

Apple Shipments

Markets: Far East, Middle East, Africa & Indian Ocean Islands

This Newsletter is supported by



**National Agricultural
Marketing Council**

Strategic positioning of South African Agriculture
in dynamic global markets

Information supplied:

**Latest Industry Crop estimates
Industry Shipments up to Week 35**

Please note:

- 1. Cumulative shipment volume is indicated on the right hand axis.**
- 2. Weekly shipment volume is indicated on the left hand axis.**

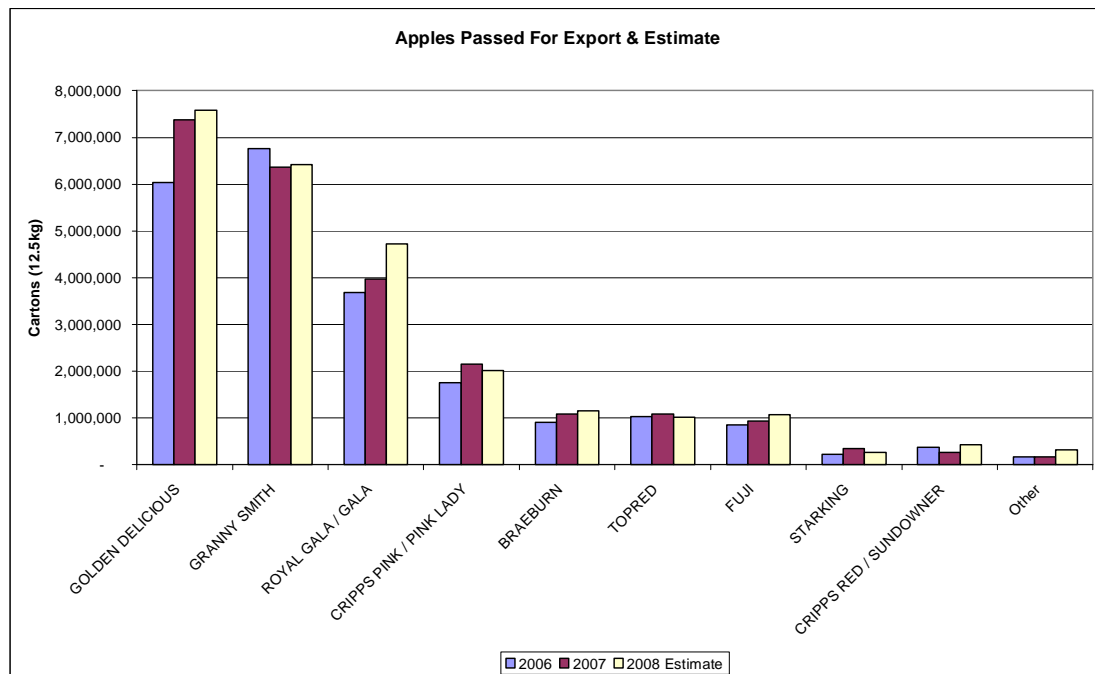
**Issued by Pome Joint Marketing Forum
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Compiled by Optimal Agricultural Business Systems (OABS)
(Jacques du Preez Tel: 021-870 2900)**

**In co-operation with PPECB, Paltrack, Farsoft, MJIT, Dipar, RBR,
Fruitways**

Total Apple Export Estimate to All Markets

	2006	2007	2 yr Avg	2008 Estimate	Estimate vs 2007	
Apples	21,712,471	23,742,087	22,727,279	25,030,703	5%	1,288,616
Pears	10,001,187	12,912,087	11,456,637	13,023,635	1%	111,548
Total	31,713,657	36,654,174	34,183,916	38,054,338	4%	1,400,164

