South African Table Grape versus the rest of the World or with the rest of the World

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Human brain is like a parachute if is not open is not useful.
Disclaimer

• The following presentation are not necessary representing San Lucar view and opinion.

• Is not my intention to offence any one, my apologies then in advance if any one feel so, however if you get uneasy and believe the you need a change, then mission accomplish.

• I am not holding the truth, but I am sure that I am not far off of “reality”
World Scenario

- The development of the tropical and subtropical production techniques, by Indians in mid late 60’s and improve by Brazilians by the late 90’s, where the foundation of a new world production revolution in term of expansion, which take place in the late 90’s early 2000’s.

- The development of the Bio-Technology call “Embryo rescue”, by Dr. Ramming in 1990, was the foundation of the world new varieties revolution in term of new breeding frontiers.

- Genetic identification of genes associate to a desirable characteristics, shortened the development of varies in term of time span.

Genome editing, the unknown new revolution, CRISPR-Cas9 Enzyme
Development of new Table Grape Production zones

- Traditional Areas
- New zones
The Winkler's areas

Almost Winkler's areas

Anti Winkler's areas

Fuente: adaptado de J. Pandol 2014 Apeco/ Copiapó
Phenological Stages and comparative production cycle Thompson Seedless

Fuente: V. Giancaspero, O. Salgado 2008 - 2009
Each Table Grape production area have their key management, dosages, timings and different objectives.

Source: V. Giancaspero, 2008 - 2009
World leading Producers / Exporters

Source: USDA 2017/18
Who will be the winner:
Volume?
Quality – condition?
Offer of variety pool?
Market position?
Highly productive and efficient farms, cost........else?
Professional Agriculture management: technical, quality production and business oriented, market driven............?
Information on time and with quality..............decision making process?

Source: Adapted from A. Hoffmann 2015
I do not want to change !!!
Chilean and Peruvian transit time to the major Market region

19 – 21 days
+1 to 2

12 to 15 days

21 to 24 days

21 to 26 days
+1 to +3

35 to 45 days
+7 to +12

50 to 55 days
+7 to +10

Should be consider 7 to 10 days between harvest and departure plus 10 – 15 days of selling and 4 – 5 days in the shelve, so add 22 – 25 days above the TT to have the Post harvest commercial life

Nota: + additional time above the agreed ETA / TT

Source: O. Salgado 2011 collected from a number of shipping line operating in Chile
Market competition
EU Grape

• The Spanish industry, basically Murcia (leading the process) are facing a major transformation in term of Varieties and packing formats, the growers are large, reducing the fragmentation of the industry. They have their own (Murcia) breeding program.

• Italy in a more slow motion, are also making a big transformation, but mainly driven by few players.

• Strong movement towards the “Eat Local”

• This will reshape the counter season consumption and will leave as second purchase decision, towards the import, if local is present.
Table grape offer from key table grape suppliers

Table Grape offer per variety grouping per months December-July

Taste the sun

Fuente: ASOEX 2018 y Dragomir Ljubetic

Source: Adapted from C.Corssen. Frutera Santa María S.A. 2018
Chile represent 54% of the USA importation, Mexico 29% and Peru 16%

Source: PROVID (Informe de Campaña 2017-2018) y ASOEX 2018
Taste the sun

Source: OFS Data August 2018
ETA-EU Indian Table Grape in bulk boxes
(mainly 10 x 500 and 90% THS)

Source: information from Sahyadri Export, data compiled by OFS Chile P. Sobarzo 2018, graphic O. Salgado
Uvas India 2018,
Las ultimas cargas del 2017 se vendieron semana 26
India export to EU, Russia Federation is not Included
Updated 11/04/2018
34,856 plots

Summary of Export in the Current Season

State Name | Qty. (In MT) |
--- | --- |
Maharashtra | 8987/8.216 |
Karnataka | 94569 |
Total | 89972.785 |

Summary of Export Containers wise as on 11/4/2017 via a via 11/4/2018 (dd/mm/yyyy)

<table>
<thead>
<tr>
<th>Season</th>
<th>MAHARASHTRA</th>
<th>KARNATAKA</th>
<th>ANDHRA PRADESH</th>
<th>TELANGANA</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017-2018</td>
<td>6859</td>
<td>68972.785</td>
<td>0</td>
<td>0.000</td>
<td>0</td>
</tr>
<tr>
<td>2016-2017</td>
<td>6882</td>
<td>90880.566</td>
<td>0</td>
<td>0.000</td>
<td>0</td>
</tr>
</tbody>
</table>

Note: Due to issuance of PSC from some other location the Export Summary may vary from State wise Report

