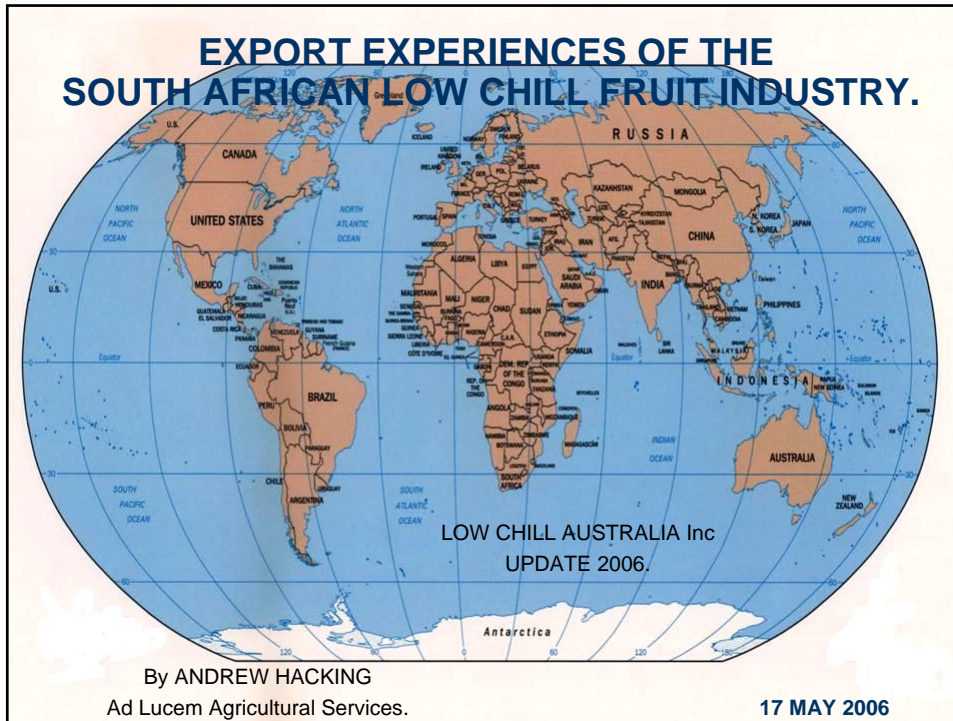
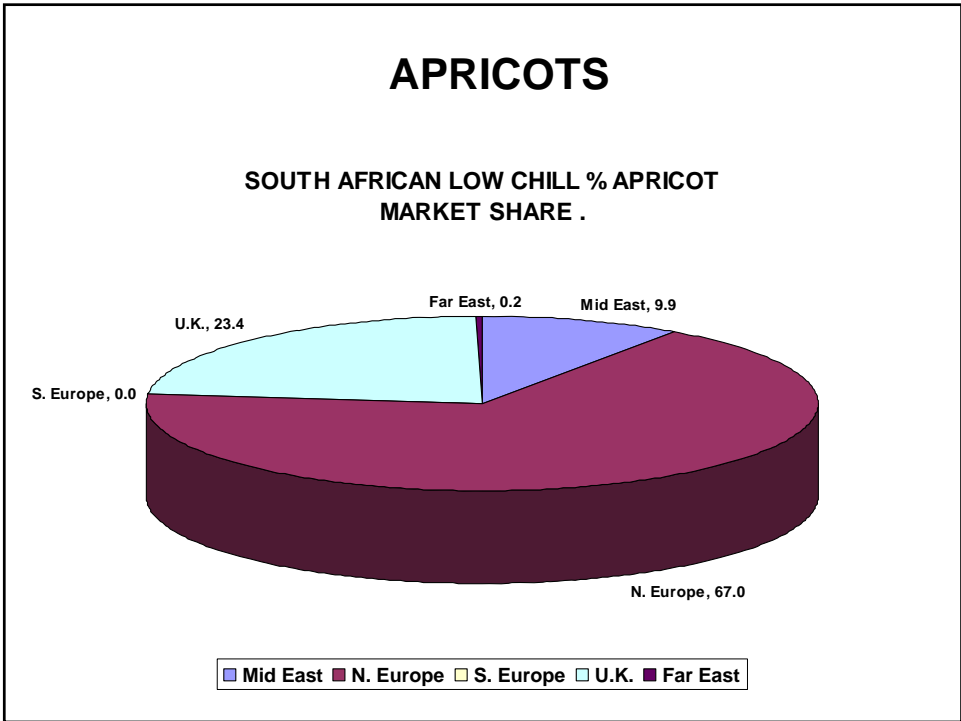


