

2014 EXPORT PERSPECTIVES

	APPLES		PEARS		PLUMS		PEACHES		NECTARINES		APRICOTS	
	Rand	%	Rand	%	Rand	%	Rand	%	Rand	%	Rand	%
Sales Price	225.12	100.0%	228.53	100.0%	120.37	100.0%	109.91	100.0%	116.00	100.0%	126.67	100.0%
Receiver Cost	41.78	18.6%	41.78	18.3%	18.40	15.3%	13.62	12.4%	14.32	12.3%	19.08	15.1%
Receiver Commission	15.51	6.9%	15.51	6.8%	7.53	6.3%	6.67	6.1%	7.05	6.1%	9.60	7.6%
Delivery Price Receiver	167.83	74.6%	171.24	74.9%	94.44	78.5%	89.62	81.5%	94.63	81.6%	97.99	77.4%
Delivery Cost	11.98	5.3%	11.98	5.2%	9.29	7.7%	6.16	5.6%	6.49	5.6%	5.90	4.7%
CIF	155.85	69.2%	159.26	69.7%	85.15	70.7%	83.46	75.9%	88.14	76.0%	92.09	72.7%
Shipping Cost	32.23	14.3%	30.42	13.3%	15.64	13.0%	9.56	8.7%	9.56	8.2%	14.55	11.5%
FOB	123.62	54.9%	128.84	56.4%	70.55	58.6%	73.90	67.2%	78.58	67.7%	77.54	61.2%
						0.0%		0.0%				0.0%
Exporter Commission in Rand	12.35	5.5%	12.35	5.4%	6.81	5.7%	7.00	6.4%	7.08	6.1%	7.29	5.8%
Local Cost	5.29	2.3%	5.29	2.3%	2.24	1.9%	3.70	3.4%	3.70	3.2%	2.75	2.2%
DIP	105.98	47.1%	111.20	48.7%	61.50	51.1%	63.20	57.5%	67.80	58.4%	67.50	53.3%
PPECB Inspection levy	0.53	0.2%	0.53	0.2%	0.54	0.4%	0.54	0.5%	0.54	0.5%	0.54	0.4%
HORTGRO Levies	0.80	0.4%	0.80	0.4%	1.12	0.9%	0.73	0.7%	0.73	0.6%	1.14	0.9%
HORTGRO Levies as % of DIP Value (First point of Sale)	1%		1%		2%		1%		1%		2%	
Production & Packaging costs	80.41	36%	85.06	37.2%	41.55	35%	23.46	21%	23.46	20%	37.59	30%
NFI	25.57	11.4%	26.14	11.4%	19.95	16.6%	39.74	36.2%	44.34	38.2%	29.91	23.6%
Carton Size	12.5		12.5		5.25		2.5		2.5		4.75	
Cartons/ton	80		80		190		400		400		210	

SOURCE: HORTGRO PRICE MODEL

* Weighted estimated averages: UK & European Markets

* Subtract HORTGRO & PPECB Levies, Transport to port and Production & Packaging to calculate NFI (Net Farm Income)