Summary of export - Country wise

<table>
<thead>
<tr>
<th>Country Name</th>
<th>Qty. (In MT)</th>
<th>No. of Containers</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Netherlands</td>
<td>47917.624</td>
<td>3608</td>
</tr>
<tr>
<td>Germany</td>
<td>15976.191</td>
<td>1237</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>14963.797</td>
<td>1176</td>
</tr>
<tr>
<td>Denmark</td>
<td>2220.664</td>
<td>171</td>
</tr>
<tr>
<td>Finland</td>
<td>1804.800</td>
<td>147</td>
</tr>
<tr>
<td>Belgium</td>
<td>1796.410</td>
<td>144</td>
</tr>
<tr>
<td>Norway</td>
<td>1901.720</td>
<td>82</td>
</tr>
<tr>
<td>Latvia</td>
<td>706.866</td>
<td>41</td>
</tr>
<tr>
<td>France</td>
<td>696.078</td>
<td>48</td>
</tr>
<tr>
<td>Lithuania</td>
<td>650.150</td>
<td>43</td>
</tr>
<tr>
<td>Italy</td>
<td>447.723</td>
<td>33</td>
</tr>
<tr>
<td>Switzerland</td>
<td>304.640</td>
<td>32</td>
</tr>
<tr>
<td>Spain</td>
<td>306.550</td>
<td>23</td>
</tr>
<tr>
<td>Ireland</td>
<td>287.285</td>
<td>20</td>
</tr>
<tr>
<td>Sweden</td>
<td>263.445</td>
<td>21</td>
</tr>
<tr>
<td>Austria</td>
<td>222.526</td>
<td>17</td>
</tr>
<tr>
<td>Poland</td>
<td>213.401</td>
<td>14</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>72.113</td>
<td>5</td>
</tr>
<tr>
<td>Greece</td>
<td>30.000</td>
<td>3</td>
</tr>
</tbody>
</table>

Total | 89972.785 | 6859 |
Departure of Table Grape 3 colors all market, Mexico 2018

Availability: grape imported fumigated with Methyl Bromide, store and expensive

Source: Asociación Agrícola Local de Productores de Uva de Mesa Hermosillo, Sonora, México 2018
FLM v/s CRM all in 8,2 kilo boxes ETD Peru

