

APPLE PRODUCTION AREAS

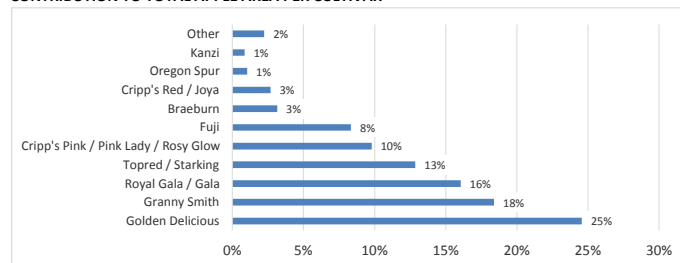
District	Number of Trees	Area (Ha)
Ceres	8 884 650	6 724
Groenland	7 424 929	5 819
Langkloof East	4 249 975	4 191
Villiersdorp / Vyeboom	4 246 462	3 707
Langkloof West	606 689	534
Free State	724 259	489
Southern Cape	600 528	411
Piketberg	467 455	337
Klein Karoo	257 350	271
Mpumalanga	263 872	187
Somerset West	297 157	133
Worcester	64 078	35
Wolseley / Tulbagh	24 616	22
Northern Province	20 140	20
Eastern Cape	3 739	15
Stellenbosch	20 869	15
Paarl	13 163	11
Franschhoek	3 036	2
TOTAL	28 172 967	22 925

SOURCE: HORTGRO TREE CENSUS, 2014

APPLES: AREA PLANTED PER CULTIVAR (HECTARES)

Cultivar	2009	2010	2011	2012	2013	2014
Golden Delicious	5 335	5 368	5 379	5 433	5 569	5 634
Granny Smith	4 954	4 782	4 687	4 475	4 217	4 218
Royal Gala / Gala	2 986	3 159	3 289	3 431	3 576	3 681
Topred / Starking	3 184	3 077	3 047	3 061	2 927	2 950
Cripp's Pink / Pink Lady / Rosy Glow	1 629	1 925	2 043	2 080	2 210	2 245
Fuji	1 195	1 364	1 547	1 694	1 852	1 913
Braeburn	720	752	749	734	736	721
Cripp's Red / Joya®	446	441	427	427	519	616
Oregon Spur	255	253	246	245	238	238
Kanzi	2	21	60	113	165	197
Other	393	411	447	475	490	513
TOTAL	21 100	21 554	21 920	22 167	22 501	22 925
% CHANGE (YEAR-ON-YEAR)		2%	2%	1%	2%	2%

SOURCE: HORTGRO TREE CENSUS, 2014

CONTRIBUTION TO TOTAL APPLE AREA PER CULTIVAR


SOURCE: HORTGRO TREE CENSUS, 2014

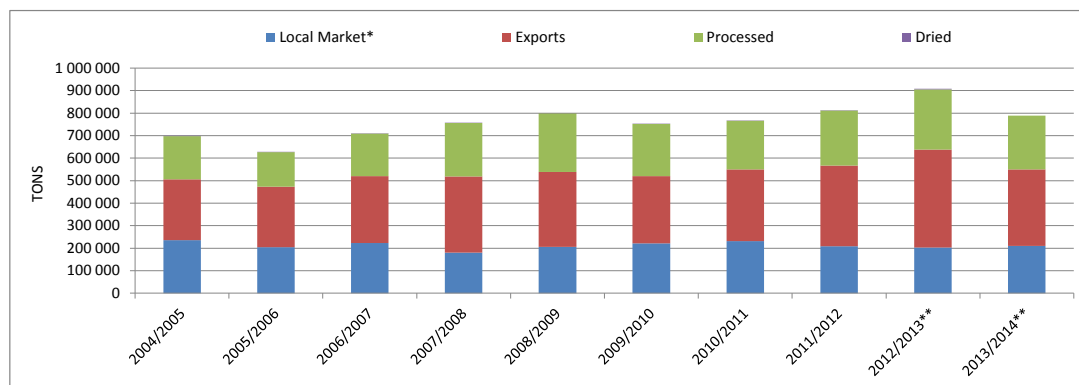
APPLE ORCHARD AGE DISTRIBUTION (HECTARES)

