

Pome Fruit

APPLES & PEARS

613
PRODUCERS

R18,34 BN
TURNOVER

93%
INDUSTRY INCOME GENERATED
BY FRESH SALES

LARGEST EXPORT MARKETS

APPLES: FE & ASIA = 32%

PEARS: EUROPE = 33%



APPLE PRODUCTION AREAS

REGION	NUMBER OF TREES	AREA (HA)
CERES	12 830 962	7 820
GROENLAND	11 446 869	6 922
VILLIERSDORP/VYEBOOM	6 438 513	4 547
LANGKLOOF EAST	3 857 911	2 832
LANGKLOOF WEST	1 626 535	1 145
FREE STATE	1 251 498	682
KLEIN KAROO	419 236	317
PIKETBERG	356 799	213
MPUMALANGA	259 294	178
NORTHERN PROVINCES	227 037	142
WORCESTER	160 581	91
BOLAND	229 646	76
BERG RIVER	76 249	53
EASTERN CAPE	31 582	44
WOLSELEY/TULBAGH	27 616	19
TOTAL	39 240 328	25 080

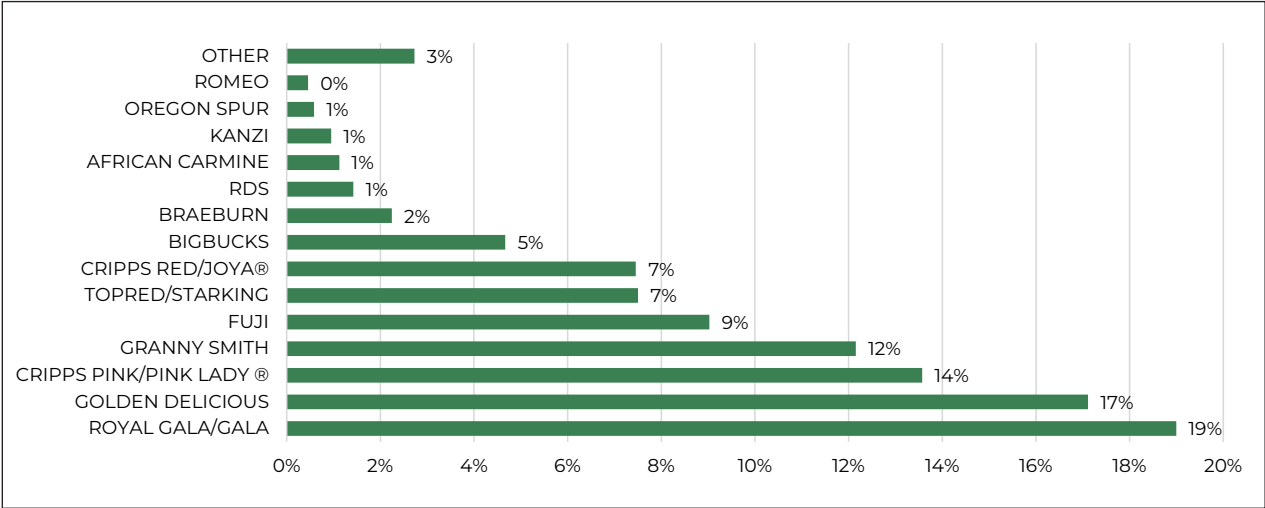
SOURCE: HORTGRO TREE CENSUS, 2024

APPLES: AREA PLANTED PER CULTIVAR (HECTARES)

CULTIVAR	2019	2020	2021	2022	2023	2024
ROYAL GALA/GALA	4 210	4 295	4 340	4 565	4 619	4 764
GOLDEN DELICIOUS	5 491	5 334	5 111	4 822	4 521	4 292
CRIPPS PINK/PINK LADY ®	3 023	3 212	3 252	3 360	3 376	3 403
GRANNY SMITH	3 469	3 378	3 239	3 182	3 080	3 048
FUJI	2 197	2 214	2 250	2 250	2 240	2 264
TOPRED/STARKING	2 388	2 307	2 166	2 078	1 965	1 881
CRIPPS RED/JOYA®	1 623	1 718	1 773	1 771	1 861	1 870
BIGBUCKS	610	852	933	1 093	1 149	1 171
BRAEBURN	631	615	625	597	576	563
RDS	0	15	49	248	312	358
AFRICAN CARMINE	241	252	269	280	269	282
KANZI	257	249	240	254	245	238
OREGON SPUR	165	163	159	153	146	147
ROMEO	104	127	109	112	111	115
OTHER	520	540	696	674	642	685
TOTAL	24 930	25 272	25 209	25 438	25 114	25 080
% CHANGE (YEAR-ON-YEAR)		1%	0%	1%	-1%	0%

SOURCE: HORTGRO TREE CENSUS, 2024

CONTRIBUTION TO TOTAL APPLE AREA PER CULTIVAR



SOURCE: HORTGRO TREE CENSUS, 2024

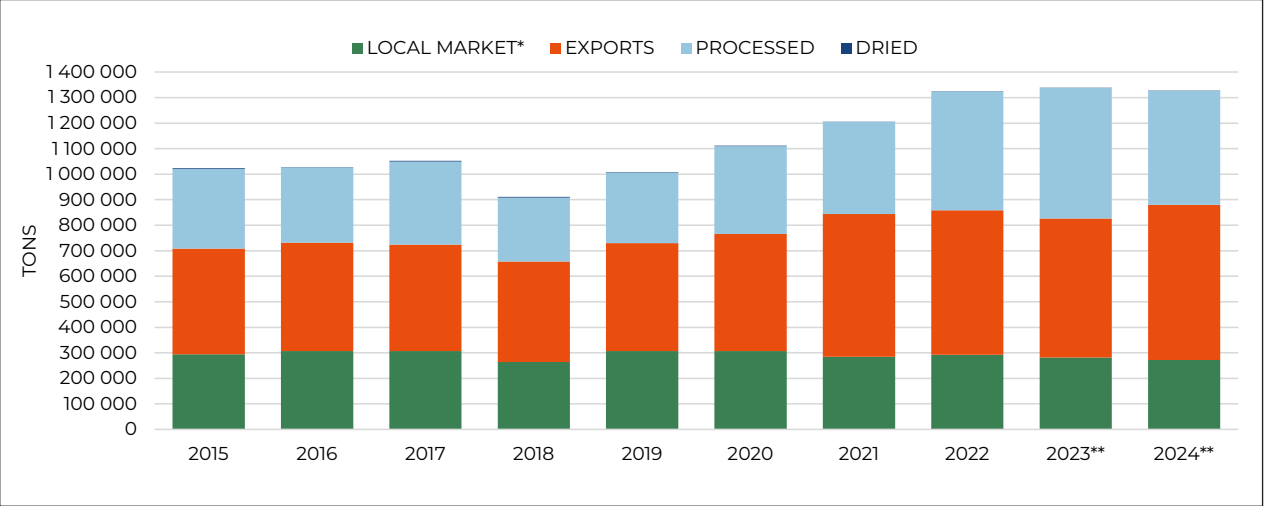
APPLE ORCHARD AGE DISTRIBUTION (HECTARES)

