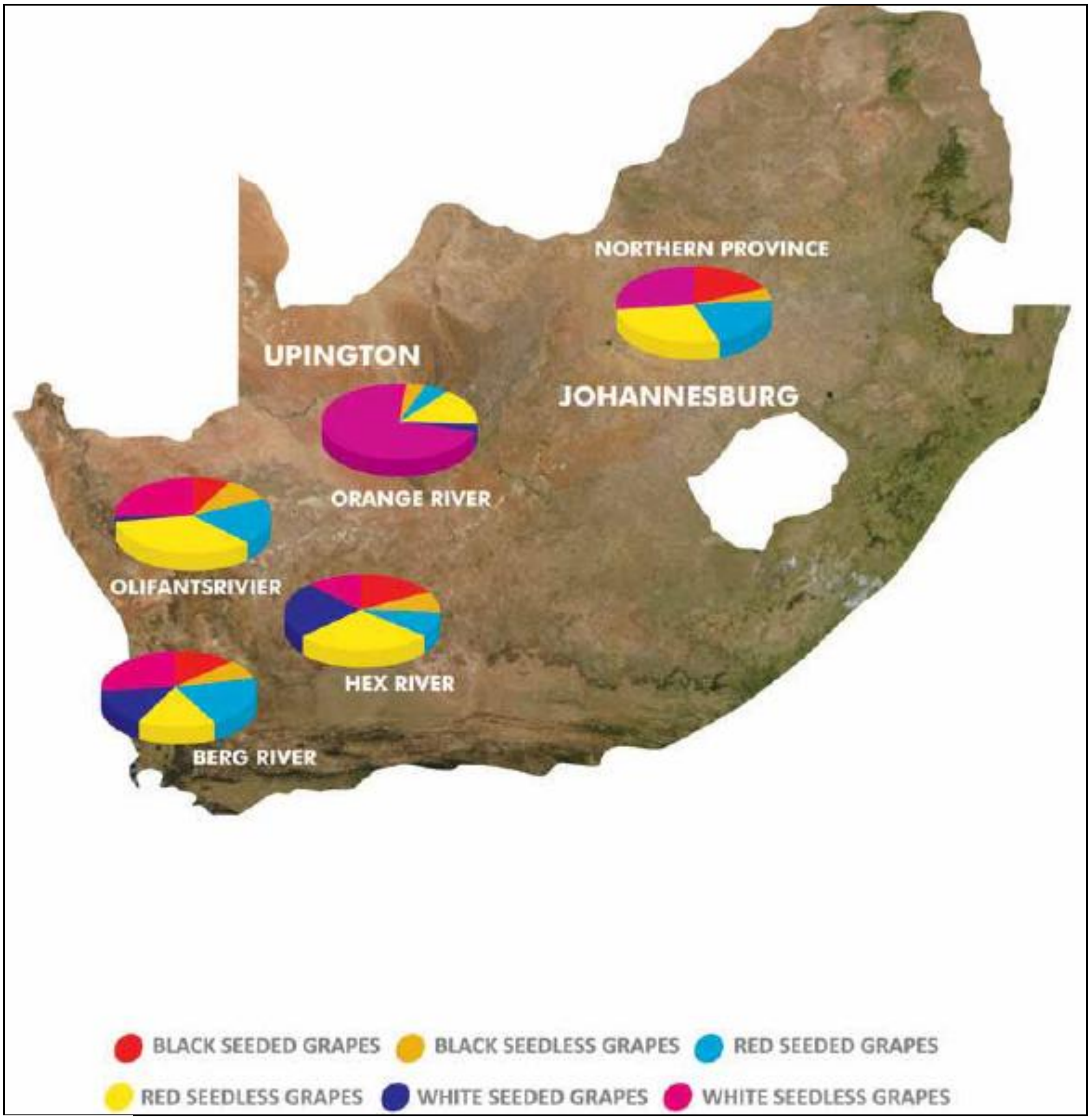
Globally, South Africa is the third largest exporter of table grapes, by volume, and fifth largest by value in 2012, and is also the second largest producer in the Southern Hemisphere, next to Chile. Table Grapes in South Africa are mainly produced in Northern Cape and Western Cape provinces along the river valleys of Berg, the Hex, the Olifants and Orange. South Africa has the longest supply season starting from October till May; harvest starts in week 43 in the Northern Cape region followed Orange River region and the first grape crop are supplied to the market by November. Hex river valley region is the last region for table grapes intakes.

Area Planted

Post estimates MY 2012 area planted at 16,000 hectares as area is driven by strong returns in export markets. MY 2011area planted reached 15,484. The rapid recovery in area planted has been driven by non-prohibitive costs for new vine establishment, for most varieties, and the successful implementation of Black Economic Empowerment programs, which have increased the number of black table grape producers throughout South Africa. The South African Table Grapes Industry Association reports that the current production cost for establishing a new hectare of table grapes is R123,356 ($13,122).

There were 361 table grapes producers in South Africa in 2012, a decline of five percent, as greater consolidation in South Africa's commercial agricultural sector continues in-line with other developed commercial agricultural sectors around the world. Total area planted estimated for MY 2012 is 16,000 ha. More than 60 percent of the vines in South Africa are between 4 - 15 years of age. The leading varieties of South African Table Grapes are Crimson Seedless, Thompson Seedless, Prime, and Flame. The cultivar profile in the South Africa has changed in recent years: seeded cultivars are declining on a yearly basis in the last three years (2008 - 2012) as consumers prefer seedless grapes and production of black and red seedless varieties has increased. The popularity of seedless cultivars stems from characteristics such as large berry size (with elongated or oval berry shapes), favorable texture (crunchiness), and good eating qualities.

