

SATI Trade Newsletter

7 April 2021



2020/2021 FOURTH CROP ESTIMATE

Table 1 – 4th Crop Estimate for 2020/2021 season (million 4.5 kg equivalent cartons)

REGION	2020/2021 CROP ESTIMATES				ACTUAL PACKED VOLUMES		
	4 th 04 March '21	3 rd 02 Feb '21	2 nd 12 Jan '21	1 st 27 Oct '20	2019/'20	2018/'19	2017/'18
Northern Provinces	<u>7,8 - 7,9</u>	7,5 - 7,8	6,9 - 7,4	6,9 - 7,4	6,10	7,12	6,83
Orange River	<u>18,3 - 18,5</u>	18,0 - 18,3	15,0 - 16,0	18,5 - 19,9	19,86	19,21	19,02
Olifants River	<u>4,0 - 4,2</u>	3,7 - 4,0	3,7 - 4,0	3,5 - 3,8	3,32	2,37	2,80
Berg River	<u>16,5 - 17,3</u>	15,5 - 16,7	15,5 - 16,7	15,5 - 16,7	16,27	13,79	13,05
Hex River	20,6 - 23,0	20,6 - 23,0	20,6 - 23,0	20,6 - 22,0	20,60	18,65	20,37
TOTAL	67,2 - 70,9	65,3 - 69,8	61,7 - 67,1	65,0 - 69,8	66,15	61,13	62,06

[Read the full crop estimate.](#)

2020/2021 SEASON STATISTICS

***INTAKE UP TO WEEK 12 and EXPORTS UP TO WEEK 13 (accumulative)**

**Intakes PPECB data - Exports AgriHub data*

WEEK 12 - INTAKE

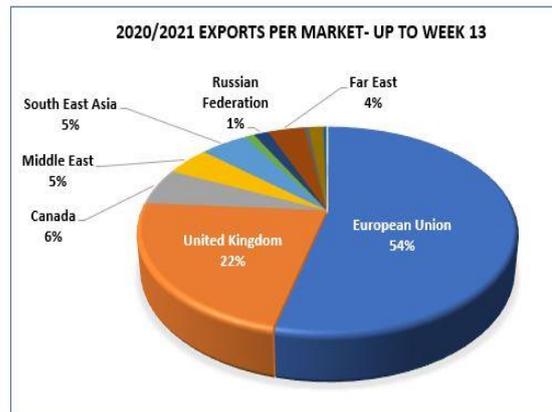
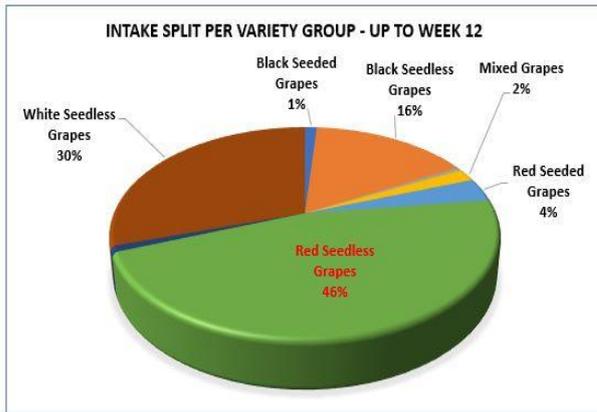
Equivalent (4.5 kg) Cartons

Production Region	2020/2021	2019/2020	2018/2019	2017/2018
Northern Provinces	7 841 859	6 097 217	7 119 256	6 826 502
Orange River	18 383 266	19 852 795	19 207 021	19 013 953
Olifants River	4 423 017	3 319 516	2 362 256	2 802 436
Berg River	19 517 333	16 244 089	13 785 363	13 033 206
Hex River	21 709 094	19 812 346	17 860 525	18 717 918
Total	71 874 569	65 325 963	60 334 421	60 394 014

WEEK 13 - EXPORTS

Equivalent (4.5 kg) Cartons

MARKET	2020/2021	2019/2020	2018/2019	2017/2018
European Union	36 592 414	30 334 691	30 084 610	29 987 874
United Kingdom	15 170 374	15 476 422	14 202 121	14 043 644
Canada	3 937 560	4 217 735	2 854 674	2 207 100
Middle East	3 086 174	2 796 506	3 085 115	2 444 613
South East Asia	3 279 821	2 857 593	2 905 605	2 578 077
Africa	705 754	756 047	628 206	924 505
Russian Federation	1 038 202	1 177 058	831 195	1 335 550
Far East	2 562 429	2 926 429	3 234 287	3 235 949
Asia	295 096	190 457	290 455	239 129
United States	1 044 106	491 559	201 975	214 652
Indian Ocean Islands	229 686	218 203	298 208	276 348
TOTAL	67 941 615	61 442 700	58 616 450	57 487 441



Regional Overview

Four of the five regions are done packing while the Hex River continues packing. The Northern Provinces reached the highest intake level of over 7,8 million, the Orange River 18,3 million cartons and the Olifants River over 4,4 million cartons.

