

# Export of fresh fruit from South Africa continues to grow

The export of fresh fruit from South Africa continued to grow last year. In total, 3.33 million tonnes were exported according to the South African Revenue Service (SARS). That is ten per cent more than in 2016.

For years, approximately 45 per cent of export was focused on EU countries, the Netherlands being the most important one. In recent years, more than 20 per cent of exported South African fruit has been shipped to the Netherlands every year. A large share of that is then re-exported. Last year, the export to the Netherlands increased by eight per cent, which is slightly less than average, and amounted to 700,000 tonnes.

The UK is the second-largest buyer. The export to that country increased by 15 per cent to 470,000 tonnes last year. Other important buyers of South African fruit are: the United Arab Emirates (218,000 tonnes last year), Russia (215,000), Hong Kong (142,000), Saudi Arabia (138,000), China (106,000) and Malaysia (105,000). Of these countries, China and Hong Kong are growth markets.

Export to the other countries mentioned is fairly stable to decreasing. Growth markets among average countries are: Portugal, Canada and Bangladesh. India is a growth market among smaller countries.



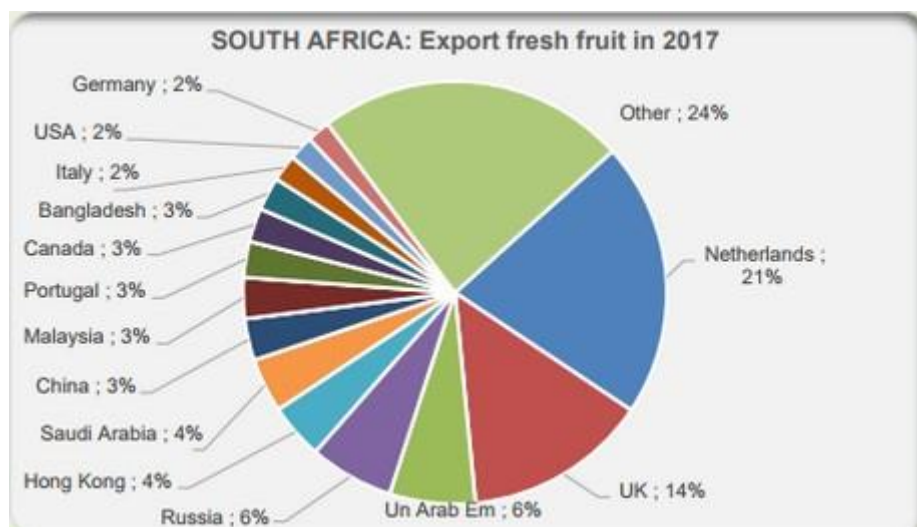
### Most sent to EU and particularly to the Netherlands

Per region, the EU is, as said before, the most important. Last year it involved 1.5 million tonnes. Southeast Asia is second-largest. The export to that region grew by a quarter to 630,000 tonnes last year. The Gulf states were good for 460,000 tonnes last year, practically as much as in 2016. About 330,000 tonnes were shipped to African countries, and 230,000 tonnes to the former Soviet Republics, with Russia as most important destination by far. North America was sent 150,000 tonnes.

### Oranges still the most important product by far

Oranges are South Africa's most important export product when it comes to fresh fruit. In 2017, ten per cent more was exported with 1.17 million tonnes than in 2016, but that year experienced a slump.

Compared to previous years, it was a regular amount. Apples are the second-largest product, with more than 550,000 tonnes in 2017, just over ten per cent more than in 2016. Since 2010, more apples were exported only in 2012. Grapes are third, with an export of 340,000 tonnes in 2017, a record. Export records could also be recorded for lemons (300,000 tonnes), pears (265,000), grapefruit (230,000) and tangerines (210,000). Products following these with record export in 2017 are mangoes, blueberries, pineapple and melons.

