

Price tendencies over the last 3 years. Where are we going?

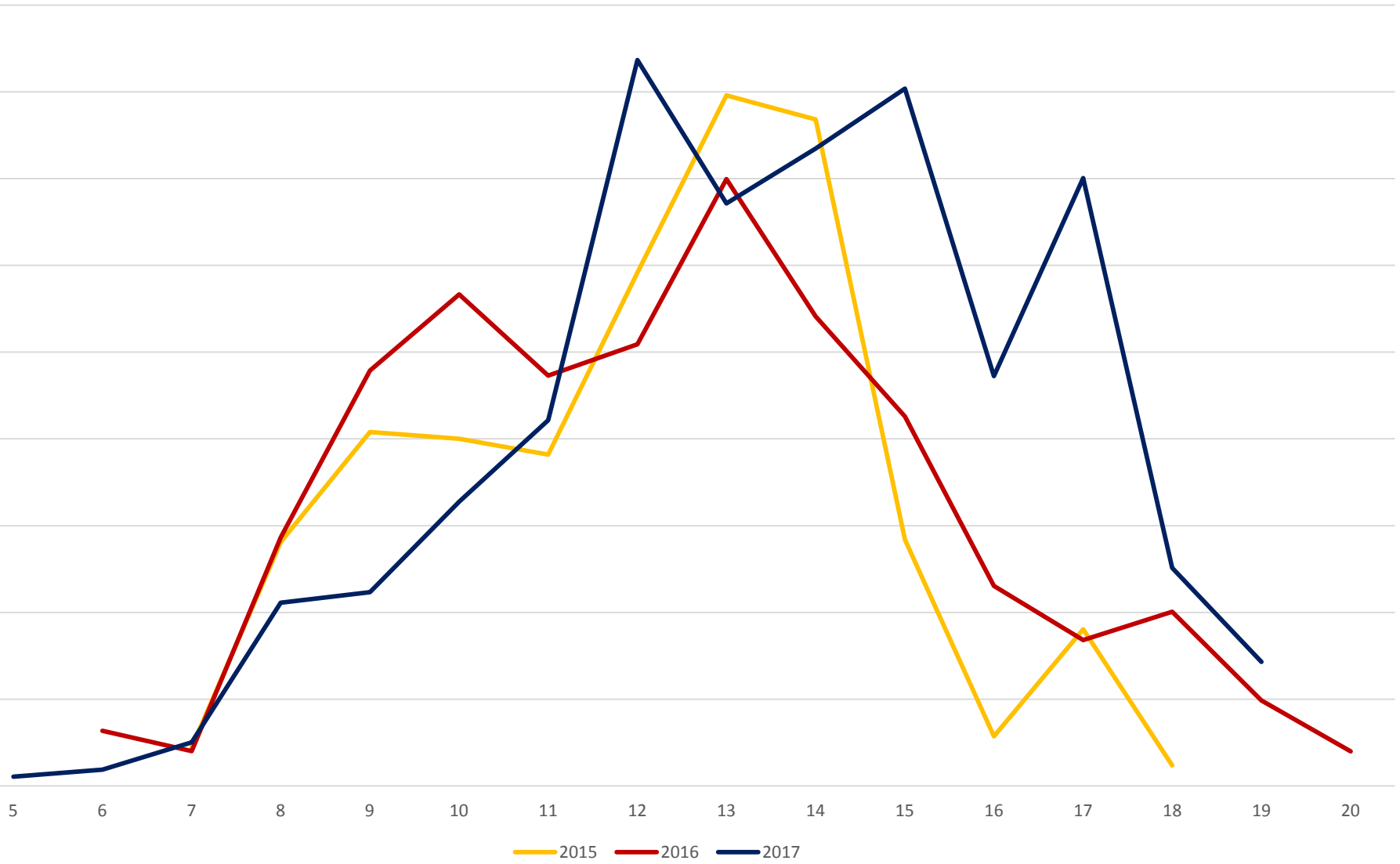
Niel Smith

Sapex

South Africa



Shipments per week 2015-17



