



SA TABLE GRAPES 2021 MARKET DEVELOPMENT CAMPAIGN IN CHINA

SATI 南非鲜食葡萄协会

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)

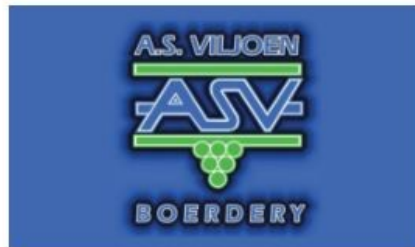
- Completion of Technical Shipment Project
- Established a joint China Focus Group
- In-market activities

❑ 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



China Campaign Feedback 2021

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



CRIMSON



SWEET JOY



SWEET SHAPPHIRE



SWEET GLOBE



China Campaign 2021

Guangzhou Wholesale Market Launch 1 April



China Campaign 2021 - Guangzhou launch Feedback

Wholesale Market Launch

1 April Guangzhou



Goodfarmer
QUALITY FRUIT
佳农
FRESH EVERYDAY

南非提子

**Beautiful Country
Beautiful Fruit**
South African Table Grape
美丽的国度 鲜美的水果

SATI
SOUTH AFRICAN TABLE
GRAPE INDUSTRY

中国·广州
2021年4月1日

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.

China Campaign 2021

Guangzhou Wholesale Market Launch activities Media Coverage



The screenshot shows a web page from 'PRODUCE REPORT'. The header includes a green navigation bar with a menu icon, the 'PRODUCE REPORT' logo, and a search icon. Below the header is a dark grey navigation bar with links for 'PRODUCE', 'REGIONS', 'TOPICS', 'EVENTS', and '中文'. A banner for 'MZMC' with the website 'WWW.MZMC.COM.CN' is visible. The main article title is 'South African Table Grape Consumption Poised for Growth in China', dated 'April 01, 2021', and by 'Produce Report'. The article features a large image of South African table grapes with the SATI logo. A sidebar on the right lists two 'LATEST' articles: 'Joy Wing Mau and Dole China To Launch Joint Product' and '2021 South African Apple Exports to China Show Strong Start', both dated 'MAY 06, 2021'. The author 'BY FRED MEINTJES' is mentioned, along with the date and time 'Thursday 1st April 2021, 22:01 Hong Kong'. Social media sharing icons for WhatsApp, Telegram, Google+, Twitter, LinkedIn, Pinterest, and Facebook are at the bottom.

PRODUCE REPORT

PRODUCE REGIONS TOPICS EVENTS 中文

MZMC WWW.MZMC.COM.CN

Home » Fresh Fruits » Grapes

South African Table Grape Consumption Poised for Growth in China

April 01, 2021 Produce Report

1 Joy Wing Mau and Dole China To Launch Joint Product MAY 06, 2021

2 2021 South African Apple Exports to China Show Strong Start MAY 06, 2021

BY FRED MEINTJES

Thursday 1st April 2021, 22:01 Hong Kong

WhatsApp Telegram Google+ Twitter LinkedIn Pinterest Facebook



South Africa targets China for grape growth

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

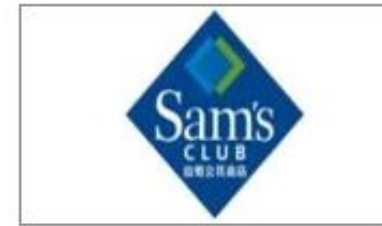
The South African table grape industry launched its Chinese market development programme in Guangzhou, China today (1 April) in front of a large trade and media audience.

The launch, which took place at the Jiangnonghui Fruit Wholesale market, marked a significant new step forward in the country's efforts to improve its



China Campaign 2021

Retail Activities (end March to April)



Chinese cities: Beijing, Shanghai, Guangzhou, Shenzhen, Shenyang, Dalian, Tianjin, Suzhou, Chengdu, Wuhan, Chongqing, Zhuhai

