

Market Access Update

South African Table Grapes

AJ Griesel – August 2022

AGENDA

Waarop moet ons fokus en wat moet ons beter verstaan.

01. Proses en Beginsels

04. Vraag (Potensiaal)

02. Produksie en Uitvoere SA

05. Prioriteite

03. Aanbod uit die S-H

06. Vrae

Afdeling 1 – Proseses en Beginsels

1. Proses en Beginsels

“Market Access within SATI?”

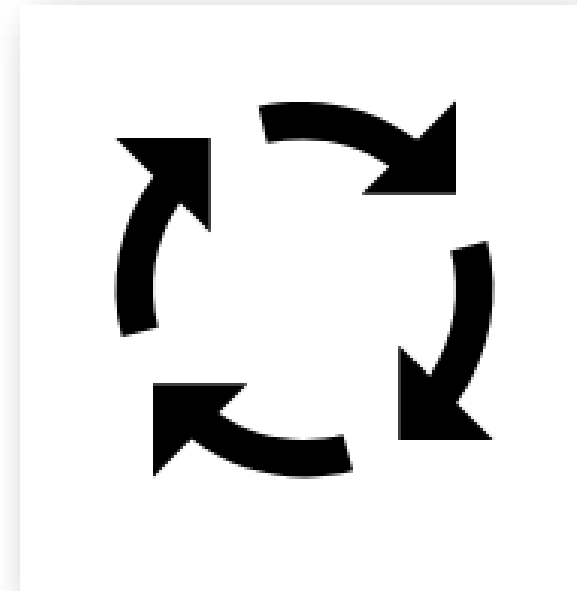
This function has three components:

- Maintenance and improvement of existing market access.
- Achieving access to new markets on a specifically targeted basis.
- Re-open closed markets.

1. Proses en Beginsels

Vereenvoudigde Proses

Vereenvoedige Proses	
1	SATI versoek NPPO om versoek te rig aan land
2	NPPO versoek invoerland om te oorweeg
3	Invoerland reageer en dikteer proses
4	NPPO versoek alle inligting vanaf SATI (Proses)
5	DALRRD & SATI formuleer amptelike "antwoord"
6	NPPO versoek bevestig van invoerland van ontvangs
7	Lande moet nou ooreenkom op "PRA" dit is 'n bilaterale proses
8	Verifikasie besoek
9	Ooreenkoms en Protokolle word onderteken



1. Proses en Beginsels

Sanitêre & Phyto-sanitêre maatreëls (SPS) & Tariewe

Sanitary & Phytosanitary	Tariff
• Protect – Country against pests	• Protect – Local Industry
• Protect – Current trade protocols	• Protect – Current “Trade Relationships”
• Risk Mitigating – Ensure proper S&P	• Level indicative of “Willingness / Politics”
• Non-Tariff Barrier – Politics and Sciences	