Fuente: Provid 2016
Departures from Peru, all markets all Varieties

- 2011-2012
- 2013-2014
- 2016-2017
- 2017 - 2018

Harvest delay
Delay
Structural / Strategic

Fuente: Provid / Senasa 2018
Weekly Red seedless export into the USA 2017/18

- Peru, Traditional Varieties
- Chilean FLM
- Peru, New Varieties

Fuente: ASOEX – SENASA, Elaborado por Decofrut 2018
### PERÚ 2017-2018

<table>
<thead>
<tr>
<th>VARIEDAD</th>
<th>color</th>
<th>2017-2018</th>
<th>%</th>
<th>2016-2017</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RED GLOBE</td>
<td>red</td>
<td>16.648.543</td>
<td>49,5%</td>
<td>23.064.741</td>
<td>57,7%</td>
</tr>
<tr>
<td>CRIMSON</td>
<td>red</td>
<td>3.106.116</td>
<td>9,2%</td>
<td>3.306.573</td>
<td>8,3%</td>
</tr>
<tr>
<td>SUGRAONE</td>
<td>grn</td>
<td>2.718.111</td>
<td>8,1%</td>
<td>4.395.054</td>
<td>11,0%</td>
</tr>
<tr>
<td>FLAME</td>
<td>red</td>
<td>2.130.625</td>
<td>6,3%</td>
<td>2.137.057</td>
<td>5,3%</td>
</tr>
<tr>
<td>TIMPSON</td>
<td>grn</td>
<td>1.044.441</td>
<td>3,1%</td>
<td>475.960</td>
<td>1,2%</td>
</tr>
<tr>
<td>SWEET CELEBRATION</td>
<td>red</td>
<td>923.889</td>
<td>2,7%</td>
<td>582.249</td>
<td>1,5%</td>
</tr>
<tr>
<td>SWEET GLOBE</td>
<td>grn</td>
<td>872.170</td>
<td>2,6%</td>
<td>313.309</td>
<td>0,8%</td>
</tr>
<tr>
<td>THOMPSON</td>
<td>grn</td>
<td>717.479</td>
<td>2,1%</td>
<td>1.068.755</td>
<td>2,7%</td>
</tr>
<tr>
<td>ARRA 15</td>
<td>grn</td>
<td>673.027</td>
<td>2,0%</td>
<td>581.454</td>
<td>1,5%</td>
</tr>
<tr>
<td>MAGENTA</td>
<td>red</td>
<td>358.006</td>
<td>1,1%</td>
<td>125.280</td>
<td>0,3%</td>
</tr>
<tr>
<td>SCARLETTA</td>
<td>red</td>
<td>167.900</td>
<td>0,5%</td>
<td>77.176</td>
<td>0,2%</td>
</tr>
<tr>
<td>TIMCO</td>
<td>red</td>
<td>162.141</td>
<td>0,5%</td>
<td>95.172</td>
<td>0,2%</td>
</tr>
<tr>
<td>MIDNIGHT BEAUTY</td>
<td>blk</td>
<td>114.635</td>
<td>0,3%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>SWEET SAPPHIRE</td>
<td>blk</td>
<td>103.870</td>
<td>0,3%</td>
<td>47.712</td>
<td>0,1%</td>
</tr>
<tr>
<td>SUMMER ROYAL</td>
<td>red</td>
<td>89.427</td>
<td>0,3%</td>
<td>50.860</td>
<td>0,1%</td>
</tr>
<tr>
<td>ARRA 29</td>
<td>red</td>
<td>87.189</td>
<td>0,3%</td>
<td>9.772</td>
<td>0,0%</td>
</tr>
<tr>
<td>EARLY SWEET</td>
<td>grn</td>
<td>70.543</td>
<td>0,2%</td>
<td>195.039</td>
<td>0,5%</td>
</tr>
<tr>
<td>ALLISON</td>
<td>red</td>
<td>68.976</td>
<td>0,2%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>SABLE SEEDLESS</td>
<td>blk</td>
<td>66.623</td>
<td>0,2%</td>
<td>35.952</td>
<td>0,1%</td>
</tr>
<tr>
<td>SUGAR CRISP</td>
<td>grn</td>
<td>61.622</td>
<td>0,2%</td>
<td>63.606</td>
<td>0,2%</td>
</tr>
<tr>
<td>AUTUMN ROYAL</td>
<td>grn</td>
<td>58.120</td>
<td>0,2%</td>
<td>108.177</td>
<td>0,3%</td>
</tr>
<tr>
<td>BLACK SEEDLESS</td>
<td>blk</td>
<td>53.208</td>
<td>0,2%</td>
<td>54.087</td>
<td>0,1%</td>
</tr>
<tr>
<td>SWEET JUBILEE</td>
<td>blk</td>
<td>51.929</td>
<td>0,2%</td>
<td>247.684</td>
<td>0,6%</td>
</tr>
<tr>
<td>SWEET ENCHANTMENT</td>
<td>red</td>
<td>50.117</td>
<td>0,1%</td>
<td>69.188</td>
<td>0,2%</td>
</tr>
<tr>
<td>COTTON CANDY</td>
<td>grn</td>
<td>37.601</td>
<td>0,1%</td>
<td>6.825</td>
<td>0,0%</td>
</tr>
<tr>
<td>MAYLEN (INIA GRAPE ONE)</td>
<td>grn</td>
<td>17.734</td>
<td>0,1%</td>
<td>4.580</td>
<td>0,0%</td>
</tr>
<tr>
<td>ARRA 13</td>
<td>grn</td>
<td>7.200</td>
<td>0,0%</td>
<td>10.800</td>
<td>0,0%</td>
</tr>
<tr>
<td>CENTENNIAL</td>
<td>grn</td>
<td>6.480</td>
<td>0,0%</td>
<td>9.880</td>
<td>0,0%</td>
</tr>
<tr>
<td>PRISTINE</td>
<td>grn</td>
<td>6.126</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>ARRA 18</td>
<td>blk</td>
<td>3.744</td>
<td>0,0%</td>
<td>8.872</td>
<td>0,0%</td>
</tr>
<tr>
<td>AUTUMN CRISP</td>
<td>grn</td>
<td>3.600</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>KRISSEY</td>
<td>red</td>
<td>3.600</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>SWEET JOY</td>
<td>blk</td>
<td>3.179</td>
<td>0,0%</td>
<td>2.160</td>
<td>0,0%</td>
</tr>
<tr>
<td>SWEET MAYABELLE</td>
<td>red</td>
<td>3.049</td>
<td>0,0%</td>
<td>7.084</td>
<td>0,0%</td>
</tr>
<tr>
<td>SWEET INSPIRATION</td>
<td>red</td>
<td>2.891</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>IVORY</td>
<td>grn</td>
<td>1.800</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>SWEET NECTAR</td>
<td>red</td>
<td>1.800</td>
<td>0,0%</td>
<td>3.726</td>
<td>0,0%</td>
</tr>
<tr>
<td>KELLY</td>
<td>grn</td>
<td>1.800</td>
<td>0,0%</td>
<td>0,0%</td>
<td>0,0%</td>
</tr>
<tr>
<td>MIX GRAPES</td>
<td>grn</td>
<td>2.813.310</td>
<td>8,4%</td>
<td>2.424.315</td>
<td>6,1%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>33.646.862</td>
<td>100,0%</td>
<td>39.992.618</td>
<td>100,0%</td>
</tr>
</tbody>
</table>