# EXPORT EXPERIENCES OF THE SOUTH AFRICAN LOW CHILL FRUIT INDUSTRY.



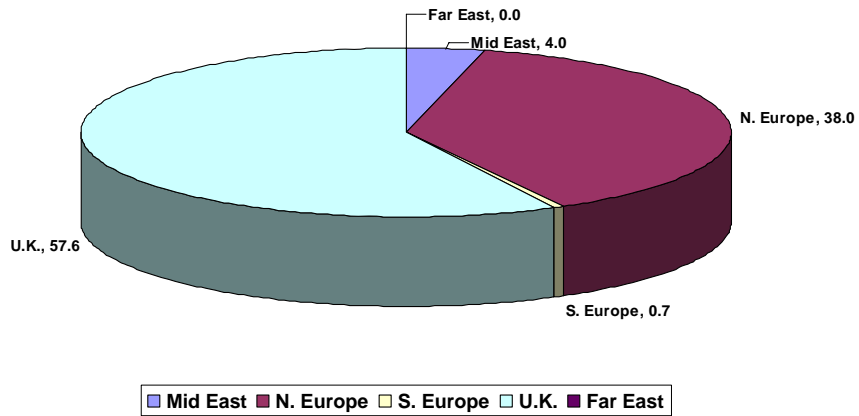
## CONTENTS

- MARKET SHARE per FRUIT TYPE
- FINANCIAL STATUS
- ROYALTIES
- CONCLUSION



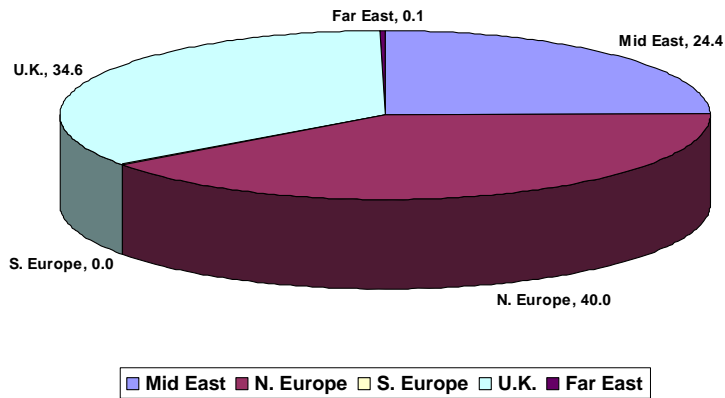
# PLUMS

SOUTH AFRICAN LOW CHILL % PLUM MARKET SHARE



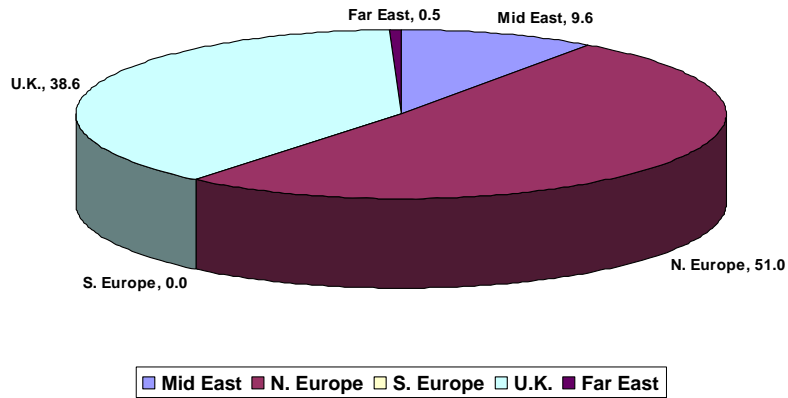
# PEACHES

SOUTH AFRICAN LOW CHILL % PEACH MARKET SHARE.