Afdeling 2 – Produksie en Uitvoere SA

2. Produksie en Uitvoere SA

Innames – 2012/13 tot 2021/22

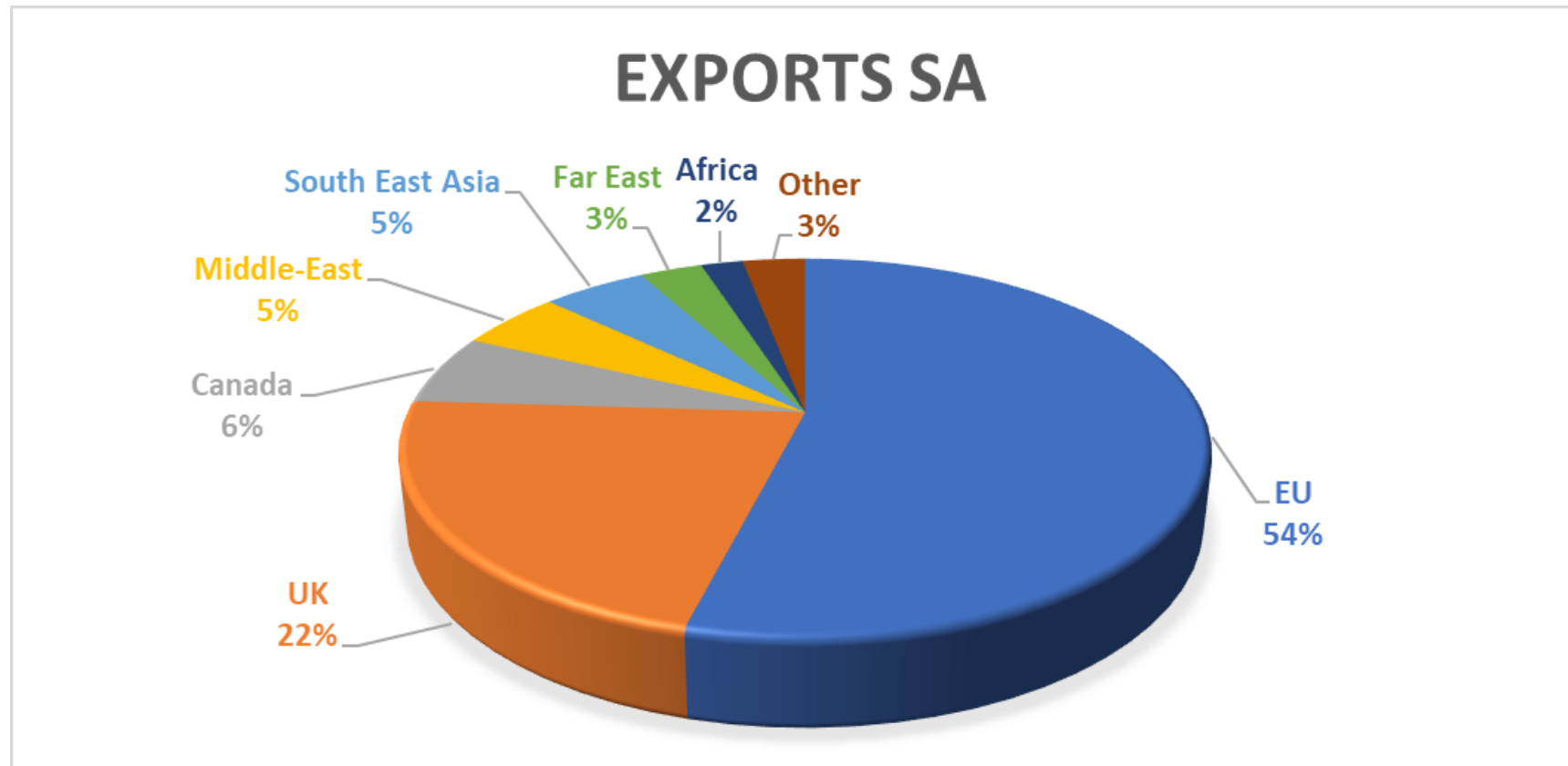
YEAR	NORTHERN PROVINCES	ORANGE RIVER	OLIFANTS RIVER	BERG RIVER	HEX RIVER	TOTAL (NATIONAL)
2012/2013	4 155 648	16 039 382	2 725 942	12 672 168	18 286 725	53 879 865
2013/2014	4 083 599	15 118 961	3 121 056	11 379 002	16 846 196	50 548 814
2014/2015	4 510 726	17 686 726	3 788 287	13 062 449	20 331 091	59 379 279
2015/2016	4 730 931	18 642 606	3 157 059	12 599 726	18 849 217	57 979 539
2016/2017	5 537 784	20 532 515	3 968 073	15 426 175	22 110 612	67 575 160
2017/2018	6 828 762	19 015 641	2 802 436	13 052 616	20 365 295	62 064 749
2018/2019	7 120 755	19 207 361	2 366 503	13 788 759	18 649 830	61 133 209
2019/2020	6 100 383	19 859 013	3 319 516	16 274 501	20 596 570	66 149 984
2020/2021	7 881 591	18 508 777	4 443 619	20 061 729	23 997 667	74 893 384
2021/2022	7 438 123	22 315 878	3 569 414	19 151 150	25 258 170	77 732 736
CAGR*						
9YR	6.7%	3.7%	3.0%	4.7%	3.7%	4.2%
3YR	1.5%	5.1%	14.7%	11.6%	10.6%	8.3%