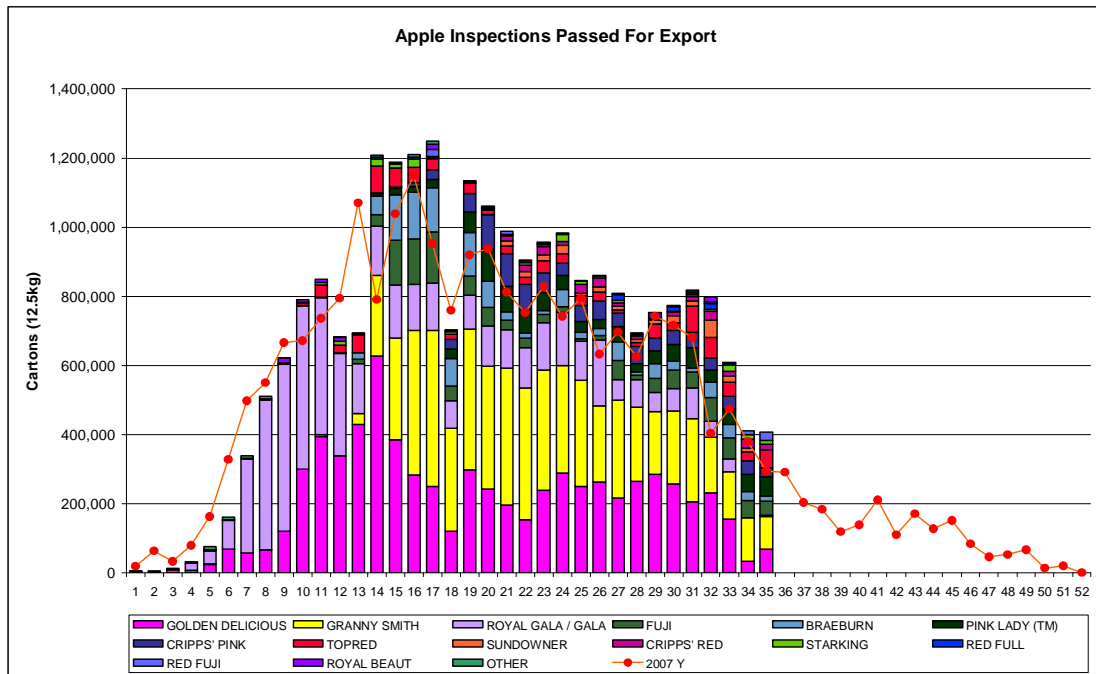
All volumes = 12.5kg carton equivalent



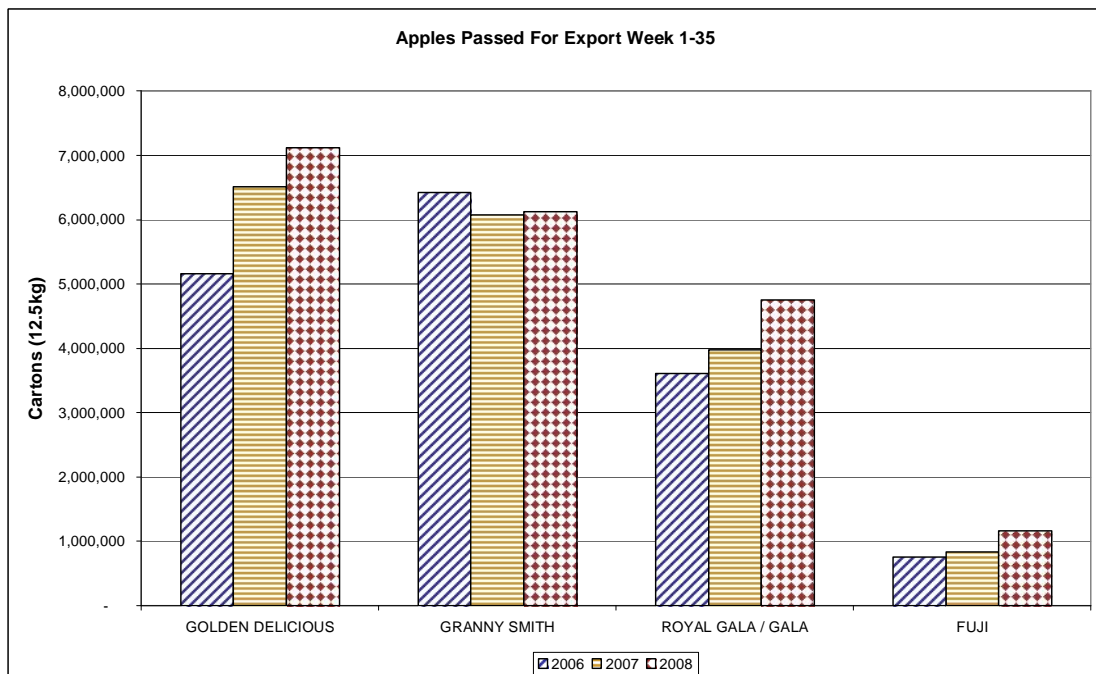
Variety	2006	2007	2 yr Average	2008 Estimate	Estimate vs 2007	
GOLDEN DELICIOUS	6,032,914	7,373,579	6,703,247	7,588,104	3%	214,525
GRANNY SMITH	6,764,365	6,358,051	6,561,208	6,414,586	1%	56,535
ROYAL GALA / GALA	3,687,436	3,977,837	3,832,636	4,730,073	19%	752,236
CRIPPS PINK / PINK LADY	1,762,436	2,147,097	1,954,767	2,023,017	-6%	-124,081
BRAEBURN	903,452	1,087,547	995,500	1,160,268	7%	72,721
TOPRED	1,033,261	1,084,457	1,058,859	1,015,151	-6%	-69,306
FUJI	846,429	929,735	888,082	1,067,771	15%	138,036
STARKING	226,197	341,541	283,869	272,412	-20%	-69,129
CRIPPS RED / SUNDOWNER	367,700	263,804	315,752	434,853	65%	171,049
Other	169,382	168,865	169,124	324,470	92%	155,604
Grand Total	21,712,471	23,742,087	22,727,279	25,030,703	5%	1,288,616