# NECTARINES

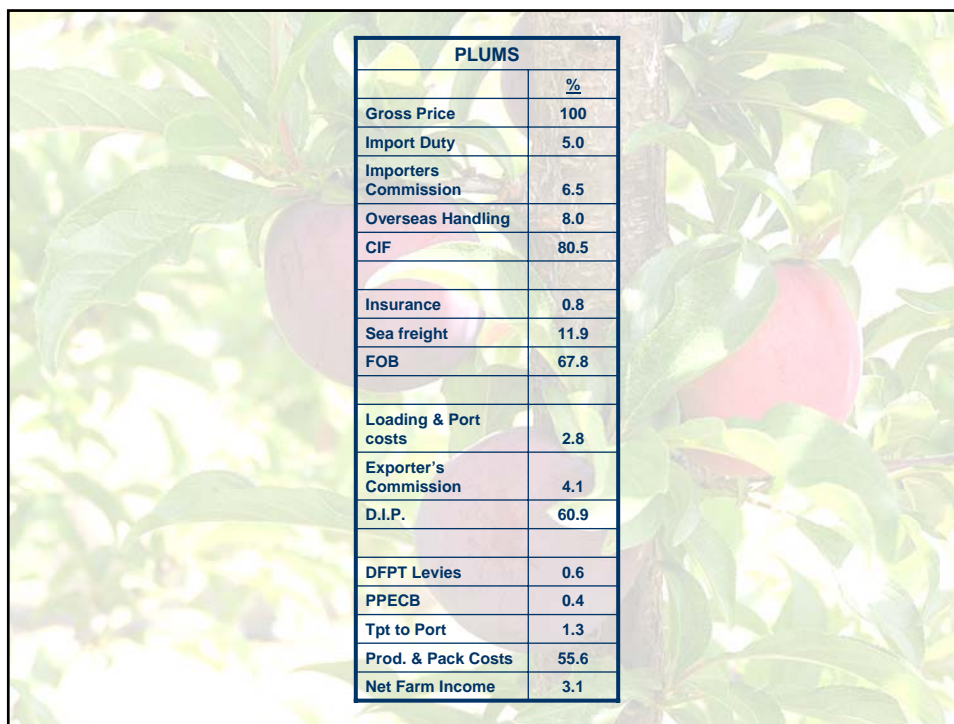
## SOUTH AFRICAN LOW CHILL % NECTARINE MARKET SHARE.