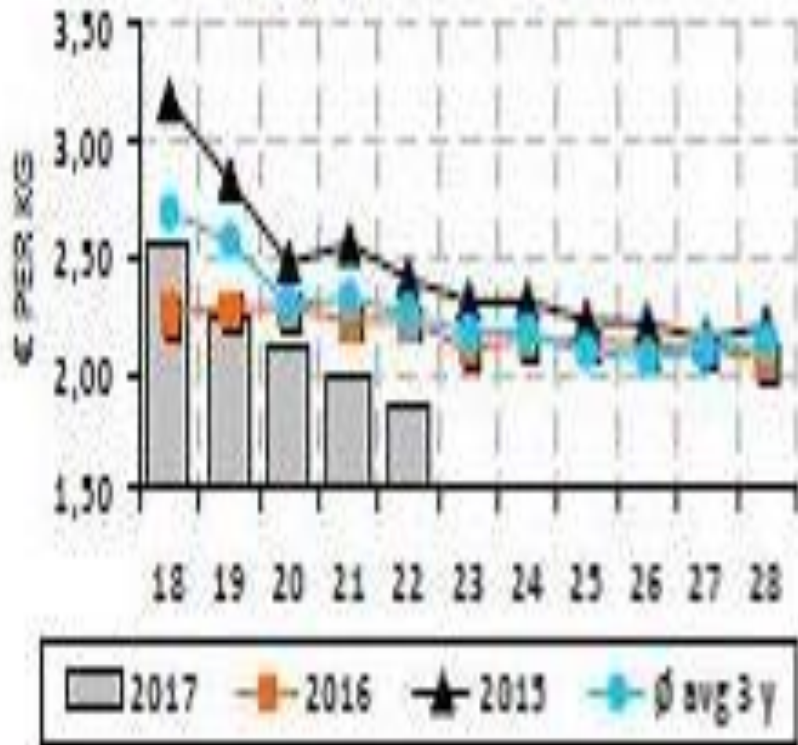
FOT PR. PERU WONDERFUL

FOT PRICE RSA

FOT Prices Pomegranate

Variety: WONDERFUL

Packaging: 3,8-4,5 KG Origin: Peru