All volumes = 12.5kg carton equivalent

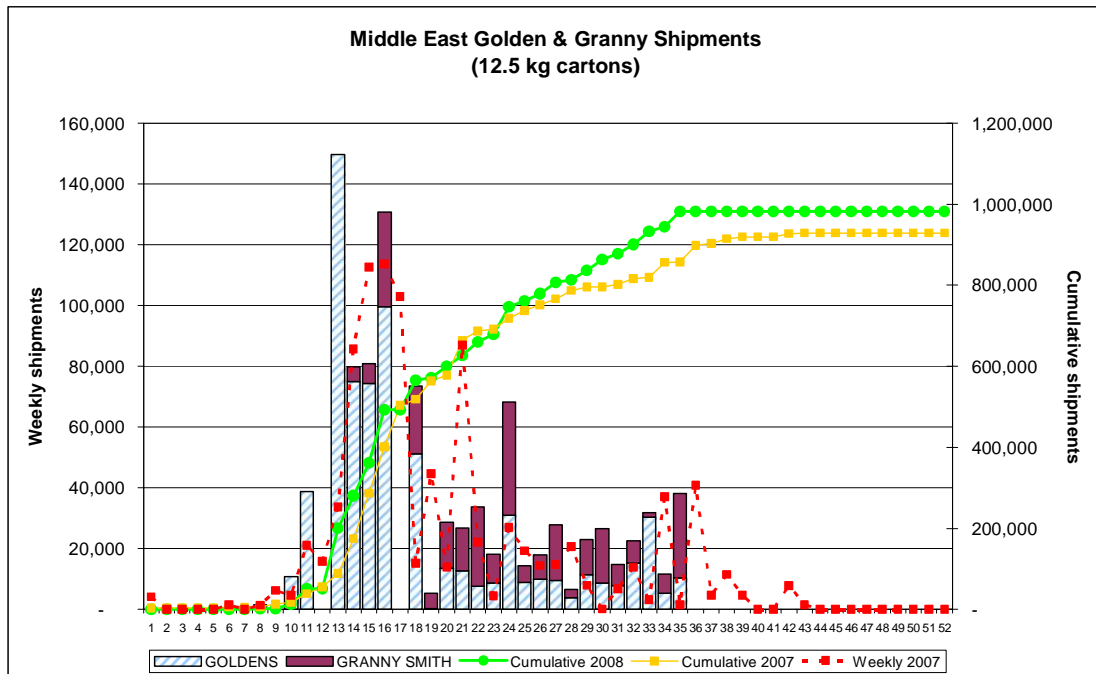
Apples Passed For Export



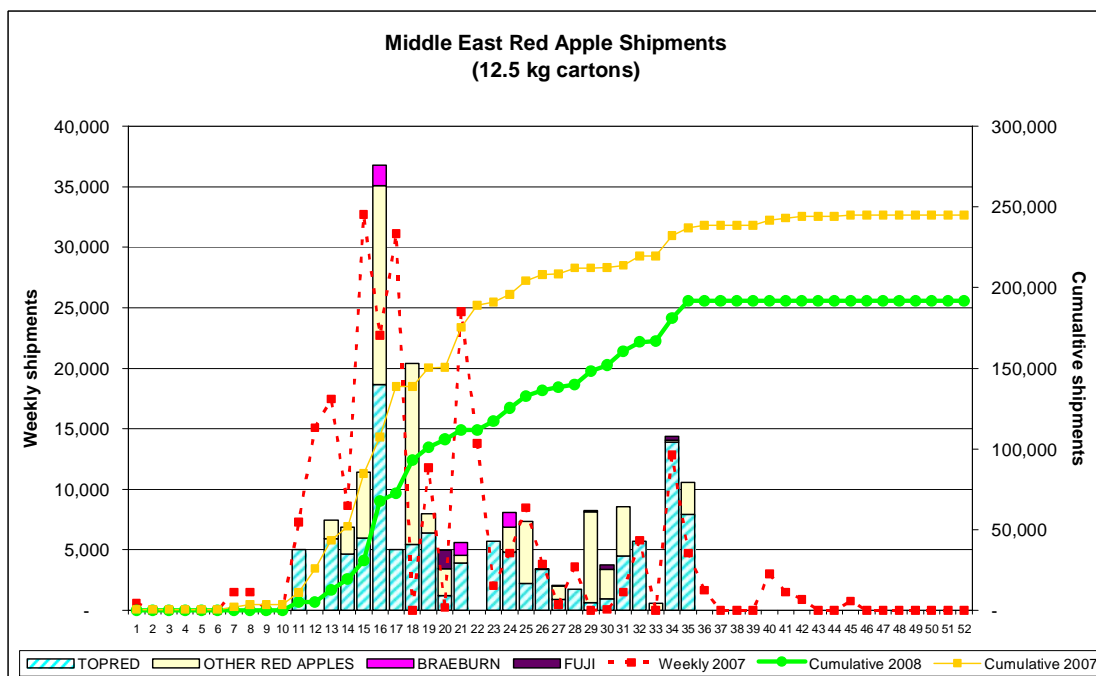
Apples Passed For Export per cultivar Week 1-35