Figure 6. Table Grape Production Regions



Source: SATGI

Table 12. Popular Table Grape varieties

Season	White	Black	White seedless	Red

Early	Victoria,	Dan – ben – Hannah	Muscat Seedless	Flame seedless
	Queen of the vineyard	Alphonse Lavallee	Sugraone	
	Muscat Supreme	Ronelle	Sultanina	
	Bien Donne	Prime		
	Regal seedless			
Mid	Bellevue	La Rochelle		Sunred Seedless
	Waltham Cross	Bonheur		Red Globe
	Majestic	Bonita		
Late	Dauphine	Barlinka		Crimson Seedless

Source: SATI

Consumption

Post estimates MY 2012 domestic consumption of fresh table grapes at 25,000 MT, a three percent decline over the previous year as more grapes will be destined for export markets. MY 2011 domestic consumption of fresh table grapes reached 25,864 MT, on greater available supplies. The local market for table grapes is small at less than 30,000 MT annually with 65 the majority of grapes sold through the National Fresh Produce Markets. The industry estimates 34 percent of South African table grapes are sold through retailers and one percent being sold through informal market.

Trade

Exports

Post estimates MY 2012 South Africa table grapes to reach 280,000 MT as as exports grew significantly in the previous marketing year. However, increased production and shipping costs could slow export growth in the coming marketing year. MY 2011 South African table grape exports were 264,079 MT based on official customs data that shows trade grew just over six percent from the previous year. Much of the growth occurred in Hong Kong, Russia, and the United Arab Emirates.

The EU is the leading historical export market for South African grapes. South Africa benefits from a shorter shipping distance than other Southern Hemisphere competitors, strong demand for seedless varieties, and a free trade agreement with the EU. Exports have also benefitted from a weaker Rand against the Euro.

While South African table grapes enjoy strong sales to Europe, the industry is shifting its marketing focus from the traditional markets to Asia and Middle Eastern markets, which appear to show strong growth potential. The attractiveness of these markets is due to their less stringent non tariff measures (ethical; sanitary and Phytosanitary; Technical Barriers to Trade), when compared to the EU.

Table 14. Export Trade Matrix, Fresh Grapes: 2010-2012

South African Export Statistics Commodity: 080610, Grapes, Fresh	
Year To Date: January – December	
Partner country	**Quantity (MT)**

	2010	2011	2012
World	**259,836**	**248,494**	**264,078**
Netherlands	116,469	115,097	119,408
United Kingdom	50,472	48,110	47,446
Hong Kong	11,920	15,905	19,545
United Arab Emirates	8,356	6,920	10,717
Russia	8,682	7,570	10,210
Others	63,935	54,890	56,751

Source: GTA

Table 15. Tariff Rates, Fresh Grapes

Fresh

Item	CD	Description	Unit	General	EU	EFTA	SADC
0806.10	1	Fresh	kg	4%	free	4%	free

Source: SCHEDULE 1 - Customs & Excise Tariff

Imports

South Africa is not a big importer of table grapes except to make up for out of season demand, with Egypt and Spain supplying most of South African market. Year End trade data shows South African table grape imports were up 40 percent in 2012.

Table 15. South African Import Statistics

South Africa Import Statistics Commodity: 080610, Grapes, Fresh			
Year To Date: January - December			
Partner country	**Quantity (MT)**		
	2010	**2011**	**2012**
World	**2,209**	**2,949**	**4,133**
Spain	1,227	1,687	2,749
Egypt	743	981	1,187
Israel	236	279	177
Kenya	1	0	0

Source: GTA

PSD- Grapes, Fresh

Grapes, Fresh South Africa	2010/2011		2011/2012		2012/2013	
	Market Year Begin: Jan 2011		Market Year Begin: Jan 2012		Market Year Begin: Jan 2013	
	USDA	New Post	USDA	New Post	USDA	New Post

	Official		Official		Official	
Area Planted	15,000	13,462	14,000	15,484		16,000
Area Harvested	15,000	13,462	12,700	14,000		14,500
Commercial Production	258,000	260,000	265,000	271,000		300,000
Non-Comm. Production	0	0	0	0		0
Production	258,000	245,112	265,000	285,810		300,000
Imports	2,900	2,949	2,000	4,133		5,000
Total Supply	260,900	248,061	267,000	289,943		305,000
Fresh Dom. Consumption	12,400	14,455	12,000	25,864		25,000
Exports	248,500	248,494	255,000	264,079		280,000
For Processing	0	0	0	0		0
Withdrawal From Market	0	0	0	0		0
Total Distribution	260,900	262,949	267,000	289,943		305,000
HA, MT						

Policy:

Labeling requirements

Fresh, unprocessed fruit is exempt from consumer labeling requirements.
http://www.nda.agric.za/doaDev/sideMenu/foodSafety/doc/localImportRegulations/Apples_regulations.pdf

Licenses and quotas: None
Currency Issues: None
Export standards & requirements of Deciduous Fruit: http://www.daff.gov.za/
The route is as follows:
Divisions → Food Safety and Quality Assurance → Exports Standards → Deciduous Fruit.