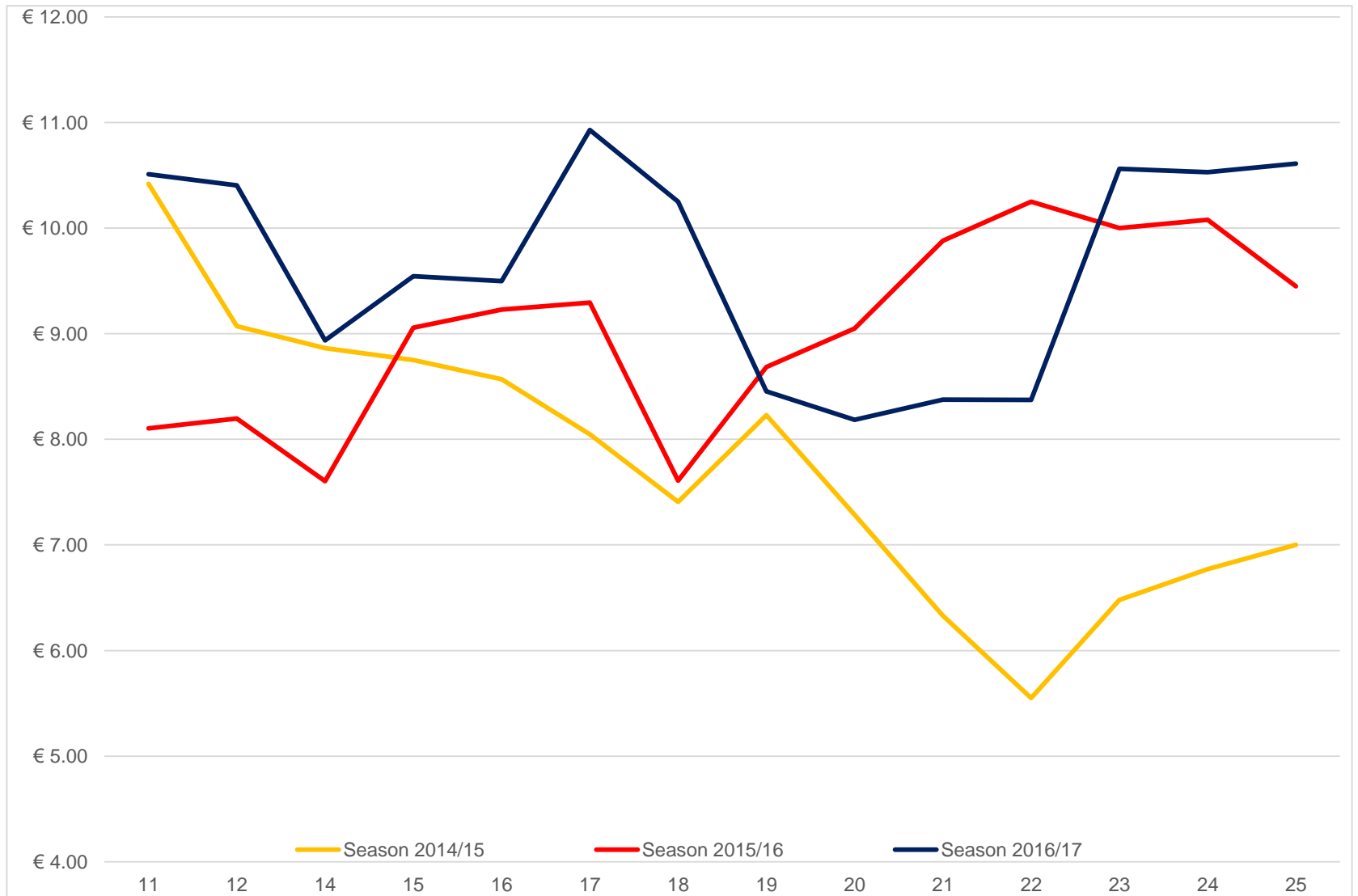
Producer Prices Pomegranate

Variety: WONDERFUL

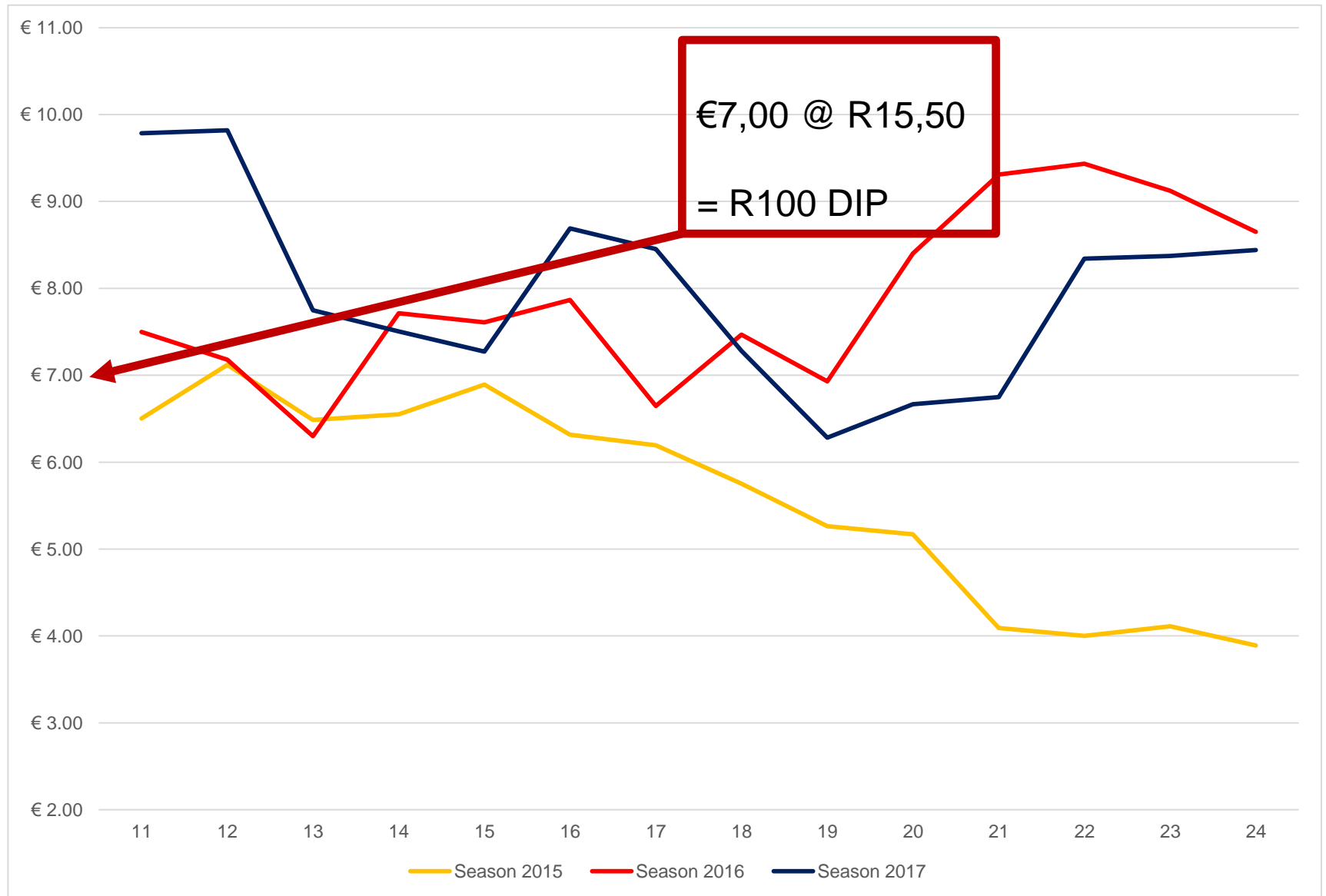
Packaging: 3,8-4,5 KG Origin: South Africa