2014 VALUE OF THE INDUSTRY

	APPLES		PEARS		PLUMS		PEACHES		NECTARINES		APRICOTS	
	R million	%	R million	%	R million	%	R million	%	R million	%	R million	%
Sales Price	6 111.1	100.0%	3 723.4	100.0%	1 265.5	100.0%	172.7	100.0%	322.5	100.0%	123.1	100.0%
Receiver Cost	1 134.1	18.6%	680.7	18.3%	193.4	15.3%	21.4	12.4%	39.8	12.3%	18.5	15.1%
Receiver Commision	421.0	6.9%	252.7	6.8%	79.2	6.3%	10.5	6.1%	19.6	6.1%	9.3	7.6%
Delivery Price Receiver	4 556.0	74.6%	2 790.0	74.9%	992.9	78.5%	140.8	81.5%	263.1	81.6%	95.2	77.4%
Delivery Cost	325.2	5.3%	195.2	5.2%	97.7	7.7%	9.7	5.6%	18.0	5.6%	5.7	4.7%
CIF	4 230.8	69.2%	2 594.8	69.7%	895.2	70.7%	131.1	75.9%	245.1	76.0%	89.5	72.7%
Shipping Cost	875.0	14.3%	495.6	13.3%	164.4	13.0%	15.0	8.7%	26.6	8.2%	14.1	11.5%
FOB	3 355.8	54.9%	2 099.2	56.4%	741.7	58.6%	116.1	67.2%	218.5	67.7%	75.3	61.2%
Exporter Commision in Rand	335.2	5.5%	201.2	5.4%	71.6	5.7%	11.0	6.4%	19.7	6.1%	7.1	5.8%
Local Cost	143.6	2.3%	86.2	2.3%	23.5	1.9%	5.8	3.4%	10.3	3.2%	2.7	2.2%
DIP	2 876.9	47.1%	1 811.8	48.7%	646.5	51.1%	99.3	57.5%	188.5	58.4%	65.6	53.3%
DFPT Levies	21.7	0.4%	13.0	0.4%	11.7	0.9%	1.1	0.7%	2.0	0.6%	1.1	0.9%
PPECB	14.4	0.2%	8.6	0.2%	5.7	0.4%	0.8	0.5%	1.5	0.5%	0.5	0.4%
Export Volume (ton)	339 321		203 660		55 192		3 928		6 951		4 615	
Sales price per ton (Rand)	18 010	100%	18 282	100%	22 928	100%	43 964	100%	46 400	100%	26 668	100%
CIF per ton (Rand)	12 468	69%	12 741	70%	16 219	71%	33 384	76%	35 256	76%	19 388	73%
FOB per ton (Rand)	9 890	55%	10 307	56%	13 438	59%	29 560	67%	31 432	68%	16 324	61%
DIP per ton (Rand)	8 478	47%	8 896	49%	11 714	51%	25 280	58%	27 120	58%	14 211	53%

CROP BUDGETS: POME FRUIT

	Apples			Pears		
	Establishment	Non-bearing	Bearing	Establishment	Non-bearing	Bearing
	Rand	Rand	Rand	Rand	Rand	Rand
Yield (ton/ha)			55			45
Number of trees per ha	1 650	1 650	1 650	1 650	1 650	1 650
Pre-harvest costs	191 535	19 144	61 270	178 860	18 576	52 986
Plant material	81 840	1 637	0	70 967	1 419	0
Land preparation	22 500	0	0	22 500	0	0
Irrigation	27 000	0	0	27 000	0	0
Drainage	10 892	0	0	10 892	0	0
Trellising	34 983	0	0	33 425	0	0
Fertilizer	7 501	6 686	5 389	7 441	6 600	5 737
Herbicides	1 460	1 460	1 013	1 460	1 460	1 013
Pesticides	178	255	8 530	240	343	6 816
Fungicides	594	848	2 808	330	472	2 625
Rest breaking agents	0	373	2 764	0	104	2 764
Consultants	920	920	920	920	920	920
Seasonal Labour	0	2 182	27 027	0	2 181	21 121
Fuel (diesel)	1 407	1 746	6 230	1 484	2 037	4 482
Repairs and maintenance	416	488	1 500	357	491	1 079
Electricity	1 165	2 329	3 529	1 165	2 329	3 529
General	680	220	220	680	220	220
Pollination	0	0	1 340	0	0	2 680
Harvest & Post-Harvest	0	0	163 538	0	0	135 824
Transport rental	0	0	21 296	0	0	16 434
Packaging	0	0	123 333	0	0	100 084
Seasonal Labour	0	0	17 331	0	0	18 158
Fuel (diesel)	0	0	1 247	0	0	907
Repairs and maintenance	0	0	330	0	0	240
Overhead costs	53 459	45 486	54 998	52 239	44 826	52 699
Fixed labour	14 520	14 520	14 520	14 520	14 520	14 520
Water costs	2 150	2 150	2 150	2 150	2 150	2 150
Other overheads	18 354	18 354	18 354	18 354	18 354	18 354
Interest on loans	8 858	885	10 397	8 272	859	8 732
Depreciation on orchard	9 577	9 577	9 577	8 943	8 943	8 943
Total cost	244 994	64 630	279 805	231 099	63 402	241 508

* These budgets are only a guideline and should be adapted to your own specific situation.

* Other overheads = admin, bank charges, general repairs, local taxes, postage, phone, auditing, secretarial, etc.

* If re-establishing an orchard an amount of R37,000/ha can be added to establishment costs for soil fumigation.