**COLOR**
- Black: 1,7%
- Green: 18,5%
- Red: 71,5%
- (no name): 8,4%

**Total: 100,0%**

New varieties = 8.023.554 23,8%

Source: from M. Silva, data Provid/SENASA 2018
% of New Varieties in Chile and Peru

<table>
<thead>
<tr>
<th>% VARIEDADES NUEVAS</th>
<th>% VARIEDADES NUEVAS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red Globe</td>
<td>New Varieties</td>
</tr>
<tr>
<td>62%</td>
<td>29%</td>
</tr>
<tr>
<td>28%</td>
<td>23%</td>
</tr>
<tr>
<td>10%</td>
<td>1%</td>
</tr>
<tr>
<td>Traditional Varieties</td>
<td></td>
</tr>
<tr>
<td>8%</td>
<td></td>
</tr>
</tbody>
</table>

Fuente: from M. Silva adapted from ASOEX 2018 y PROVID

Taste the sun
2016-2017 ETD weeks from Chile American Market

Source: P. Sobarzo 2017 data ASOEX/
Source: P. Sobarzo 2017 data ASOEX/
Mercado Americano (Cajas base 8,2kg.)

Peru is covering faster the transition after California Table Grape and Chile

Source: P. Sobarzo 2017 data ASOEX/
Source: P. Sobarzo 2017 data ASOEX/
¡Marketing Order!

Half of the volume are departure within 10 week

Source: M.Silva 2018 data DECOFRUT
Chart 3
Weekly California Table Grape Shipments
2015-17

Source: CTGC 2018
<table>
<thead>
<tr>
<th>Rank in 2017</th>
<th>Variety</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Scarlet Royal</td>
<td>17,689,509</td>
<td>19,013,066</td>
<td>17,687,688</td>
</tr>
<tr>
<td>2</td>
<td>Autumn King</td>
<td>16,363,163</td>
<td>13,974,311</td>
<td>15,058,421</td>
</tr>
<tr>
<td>3</td>
<td>Flame Seedless</td>
<td>11,815,282</td>
<td>12,335,391</td>
<td>14,418,957</td>
</tr>
<tr>
<td>4</td>
<td>Sugraone&lt;sup&gt;1&lt;/sup&gt;</td>
<td>6,119,807</td>
<td>6,314,691</td>
<td>6,659,352</td>
</tr>
<tr>
<td>5</td>
<td>Blanc Seedless&lt;sup&gt;2&lt;/sup&gt;</td>
<td>5,423,597</td>
<td>4,230,243</td>
<td>4,428,859</td>
</tr>
<tr>
<td>6</td>
<td>Autumn Royal</td>
<td>4,374,434</td>
<td>5,365,081</td>
<td>4,947,469</td>
</tr>
<tr>
<td>7</td>
<td>Red Globe</td>
<td>3,781,468</td>
<td>6,052,698</td>
<td>7,407,860</td>
</tr>
<tr>
<td>8</td>
<td>Crimson Seedless</td>
<td>3,563,955</td>
<td>7,489,710</td>
<td>8,783,341</td>
</tr>
<tr>
<td>9</td>
<td>Sheegene-20&lt;sup&gt;3&lt;/sup&gt;</td>
<td>3,083,500</td>
<td>820,729</td>
<td>117,487</td>
</tr>
<tr>
<td>10</td>
<td>Princess</td>
<td>2,778,858</td>
<td>3,568,543</td>
<td>4,479,138</td>
</tr>
<tr>
<td>11</td>
<td>IFG 68-175&lt;sup&gt;4&lt;/sup&gt;</td>
<td>2,488,166</td>
<td>2,640,658</td>
<td>2,533,392</td>
</tr>
<tr>
<td>12</td>
<td>Sugranineteen&lt;sup&gt;5&lt;/sup&gt;</td>
<td>2,398,614</td>
<td>1,521,080</td>
<td>1,667,976</td>
</tr>
<tr>
<td>13</td>
<td>Sheegene-13&lt;sup&gt;6&lt;/sup&gt;</td>
<td>2,327,149</td>
<td>1,317,487</td>
<td>746,349</td>
</tr>
<tr>
<td>14</td>
<td>Sheegene-17&lt;sup&gt;7&lt;/sup&gt;</td>
<td>2,308,944</td>
<td>1,813,697</td>
<td>1,135,788</td>
</tr>
<tr>
<td>15</td>
<td>CS1-63&lt;sup&gt;8&lt;/sup&gt;</td>
<td>1,992,193</td>
<td>2,495,588</td>
<td>2,065,126</td>
</tr>
</tbody>
</table>