CULTIVAR	0 - 3 YRS	4 - 10 YRS	11 - 15 YRS	16 - 25 YRS	25+ YEARS
ROYAL GALA/GALA	498	1 155	930	1 086	1 094
GOLDEN DELICIOUS	55	481	864	822	2 070
CRIPPS PINK/PINK LADY ®	217	1 202	555	530	902
GRANNY SMITH	206	612	399	408	1 423
FUJI	156	469	731	721	187
TOPRED/STARKING	60	234	424	430	733
CRIPPS RED/JOYA®	111	1 044	322	240	153
BIGBUCKS	97	1 071	3	0	0
BRAEBURN	16	71	71	172	234
RDS	192	165	0	0	0
AFRICAN CARMINE	5	131	86	50	10
KANZI	0	74	163	1	0
OREGON SPUR	0	2	0	2	143
ROMEO	1	101	8	5	0
OTHER	117	430	42	33	59
TOTAL	1 731	7 241	4 597	4 503	7 007
% OF TOTAL AREA (HA)	7%	29%	18%	18%	28%

SOURCE: HORTGRO TREE CENSUS, 2024

CROP DISTRIBUTION: APPLES

YEAR JAN-DEC	TOTAL PRODUCTION	LOCAL MARKET*	EXPORTS	PROCESSED	DRIED	CHANGE IN TOTAL PRODUCTION
	(TON)	(TON)	(TON)	(TON)	(TON)	%
2015	1 023 278	294 755	413 757	312 016	2 750	-
2016	1 027 435	306 821	425 325	295 089	200	0%
2017	1 052 100	306 677	417 794	325 459	2 170	2%
2018	911 460	264 396	393 344	250 640	3 080	-13%
2019	1 008 065	306 941	423 394	275 810	1 920	11%
2020	1 112 124	307 117	458 920	344 206	1 880	10%
2021	1 205 808	284 536	559 247	361 007	1 018	8%
2022	1 325 563	292 766	565 727	465 770	1 299	10%
2023**	1 339 248	281 217	544 759	512 159	1 113	1%
2024**	1 328 334	271 601	608 163	447 781	790	-1%
AVERAGE CROP DISTRIBUTION (%)		26%	42%	32%	0%	



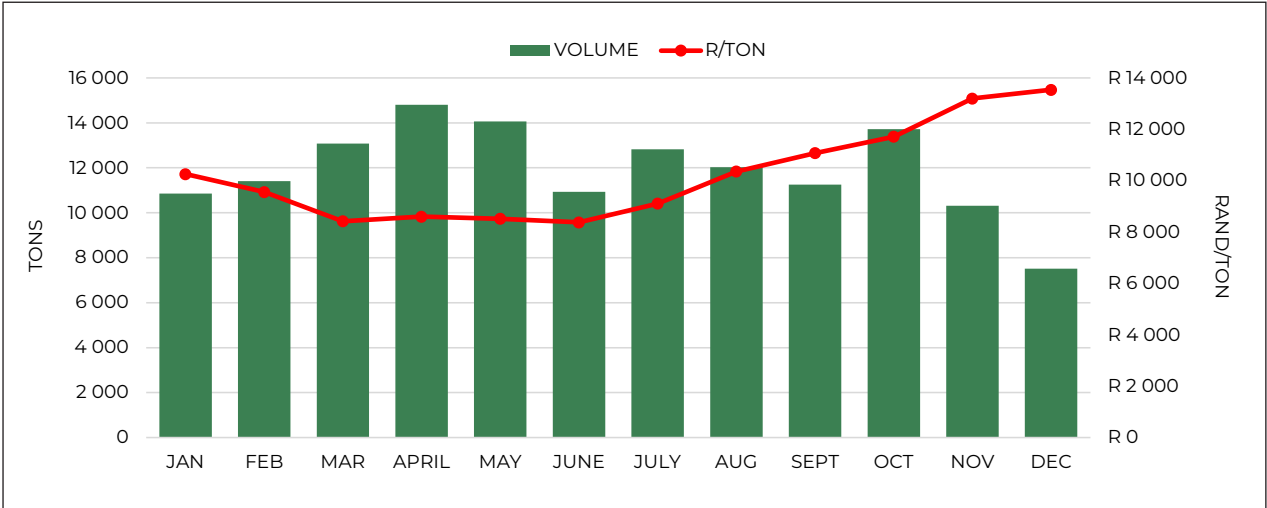
SOURCE: DOA/PPECB/HORTGRO, 2024
*Volumes declared to Hortgro
**Last 2 seasons subject to possible adjustments
Change in historic information due to upgrading of reporting systems and databases to improve accuracy of information

HISTORICAL PRICE TRENDS: APPLES

YEAR JAN-DEC	SALES ON MARKET	EXPORTS NET REALISATION	PROCESSED	GROSS VALUE DRIED	GROSS VALUE FRESH	TOTAL VALUE OF PRODUCTION	CHANGE IN TOTAL VALUE OF PRODUCTION
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	(R1,000)	(%)
2015	5 048	10 676	1 144	14 482	5 905 136	6 276 599	-
2016	5 559	10 321	1 454	1 053	6 095 127	6 525 120	22%
2017	5 577	9 005	1 304	13 743	5 472 665	5 910 821	4%
2018	4 423	11 382	1 562	19 139	5 646 329	6 057 062	-9%
2019	4 174	11 504	1 834	11 612	6 152 022	6 669 485	2%
2020	3 907	13 159	2 000	12 380	7 238 639	7 939 510	10%
2021	4 400	12 145	1 641	3 970	8 043 877	8 640 111	19%
2022	6 980	12 740	1 950	5 827	9 250 705	10 164 760	9%
2023**	8 721	14 762	2 137	5 492	10 493 954	11 594 051	18%
2024**	9 214	15 758	2 191	3 942	12 085 680	13 070 857	12%