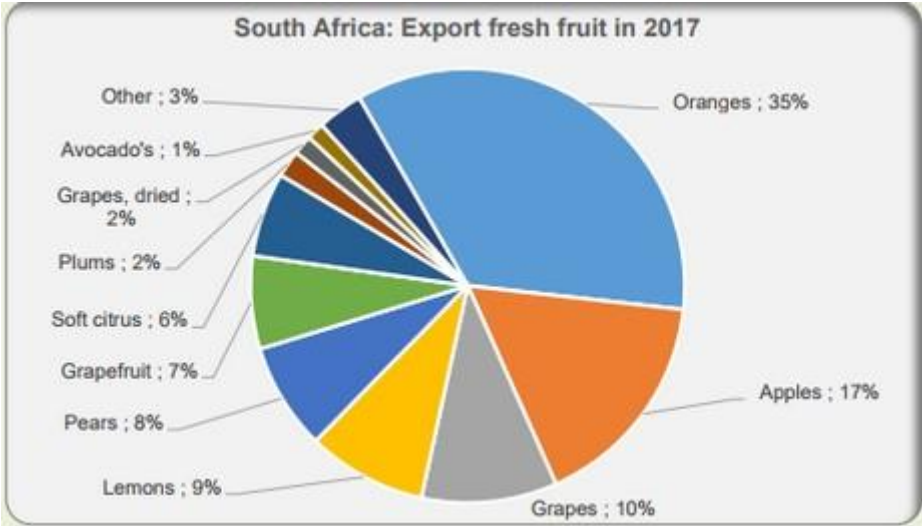


### Relatively large amounts of grapes and avocados to the Netherlands

The assortment exported to the Netherlands differs slightly from the total. Oranges and grapes are the most important products exported to the Netherlands. For oranges, the importance of the Netherlands in total is equal to the average, but grapes are shipped to the Netherlands relatively often. More than 40 per cent of total South African grape export is focused on the Netherlands. The share of the

Netherlands for pears, grapefruit and tangerines is also more than average. Except for grapes, more than ever was exported to the Netherlands of all major products.

Lemons and apples in particular are exported to the Netherlands relatively little. It's also noticeable that export of avocados and plums to the Netherlands was smaller than previously. For avocados, that's a general trend, because the Dutch share in total South African export remains high, about 70 per cent.



**Record amount to the UK: mostly apples**

For the second buyer, the UK, apples are the most important product. Last year, export of that product increased to more than 150,000 tonnes. Because of that, the UK is the most important buyer of South African apples. Grapes, oranges and tangerines are the other important products exported to the UK. It's noticeable, except for apples, that exports of all other products was higher at some point than in 2017.

**Growth market Southeast Asia**

Asia is a proper growth market for the sales of South African fruit. Except for pears, a record amount of all products was exported to this region in 2017. Oranges are the most important product, followed by apples and grapefruit. Of this last product, the share of Southeast Asia in total is more than a third.

Source: SARS	2010	2011	2012	2013	2014	2015	2016	2017	+/- in %
Totaal	2.680	2.909	2.981	2.947	2.879	3.060	3.034	3.337	10%
EU	1.202	1.092	1.165	1.325	1.205	1.323	1.385	1.498	8%
South&East Asia	309	365	389	385	466	504	498	629	26%
Gulfstates	382	352	417	454	471	481	455	460	1%
Foirmer Sovjet Rep	244	241	225	261	244	208	172	228	32%
North Amarica	108	99	110	120	122	139	135	149	10%
Africa	392	725	655	378	338	371	352	332	-6%
Rest	43	34	21	26	33	35	36	41	14%
EU	45%	38%	39%	45%	42%	43%	46%	45%	
South&East Asia	12%	13%	13%	13%	16%	16%	16%	19%	
Gulfstates	14%	12%	14%	15%	16%	16%	15%	14%	
Foirmer Sovjet Rep	9%	8%	8%	9%	8%	7%	6%	7%	
North Amarica	4%	3%	4%	4%	4%	5%	4%	4%	
Africa	15%	25%	22%	13%	12%	12%	12%	10%	
Rest	2%	1%	1%	1%	1%	1%	1%	1%	

### Stagnant growth of exports to Gulf states

The export to the Gulf states is stagnating. This is the case for practically all important products. It was only a record for lemons and tangerines in 2017. The export to Russia has also stopped increasing. Oranges and pears are the most important products, but previously, more was exported to that country than in 2017. Of lemons and apples, a record amount was exported to Russia last year.

Rapport complet :

<http://www.fruitandvegetablefacts.com/sites/default/files/Factsheet%20SOUTH%20AFRICA%20fruit%20export%202017.pdf>

Lien article : <http://www.freshplaza.com/article/189725/Export-of-fresh-fruit-from-South-Africa-continues-to-grow>