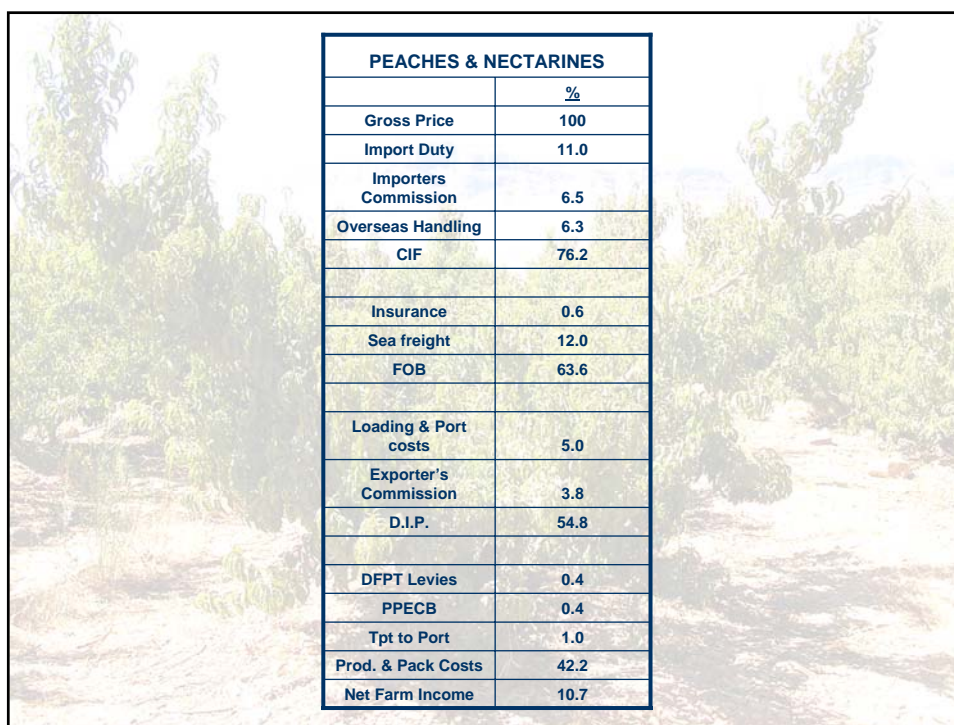
# FINANCIAL STATUS

FRUIT TYPE	D.I.P. R / Ctn.	D.I.P. R / Ton	D.I.P. A\$ / Ctn.	D.I.P. A\$ / Ton
Apricots	58.11	11622	12.5	2632
Peaches	35.67	14268	7.67	3068
Nectarines	41.15	16460	8.85	3540
Plums	62.50	11364	13.45	2445

An Exchange Rate of R4.65 = A\$1.00 was used.



PLUMS	
	<u>%</u>
Gross Price	100
Import Duty	5.0
Importers Commission	6.5
Overseas Handling	8.0
CIF	80.5
Insurance	0.8
Sea freight	11.9
FOB	67.8
Loading & Port costs	2.8
Exporter's Commission	4.1
D.I.P.	60.9
DFPT Levies	0.6
PPECB	0.4
Tpt to Port	1.3
Prod. & Pack Costs	55.6
Net Farm Income	3.1



PEACHES & NECTARINES	
	<u>%</u>
Gross Price	100
Import Duty	11.0
Importers Commission	6.5
Overseas Handling	6.3
CIF	76.2
Insurance	0.6
Sea freight	12.0
FOB	63.6
Loading & Port costs	5.0
Exporter's Commission	3.8
D.I.P.	54.8
DFPT Levies	0.4
PPECB	0.4
Tpt to Port	1.0
Prod. & Pack Costs	42.2
Net Farm Income	10.7

APRICOTS	
	%
Gross Price	100
Import Duty	10.5
Importers Commission	6.5
Overseas Handling	7.5
CIF	75.5
Insurance	0.7
Sea freight	12.0
FOB	62.8
Loading & Port costs	2.0
Exporter's Commission	4.1
D.I.P.	56.7
DFPT Levies	0.6
PPECB	0.3
Tpt to Port	1.2
Prod. & Pack Costs	41.6
Net Farm Income	13.0

## ROYALTIES

- PER TREE BASIS – ONCE OFF
- PER TREE + ONGOING PER CARTON
- PER HECTARE FOR FIRST 4 YEARS
- PER TREE + ONGOING PER HECTARE
- ROYALTIES ON PREMIUMS AND NOT GROSS PRICE.

## **CONCLUSION**

- **75% - 90% OF PRODUCTION GOES TO EUROPE AND UK**
- **APRICOTS – 5% EXPORTED WITH 58% BEING LOW CHILL**
- **PLUMS – 2/3 EXPORTED WITH 9% BEING LOW CHILL**
- **PEACHES – 2% EXPORTED WITH 70% BEING LOW CHILL**
- **NECTARINES – 2/3 EXPORTED WITH 44% BEING LOW CHILL**
- **0.1 – 0.5% OF TOTAL LOW CHILL GOES TO FAR EAST**