Source: CTGC 2018
South Africa Red Seedless departures in 4,5 kilo boxes

2011 - 2016

WSD departure from India

Fuente: SATI 2016
Red Seedless South Africana departures in 8,2 kilo unit boxes

Fuente: Provid 2018
Red Seedless in 4,5 kilos export to all Markets South Africa

Source: compiled by K Louw, data from SATI, 2018
Red Seedless (except CRM) export to all Markets South Africa

Source: compiled by K.Louw, data from SATI, 2018
Chilean export, traditional Varieties

Source: SAG-ASOEX / compiled by iQonsulting

- RED GLOBE
- CRIMSON SEEDLESS
- FLAME SEEDLESS
- SUGRAONE
- OTRAS

Taste the sun

Fuente: SAG-ASOEX / Elaborado por iQonsulting
Chilean export protected varieties and traditional varieties

Fuente: SAG-ASOEX / Elaborado por iQonsulting

Taste the sun
What is demanding the USA Market?

### Top 20 Fruits & Vegetables

#### Fruits

<table>
<thead>
<tr>
<th>Fruit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Bananas</td>
<td>73%</td>
</tr>
<tr>
<td>2. Apples</td>
<td>69%</td>
</tr>
<tr>
<td>3. Cherries</td>
<td>62%</td>
</tr>
<tr>
<td>4. Strawberries</td>
<td>62%</td>
</tr>
<tr>
<td>5. Oranges</td>
<td>56%</td>
</tr>
<tr>
<td>6. Watermelon</td>
<td>34%</td>
</tr>
<tr>
<td>7. Lemons</td>
<td>48%</td>
</tr>
<tr>
<td>8. Blueberries</td>
<td>45%</td>
</tr>
<tr>
<td>9. Peaches</td>
<td>42%</td>
</tr>
<tr>
<td>10. Pineapple</td>
<td>42%</td>
</tr>
</tbody>
</table>

#### Vegetables

<table>
<thead>
<tr>
<th>Vegetable</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Potatoes</td>
<td>68%</td>
</tr>
<tr>
<td>2. Cucumbers</td>
<td>60%</td>
</tr>
<tr>
<td>3. Tomatoes</td>
<td>63%</td>
</tr>
<tr>
<td>4. Carrots</td>
<td>60%</td>
</tr>
<tr>
<td>5. Bell peppers</td>
<td>53%</td>
</tr>
<tr>
<td>6. Lettuce</td>
<td>53%</td>
</tr>
<tr>
<td>7. Broccoli</td>
<td>51%</td>
</tr>
<tr>
<td>8. Salad mix</td>
<td>90%</td>
</tr>
<tr>
<td>9. Cucumbers</td>
<td>49%</td>
</tr>
<tr>
<td>10. Celery</td>
<td>46%</td>
</tr>
</tbody>
</table>

Fuente: Industry Trends 2018 - THE PACKER
Local sourcing is a growing trend. Consumers are becoming more ethically and sustainably minded. Local ranges can win shopper loyalty and gain a more environmentally aware consumer base. Business advantages in efficiency and sustainability can also be made.

Typically with local products, quality is highlighted over value credentials. The fresh category contains great examples of retailers using local supply chains. It also provides inspiration on how to effectively promote local products in-store.

Stores are looking to become 'hyperlocal'. Despite many shoppers being globally minded, the desire to have links to local regions and buy local products will increase.

Retailers will need to support SMEs positively perceived by shoppers, helping them to feel part of their local community. This will result in retailers selling more seasonal ranges with varying availability; adding uniqueness and increased demand.

Source: IDG Retails Analysis 2018
In USA are a preference for the Local produce

91% of consumers prefer California grapes over other origins if prices are the same. 68% still prefer California grapes even if they are priced higher than the imported grapes! (FleishmanHillard Research & Analytics, 2018, U.S. Omnibus 2017 Report.)

Fresh 0 Local, 61% shows high interest to purchase Local fruits and vegetables
Taste the sun
Projections or futurology

Columbus and his silly theories

From 2007 we talk about the potential following scenarios
The supply table grape map will face a dramatic change in the coming years.

• **The discovering of Tropical or subtropical areas** (towards the Equator), with dry periods, will allow the movement or manage the harvest, as per the need of each market, windows and periods of unsecure supply.

• **The new varieties (the successful ones)** will enhance the impact of those new areas, use of plastic (early / late /rain/color) since few years ago is a production strategy, but more and more accessible, new PGR (ABO as example) will allow the production in some restrictive areas.

