

**PLUM PRODUCTION AREAS**

District	PLUMS		PRUNES	
	Number of Trees	Area (ha)	Number of Trees	Area (ha)
Klein Karoo	2 171 581	1 366	17 621	22
Paarl	1 817 609	977	0	0
Wolseley / Tulbagh	823 905	464	84 052	119
Stellenbosch	857 446	453	21	0
Ceres	885 970	428	74 657	108
Franschhoek	500 322	286	0	0
Langkloof East	273 474	199	500	1
Villiersdorp / Vyeboom	292 498	159	1 327	2
Southern Cape	213 126	129	0	0
Groenland	237 494	125	0	0
Hexvallei	160 474	93	6 389	12
Piketberg	174 730	92	7 510	3
Somerset West	214 615	81	0	0
Langkloof West	61 304	37	0	0
Northern Province	51 726	37	0	0
Lower Orange River	33 008	23	12 449	8
Worcester	24 491	18	0	0
Cape Town	19 780	13	0	0
Gauteng	10 601	11	0	0
Mpumalanga	5 455	4	0	0
Free State	1 750	3	1 040	3
Upper Orange River	1 650	2	0	0
Eastern Cape	821	1	0	0
<b>TOTAL</b>	<b>8 833 830</b>	<b>5 000</b>	<b>205 566</b>	<b>276</b>