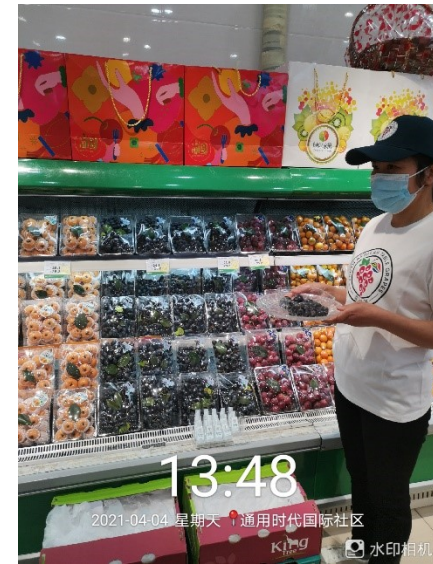


China cities reached 2021



China Campaign 2021

2 Sweet Joy Promotion in Fruit Shop



China Campaign 2021

Sam's Club & Fruit Shop



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



ross Shanghai



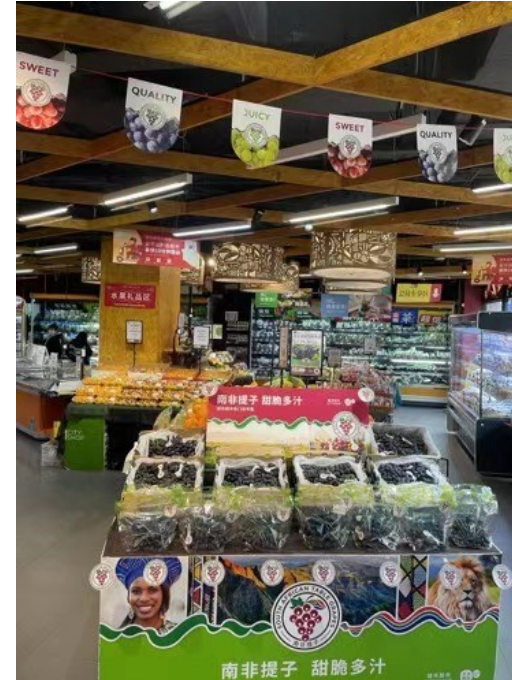
China Campaign 2021



Shanghai Taste event



China Campaign 2021



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



中国移动 16:46

× 国际果蔬

在哥伦比亚哈斯牛油果生产和出口公司 (Corpohass) 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, 主办地为哥伦比亚的麦德林市 (Medellín)。



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, 国际果蔬报道有幸访问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原产国, 上一届会议是在秘鲁举行的。



SATI Wechat banner ads



SATI banner ads C1 (Chinese Website)



China Campaign 2021 – Brochure

南非提子 品质卓越



www.satgi.co.za

南非提子协会 (SATI)
凭借卓越的服务,
致力于创建一个发展、
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
气候有所差异, 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部省份、
奥兰治河和奥乐芬兹河地区的山谷,
紧接着是来自伯格河和赫克
河地区的提子。



北部
省份



奥兰
治河



奥乐
芬兹
河



伯格
河



赫克
河



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

China Campaign 2021 – Brochure

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。



China Campaign website



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优质南非提子 专为中国精选

**Superior quality South African table grapes –
specially selected for China**



SUPERIOR QUALITY SOUTH AFRICAN TABLE GRAPES – SPECIALLY SELECTED FOR CHINA

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苛的市场服务超过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 – Trade Media

FRESH FOCUS

SOUTH AFRICAN TABLE GRAPES 2021

新鲜聚焦南非提子

FRUITNET 年度专题副刊



雄心勃勃

百年南非提子产业

瞄准亚洲市场

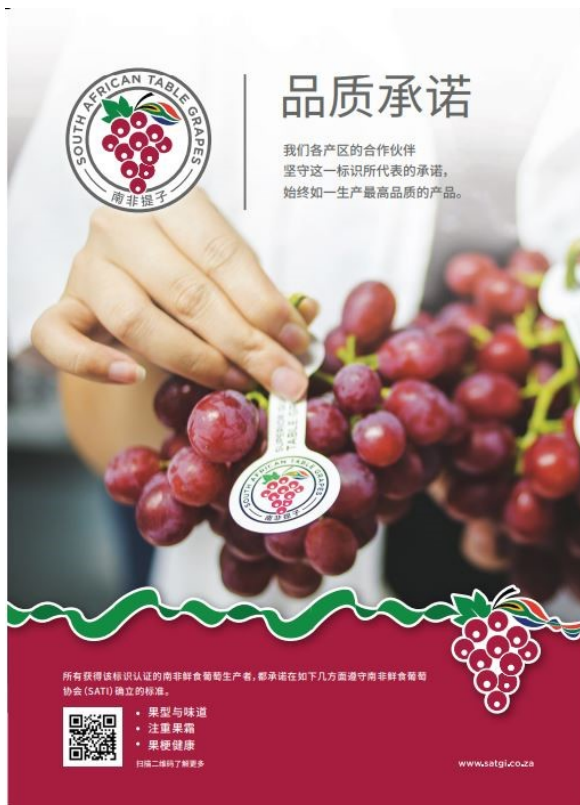
行业总览
种植生产
市场与营销

FRUITNET



品质承诺

我们各产区的合作伙伴
坚守这一标识所代表的承诺，
始终如一生产最高品质的产品。



所有获得该标识认证的南非鲜食葡萄生产者，都承诺在如下几方面遵守南非鲜食葡萄协会 (SATI) 确立的标准。



- 果型与味道
- 注重果霜
- 果梗健康

扫描二维码了解更多

www.satgi.co.za

从南非桌山到您的餐桌

南非鲜食葡萄

以全球最高标准严格要求产自南非，无论您身处世界何处，都将品质上乘、口味优良的鲜食葡萄，从桌山脚下送至您的餐桌。

南非鲜食葡萄协会 (SATI) 为种植者赋能，致力协助葡萄种植商维护、发展和优化市场。SATI 代表种植商参与政府和行业关键举措讨论，在确保可持续发展的同时，从购买果园到开拓新市场为行业提供更多机遇。