• **While the market are clean-up from looser varieties** (in Chile: Melisa / Princess, Regal, Jade / King Hussein, Red Seedless/ Emperatriz, Down Seedless, Perlette), confusion will be the norm, but the traditional varieties will keep playing a role for a long period of time while remind profitable.

• **Focus or concentrate in Test Blocks** and local evaluation of each one of the varieties, according local production environment, which can be:
  - Production cost (thinning, pruning, summers-hoots removal, harvest)
  - Weather restrictions (color issues, lack of light, rain, heat waves)
  - Market access (Color, sizes, post harvest lifespan)

*Is not a single formula of evaluation process, selection and decision making process for approve or disregard a varietie.*

*Princes / Melissa is a relative successful varieties in CA -US*

Source: O. Salgado 2007 - 9 (collaboration de V. Giancaspero)
• Will be Local Varieties or for particular agro – ecological environments

• Each new varieties for a long period of time will have associated a business model end of the “Free Varieties” or when was possible by pass the payment.
  • Crimson, Flame, Autum Royal, Red Globe y Sugraone

• Will be also Privet varieties we might produce them by request

• Some traditional table grape production areas will tend to disappear or will reduce the market role, specially in countries / industries “well establish”.

• Time to analyze every single angle of the business and give a deep thought for the next movement, but we do not have the luxury of the time, collateral damages and lost of a lot of growers / exporters /importers will be a trend.

• We might need to questioning the participation of some markets or we might need to abandon some of them.

• The Table Grape will tend to be a “Commodity” 52 week

• Consolidation and concentration of the Production, less number of producer but bigger.

Source: O. Salgado 2007 - 9 (collaboration de V. Giancaspero)
The new victim the Dormex™ Hydroxide Cyanamid
We keep loosing tools
Dormex™, application by painting 27 USD the litter, 25th of September 2014
Ica After Dormex 2013
So how we see RZA fruit?
With a strong discrepancy between the fruit a the filed, compared at the arrival.
“So we have a Technical Challenge”
What is quality??

Quality is not post harvest and we defined as:

“Reach or achieve the expectation and requirement of our clients, aiming to have the maximum level of customer satisfaction...............and then client repeat the purchase !!!!!!!”

Oscar Salgado

Have by default include the fruit condition concept, for the customers is an irrelevant academic discussion.
Quality $\neq$ Condition

This allow us to sort the accountability of our operation
Quality Problems

• Definition:
  • More static or less dynamic post harvest features or problems, which tend to change more slowly, or not at all during the “commercial shelf life” of the table grape like:
    • Brix (sugar) and acid
    • Color
    • Berry size (in millimeters) uneven size among berries
    • Cluster weight
    • Cluster shape

• Associated more directly to packing operation and mismanagement at the pack house, sorting and packing as such.

Source: Uses and customs of the Chilean industry
Condition Problems

• Definition:
  - Dynamic and progressive post harvest problems, which tend to change faster or evolving, during the commercial shelf life of the table grape like:
    - Decay
    - Shattering
    - Internal breakdown
    - Water berry
    - Bleaching (SO2 damage)
    - Hair line and or berry split
    - Loos skin

• Associate more directly to a cooling, packing materials and post harvest mismanagement of the fruit.

• Most of the problems are trigger at the field level and enhance during the cooling and handling till the market.

Source: Uses and customs of the Chilean industry
Agronomic Impact of some Techniques in a well manage Export Table Grape production unit

Source: Modified from D. Lujbetic 2004
Impact or share between filed production and Post harvest in successful arrivals of Table Grape

Source: O. Salgado 2011
Main South African Arrival Issues

• Decay:
  • Bad fungal management, mainly at bloom
  • Clusters to tight
  • Wounds
  • Cooling issues (condensation)

• Split berries
  • Rough harvest
  • Condensation (Cooling)
  • Rough packing operation
  • Wrong packing materials

• Dray stem/rachis
  • Genetics
  • Pressure Vapor Deficit (RH%) cooling culture

• Shattering
• Bruising

Order doesn't mean prevalence
Cooling Triangle

- Cooling methods or culture
- Packing material and inner materials
- Cooling design

Operation
Training and management of the cooling

Source: adapted by O. Salgado from L. Luchsinger 2015
South African
Fast pre-cooler in Paarl
2017
South African
Fast pre-cooler in Paarl
2017
Cross ventilation from the top and the bottom of the box.

Standard two blind boxes format

Keep using for all market the one blind box staking format
750x550 mm.

750x50 mm.