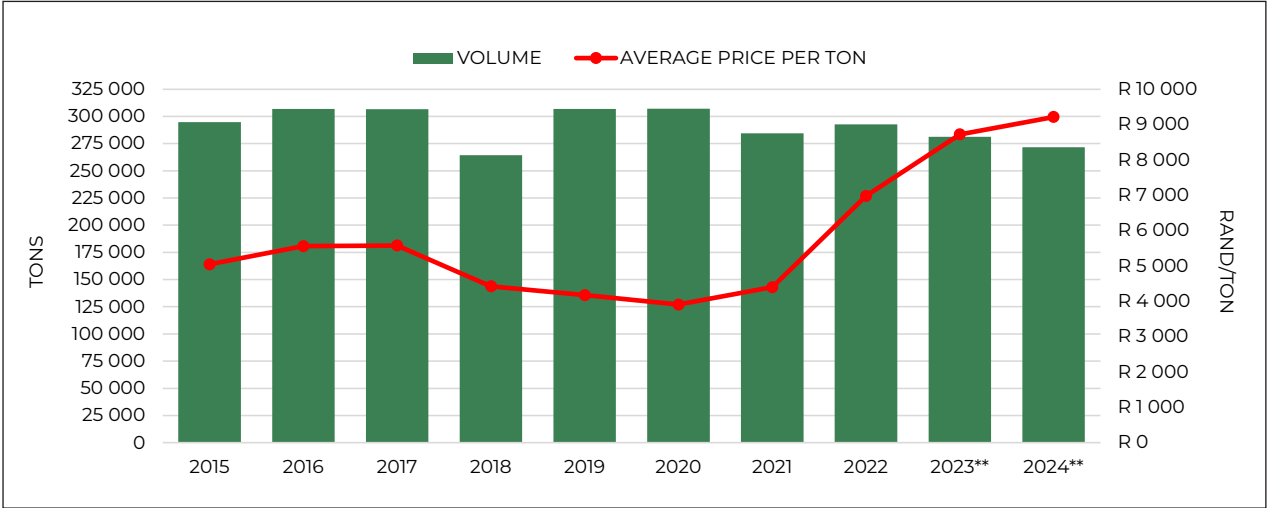
SOURCE: DOA/HORTGRO, 2024, SARS, 2016 - 2024
*Sales on major local fresh produce markets
**Last 2 seasons subejct to possible adjustments

LOCAL MARKET SALES 2024: APPLES



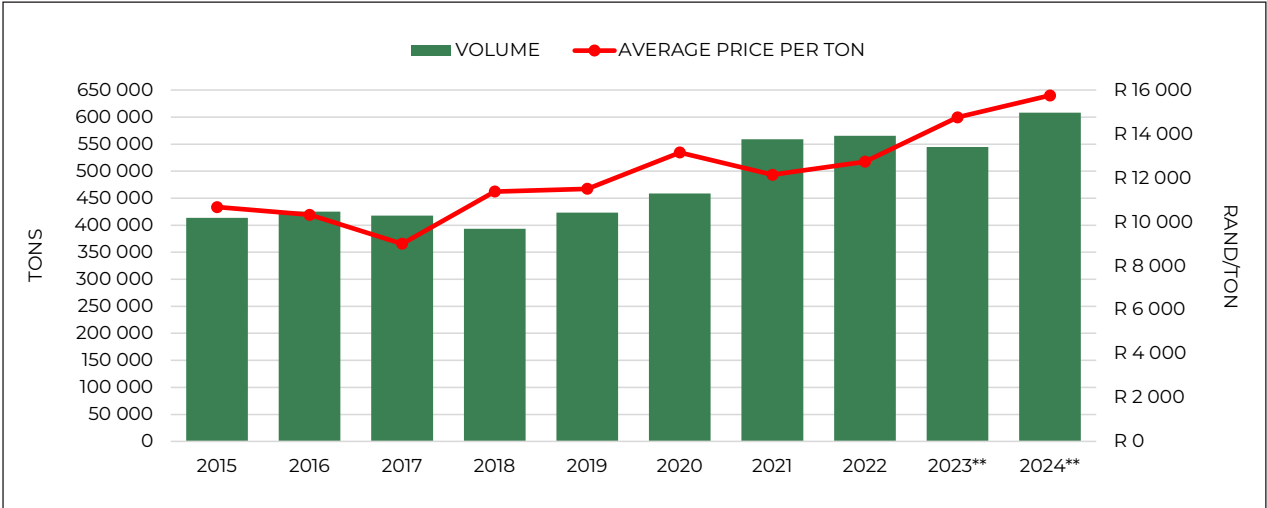
SOURCE: DOA, 2024
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

