

*Press release: 20 December 2024*

## **Thailand opens its doors for South African apples**

South African apple growers and exporters are overjoyed that Thailand has again opened its doors for South African apple exports. Since market access was lost many years ago, it has been a long wait and much behind-the-scenes work, but exporters are eager to refresh relationships with Thai importers. South Africa had excellent trading relationships with Thailand before the market closed.

In March this year, two Thai inspectors visited packhouses, cooling facilities, and orchards in South Africa's three major apple production areas.

The 2024 SA apple export season is nearing its end, and the industry is already looking ahead at the next harvest. South African apple exports have generally increased by 40% in the previous 10 years. The bulk of this growth has been directed away from traditional markets (UK and Europe) to the Far East and Asia, including Southeast Asia. A healthy 35% of all SA apple exports are destined for these markets. Strong growth has also been seen in Africa and the Middle East.

The South African industry also plans to launch a market development campaign re-introducing the unique characteristics of South African apples to the Thai trade and consumers. Over the last five to ten years, South African apple growers have invested heavily in state-of-the-art facilities, production practices, technology and new cultivars. They are confident South African apples will suit Thai consumers' preferences and taste profiles.

Hortgro would like to thank the Department of Agriculture, the SA Embassy staff in Thailand and the Thai Ambassador to SA for their continued support and hard work in achieving this goal. While final administrative matters are concluded before the first container leaves shore, South African apple growers are ready to go.

For more information, contact Jacques du Preez, [jacques@hortgro.co.za](mailto:jacques@hortgro.co.za)

*[Afrikaans version on next page.]*

## **Thailand maak sy deure oop vir SA appels**

Suid-Afrikaanse appelprodusente en uitvoerders is verheug dat Thailand weer sy deure vir Suid-Afrikaanse appels oopgemaak het. Dit was 'n lang wag en baie harde werk om hierdie mark, wat etlike jare gelede verloor is, weer oop te kry. Die appelbedryf en veral uitvoerders is gretig om verhoudings met Thaise invoerders en bemarkers te vernuwe. Suid-Afrika het uitstekende handelsverhoudinge met Thailand gehad voordat die mark gesluit het.

Gedurende Maart vanjaar het twee Thaise inspekteurs pakhuis, verkoelingsgeriewe en boorde in drie groot appelproduksiegebiede van Suid-Afrika besoek.

Terwyl die 2024 SA appelduitvoerseisoen einde se kant toe staan, lyk Suid-Afrikaanse appelduitvoere rooskleurig met met 40% toename die afgelope 10 jaar. Die grootste deel van hierdie groei is uitvoere wat vanaf tradisionele markte soos die VK en Europa na die Verre Ooste en Asië, insluitend Suidoos-Asië, verskuif het. 'n Gesonde 35% van alle SA appelduitvoere word vir hierdie markte bestem. Daar is ook sterk groei in uitvoere na Afrika en die Midde-Ooste.

Die Suid-Afrikaanse appelbedryf beplan ook om 'n markontwikkelingsveldtog van stapel te stuur om die unieke eienskappe van Suid-Afrikaanse appels weer aan die Thaise handel en verbruikers bekend te stel. Suid-Afrikaanse appelprodusente het die afgelope vyf tot tien jaar belê in moderne fasiliteite, produksiepraktyke, tegnologie en nuwe kultivars en is vol vertroue dat hul produk by Thaise verbruikers se voorkeure en smaakprofiel sal pas.

Hortgro wil graag die Departement van Landbou, die SA ambassade-personeel in Thailand, asook die ambassadeur van Thailand in SA bedank vir hul volgehoue ondersteuning en pogings om hierdie doelwit te bereik. Die Suid-Afrikaanse appelbedryf is slag gereed om die eerste houers appels na Thailand te verskeep, terwyl finale administrasie afgehandel word.

Vir meer inligting kontak Jacques du Preez, [jacques@hortgro.co.za](mailto:jacques@hortgro.co.za)