Cultivar	0 - 3 years	4 - 10 years	11 - 15 years	16 - 25 years	25+ years
Golden Delicious	489	986	224	1 367	2 569
Granny Smith	141	367	158	635	2 917
Royal Gala / Gala	422	902	507	1 512	338
Topred / Starking	226	506	119	396	1 703
Cripp's Pink / Pink Lady / Rosy Glow	130	740	155	1 194	26
Fuji	265	945	268	407	29
Braeburn	24	215	41	404	36
Cripp's Red / Joya®	181	85	173	170	7
Oregon Spur	0	0	1	161	75
Kanzi	105	92	0	0	0
Other	114	147	85	118	50
TOTAL	2 095	4 986	1 731	6 364	7 750
% OF TOTAL AREA (HA)	9%	22%	8%	28%	34%

SOURCE: HORTGRO TREE CENSUS, 2014

CROP DISTRIBUTION: APPLES

Year Jan - Dec	Total Production (ton)	Local Market* (ton)	Exports (ton)	Processed (ton)	Dried (ton)	Change in total production %
2004/2005	698 710	235 517	270 651	191 632	910	-
2005/2006	627 091	204 123	269 715	153 003	250	-10%
2006/2007	710 172	223 552	296 776	188 624	1 220	13%
2007/2008	757 680	180 480	338 647	236 833	1 720	7%
2008/2009	800 803	205 808	332 684	261 191	1 120	6%
2009/2010	753 167	221 131	298 574	232 473	990	-6%
2010/2011	768 125	231 285	318 993	216 257	1 590	2%
2011/2012	813 191	209 198	358 457	244 427	1 110	6%
2012/2013**	908 240	203 181	434 663	267 436	2 960	12%
2013/2014**	792 549	210 303	339 321	239 765	3 160	-13%
Average crop distribution (%)		27.8%	42.7%	29.2%	0.2%	



SOURCE: DAFF/PPECB, 2014

* 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: APPLES

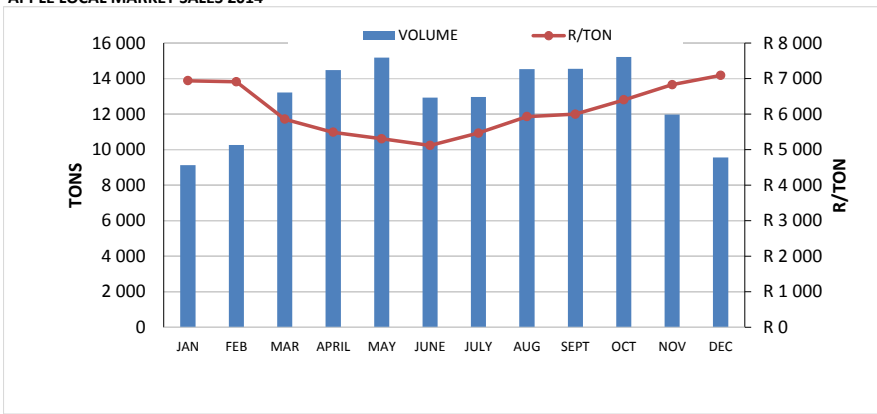
Year Jan - Dec	Sales on markets*	Exports Net Realisation	Processed	Gross Value Dried	Gross Value Fresh	Total Value of Production	Change in Total Value of Production %
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	(R1,000)	
2004/2005	2 310	3 638	341	1 462	1 528 541	1 595 385	-
2005/2006	2 580	3 791	373	438	1 549 040	1 606 498	1%
2006/2007	2 799	4 363	447	2 972	1 920 454	2 007 786	25%
2007/2008	3 618	5 419	1 071	4 266	2 488 018	2 746 037	37%
2008/2009	3 568	5 834	786	3 136	2 675 172	2 883 711	5%
2009/2010	3 656	5 881	534	2 610	2 564 279	2 691 142	-7%
2010/2011	4 326	6 210	737	5 800	2 981 589	3 146 817	17%
2011/2012	4 470	6 531	1 146	2 976	3 276 158	3 559 296	13%
2012/2013**	4 845	8 658	1 137	7 936	4 747 979	5 060 122	42%
2013/2014**	4 944	10 136	1 141	16 119	4 479 272	4 768 856	-6%