Continually tightening production

Unti notes that overall there is a reduction in the volumes of grapes the state produces. "Four or five years ago, California produced 135 million boxes. This year they're projecting 106 million boxes. The surplus has gone away," he says.

2. Produksie en Uitvoere SA

Waar wil ons graag wees?



Afdeling 3 – Aanbod uit Suidelike-Halfronde

3. Aanbod uit Suidelike Halfronde

Suidelike Halfrond Realiteit

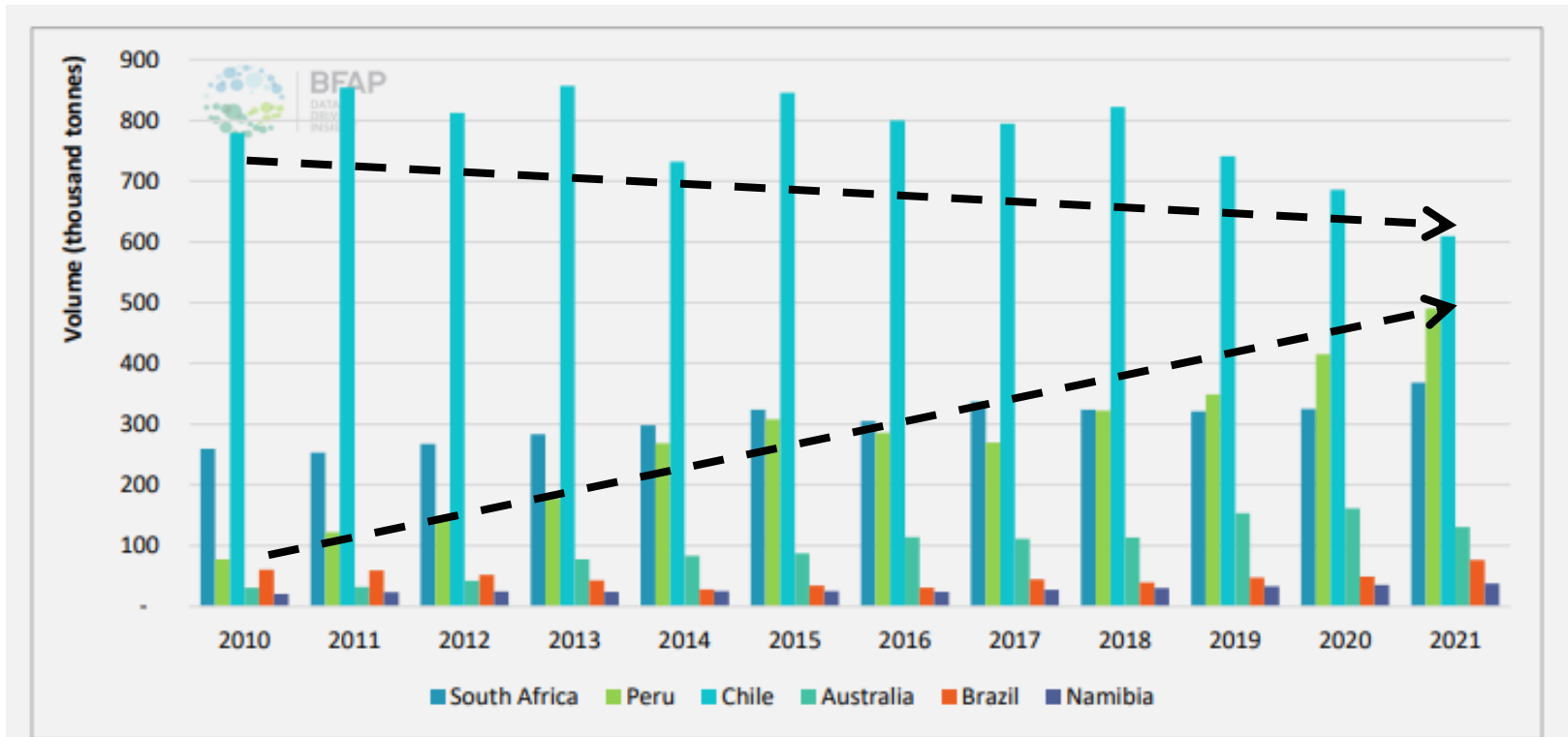


Figure 1: Growth in volume table grapes exported from 2010 to 2021 of major Southern Hemisphere competitors

Source: ITC (2022)

3. Aanbod uit Suidelike Halfronde

Peru en SA verhoog aanbod in EU. (Prys druk)