LOCAL MARKET HISTORICAL SALES: APPLES



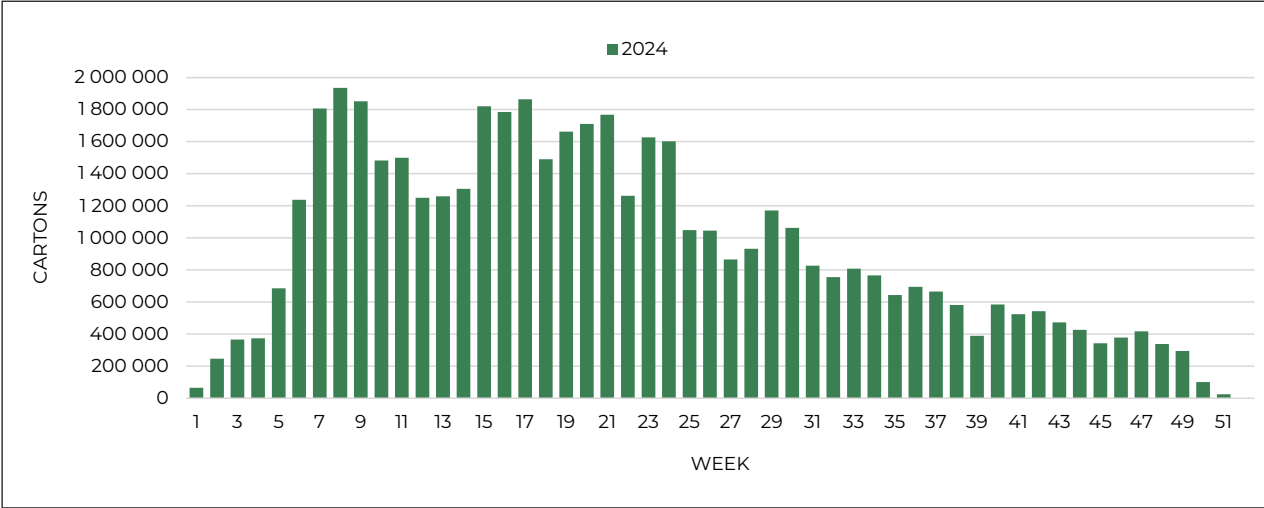
SOURCE: DOA, 2024

EXPORT MARKET HISTORICAL SALES: APPLES



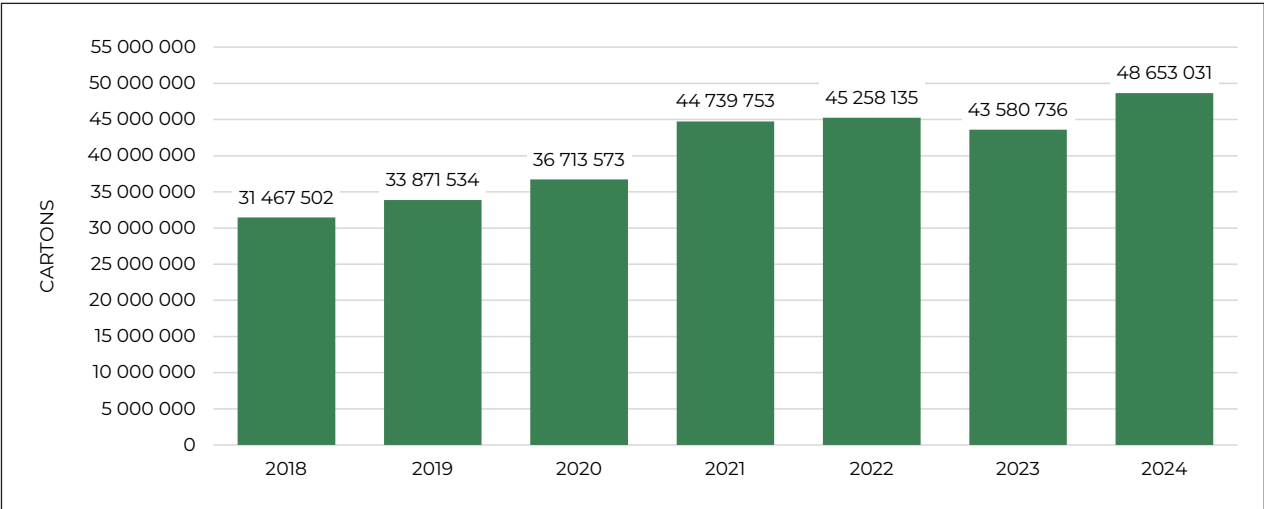
SOURCE: DOA/PPECB, 2024, SARS Pricing 2016-2024

APPLES PASSED FOR EXPORT PER WEEK



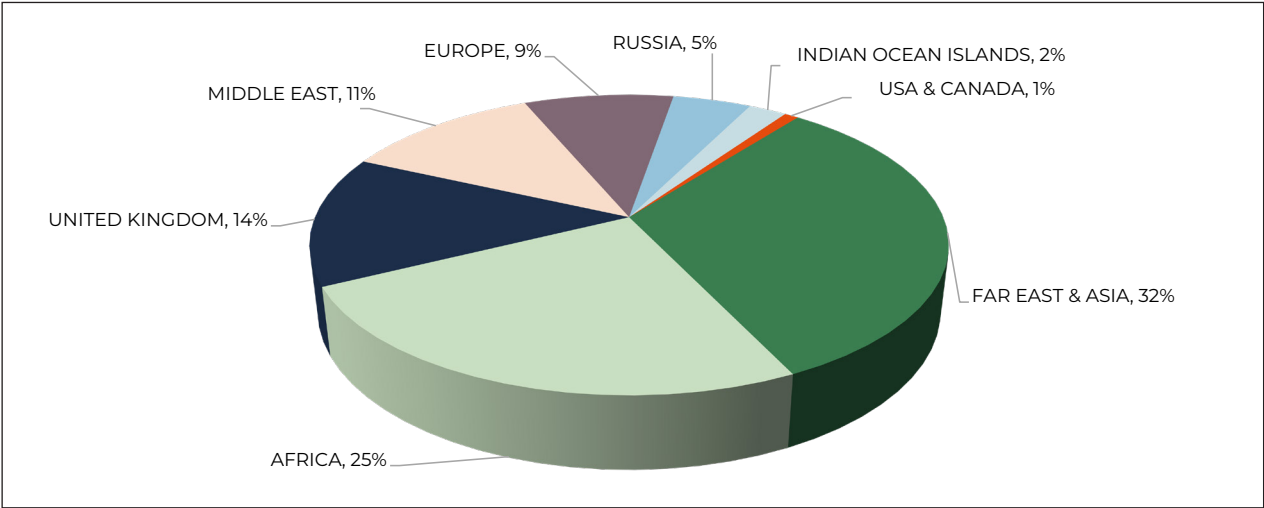
SOURCE: PPECB, 2024
*12.5 Kg equivalent cartons

APPLES PASSED FOR EXPORT PER SEASON



SOURCE: PPECB, 2024
*12.5 Kg equivalent cartons

APPLE EXPORTS PER MARKET SEGMENT



SOURCE: AGRI-HUB, 2024

CARTONS PASSED FOR EXPORT PER CULTIVAR: APPLES

CULTIVAR	2020	2021	2022	2023	2024	% CHANGE 2024 VS 2023
ROYAL GALA/GALA	8 733 386	10 413 390	10 262 231	10 774 736	12 629 563	17%
GOLDEN DELICIOUS	9 216 983	9 396 259	9 431 367	7 418 781	7 988 091	8%
CRIPPS PINK/PINK LADY ®	4 901 656	6 336 227	6 479 278	6 781 793	7 519 257	11%
GRANNY SMITH	4 419 542	5 416 247	4 834 596	4 524 954	4 939 306	9%
CRIPPS RED/JOYA®	2 006 027	3 199 954	4 051 584	4 719 763	4 900 593	4%
FUJI	3 486 045	4 803 744	4 500 234	4 165 257	4 087 056	-2%
TOPRED/STARKING	2 117 803	2 497 539	2 495 328	1 838 380	1 992 848	8%
BIGBUCKS (FLASH GALA™)	91 514	274 189	686 169	907 506	1 363 978	50%
BRAEBURN	1 110 822	1 389 873	1 407 170	1 188 116	1 092 106	-8%
BIGBUCKS	3 463	96 889	133 536	343 157	710 017	107%
OTHER	626 331	915 442	976 641	918 293	1 430 215	56%
TOTAL	36 713 573	44 739 753	45 258 135	43 580 736	48 653 031	12%
% CHANGE (Y-O-Y)		22%	1%	-4%	12%	

SOURCE: PPECB, 2024

NOTE: Change in historic information due to upgrading of reporting systems and databases to improve accuracy
12.5 Kg equivalent cartons