SOURCE: DAFF, 2014

* Sales on major local fresh produce markets

** Last 2 seasons subject to possible adjustments

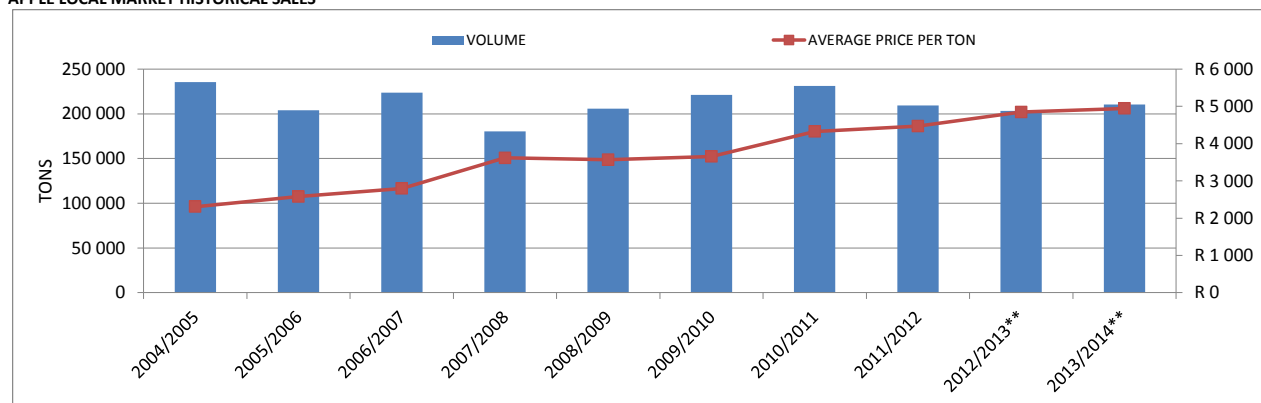
APPLE LOCAL MARKET SALES 2014



SOURCE: DAFF, 2014

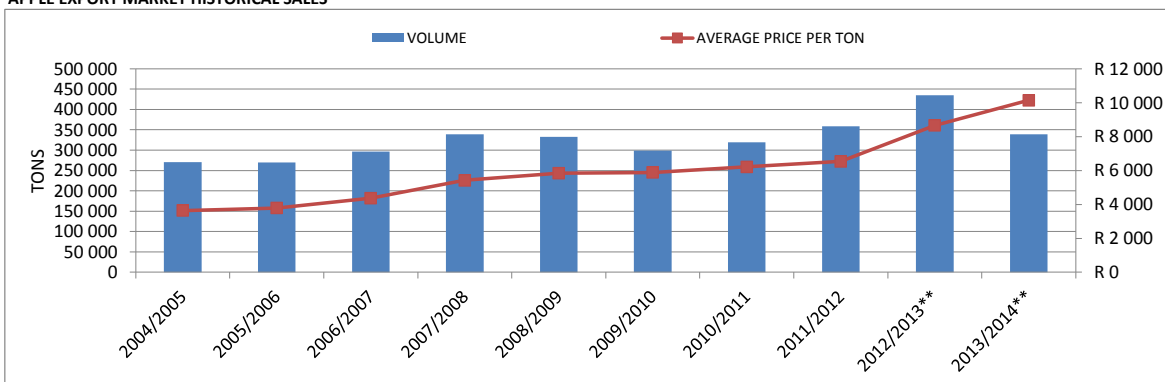
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