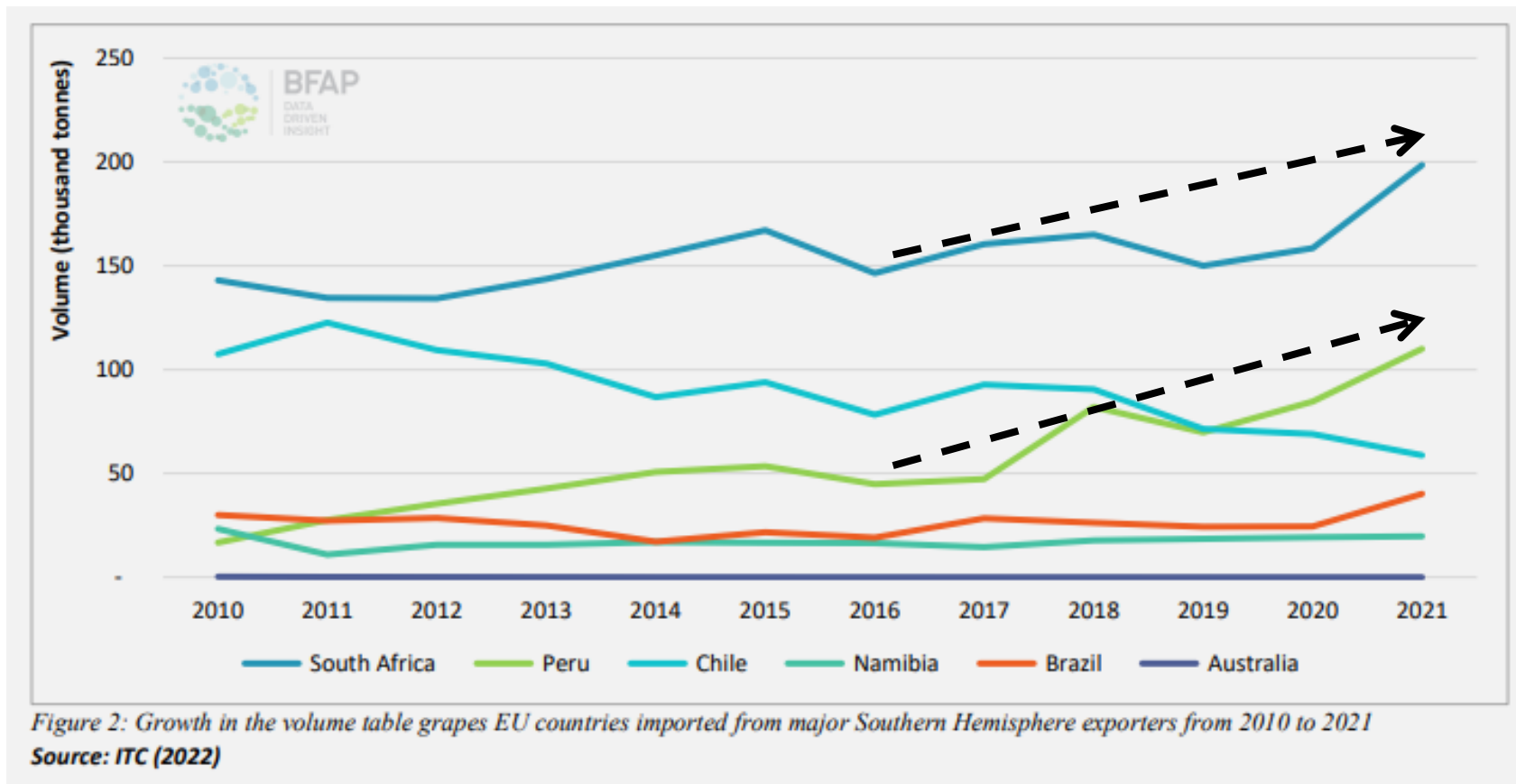