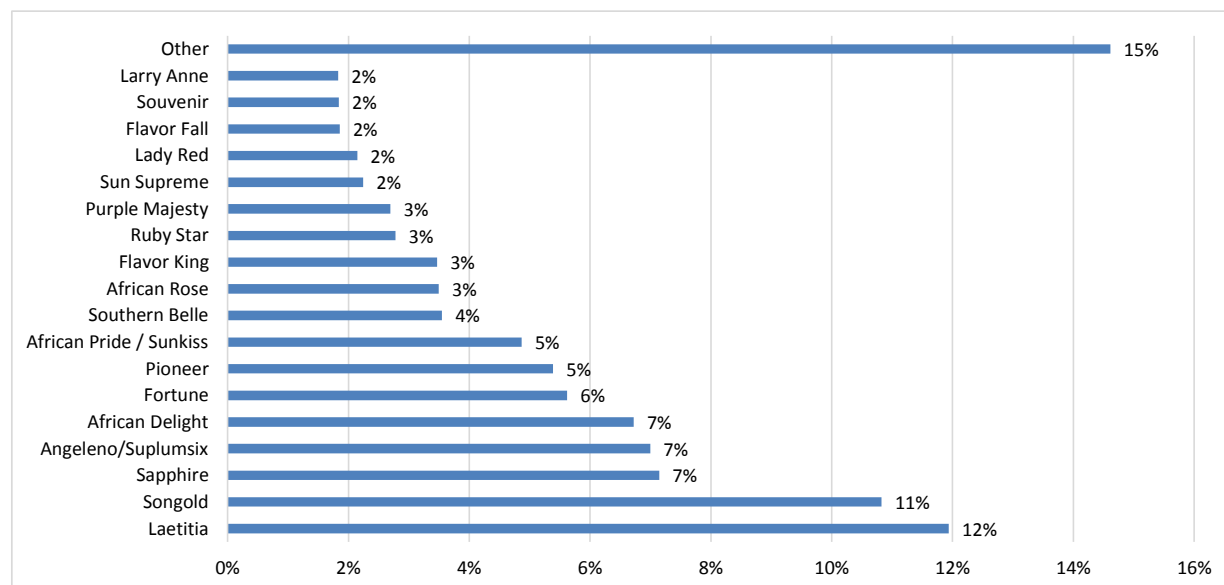
SOURCE: HORTGRO TREE CENSUS, 2014

**AREA PLANTED PER CULTIVAR**

Plums	2009	2010	2011	2012	2013	2014
Laetitia	642	625	607	603	597	597
Songold	636	618	602	576	548	541
Sapphire	406	395	396	386	364	357
Angelino/Suplumsix	258	273	290	309	329	350
African Delight	128	239	293	329	335	336
Fortune	247	247	240	257	267	281
Pioneer	338	317	327	305	281	269
African Pride / Sunkiss	218	243	246	242	242	243
Southern Belle	190	190	191	191	176	177
African Rose	31	82	113	150	168	175
Flavor King	159	167	173	188	175	173
Ruby Star	0	0	0	0	120	139
Purple Majesty	96	99	113	125	130	135
Sun Supreme	73	88	110	117	112	112
Lady Red	140	137	137	120	111	107
Flavor Fall	19	31	76	86	88	93
Souvenir	99	92	95	92	92	92
Larry Anne	54	55	55	69	91	91
Other	493	569	645	669	668	730
<b>TOTAL</b>	<b>4 227</b>	<b>4 466</b>	<b>4 708</b>	<b>4 814</b>	<b>4 895</b>	<b>5 000</b>
<b>% CHANGE (YEAR-ON-YEAR)</b>	<b>-</b>	<b>6%</b>	<b>5%</b>	<b>2%</b>	<b>2%</b>	<b>2%</b>

SOURCE: HORTGRO TREE CENSUS, 2014

### CONTRIBUTION TO TOTAL PLUM AREA PER CULTIVAR

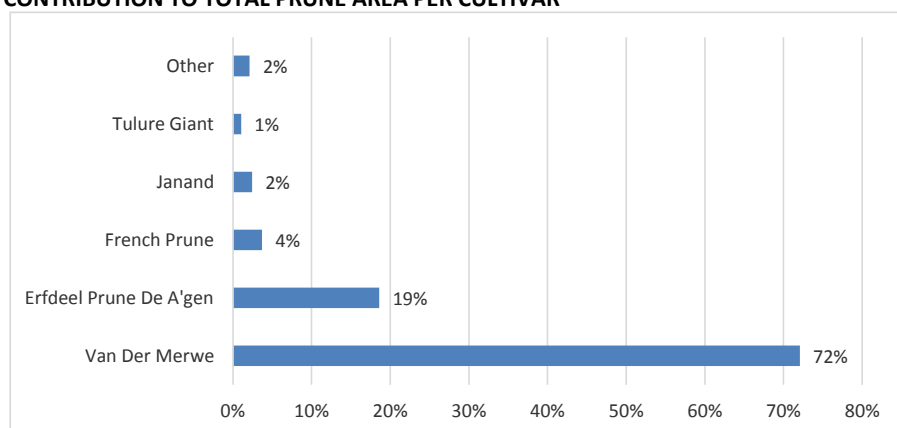


SOURCE: HORTGRO TREE CENSUS, 2014

Prunes	2009	2010	2011	2012	2013	2014
Van Der Merwe	247	226	234	211	197	199
Erfdeel Prune De A'gen	162	125	110	71	53	51
French Prune	10	10	10	10	10	10
Janand	5	5	5	5	6	7
Tulure Giant	1	1	1	3	3	3
Other	6	6	6	7	6	6
<b>TOTAL</b>	<b>431</b>	<b>373</b>	<b>366</b>	<b>307</b>	<b>276</b>	<b>276</b>
<b>% OF TOTAL AREA (HA)</b>	<b>-</b>	<b>-14%</b>	<b>-2%</b>	<b>-16%</b>	<b>-10%</b>	<b>0%</b>