CROP BUDGETS: STONE FRUIT

	Apricots			Nectarines/Peaches			Plums		
	Establishment	Non-bearing	Bearing	Establishment	Non-bearing	Bearing	Establishment	Non-bearing	Bearing
	Rand	Rand	Rand	Rand	Rand	Rand	Rand	Rand	Rand
Yield (ton/ha)			20			25			25
Number of trees per ha	1 250	1 250	1 250	1 250	1 250	1 250	1 250	1 250	1 250
Pre-harvest costs	111 545	14 624	60 546	118 630	14 705	67 354	150 843	17 995	69 113
Plant material	37 763	755	0	45 863	917	0	38 050	761	0
Land preparation	22 500	0	0	22 500	0	0	22 500	0	0
Irrigation	27 000	0	0	27 000	0	0	27 000	0	0
Drainage	10 892	0	0	10 892	0	0	10 892	0	0
Trellising	0	0	0	0	0	0	39 659	0	0
Fertilizer	7 772	3 890	8 149	6 408	3 890	10 660	6 423	3 890	10 591
Herbicides	1 592	1 592	994	1 551	1 551	968	1 592	1 592	994
Pesticides	75	108	5 344	425	607	10 032	973	1 005	10 170
Fungicides	448	639	10 162	144	206	13 207	113	178	8 490
Rest breaking agents	0	468	2 606	0	0	0	0	0	3 180
Consultants	920	920	920	920	920	920	920	920	920
Seasonal Labour	0	2 637	20 324	0	2 749	20 397	0	5 882	20 408
Fuel (diesel)	747	1 164	6 241	970	1 261	6 241	747	1 067	6 044
Repairs and maintenance	189	295	1 583	246	320	1 582	189	271	1 533
Electricity	967	1 934	2 931	1 032	2 063	3 126	1 104	2 208	3 346
General	680	220	220	680	220	220	680	220	220
Pollination	0	0	1 072	0	0	0	0	0	3 216
Harvest & Post-Harvest	0	0	77 237	0	0	125 716	0	0	136 383
Transport rental	0	0	11 672	0	0	20 708	0	0	21 248
Packaging	0	0	54 442	0	0	95 100	0	0	103 951
Seasonal Labour	0	0	10 614	0	0	9 271	0	0	10 387
Fuel (diesel)	0	0	403	0	0	504	0	0	630
Repairs and maintenance	0	0	107	0	0	134	0	0	167
Overhead costs	45 760	41 277	46 974	46 442	41 635	49 885	49 542	43 398	52 070
Fixed labour	14 520	14 520	14 520	14 520	14 520	14 520	14 520	14 520	14 520
Water costs	2 150	2 150	2 150	2 150	2 150	2 150	2 150	2 150	2 150
Other overheads	18 354	18 354	18 354	18 354	18 354	18 354	18 354	18 354	18 354
Interest on loans	5 159	676	6 372	5 487	680	8 930	6 976	832	9 504
Depreciation on orchard	5 577	5 577	5 577	5 931	5 931	5 931	7 542	7 542	7 542
Total cost	157 305	55 902	184 757	165 072	56 340	242 955	200 385	61 394	257 565

* These budgets are only a guideline and should be adapted to your own specific situation.

* Other overheads = admin, bank charges, general repairs, local taxes, postage, phone, auditing, secretarial, etc.

* If re-establishing an orchard an amount of R37,000/ha can be added to establishment costs for soil fumigation.

CROP BUDGETS: DRY GRAPES

	Establish	Full Bearing
	Rand	Rand
Yield (ton/ha)		22
Number of vines per ha	1 684	1 684
Pre-harvest costs	145 021	12 717
Plant material	30 619	0
Land preparation	22 500	0
Irrigation (flood)	7 128	0
Drainage	0	0
Trellising	74 363	0
Fertilizer	3 548	2 649
Herbicides	460	707
Drying chemicals	0	587
Fungicides/Pesticides	487	1 595
Rest breaking agents	0	0
Consultants	920	920
Seasonal Labour	0	0
Fuel (diesel)	2 957	3 601
Repairs and maintenance	1 160	2 658
Electricity	0	0
General	880	0
Pollination	0	0
Harvest & Post-Harvest	0	12 787
Transport rental	0	0
Packaging	0	0
Labour	0	10 810
Fuel (diesel)	0	1 713
Repairs and maintenance	0	264
Overhead costs	56 805	36 897
Fixed labour	26 136	11 710
Water costs	2 042	2 042
Other overheads	12 772	12 772
Interest on loans	7 298	1 816
Depreciation on orchard	8 558	8 558
Total cost	201 826	62 401

Notes: These figures are based on production costs from the Orange River

Drying chemicals = (lye and sulphur). Only for OR and Golden sultanas which contribute to about 45% of total harvest.