03%
<table>
<thead>
<tr>
<th>Ventilated area %</th>
<th>Speed of the fast pre cooling</th>
<th>Dehydration in the FPC</th>
<th>Dehydration transit</th>
<th>General Dehydration</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Minor</td>
<td>Minor</td>
<td>Minor</td>
<td>Minor</td>
</tr>
<tr>
<td>0.3</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
<tr>
<td>0.6</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
<tr>
<td>0.9</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
<tr>
<td>1.3</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
<tr>
<td>2.0</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
<tr>
<td>2.7</td>
<td>Mayor</td>
<td>Minor</td>
<td>Minor</td>
<td>Mayor</td>
</tr>
</tbody>
</table>

Source: Adapted from L. Luchsinger 2017
All packers right – hand

Flow of the work from left to right
Taste the sun

- Ergonomic of the packing working station
- Next box to be pack
- Packed box
- Rack holder of Poly bags
- Stickers for sealing the liner
- Plastic liners
- Butter paper, SO2 pads and absorb sheets (inner packing materials)
- Shattering discharge
- Box with the clean fruit to be pack
Right – hand packer and flow of the work
In this format the packers are packing completely the box, till closing it.
Look after the ratio Cleaners and Packers, line can not stop and accumulate fruit because the bottle neck are the scale and the packers (speed / number?), we loos fruit condition if we delay the packing process as within the liner the VPD (vapour Pressure Deficit) are lower, so less dehydration and the SO2 start acting as a Fungicide / Fungistatic.

If the flow is not good enough workers tend to start putting on bunch on top of the other, loosing the bloom / natural wax, increasing shattering, cap-stems detachment and sometime causing micro damages on the cuticle.
In correct way to handle the bunches, hand and fingers ac not enter in to the bunch.
Correct way to clean a bunch, like this the bloom are not remove and you avid de de-barnching
Fruit with good presentation after Chris implement the proper handling of the fruit, just one cluster shining as the wax was remove it, for China (and all the SEA market) this is a quality defect, for other markets are not that important, but bloom / wax is our first natural line of defence against post harvest diseases.
Seal the liner using a proper SL sticker, easy to handle than a solitape.
19.8°Brix 19°Brix 18.6°Brix

19.2°Brix

18.8°Brix

18.0°Brix

18.0°Brix 18.8°Brix 19.2°Brix

Bottom Pedicel

Distal area

Fuente: A. Barbosa, Coopexvale, Petrolina 2014
### Sour Rot complex

<table>
<thead>
<tr>
<th>Fungus associated to a Sour Rot Complex in Chile</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Effect of 0°C and the risk of developed growth of each fungus</strong></td>
</tr>
<tr>
<td>Spices</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>Botrytis cinerea</td>
</tr>
<tr>
<td>Rhizopus stolonifer</td>
</tr>
<tr>
<td>Aspergillus niger</td>
</tr>
<tr>
<td>Penicillium sp.</td>
</tr>
<tr>
<td>Cladosporium herbarum</td>
</tr>
<tr>
<td>Alternaria alternata</td>
</tr>
<tr>
<td>Yeasts</td>
</tr>
</tbody>
</table>

Note: fungus did not growth at average temperature they grow at a single point of temperature, so the average temperature at the cooling is a wrong concept!!!

Source: Latorre et al 2002
Too busy for innovation????

We are very very busy as you can see, please not now!!!!
Here we realize we can see porn in the mobile
Farm Management
Metro Supermarket in Berlin

Diffusion of innovations Theory

Everett Rogers (1962)
Are you concerned about the competitors? It means that the competition wins, we have to know them before they become your competitors.

I want to compete or differentiate? I am selling Grape or a product?

R&D how much I invest?

“I have the best quality in the world” ………!!!!! Well this is a stone-age argument.

I have 40 years of experience…….sorry chaps, Wrong you have 1 year of experience which you repeat 39!!!

The Painter Artist drama …………his masterpiece is unique and impossible to replicate it.
Are craft-makers but we should became designers and mass producers (gestión/mejora continua)

**Active Inertia:** make always the same, maybe we are the best in our field but………..
Kodak, Olivetti, Motorola…………….Taxis/UBER
…………….Collaborative Economy ………..re-invent or reengineering (Donald Sull)

“Blue Ocean Strategy” from Chan Kim y Renee Mauborgne
"The wise man gets more advantages for his enemies than the fool for his friends"

Benjamin Franklin
• If you can not be strong, but you don't know how to be weak, you will be defeated

• The inhabitants are the basis of a country, food is the happiness of the people. The prince must respect this fact and sober, as well as austere in his public spending

• If you know others and you know yourself, not in a hundred battles you will be in danger; If you do not know others, but you know yourself, you will lose a battle and gain another; If you do not know others or know yourself, you will be in danger in every battle.