南非是鲜食葡萄最新无核品种的领先供应国，每季从11月到次年6月供应。作为欧洲市场最主要的葡萄供应源之一，南非的果园和包装厂满足最严格的欧洲食品安全标准和安全要求。

享用葡萄，认准南非桌山！

SATI 南非鲜食葡萄协会
info@satgi.co.za | www.satgi.co.za

地址: 71 847 0344 | 邮编: 77 71 847 0070 | 地址: 47 Main Street, Breda | 2780 Breda, Breda 7470, South Africa



China Campaign 2021 – Shanghai market launch

Shanghai Wholesale Market Launch activities 29 April



China Campaign 2021 - Shanghai market launch



China Campaign 2021 - Shanghai Media Coverage

南非提子发力中国市场 “中国定制”持续走红

世界网

2021年5月2日

今年春季，来自南非的高品质提子成为中国水果市场的新亮点。南非提子行业（SATI）与国内进口商和零售商通力合作，让脆爽多汁的南非提子走上了更多中国消费者的餐桌。



打开APP，查看更多精彩图片

日前，SATI与禾嘉嘉（大连）农业科技有限公司共同在上海辉展果蔬批发市场，共同庆祝2021南非提子季。南非驻上海总领事馆总领事Mpho Hlahla（何安娜），南非驻华大使馆农业参赞Mashudu Silimela先生，上海辉展果蔬批发市场副总经理林哲浩，上海翼博贸易有限公司总经理徐刚，禾嘉嘉（大连）

EUROFRUIT

PRODUCTS TOPICS COUNTRIES MAGAZINES

Latest News About Eurofruit Event calendar ADVERTISE SUBSCRIBE

BY FRED MEINTJES

Tuesday 4th May 2021, 15:34 London

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.



中国新闻网 | 上海

www.sh.chinanews.com(上海新闻网)

北京 [切换]

空气质量: 严重



今 扬沙

14~28℃



明 晴

15~26℃

Home culture Livelihood Party physical vogue amusement Cre
Macroeconomidong District Local ebMacritian Science Legal Bus

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 become a new bright spot in China's fruit market this spring. South Africa's

18.shtml

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南非鲜食葡萄在中国的成功季以庆祝活动结束

得益于南非鲜食葡萄产业（SATI）与南非西开普省政府以及中国主要进口商和零售商的密切合作，南非的优质鲜食葡萄品种在今年春天成为了中国市场的焦点。SATI于4月29日在上海辉展果蔬批发市场与进口商Joywoo和分销商Yibo举行了庆祝活动，庆祝2021年南非鲜食葡萄季在中国获得成功。

此次活动汇聚了新鲜水果供应链的代表，包括上海辉展果蔬批发市场副总经理林哲豪，Joywoo公司总经理郑毅和Yibo公司总经理徐刚。除了演讲、表演和互动活动外，庆祝活动还包括品尝南非世界一流的葡萄酒。

此次活动的策划和执行由南非驻上海总领事Mpho Hlahla和南非驻上海总领事馆农业参赞Mashudu Silimela先生共同完成。

“五五购物节”全球美食发力中国市场，“中国定制”持续走红

话匣子

2021-05-02 17:31

来源：话匣子
作者：上海电视台记者董丽敏

关注

7779

“五五购物节”全球美食发力中国市场，南非提子行业（SATI）与国内水果进口商、零售商合作，让脆爽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总领事何安娜说，南非地处非洲南端，平均温度为15度，昼夜温差大，非常有利于水果生长和糖分积累。当地培育出许多不同品种的提子，其中90%以上都是无籽品种，口感脆爽，香甜多汁。南非提子早在2014年就获得了中国市场准入，2021年产SATI带南非提子大规模进入中国市场，让中国消费者家门口购买到高性价比的南非提子，他们还专门为中国市场推出了品质认证体系，统一标识和包装。在山姆超市、上海Cityshop（城市超市）门店以及很多精品水果超市，消费者都可以购买到新鲜的南非提子。



阿基米德APP内打开





Thank You/ 謝謝