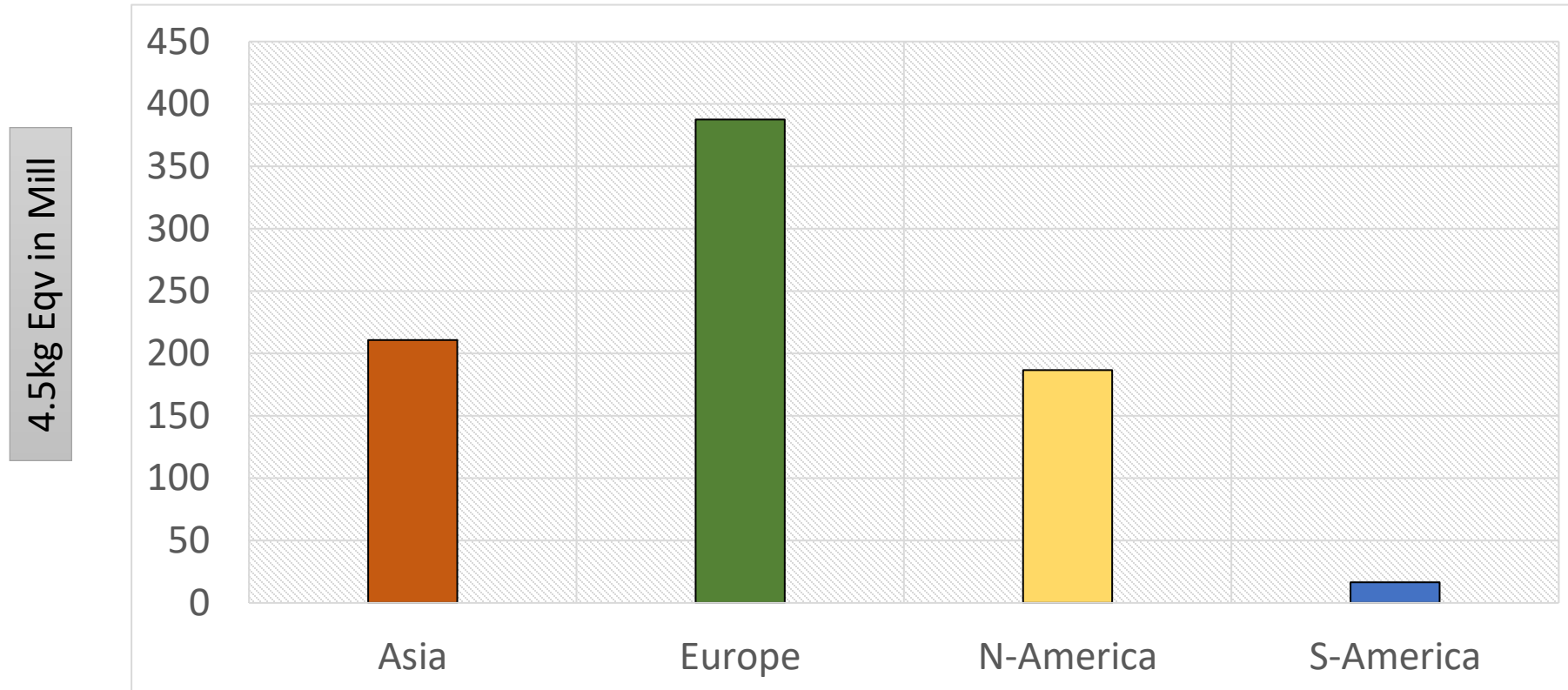


