



Foreign Agricultural Service

GAIN Report

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South Africa, Republic of

Agricultural Situation

Fruit Exports

2002

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Report Highlights:

Deregulation and a competitive exchange rate appear to be helping South Africa's fruit industry. Fruit exports in 2002 are estimated at 1.7 million tons, a 6% increase from last year, and 50 percent jump in volume since the deregulation of the fruit market in 1997. The biggest export category was citrus at 950,000 MT, followed by deciduous fruit at 650,000 MT, and 100,000 MT for subtropical and other fruits.

Includes PSD changes: No
Includes Trade Matrix: No
Unscheduled Report
Pretoria [SF1], SF

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Executive Summary

South Africa's fruit exports in 2002 are estimated at 1.7 million tons, up from 1.6 million tons in 2001 and 50% increase since deregulation of the markets in 1997. The export value is expected to reach about R7.2 billion, a 10% increase from last year mainly because of the devaluation of the Rand. Despite this increase, South Africa's suppliers still face higher production and administration costs such as packaging, shipping, insurance, storage, warehousing, herbicides and pesticides. Other challenges include operating within the deregulated environment, the eradication of fruit flies, lack of capacity at local ports, lack of black economic empowerment in the industry, as well as trade restrictive demands by international buyers, e.g. a zero-tolerance for blackspot on citrus by the EU.

Trade

South Africa's traditional market for fruit has been the EU. The new markets are U.S. and the Middle East for citrus, and the Far East ; Indonesia, Singapore, Thailand, South Korea, Taiwan, Hong Kong and China, for grapefruit and deciduous fruit.