SA TABLE GRAPES 2021
MARKET DEVELOPMENT CAMPAIGN IN CHINA

SATI 南非鲜食葡萄协会

CLAYTON SWART  SASEV TECHNICAL INFORMATION DAYS  11 AUGUST 2021
Overview

- The SA Realities
- The Strategic Imperative & Objective
- Why China?
- The SATI commitment
- Partnerships & Support
- China Campaign feedback 2021
Realities

- SA soon 75+ million cartons industry
- Southern Hemisphere competition growing
  - International trade disruptions
  - Increasing volumes to saturated EU and UK
- SA’s over-exposure to EU & UK = +75%
- New markets an uncertain and tedious process
The Strategic Imperative & Objective

- Diversify markets – outside of the EU & UK
- Export +10 million cartons to China within 5 years
  - Profitably and sustainably
  - SA needs to become significant in China
- Strategically important to all Growers & Exporters
  - Including those not active in target market
Why China?

- An enormous market
  - Economy, middle class & consumption growing
  - Imports almost 2 x SA crop annually (incl. Hong Kong)

- SA has market access
  - Shipment Protocol manageable
  - Tariff digestible, i.e. 13%
  - South Africa & Africa a strategic partner; e.g. BRICS
SATI Commitment

- Support a Generic SA Table Grapes Campaign
  - Sustain for 3 Years
  - Partner with Exporters (FPEF) and Other Stakeholders
  - R4 million per annum – WCDoA 50% funding
  - With co-funding and partnerships

- SATI provides the generic platform
  - Exporters to support commercially

- Fund and execute a technical shipment project completed 2019/2020 season
Partnerships & Support

- Growers (SATI) & Exporters (FPEF)
  - Completion of Technical Shipment Project
  - Established a joint China Focus Group
  - In-market activities

- The Department of Trade & Industry
  - SA Embassy in China
  - National pavilions (Asia Fruit Logistica)
  - Consulted with other SA companies active in China
PARTICIPANTS IN SA
PARTICIPANTS IN CHINA
QUALITY PROMISE 品质保证

We have listened to the market, have designed a unique China specification;
“我们倾听市场的声音，设计了一套独特的中国规格”
China Campaign 2021 - Varieties

UNIFORMITY & TASTE ACROSS ALL VARIETIES

- SWEET JOY
- SWEET SHAPPHIRE
- SWEET GLOBE
China Campaign 2021

Guangzhou Wholesale Market Launch 1 April
Wholesale Market Launch

1 April Guangzhou
China Campaign 2021 - Guangzhou launch Feedback

- **Brix:** Sweet to very Sweet
- **Color:** More Black
- **Bloom:** Better to Great
- **Feedback:** Sweet Sapphire publics said it's too sweet.
- **Sweet Globe,** the texture is very crunchy, the flavor is tender, rich and heavy.
- **Crimson Seedless,** the texture is crunchy, and smelt with their fragrance.
South Africa targets China for grape growth

The country launches its long-awaited table grape pilot promotion in China

The South African table grape industry launched its Chinese market development programme in Guangzhou, China today (1 April) in front of a large trade and media audience.

The launch, which took place at the Jiangnonghui Fruit Wholesale market, marked a significant new step forward in the country’s efforts to increase its export...
China Campaign 2021

Retail Activities (end March to April)

Chinese cities: Beijing, Shanghai, Guangzhou, Shenzhen, Shenyang, Dalian, Tianjin, Suzhou, Chengdu, Wuhan, Chongqing, Zhuhai
China cities reached 2021
2 Sweet Joy Promotion in Fruit Shop
China Campaign 2021

Customer Feedback

- Flavor good but the stem condition is unstable, dry stem, powder is thinner, make consumers think the table grapes are not fresh
- Compared with Chilean table grapes, SA table grapes are more juicy and sweeter
- Sweet, consumers have higher acceptance
China Campaign 2021

Across Shanghai
China Campaign 2021

Shanghai Taste event
Customer Feedback

- Sweet, juicy, but the skin is a little bit astringent
- After tasting, most of the consumers will buy the table grapes
- Sales turned out to be good during the weekend
China Campaign 2021 – Social media & online