PEAR PRODUCTION AREAS

DISTRICT	NUMBER OF TREES	AREA (HA)
CERES	7 109 337	4 869
LANGKLOOF EAST	2 215 657	1 615
GROENLAND	2 439 860	1 526
VILLIERSDORP/VYEBOOM	2 150 174	1 396
WOLSELEY/TULBAGH	1 997 969	1 358
KLEIN KAROO	1 257 432	1 027
LANGKLOOF WEST	500 125	394
PIKETBERG	251 585	199
WORCESTER	270 767	181
BERG RIVER	153 741	106
SOMERSET WEST	162 289	64
EASTERN CAPE	58 493	49
BOLAND	51 969	34
OLIFANTS RIVER	39 975	28
MPUMALANGA	858	1
TOTAL	18 660 231	12 850

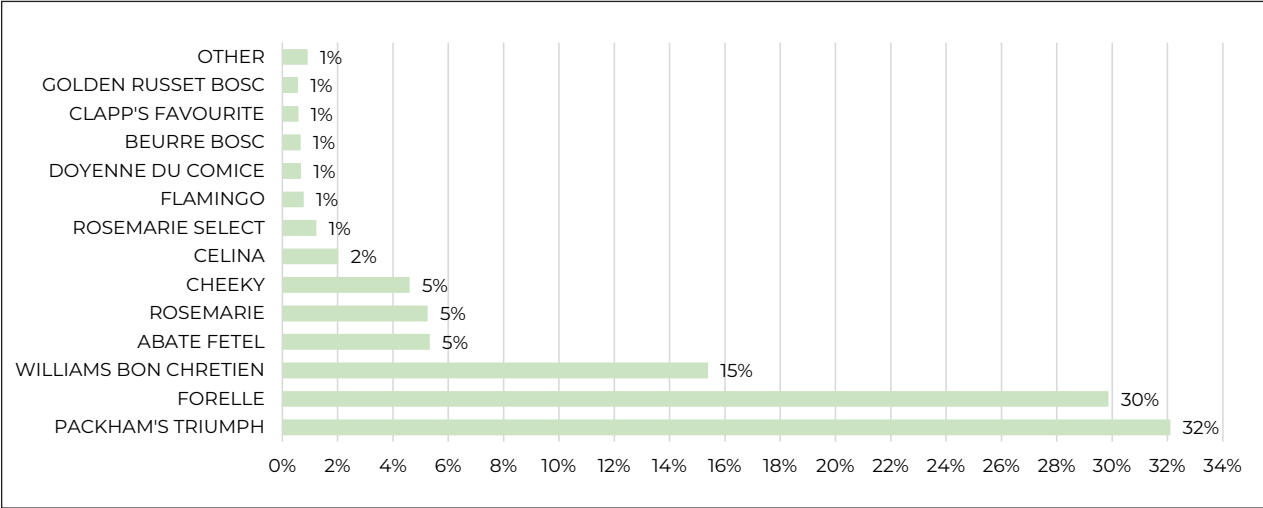
SOURCE: HORTGRO TREE CENSUS, 2024

PEARS: AREA PLANTED PER CULTIVAR (HECTARES)

CULTIVAR	2019	2020	2021	2022	2023	2024
PACKHAM'S TRIUMPH	4 275	4 354	4 283	4 292	4 237	4 126
FORELLE	3 361	3 515	3 543	3 678	3 731	3 838
WILLIAMS BON CHRETIEN	2 329	2 275	2 205	2 110	2 074	1 978
ABATE FETEL	744	720	703	715	694	685
ROSEMARIE	510	589	605	655	653	675
CHEEKY	526	560	577	571	570	591
CELINA	208	217	229	261	263	260
ROSEMARIE SELECT	0	0	24	66	115	158
FLAMINGO	145	137	136	112	105	100
DOYENNE DU COMICE	130	111	110	93	81	87
BEURRE BOSC	130	115	109	99	83	85
CLAPP'S FAVOURITE	102	102	105	85	84	75
GOLDEN RUSSET BOSC	88	96	91	85	79	73
OTHER	126	121	129	127	123	118
TOTAL	12 674	12 913	12 848	12 950	12 892	12 850
% CHANGE (YEAR-ON-YEAR)		2%	-1%	1%	0%	0%

SOURCE: HORTGRO TREE CENSUS, 2024

CONTRIBUTION TO TOTAL PEAR AREA PER CULTIVAR



SOURCE: HORTGRO TREE CENSUS, 2024

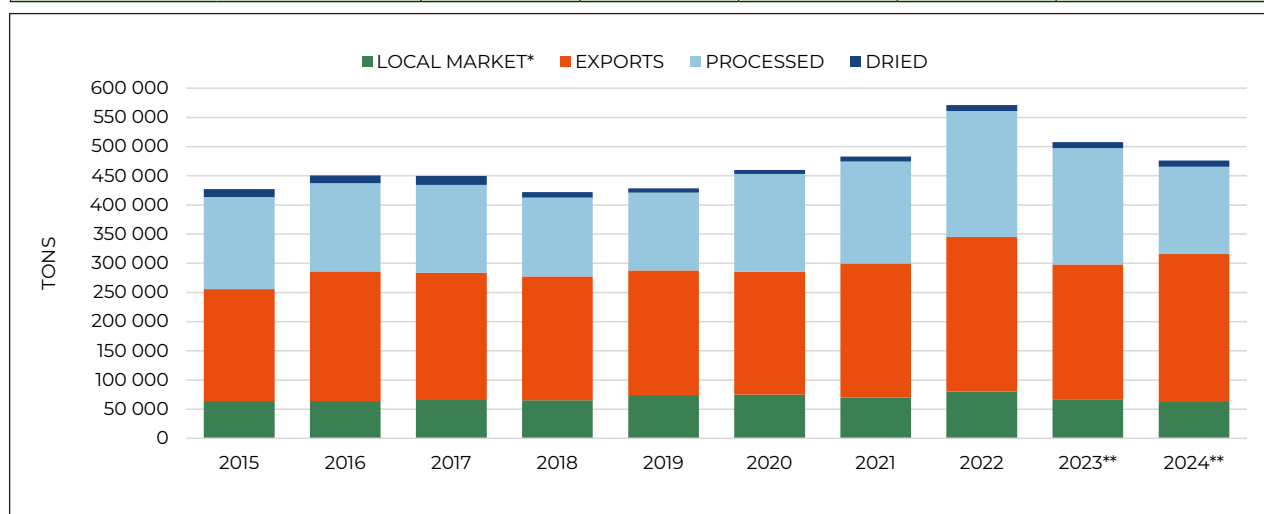
PEAR ORCHARD AGE DISTRIBUTION (HECTARES)