APPLE LOCAL MARKET HISTORICAL SALES



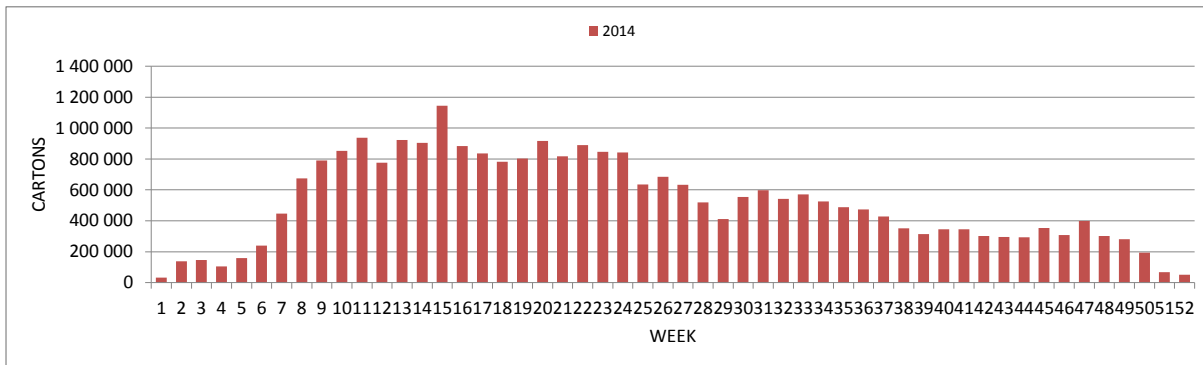
SOURCE: DAFF, 2014

APPLE EXPORT MARKET HISTORICAL SALES



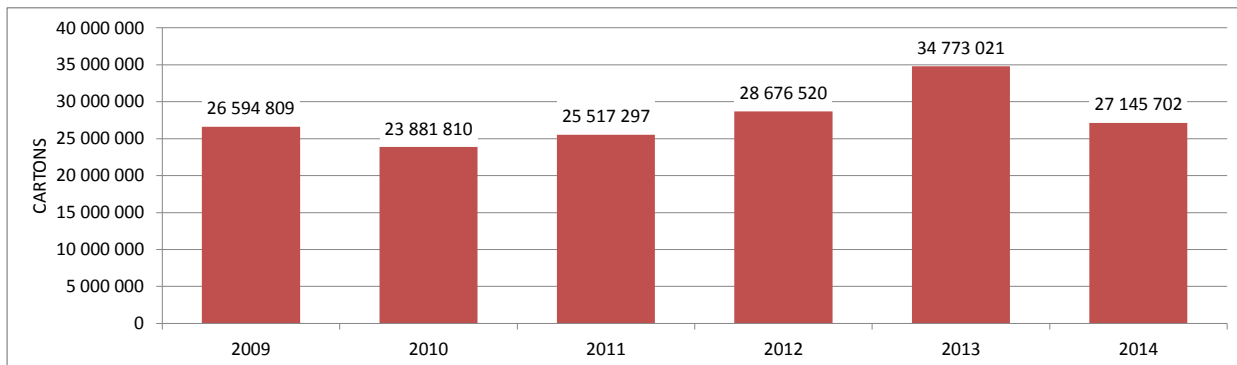
SOURCE: DAFF, 2014

APPLES PASSED FOR EXPORT PER WEEK



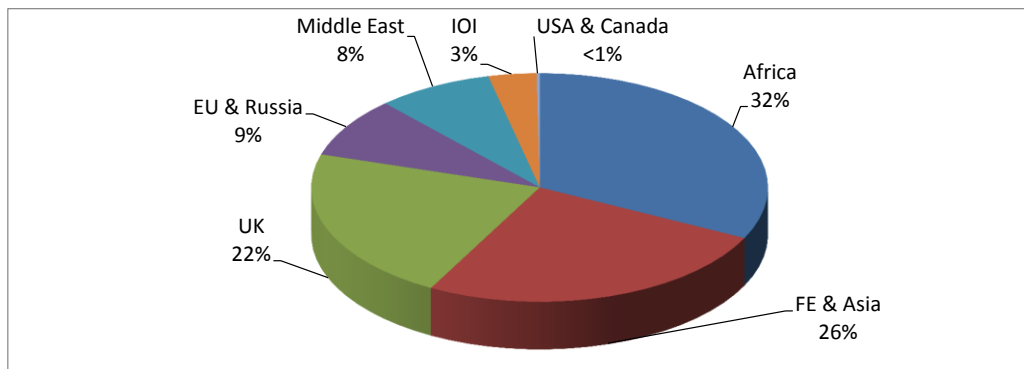
SOURCE: PPECB, 2014
* 12.5 Kg equivalent cartons

APPLES PASSED FOR EXPORT PER SEASON



SOURCE: PPECB, 2014
* 12.5 Kg equivalent cartons

APPLE EXPORTS PER MARKET SEGMENT



SOURCE: PPECB, 2014

APPLES: CARTONS PASSED FOR EXPORT PER CULTIVAR

Cultivar	2011	2012	2013	2014	% Change 14 vs 13
Golden Delicious	7 954 155	8 635 554	10 438 711	7 910 556	-24%
Royal Gala / Gala	4 690 203	6 066 630	6 351 857	5 374 637	-15%
Granny Smith	6 043 537	5 417 776	7 287 324	5 029 834	-31%
Cripp's Pink / Pink Lady	2 448 567	2 744 946	3 762 341	3 304 298	-12%
Topred / Starking	1 699 269	1 937 665	2 284 365	1 930 659	-15%
Fuji	1 152 496	1 726 071	1 940 934	1 686 782	-13%
Braeburn	985 520	1 353 390	1 732 933	1 041 983	-40%
Cripp's Red/Joya®	473 099	738 521	841 592	800 219	-5%
African Carmine	23 410	28 498	14 429	40 531	181%
Honeycrisp	12 220	20 010	79 886	4 867	-94%
Other	34 822	7 459	38 650	21 334	-45%
TOTAL	25 517 297	28 676 520	34 773 021	27 145 702	-22%
% CHANGE (YEAR-ON-YEAR)		12%	21%	-22%	

SOURCE: PPECB, 2014

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