在哥伦比亚哈斯牛油果生产和出口公司（Corphass）和Agrilink的组织下，第九届世界牛油果大会（World Avocado Congress）将于2019年9月24日至26日召开，主办方为哥伦比亚的麦德林市（Medellin）。

柏林国际果蔬展览会于今年的2月6日至8日举行。在那里，国际果蔬报记者有幸采访到了世界牛油果大会组织者的代表Lina Jaramillo女士。她认为“世界牛油果大会是牛油果产业最为重要的一次盛会。”该会议每四年举行一次，举办地为各个牛油果果产地，上一届会议是在秘鲁举行的。

亚洲园艺博览会盛大开幕，行业领先资源打造全球共赢平台
2018年11月22日
全球 亚洲 中国 市场 生产 贸易 水果 蔬菜

南非提子 风味俱佳
- 符合欧盟出口标准
- 无农药三色提子
- 货源12月-3月
南非提子
品质卓越

南非提子协会（SATI）
凭借卓越的服务，
致力于创造一个发展、
平等、可持续的行业。

我们是？

南非提子协会（SATI）
是南非的提子生产者行业协会。在过去的125年中，我们一直很自豪地为世界各地市场提供优质提子。SATI代表种植者利益，参与政府与行业的关键提议，旨在以可持续的方式为种植者成为农场主以及进入新市场创造更多的机会。

SATI为种植者提供关键的行业信息，
市场准入和发展，转型，行业统计，
研究，技术服务和转化以及
培训和教育服务，致力于让南非成为全球优质提子的首选原产国。

南非提子种植区
南非提子有五个主要种植区。各地土壤和气候有所不同，使种植者可以在11月至次年5月期间向市场提供不同品种的当季提子。早期成熟的提子主要来自北郡省份、
奥兰治河和奥乐芬河地区的山谷，
紧接着是来自伯格河和赫克
河地区的提子。

www.satgf.co.za

南非有超过300家提子种植商
每个产季出口超过6600万箱
提子种植面积超过21000公顷
南非提子以其优质品质著称，鲜甜、多汁、香脆。

南非……“全球优质提子首选原产国”

SATI正在致力于创建一个发展、平等、可持续的提子行业。
**Superior Quality South African Table Grapes**

The South African Table Grape Industry serves the most discerning markets all over the world for over 125 years. It has 5 diverse growing regions, an abundance of sunshine, beautiful landscapes (biodiversity—fauna & flora) and is well known for superior quality table grapes.

**优质南非提子 专为中国精选**

南非提子产业为全球最严格的市场服务超过125年。拥有五个主要种植区域，阳光充足，风景优美（保持着动植物的生物多样性），并以绝佳品质的提子而举世闻名。

我们的行业主要是家族农场和企业，世代相传。

南非提子品种分布广泛，主要是无籽品种（占比92%），其中大多数是新一代品
China Campaign 2021 – Shanghai market launch

Shanghai Wholesale Market Launch activities 29 April
South Africa's Tizi Power China market "Chinese customization" continues to be popular

Thursday, April 30, 2021 8:15 PM Source: ChinaNews.com Shanghai

SHANGHAI, April 30 (Xinhua) -- High-quality tizi from South Africa has come a new bright spot in China's fruit market this spring. South Africa's

RSA wraps up record table grape season in China

SATI's first table grape promotion in China helped lift sales to record levels during the 2021 season

South Africa is poised to conclude its 2021 table grape season with record sales in China after carrying out its first promotion there since gaining access to the market in 2014.

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"五五购物节"全球美食发力中国市场，“中国定制”持续走红

“五五购物节”全球美食发力中国市场，“中国定制”持续走红

来源：欧睿国际

2021年南非提出行业（SATI）与国内水果进口商、零售商合作，让新鲜多汁的南非提子走上了更多中国消费者的餐桌。南非驻上海总领事馆副总领事说，南非拥有丰富多样的水果品种，其中90%以上都是天然品种，口感酸甜，香甜多汁，南非提子早在2014年就赢得了中国市场青睐。2021年南非提子以大规模进入中国市场，让消费者家门口购买到高性价比的南非提子。
Thank You/ 謝謝