Figure 2: Growth in the volume table grapes EU countries imported from major Southern Hemisphere exporters from 2010 to 2021
Source: ITC (2022)

Afdeling 4 – Vraag (Potensiaal)

4. Vraag (Potensiaal)

Table Grape Imports by Continent (80% of volumes)



4. Vraag (Potensiaal)

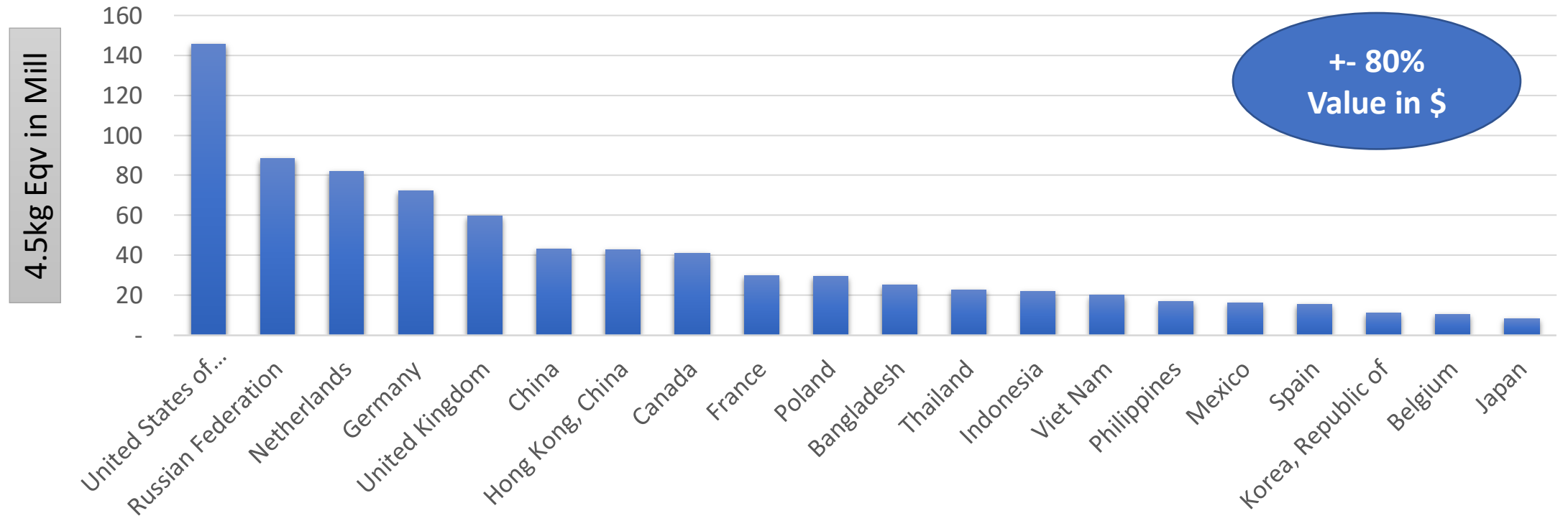
Waar wil ons graag wees

TOP TABLE GRAPE IMPORTING COUNTRIES MARKET SHARE

IMPORTERS	PERCENTAGE SHARE IN VALUE (USD) IN WORLD'S IMPORTS					VOLUMES (TONS)
	2017	2018	2019	2020	2021	2021
WORLD	100	100	100	100	100	4 813 352
1 United States of America	18.9	18.5	18.7	18.9	18.9	655 185