SOURCE: HORTGRO TREE CENSUS, 2014

### CONTRIBUTION TO TOTAL PRUNE AREA PER CULTIVAR



SOURCE: HORTGRO TREE CENSUS, 2014

**PLUM ORCHARD AGE DISTRIBUTION (HECTARES)**

Cultivar	0 - 2 years	3 - 5 years	6 - 15 years	16 - 18 years	18+ years
LAETITIA	33	76	119	80	262
SONGOLD	17	43	89	58	284
SAPPHIRE	9	28	128	36	137
ANGELENO/SUPLUMSIX	38	61	87	76	61
AFRICAN DELIGHT	8	129	199	0	1
FORTUNE	29	41	189	18	4
PIONEER	3	1	153	48	30
AFRICAN PRIDE/SUNKISS	3	43	169	22	7
SOUTHERN BELLE	4	9	141	21	1
AFRICAN ROSE	13	105	57	0	0
FLAVOR KING	3	33	106	22	5
RUBY STAR	40	91	7	1	0
PURPLE MAJESTY	2	42	91	0	0
SUN SUPREME	1	29	78	3	0
LADY RED	0	1	83	17	3
FLAVOR FALL	5	63	25	0	0
SOUVENIR	0	6	25	17	41
LARRY ANNE	18	27	17	5	7
EXPERIMENTAL	4	47	24	0	0
BLACK DIAMOND/SUPLUMELEVEN	10	21	28	0	0
OTHER	146	154	172	20	290
<b>TOTAL</b>	<b>386</b>	<b>1 049</b>	<b>1 988</b>	<b>444</b>	<b>1 133</b>
<b>% OF TOTAL AREA (HA)</b>	<b>8%</b>	<b>21%</b>	<b>40%</b>	<b>9%</b>	<b>23%</b>

SOURCE: HORTGRO TREE CENUS, 2014

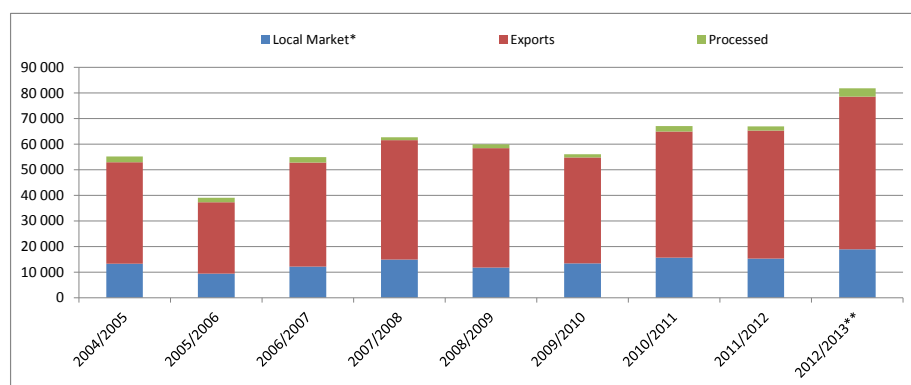
**PRUNE ORCHARD AGE DISTRIBUTION (HECTARES)**

Cultivar	0 - 2 years	3 - 5 years	6 - 15 years	16 - 18 years	18+ years
Van Der Merwe	9	12	59	6	113
Erfdeel Prune De A'gen	2	3	4	0	43
French Prune	0	0	0	0	10
Janand	2	0	3	0	1
Tulare Giant	0	1	0	0	0
Other	0	1	4	2	1
<b>TOTAL</b>	<b>13</b>	<b>17</b>	<b>70</b>	<b>7</b>	<b>169</b>
<b>% OF TOTAL AREA (HA)</b>	<b>5%</b>	<b>6%</b>	<b>25%</b>	<b>3%</b>	<b>61%</b>

SOURCE: HORTGRO TREE CENUS, 2014

**CROP DISTRIBUTION: PLUMS**

Year Oct - Sept	PLUMS					PRUNES	
	Total Production	Local Market*	Exports	Processed	Change in total production	Total Production	Change in total production
	(ton)	(ton)	(ton)	(ton)	%	(ton)	%
2004/2005	55 221	13 289	39 633	2 299	-	9 102	-
2005/2006	39 018	9 416	27 906	1 696	-29%	4 143	-54%
2006/2007	54 908	12 097	40 689	2 122	41%	3 822	-8%
2007/2008	62 720	14 875	46 639	1 206	14%	3 980	4%
2008/2009	59 961	11 710	46 713	1 538	-4%	4 120	4%
2009/2010	56 009	13 441	41 353	1 215	-7%	3 795	-8%
2010/2011	67 087	15 600	49 331	2 156	20%	3 604	-5%
2011/2012	66 987	15 261	50 014	1 712	0%	3 490	-3%
2012/2013**	81 859	18 945	59 593	3 322	22%	3 109	-11%
2013/2014**	74 054	16 823	55 192	2 038	-10%	2 925	-6%
<b>Average crop distribution (%)</b>		<b>23%</b>	<b>74%</b>	<b>3%</b>			