“Every battle is won BEFORE it is fought.”

Sun Tzu
512 BC
Murcia / Spain Last week
Italy

- Skilled labour availability
- Land and vineyard development cost
- Climate (rain and high temperatures)
- Active ingredients availability for pest and disease control (MRL issue)
- Control of volume production (excess of fruit on the market - Farmers not doing crop adjustment)
- Market access
- Lack in public research and education
- Farm fragmentation
- Production not quality driven (commodity market)
- Logistic and infrastructure (lack of ports and easier transport system)
- Business oriented management

- Varietal choice for new plantings. What plant????
- Not knowledge of Intellectual Property(IP)!
- Laborers (not enough legal workers)
- Hi production costs
- Global competition specially on very early and late varieties (lower selling price)
- Weather changing (Majority of vineyards in Apulia are now grown under plastic from bud burst to harvest to protect from rains already in spring)
- More frequent physiological disorders in Italia variety and consequent problems (cracking first of all)
- Traditional production areas with no virgin soils available. “Very tired soils”.
- Not connection between growers and market (growers don't know what's happen in the market)..

Michele Melillo  m.melillo@graper.it

Pietro Scafidi  pscafidi@ifg.world
Il Signore Vita produttore
della Sicilia, **grappolo**
di Red Globe
Agosto 2018
Taste the sun

Productor Italiano 87 años al 2016

Scarlotta 22 Mayo 2018
Number of growers per production region in South Africa

- 2008
- 2009
- 2010
- 2011
- 2012

342 productores a Agosto 2018
62.046.749 cajas 4,5 kilos

Fuente: SATIG 2014 update till week 14  PPECB 2013
Exportaciones Sudafricanas en Cajas de 4,5 kilos todos los mercados

<table>
<thead>
<tr>
<th>REGION</th>
<th>2017/2018</th>
<th>2016/2017</th>
<th>% CHANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(4.5 KG) EQUIVALENT CARTONS</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NORTHERN PROVINCES</td>
<td>6 828 762</td>
<td>5 537 784</td>
<td>23,31%</td>
</tr>
<tr>
<td>ORANGE RIVER</td>
<td>19 015 641</td>
<td>20 532 515</td>
<td>-7,39%</td>
</tr>
<tr>
<td>OLIFANTS RIVER</td>
<td>2 802 436</td>
<td>3 968 073</td>
<td>-29,38%</td>
</tr>
<tr>
<td>BERG RIVER</td>
<td>13 052 616</td>
<td>15 426 175</td>
<td>-15,39%</td>
</tr>
<tr>
<td>HEX RIVER</td>
<td>20 365 296</td>
<td>22 110 612</td>
<td>-7,89%</td>
</tr>
<tr>
<td>ALL REGIONS</td>
<td>62 064 749</td>
<td>67 575 160</td>
<td>-8,15%</td>
</tr>
</tbody>
</table>

El potencial pudo ser 70 -75.000.000 de cajas de 4,5 kilos o 39 – 37.000.000 cajas de 8,2 kilos

Fuente: SATI 2018
Importance in choosing food and groceries (% extremely or very important)

<table>
<thead>
<tr>
<th>Category</th>
<th>Sept' 16</th>
<th>June' 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animal welfare</td>
<td>51%</td>
<td>59%</td>
</tr>
<tr>
<td>Impact on environment</td>
<td>29%</td>
<td>44%</td>
</tr>
<tr>
<td>Amount of packaging</td>
<td>28%</td>
<td>43%</td>
</tr>
</tbody>
</table>

Source: IGD British Snapshots, Shoppers Vista, June 2018
74% have become more aware of the environmental impact of plastic packaging over the last 12 months.

54% say recent TV shows (e.g. Blue Planet) have inspired them to make changes to support the environment.

60% of under 35s say concern for the environment will be more important to them in the next 5-10 years.

38% of influencer shoppers say they will always buy environmentally sustainable food and grocery products in the future.

Source: IGD British Snapshots, Shoppers Vista, June 2018
Taste the sun
• The best Marketer is the technician which design the fruit which are demanded by the client of my client.
• Knows your competitors
• New forms of business.......................... 
• Renew or die, you are not obliged to be alive
when everything goes wrong...
...remember that it could be still worse!!!
Star Light a una semana de cosecha Egipto 15 de Mayo 2018
Taste the sun

27th of July 2018

www.masymas.es
From the threat: the internal threat are the worse........................because:

Always is a son of a Bitch around us ..!!!
Do not relax, every body have the right to be in business, but no body are obliged to remind in business, remember our business is changing very fast and what is changings even faster and faster than our business, is the speed of the change.......
gRAPE Day