2 Netherlands	7.6	8.7	8.3	8.0	8.9	368 414
3 Germany	8.0	8.0	7.1	8.0	7.5	325 546
4 United Kingdom	7.3	7.3	6.9	6.8	6.5	269 283
5 China	6.5	6.2	6.7	6.4	5.0	193 065
6 Canada	4.6	4.5	4.5	4.4	4.5	184 778
7 Hong Kong, China	5.4	5.3	5.4	5.5	4.4	192 012
8 Russian Federation	4.4	3.4	3.4	3.6	4.3	397 041
9 Indonesia	2.8	3.3	3.9	2.7	3.0	98 278
10 France	2.6	2.3	1.9	2.2	2.4	134 211

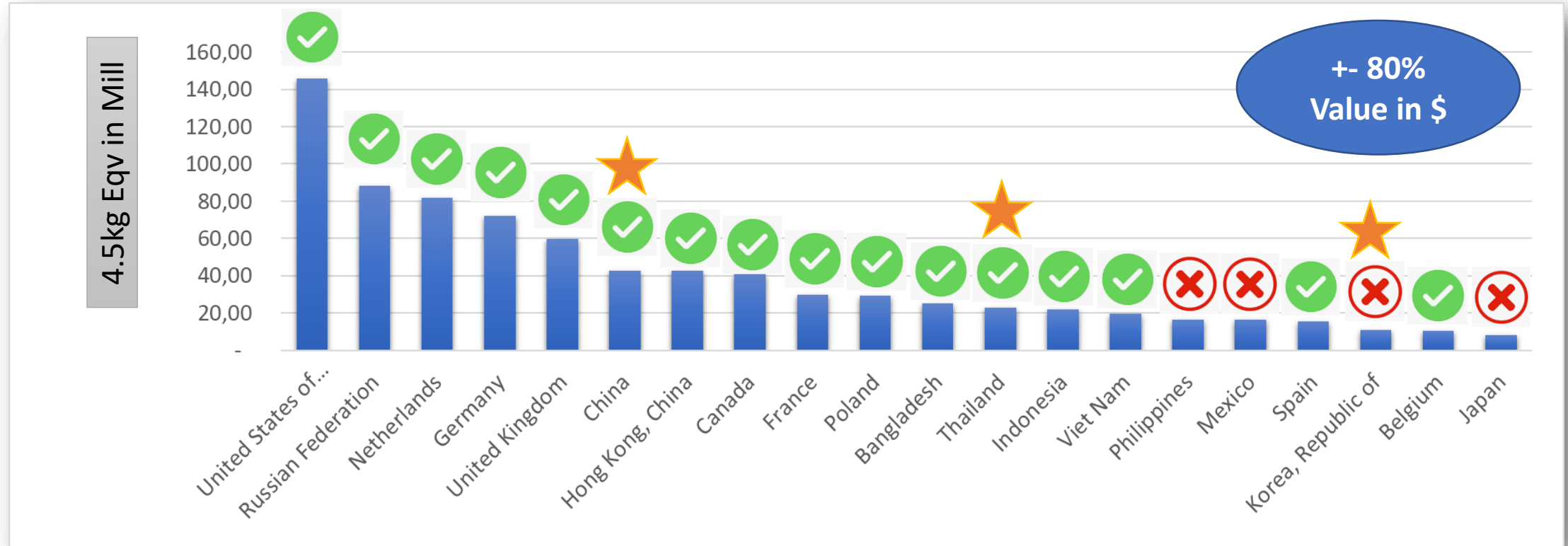
4. Vraag (Potensiaal)

Table Grape Imports by Country (Top 20)



4. Vraag (Potensiaal)

Table Grape Imports by Country (Top 20)