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: PLUMS**

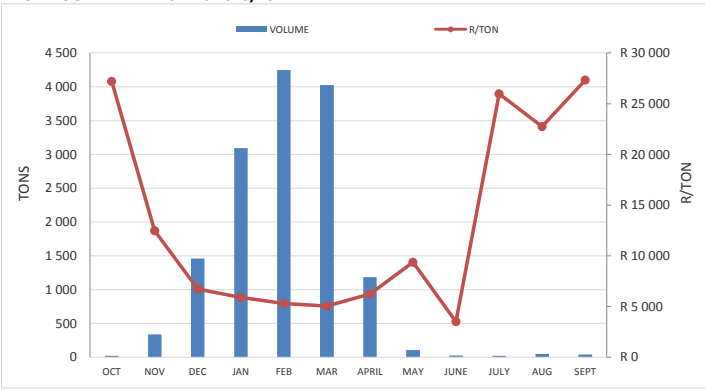
Year Oct - Sept	PLUMS						PRUNES			
	Sales on markets*	Exports Net Realisation	Processed	Gross Value Fresh	Total Value of Production	Change in Total Value of Production	Gross Value Prunes Dried	Gross Value Prunes Fresh	Total Value of Production	Change in Total Value of Production
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	%	(R1,000)	(R1,000)	(R1,000)	%
2004/2005	2 139	5 554	137	248 536	248 850	-	24 960	2 000	26 960	-
2005/2006	3 163	5 903	99	194 503	194 671	-22%	15 646	2 658	18 304	-32%
2006/2007	3 016	5 836	119	273 944	274 198	41%	14 580	3 299	17 879	-2%
2007/2008	3 072	6 243	150	336 876	337 057	23%	16 019	2 834	18 853	5%
2008/2009	3 929	7 739	375	407 538	408 115	21%	18 877	3 451	22 329	18%
2009/2010	3 852	8 112	203	387 238	387 484	-5%	20 350	4 844	25 194	13%
2010/2011	4 081	9 709	293	542 638	543 269	40%	16 586	7 556	24 143	-4%
2011/2012	4 415	10 384	275	586 720	587 190	8%	16 671	5 650	22 321	-8%
2012/2013**	4 236	10 861	317	727 516	728 568	24%	17 513	7 611	25 125	13%
2013/2014**	5 053	15 390	310	934 426	935 058	28%	21 016	7 473	28 489	13%