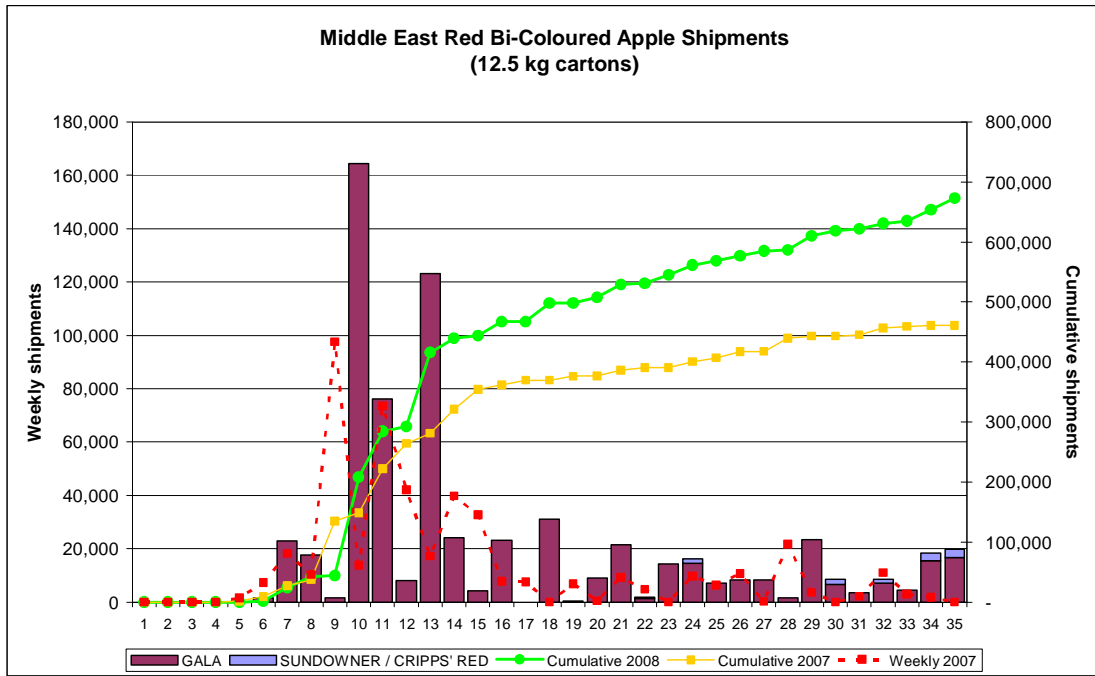
Middle East Market: Apple Shipments



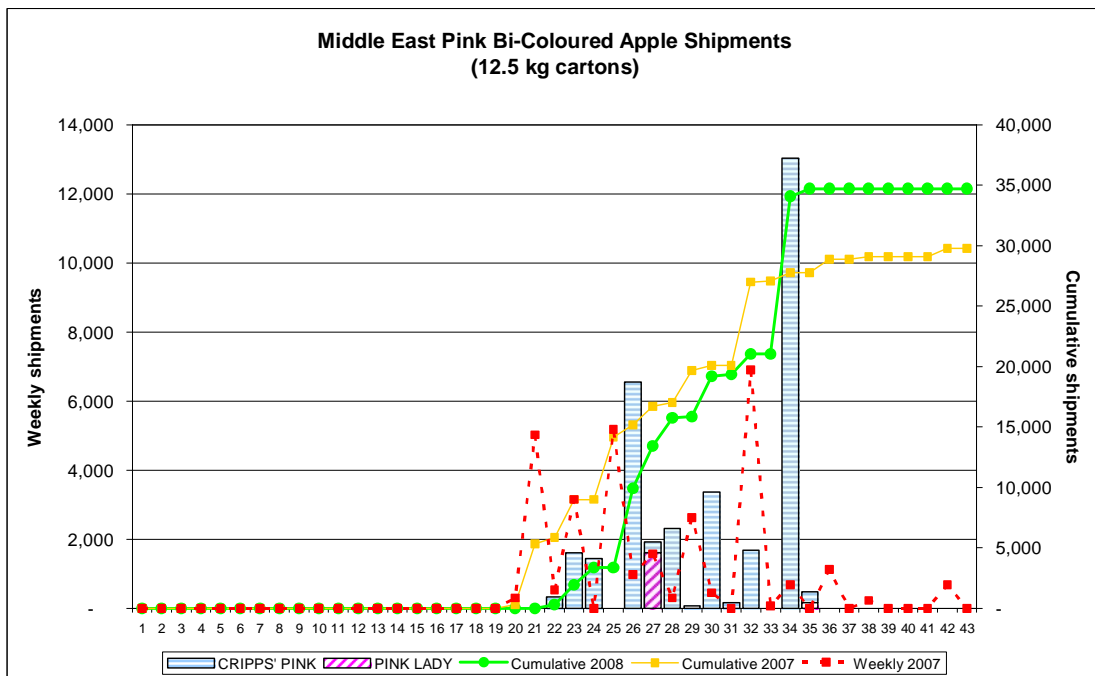
Weekly volumes	2007	2008	Difference	
Week 35	1,500	38,196	36,696	2446%
Cumulative volumes				
Week 1 to 35	857,625	982,256	124,631	15%



Weekly volumes	2007	2008	Difference	
Week 35	4,725	10,560	5,835	123%
Cumulative volumes				
Week 1 to 35	237,068	191,760	-45,308	-19%

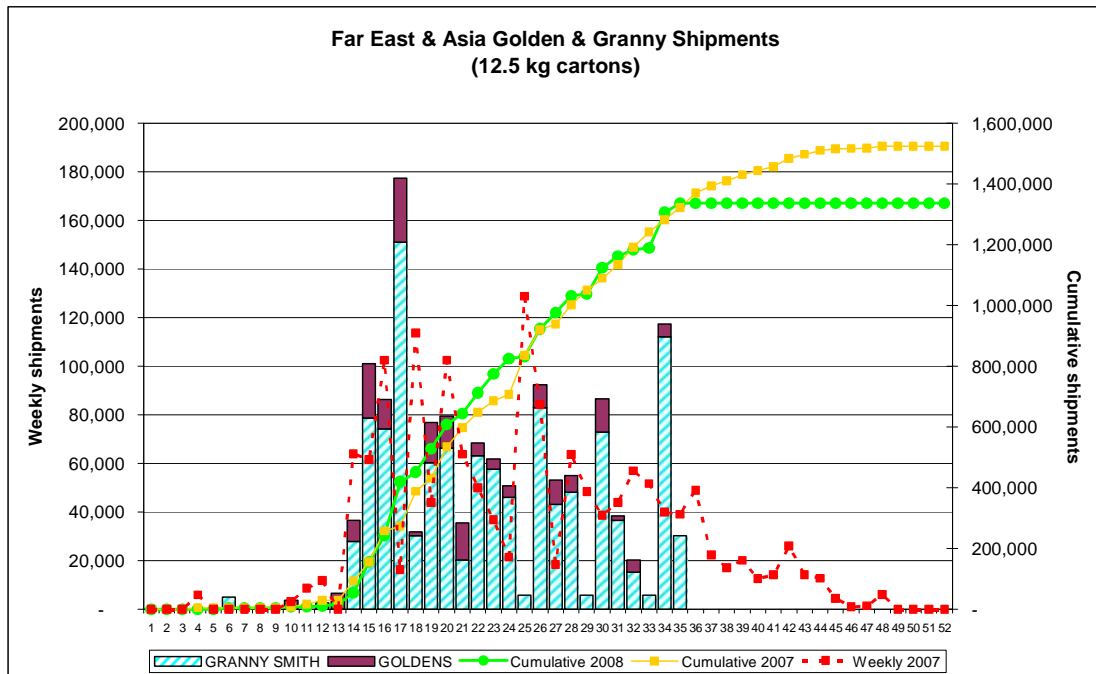


Weekly volumes	2007	2008	Difference	
Week 35	-	19,760	19,760	#DIV/0!
Cumulative volumes				
Week 1 to 35	461,212	673,359	212,148	46%