Afdeling 5 – Prioriteite

5. Prioriteite

Suidelike-Halfrond - Realiteite

Country	South Africa			Australia		Chile		Peru	
	Tariff	Log	MA	Tariff	Log	Tarrif	Log	Tarrif	Log
Japan	17,0%	19	Lim	0,0%	5	2,1%	31	6,4%	34
Japan (2)	7,8%	19	Lim	0,0%	5	0,5%	31	0,7%	34
Phillipines	7,0%	15	No	0,0%	5	7,0%	27	7,0%	30
Korea	45,0%	18	No	0,0%	6	0,0%	30	45,0%	33
Vietnam	8,0%	14	Lim	0,0%	5	8,0%	26	0,0%	28
Malaysia	5,0%	12	Lim	0,0%	5	0,0%	25	5,0%	27
Thailand	34,6%	14	Lim	6,0%	5	0,0%	27	0,0%	29

* Japan 2 = 1st of Nov to the last day of Feb

* Log = x 1000km

5. Prioriteite

Suidelike-Halfronde (Algemeen)

- Speelveld, nie heeltemal gelyk nie (veral tariewe)
- Slegs Australië en Chile voer na **Japan** en **Filippyne** uit tans.
- Peru en Chile is byna 2x sovêr soos SA en 5x sovêr as Aus (Km's)
- Australië goed posisioneer maar polities effe “gefouteer” (China)
- SA moet meer **klem op tariewe** lê

5. Prioriteite

China, hoekom moet ons aanhou?

- China's table grape imports to grow by 8% in the 2021-2022 season
- China imported an estimated **210,000 tons** in 2021/22 (± 45 mil*)
- Chile and Peru are the current main suppliers
- Continual market development key to long-term success
- Continue with the campaign and include other Asian destinations

5. Prioriteite

Establish market presences

1. Access Priority

- **Filippyne ±17mil _ 4.5kg Equivalents**
- **Japan ±11mil _ 4.5kg Equivalents**
- **Suid-Korea ±8mil _ 4.5kg Equivalents**

Est Potential of 36 million 4.5kg = 66% of Current volumes exported to EU and UK

5. Prioriteite

Develop and defend

1. Focus on tariffs and market development

- Thailand ±23mil _ 4.5kg Equivalents
- China ±46mil _ 4.5kg Equivalents
- USA and Canada ±187mil _ 4.5kg Equivalents

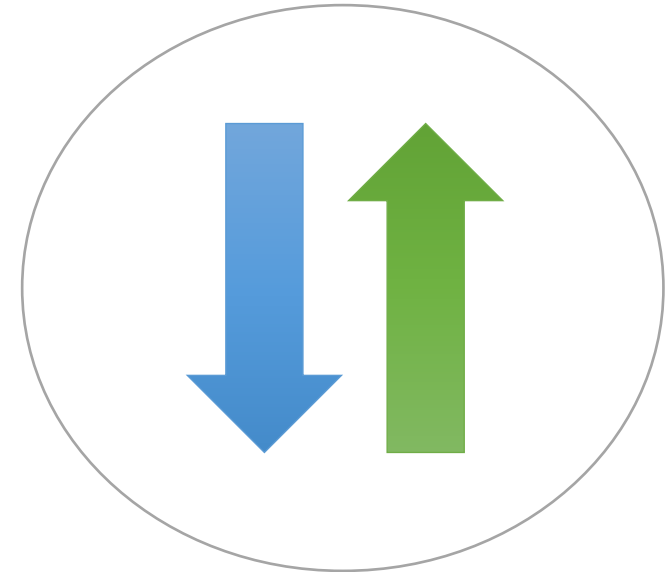
2. Defend and preserve the preferred status

- EU and UK = ±56mil* _ 4.5kg Equivalents

5. Prioriteite

Reverse order for Producer

1. **Defend and preserve the preferred status**
2. **Tariffs and market development**
3. **Access Priority**



“Mission Peru” – Let’s get the facts!

Afdeling 6 – Vrae?