The upper limit of the 4th crop estimate will likely be exceeded by more than 2 million cartons. This is mainly due to the Berg River, which experienced exceptional yields and pack outs while the Hex River recovered very well from the rain earlier in their season. Another contributing factor is the higher yielding new generation cultivars that came into full production leading to the higher volumes.

Berg River

The Berg River exceeded the 4th estimate to reach over 19,5 million cartons. The last few thousands cartons are being packed.

Hex River

This region entered the last few weeks of packing of mainly Crimson and Scarlotta.

SATI LAUNCHED CHINA MARKET DEVELOPMENT CAMPAIGN



The South African Table Grape Industry (SATI) with the financial support of the Western Cape Department of Agriculture (WCDoA) and the Fresh Produce Exporters Forum (FPEF) launched the China market development campaign in China last week. A formal launch event was held at the Jiangnonghui Fruit Wholesale market in Guangzhou, the largest wholesale market in China. Chinese consumers in Cityshop stores across Shanghai are enjoying in-store tastings of SA table grapes as part of the campaign.

[Read more.](#)



The SATI China Market Development Campaign received wide coverage in South Africa, China as well as in the global fresh fruit trade media. Selected links of the stories can be viewed:

[WeChat China](#)

[南非提子在华市场推广启动 对华年出口量将达1000万箱](#)

[Producer Report.com - South African Table Grape Consumption Poised for Growth in China](#)

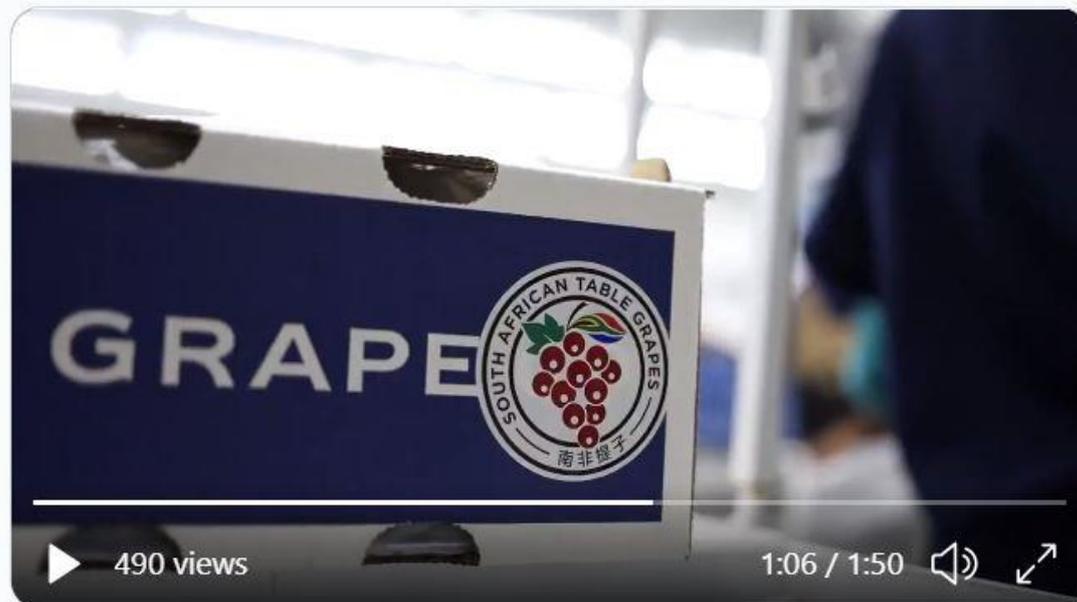
[FreshPlaza - South African table grapes poised for growth in China](#)

[Eurofruit - South Africa targets China for grape growth](#)



WATCH: SATI China Market Development Campaign broadcast on China Global Television Network recently.

South Africa's Table Grape Industry targets increased sales to China with new market campaign @ReneDelCarme



WATCH: Southern Hemisphere online Fresh Fruit Congress 2021



SHAFFE @ShaffeFruit · Mar 29



Missed the launch of "Keeping the World supplied"? The First Southern Hemisphere Fruit Trade Congress took place on 25th of March 2021. The recorded webinar is now available to watch online, go to Shaffe.net/Congress to watch the webinar and read the press release.



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