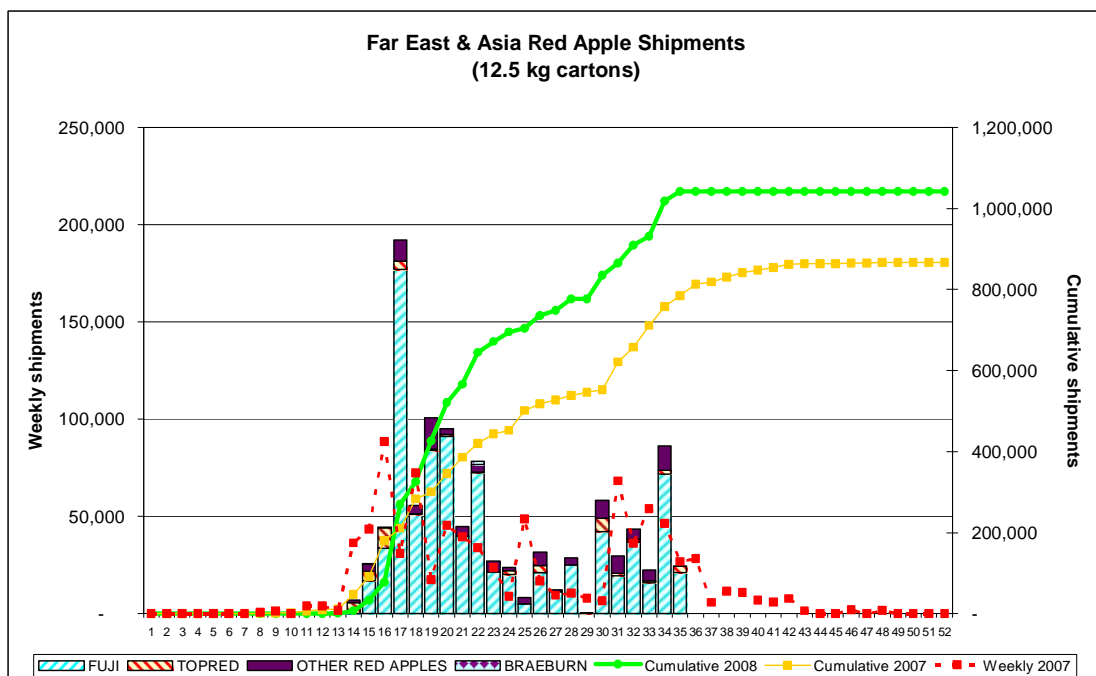


Weekly volumes	2007	2008	Difference	
Week 35	-	480	480	#DIV/0!
Cumulative volumes				
Week 1 to 35	27,750	34,720	6,970	25%