SOURCE: DAFF, 2014

\* Sales on major local fresh produce markets

\*\* Last 2 seasons subject to possible adjustments

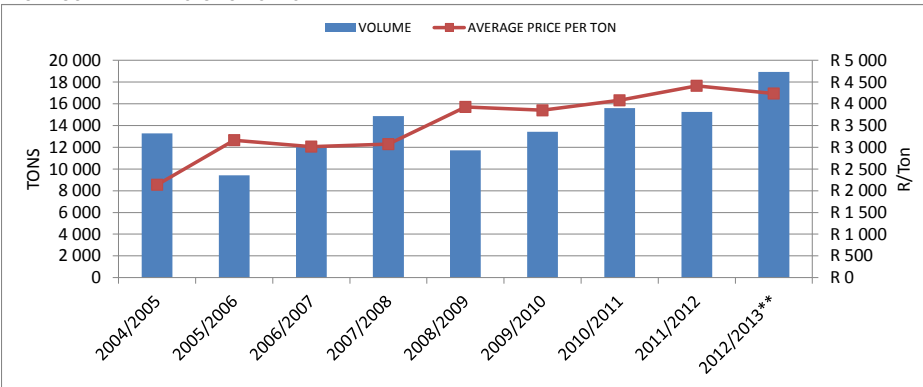
**PLUM LOCAL MARKET SALES 2013/2014**



SOURCE: DAFF, 2014

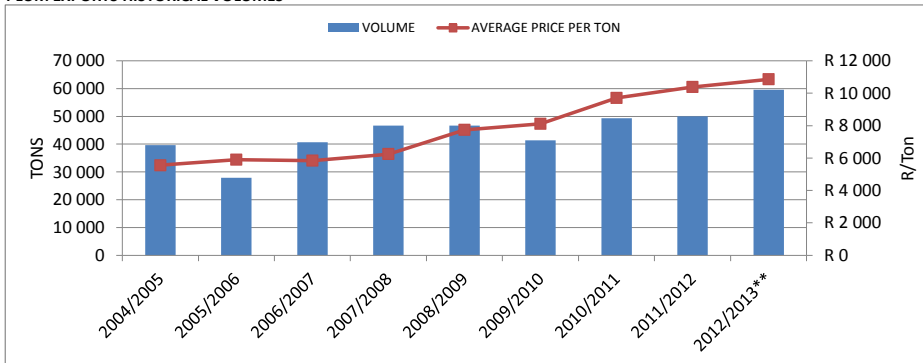
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