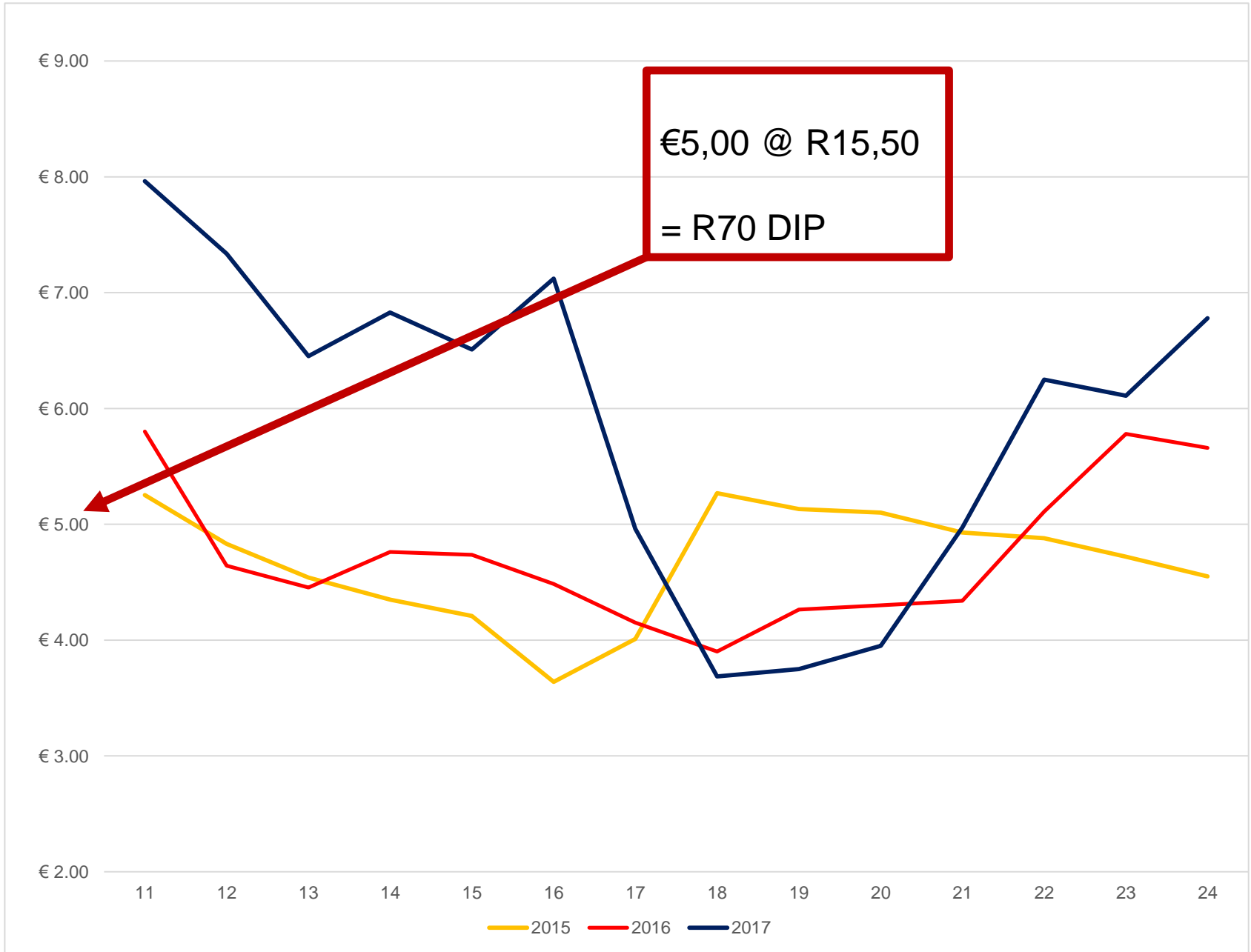
FOT € / 3.8kg- All sizes



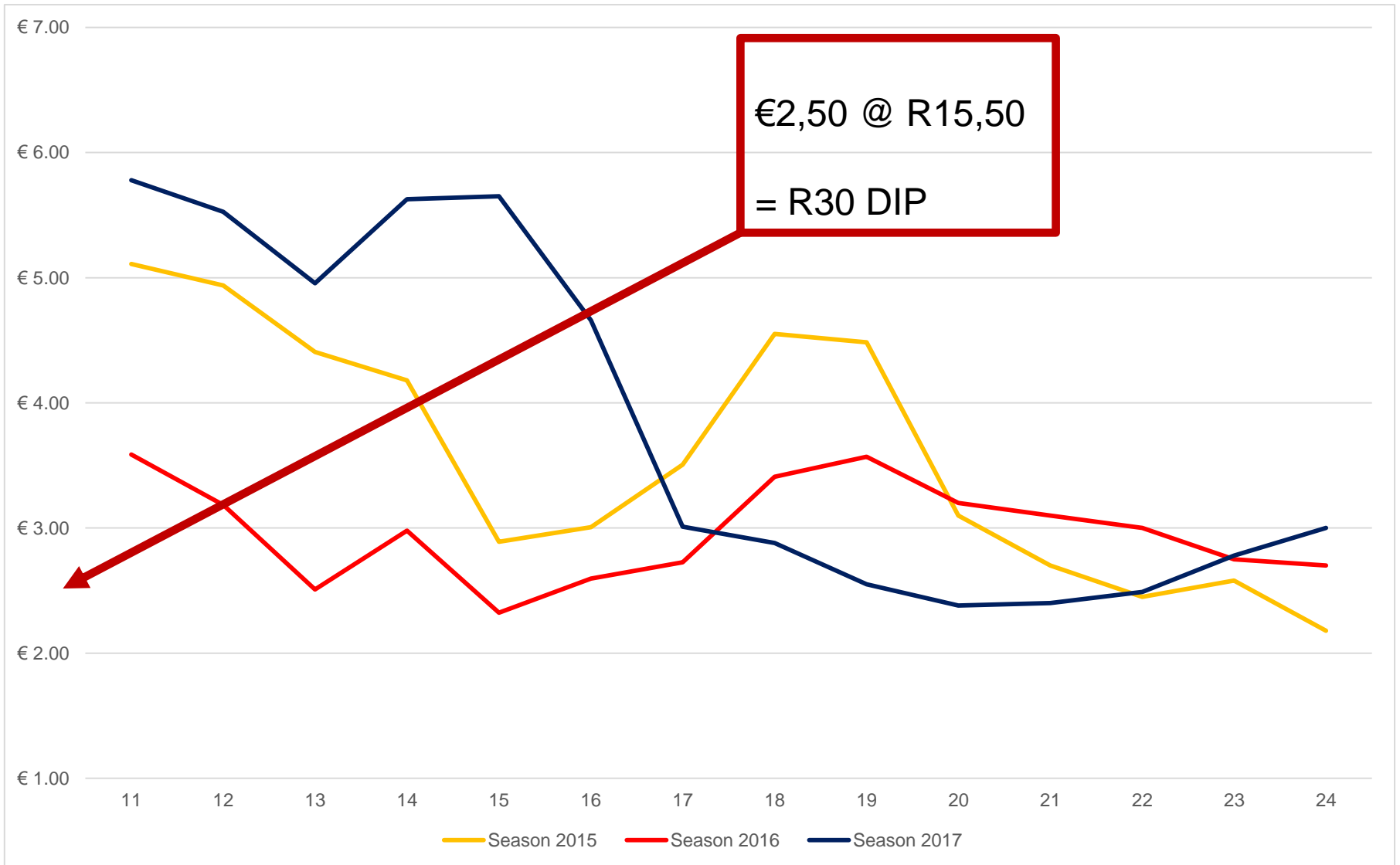
€ FOB / 3.8kg : Count 6-12



€ FOB / 3.8kg : Count 14-16



€ FOB / 3,8kg: Count 18-20



Summary



- Pomegranate demand & consumption is increasing globally
- RSA pomegranates are competing in a highly competitive international market
- Focus on market development outside Europe /UK – incl, processing & value adding
- Challenges 2018: small sizes, cosmetic std. & due diligence





THANK YOU

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