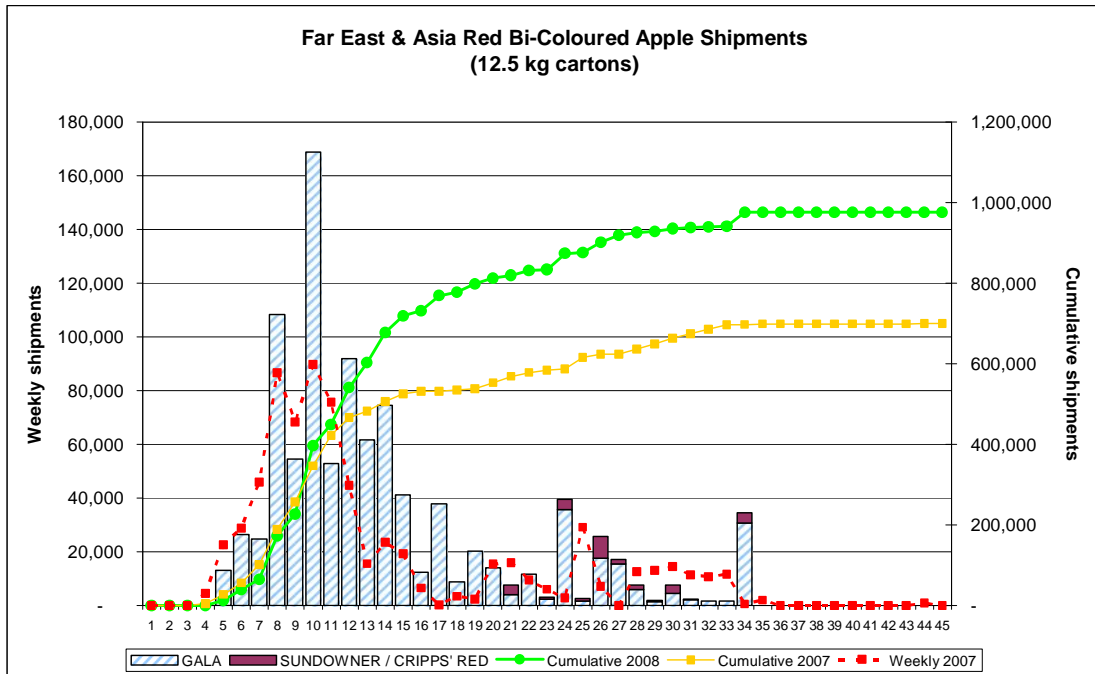
Far East & Asia Market: Apple Shipments



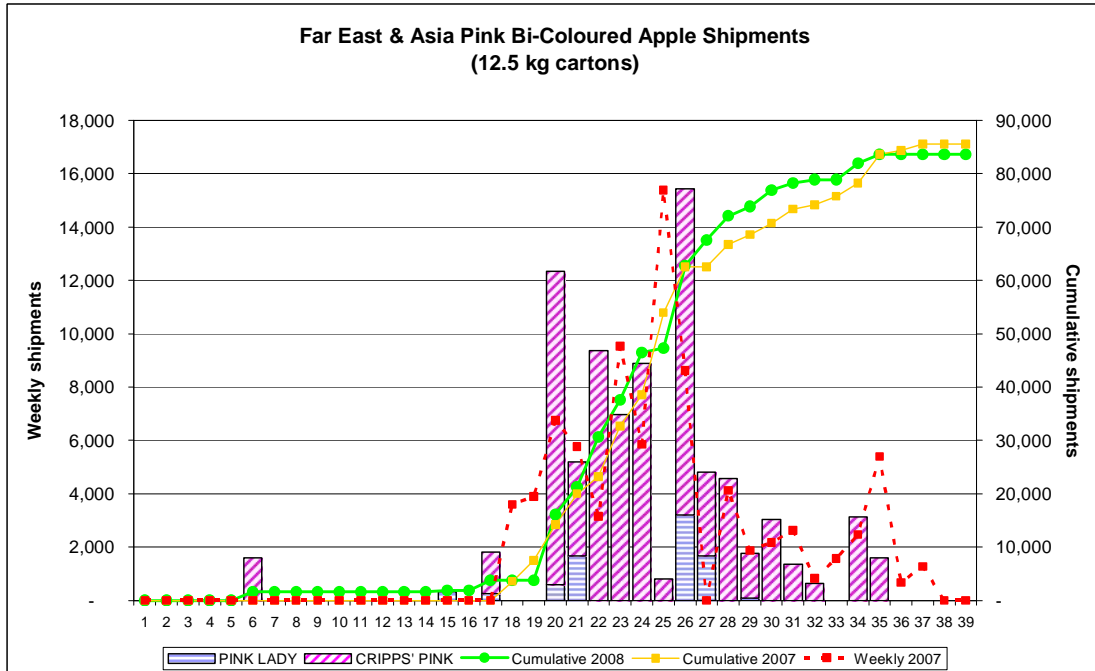
Weekly volumes	2007	2008	Difference	
Week 35	39,150	30,240	-8,910	-23%
Cumulative volumes				
Week 1 to 35	1,321,554	1,336,387	14,833	1%



Weekly volumes	2007	2008	Difference	
Week 35	26,850	24,480	-2,370	-9%
Cumulative volumes				
Week 1 to 35	784,568	1,042,192	257,624	33%

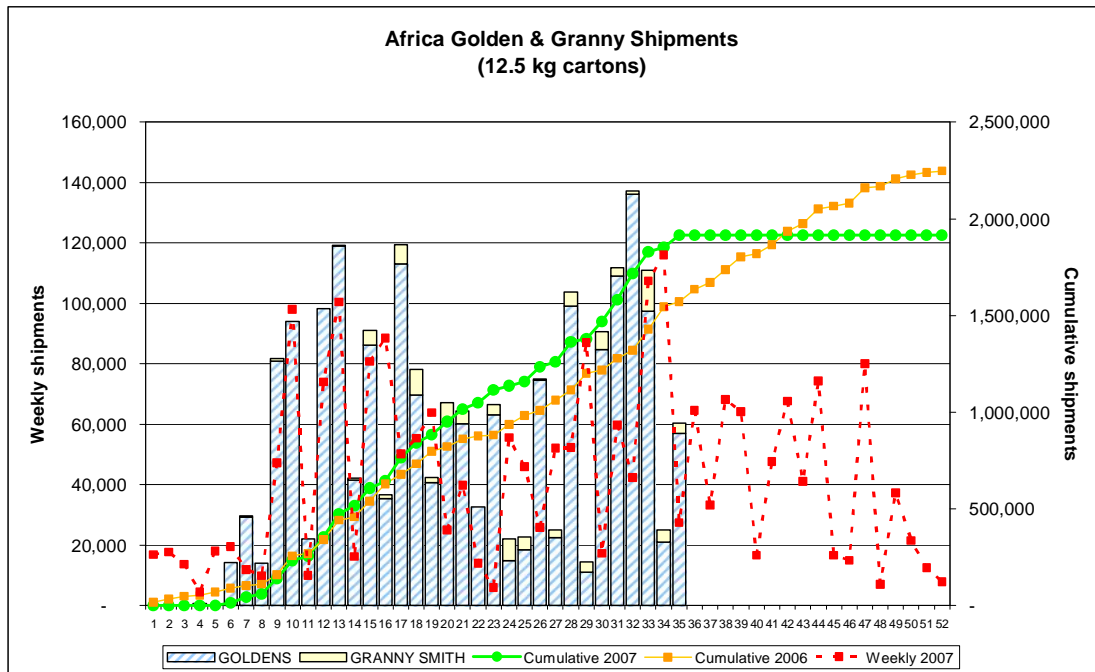


Weekly volumes	2007	2008	Difference	
Week 35	1,950	-	-1,950	-100%
Cumulative volumes				
Week 1 to 35	698,967	975,815	276,847	40%