CULTIVAR	0 - 3 YRS	4 - 10 YRS	11 - 15 YRS	16 - 25 YRS	25+ YEARS
PACKHAM'S TRIUMPH	64	1 014	1 080	636	1 333
FORELLE	272	672	428	1 141	1 325
WILLIAMS BON CHRETIEN	42	273	129	454	1 080
ABATE FETEL	32	46	206	278	122
ROSEMARIE	58	232	62	45	279
CHEEKY	14	296	239	32	10
CELINA	14	220	25	0	1
ROSEMARIE SELECT	88	60	5	2	3
FLAMINGO	0	3	17	4	75
DOYENNE DU COMICE	0	1	1	3	81
BEURRE BOSC	0	0	1	3	81
CLAPP'S FAVOURITE	1	17	24	7	27
GOLDEN RUSSET BOSC	0	0	0	6	67
OTHER	14	33	14	17	40
TOTAL	599	2 867	2 231	2 628	4 524
% OF TOTAL AREA (HA)	5%	22%	17%	20%	35%

SOURCE: HORTGRO TREE CENSUS, 2024

CROP DISTRIBUTION: PEARS

YEAR JAN-DEC	TOTAL PRODUCTION	LOCAL MARKET*	EXPORTS	PROCESSED	DRIED	CHANGE IN TOTAL PRODUCTION
	(TON)	(TON)	(TON)	(TON)	(TON)	%
2015	427 076	63 894	192 009	157 613	13 560	-
2016	450 738	64 088	222 192	151 178	13 280	6%
2017	449 622	65 646	218 426	150 346	15 204	0%
2018	421 966	65 249	212 149	135 481	9 088	-6%
2019	428 267	74 198	213 666	133 515	6 888	1%
2020	460 121	75 210	210 264	167 527	7 120	7%
2021	483 169	70 179	229 528	174 810	8 652	5%
2022	571 048	80 482	264 960	215 720	9 886	18%
2023**	507 550	67 001	231 231	199 299	10 019	-11%
2024**	476 375	62 179	253 649	149 595	10 951	-6%
AVERAGE CROP DISTRIBUTION (%)		15%	48%	35%	2%	



SOURCE: DOA/PPECB/HORTGRO, 2024

*Volumes declared to Hortgro

**Last 2 seasons subject to possible adjustments

Change in historic information due to upgrading of reporting systems and databases to improve accuracy of information

HISTORICAL PRICE TRENDS: PEARS

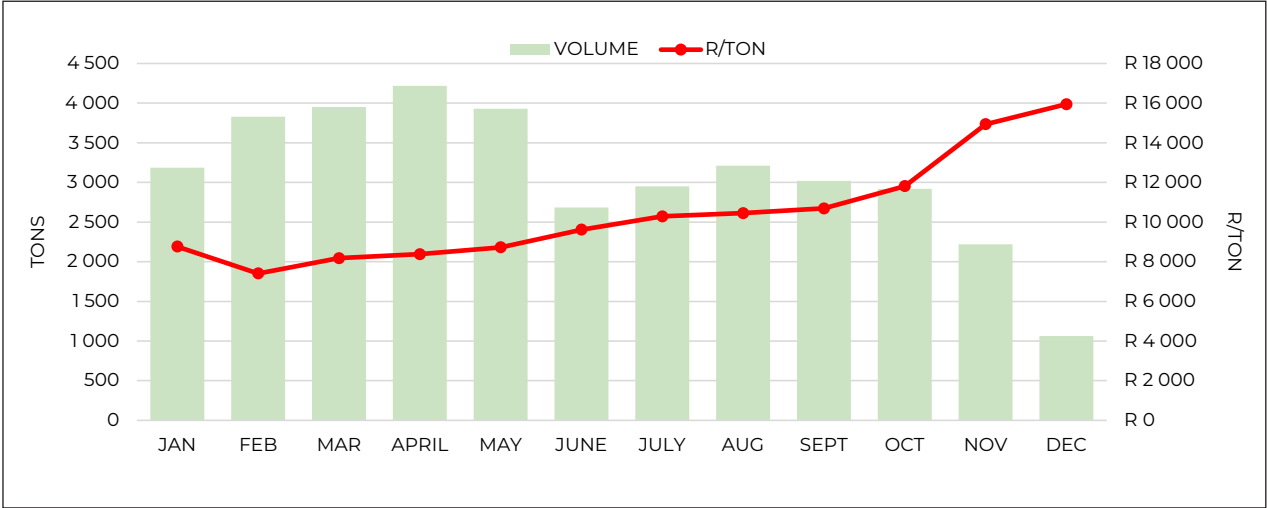
YEAR- JAN-DEC	SALES ON MARKET	EXPORTS NET REALISATION	PROCESSED	GROSS VALUE DRIED	GROSS VALUE FRESH	TOTAL VALUE OF PRODUCTION	CHANGE IN TOTAL VALUE OF PRODUCTION
	(R per ton)	(R per ton)	(R per ton)	(R1,000)	(R1,000)	(R1,000)	(%)
2015	5 203	10 058	1 525	50 765	2 191 875	2 554 720	-
2016	5 664	11 157	1 852	49 717	2 842 085	3 171 781	24%
2017	5 578	10 022	1 589	58 954	2 555 161	2 852 967	-10%
2018	4 492	11 477	1 554	23 890	2 727 943	2 962 424	4%
2019	4 551	11 751	1 641	20 828	2 848 557	3 088 418	4%
2020	4 195	13 745	1 886	31 720	3 205 578	3 553 303	15%
2021	4 639	12 211	1 927	29 459	3 128 445	3 494 808	-2%
2022	6 250	13 093	2 013	44 226	3 971 989	4 450 524	27%
2023**	8 235	15 009	1 997	49 518	4 022 316	4 469 904	0%
2024**	8 849	17 111	2 146	58 138	4 890 559	5 269 777	18%