**PLUM LOCAL MARKET HISTORICAL SALES**



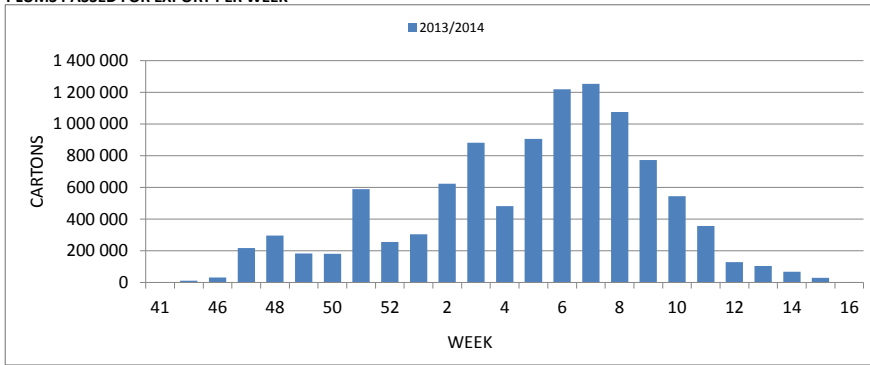
SOURCE: DAFF, 2014

**PLUM EXPORTS HISTORICAL VOLUMES**



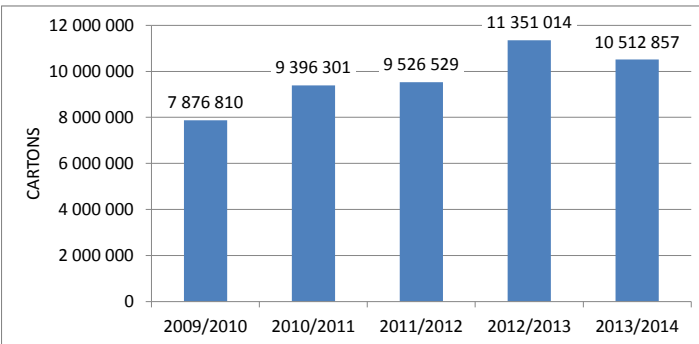
SOURCE: DAFF; PPECB, 2014

**PLUMS PASSED FOR EXPORT PER WEEK**



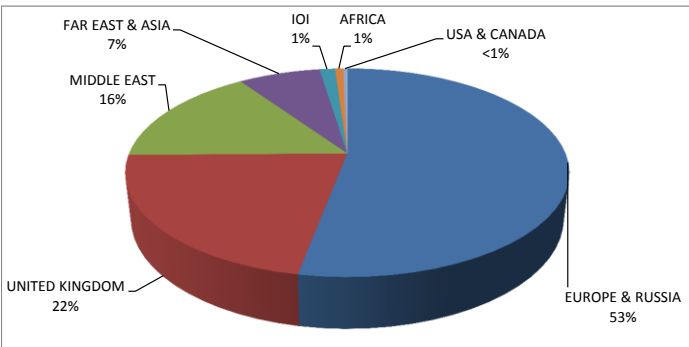
SOURCE: PPECB, 2014  
\* 5.25 kg equivalent cartons

**PLUMS PASSED FOR EXPORT PER SEASON**



SOURCE: PPECB, 2014  
\* 5.25 kg equivalent cartons

**PLUMS EXPORTS PER MARKET SEGMENT**



SOURCE: PPECB, 2014

**CARTONS PASSED FOR EXPORT PER CULTIVAR: PLUMS**

Cultivar	2010/2011	2011/2012	2012/2013	2013/2014	% Change 13/14 vs 12/13
LAETITIA	1 857 367	1 740 415	1 963 277	1 881 125	-4%
SONGOLD	1 716 031	1 407 833	1 525 364	1 638 719	7%
ANGELENO/SUPLUMSIX	729 204	771 995	1 091 268	859 964	-21%
FORTUNE	554 736	781 194	905 978	793 254	-12%
SAPPHIRE	843 127	683 156	830 636	769 174	-7%
AFRICAN DELIGHT	144 244	334 457	505 515	697 459	38%
SOUTHERN BELLE	622 773	668 070	868 471	645 722	-26%
AFRICAN PRIDE/SUNKISS	493 983	495 038	591 748	453 616	-23%
PIONEER	661 106	705 973	474 668	402 010	-15%
AFRICAN ROSE	29 988	87 776	188 368	326 017	73%
FLAVOR KING	237 137	305 717	371 906	272 565	-27%
PURPLE MAJESTY	155 542	190 556	233 345	241 706	4%
LADY RED	363 430	319 697	356 150	216 332	-39%
SUN SUPREME	110 829	134 819	201 210	213 380	6%
SOUVENIR	233 860	218 151	261 572	166 961	-36%
LARRY ANNE	155 730	127 946	217 473	147 725	-32%
FLAVOR FALL	11 605	43 296	81 566	112 081	37%
RUBY STAR	3 100	4 593	32 688	107 039	227%
BLACK DIAMOND/SUPLUMELEVEN	44 095	77 960	118 420	81 746	-31%
BLACK PEARL	17 100	34 388	58 341	81 068	39%
SEPTEMBER YUMMY	15	2 487	27 618	56 894	106%
SUPLUMTWENTYFIVE	1 718	21 572	43 101	45 998	7%
RUBY RED	87 304	58 005	87 017	42 807	-51%
SUNDEW	57 452	59 409	56 871	41 373	-27%
RUBY NEL / REUBENNEL	136 902	122 256	76 999	34 090	-56%
AUGUST YUMMY	7 161	12 359	17 970	20 371	13%
SOLAR ECLIPSE	4 696	8 001	7 318	18 381	151%
PLUMRED VI	0	0	4 499	17 658	292%
HARRY PICKSTONE	14 317	12 022	11 819	16 023	36%
LAMOON	1 437	6 534	13 208	11 123	-16%
STAV	0	0	7 320	11 106	52%
Other	100 313	90 853	119 312	89 369	-25%
<b>TOTAL</b>	<b>9 396 301</b>	<b>9 526 529</b>	<b>11 351 014</b>	<b>10 512 857</b>	
<b>% CHANGE (YEAR-ON-YEAR)</b>	<b>-</b>	<b>1%</b>	<b>19%</b>	<b>-7%</b>	

SOURCE: PPECB, 2014

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

\* 5.25 Kg equivalent cartons