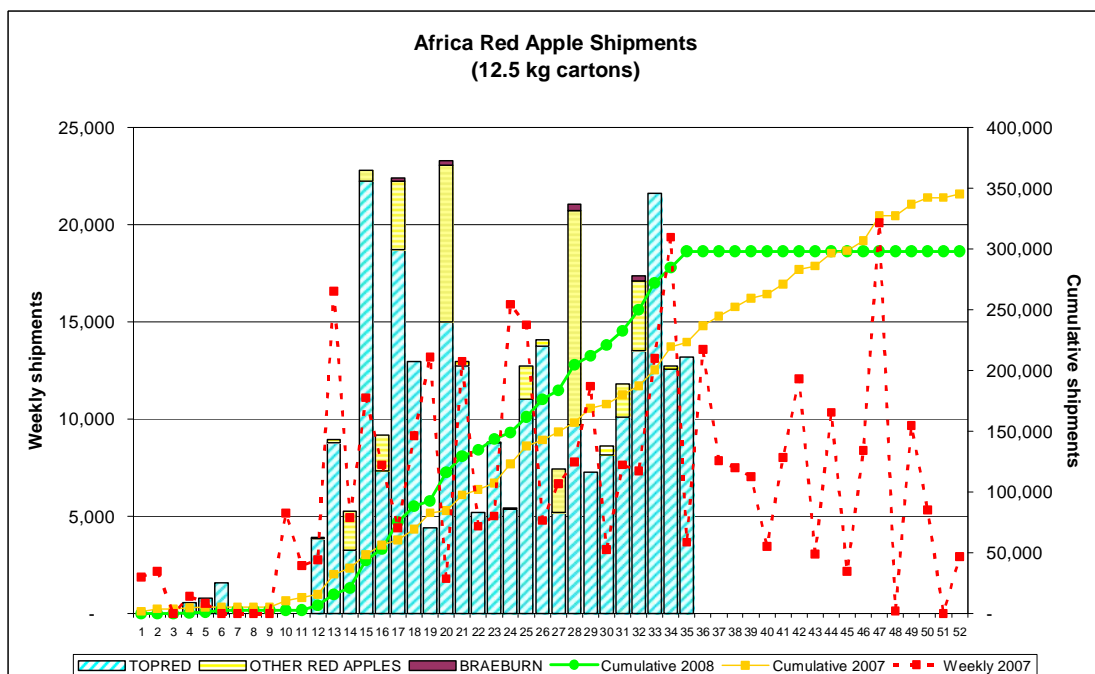


Weekly volumes	2007	2008	Difference	
Week 35	5,400	1,600	-3,800	-70%
Cumulative volumes				
Week 1 to 35	83,625	83,605	-20	0%

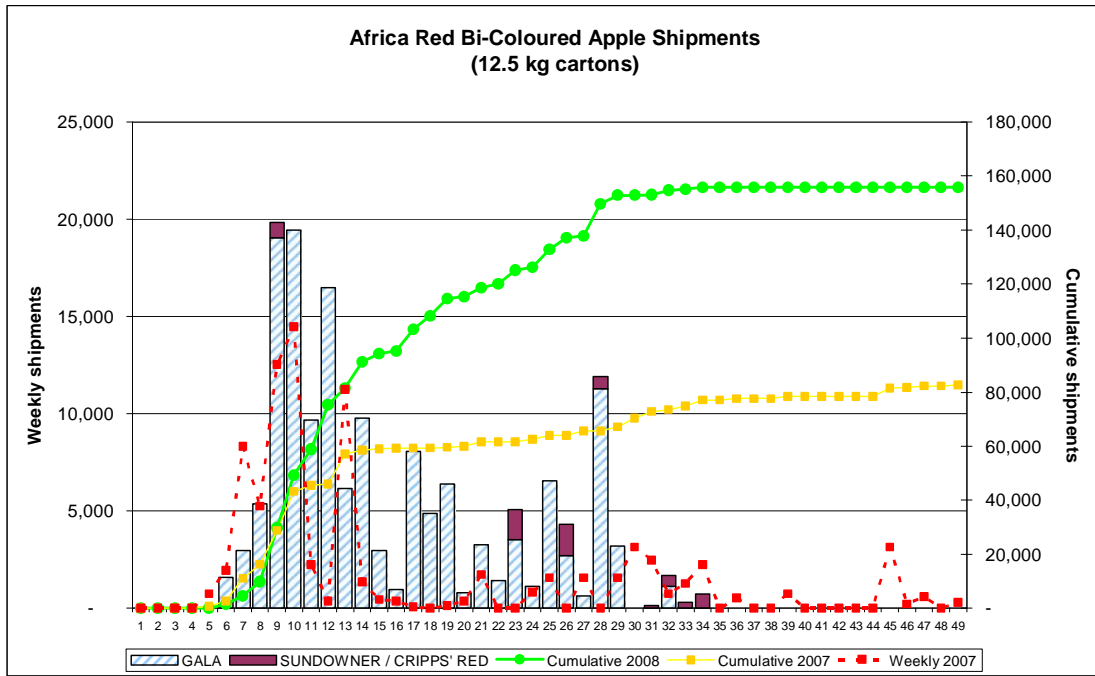
Africa Market: Apple Shipments



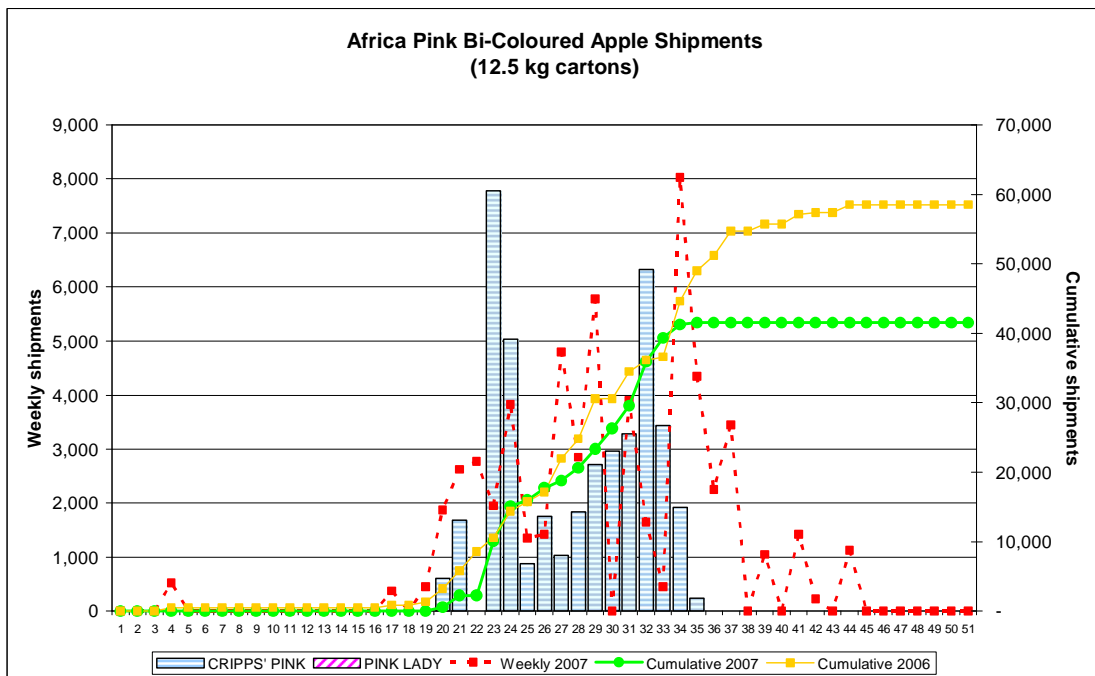
Weekly volumes	2007	2008	Difference	
Week 35	27,450	60,320	32,870	120%
Cumulative volumes				
Week 1 to 35	1,571,684	1,913,911	342,227	22%