SOURCE: DOA/HORTGRO, 2024, SARS, 2016 - 2024

*Sales on major local fresh produce markets

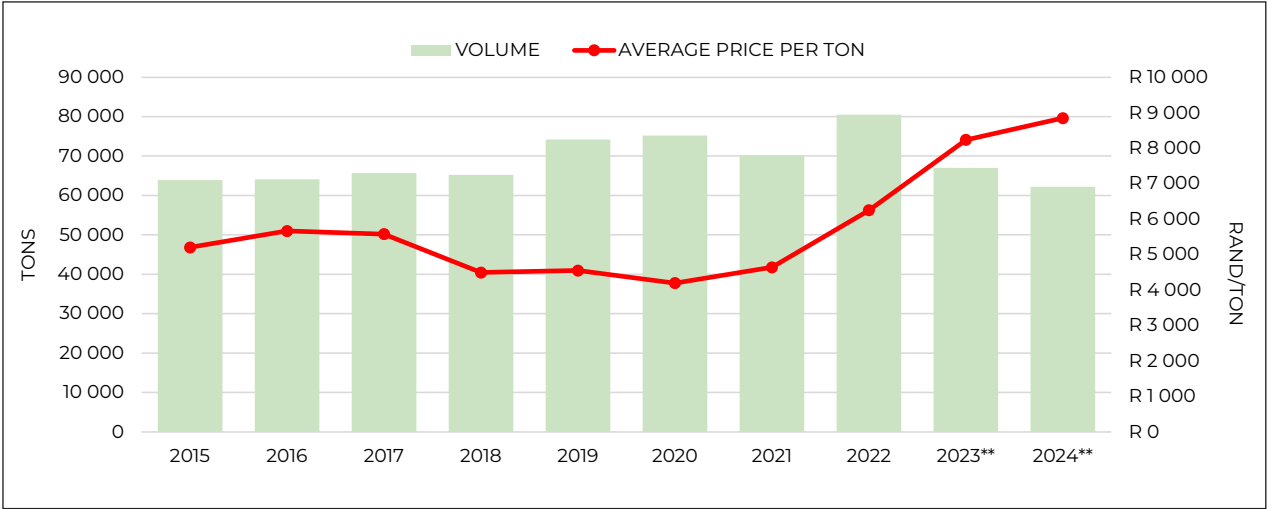
**Last 2 seasons subject to possible adjustments

LOCAL MARKET SALES 2024: PEARS



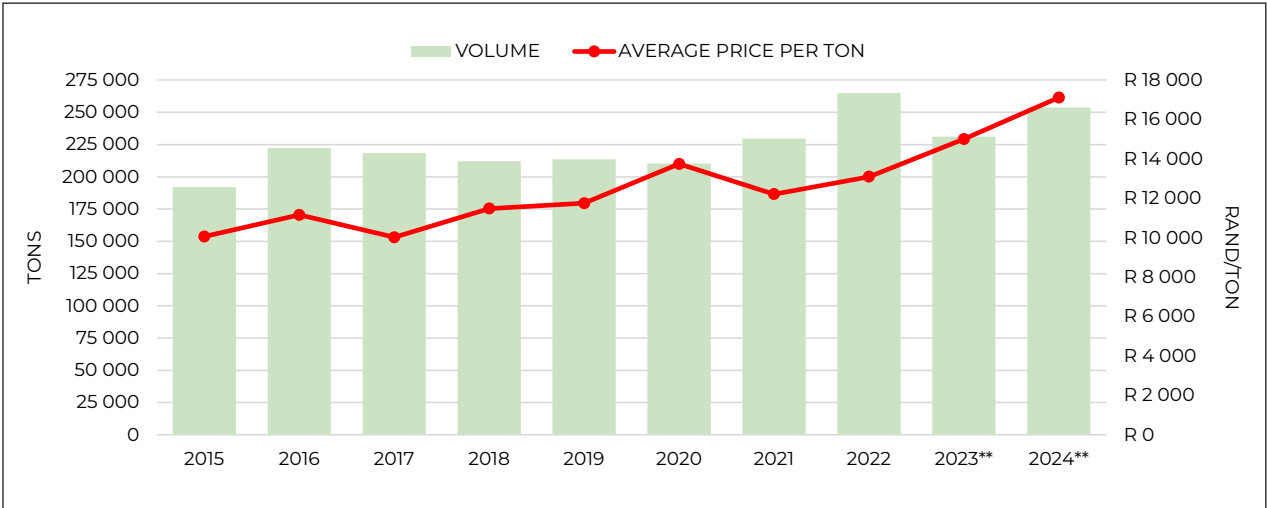
SOURCE: DOA, 2024
Changes in historic information due to upgrading of reporting systems and databases to improve accuracy of information

LOCAL MARKET HISTORICAL SALES: PEARS



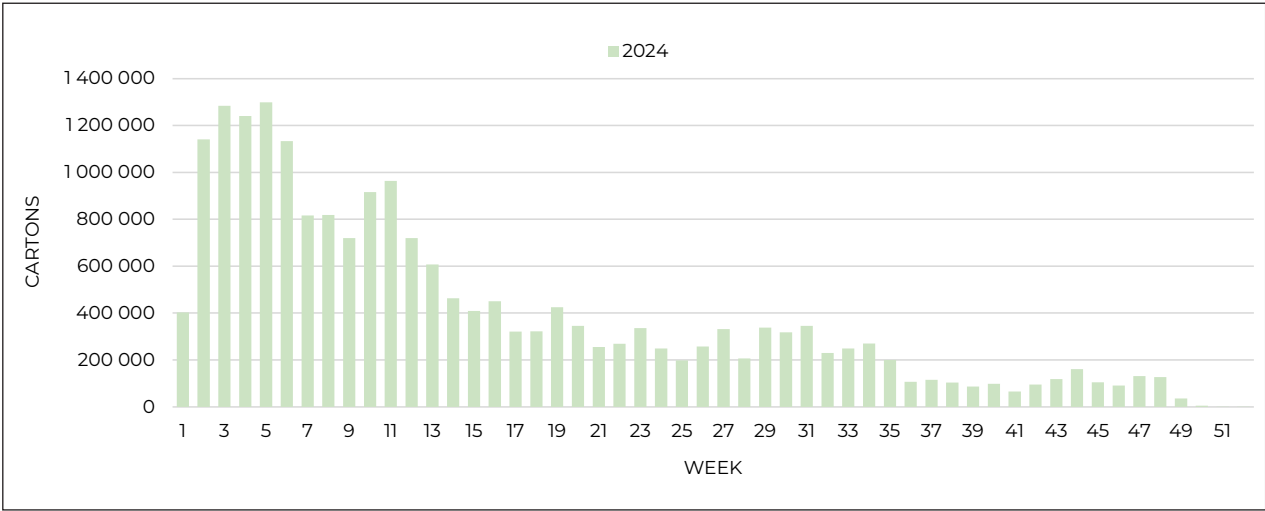
SOURCE: DOA, 2024

EXPORT MARKET HISTORICAL SALES: PEARS



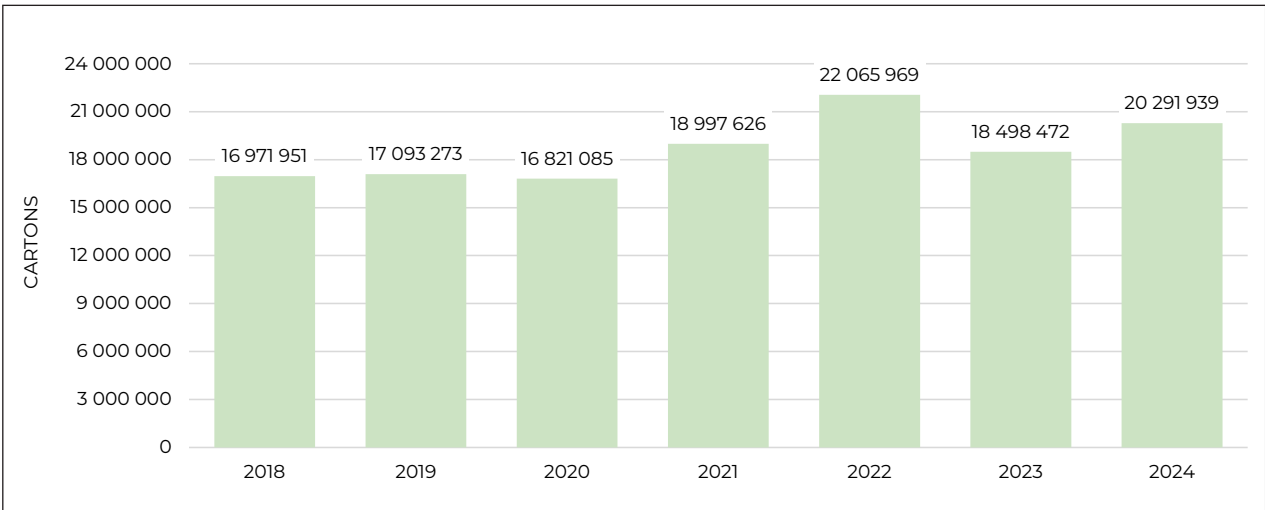
SOURCE: DOA/PPECB, 2023, SARS Pricing 2016-2024

PEARS PASSED FOR EXPORT PER WEEK



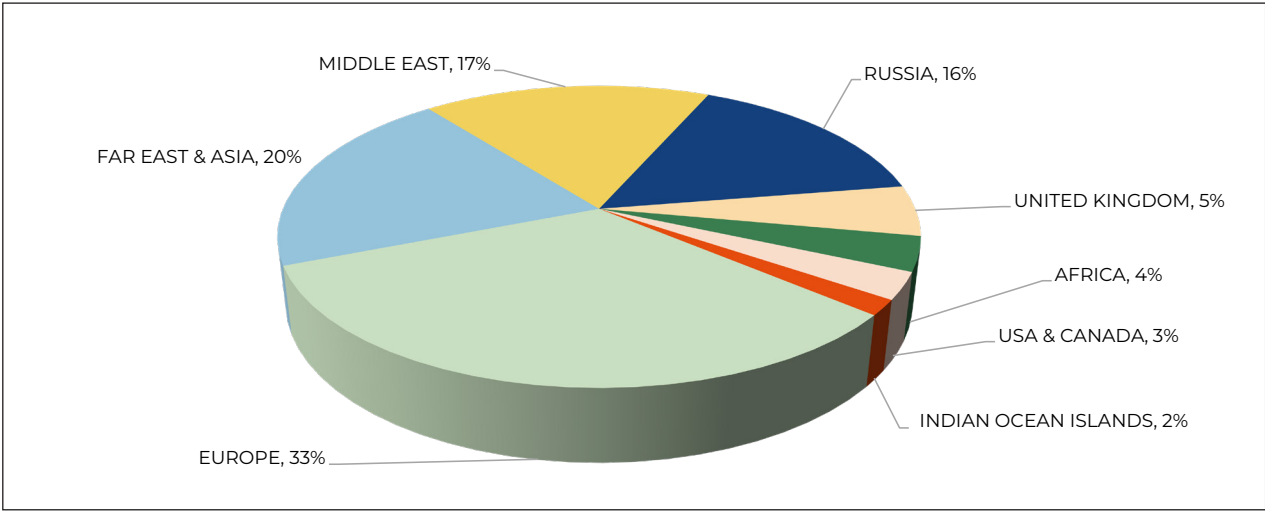
SOURCE: PPECB, 2024
*12.5 Kg equivalent cartons

PEARS PASSED FOR EXPORT PER SEASON



SOURCE: PPECB, 2024
*12.5 Kg equivalent cartons

PEAR EXPORTS PER MARKET SEGMENT



SOURCE: AGRI-HUB, 2024

CARTONS PASSED FOR EXPORT PER CULTIVAR: PEARS

CULTIVAR	2020	2021	2022	2023	2024	% CHANGE 2024 VS 2023
PACKHAM'S TRIUMPH	6 581 259	8 004 380	8 074 808	7 856 861	7 457 801	-5%
FORELLE	4 190 659	3 379 121	4 311 371	3 619 235	4 461 203	23%
WILLIAMS BON CHRETIEN	1 721 953	1 766 394	2 283 570	1 533 447	2 004 968	31%
VERMONT BEAUTY	1 556 423	1 738 420	2 200 327	1 732 406	1 729 533	0%
ABATE FETEL	981 696	1 409 804	2 096 433	1 261 743	1 597 144	27%
CHEEKY	421 211	562 067	779 642	594 538	852 304	43%
SEMPRE	362 400	491 534	522 379	546 203	554 386	1%
ROSEMARIE	497 907	499 712	606 300	450 977	553 549	23%
CELINA	51 318	149 338	246 522	260 697	387 610	49%
DOYENNE DU COMICE	52 145	269 580	281 522	134 468	162 785	21%
GOLDEN RUSSET BOSC	97 204	218 945	181 833	127 577	139 399	9%
CAPE ROSE	54 376	85 797	130 144	113 043	127 921	13%
BEURRE BOSC	73 396	149 233	104 301	60 062	96 225	60%
FLAMINGO	89 555	131 173	120 423	102 435	78 574	-23%
BON ROUGE	44 803	79 488	72 660	65 395	46 428	-29%
OTHER	44 781	62 640	53 734	39 385	42 109	7%
TOTAL	16 821 085	18 997 626	22 065 969	18 498 472	20 291 939	10%
% CHANGE (Y-O-Y)		13%	16%	-16%	10%	

SOURCE: PPECB, 2024

NOTE: Change in historic information due to upgrading of reporting systems and databases to improve accuracy
12.5 Kg equivalent cartons