Weekly volumes	2007	2008	Difference	
Week 35	3,675	13,200	9,525	259%
Cumulative volumes				
Week 1 to 35	223,441	298,069	74,628	33%

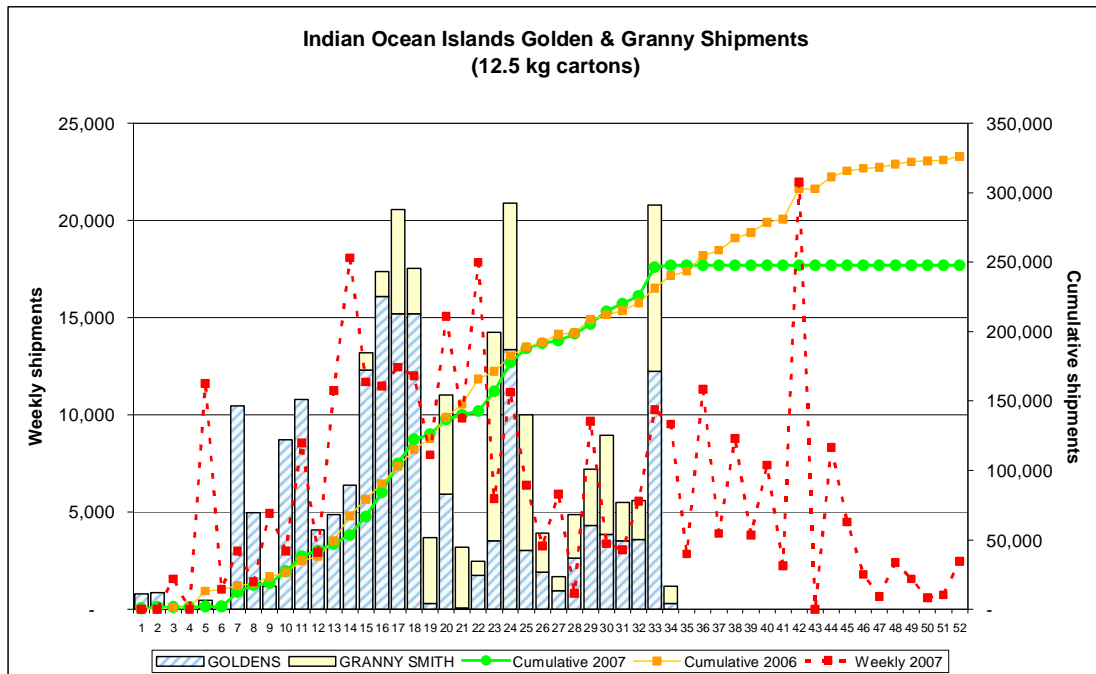


Weekly volumes	2007	2008	Difference	
Week 35	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 35	77,100	155,768	78,668	102%

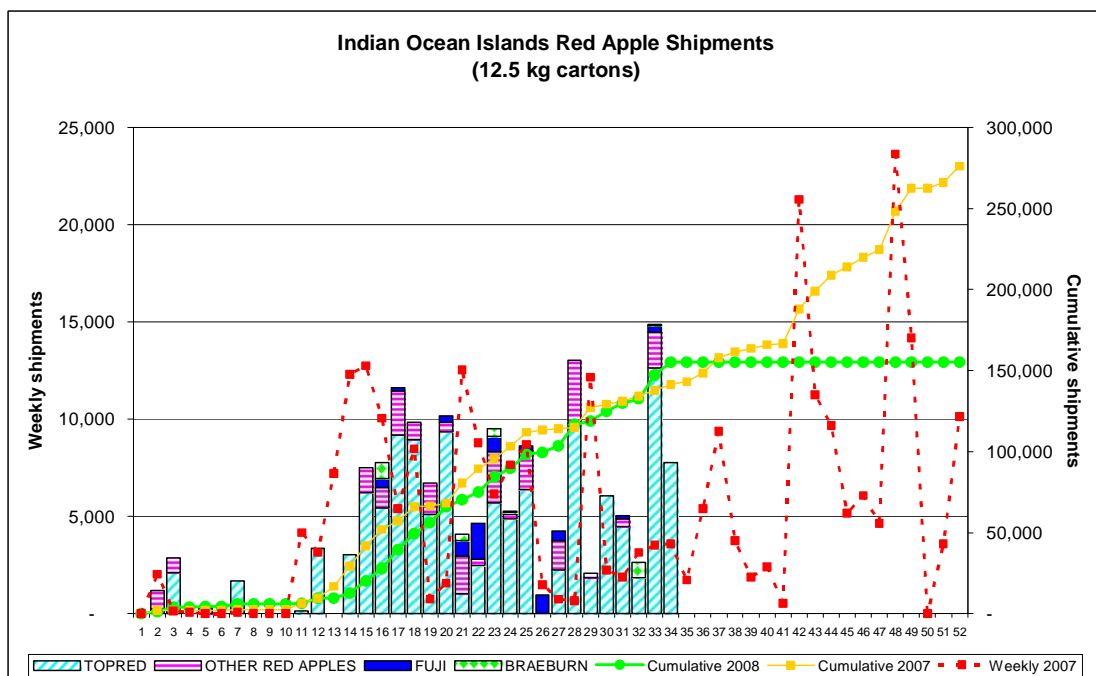


Weekly volumes	2007	2008	Difference	
Week 35	4,350	240	-4,110	-94%
Cumulative volumes				
Week 1 to 35	48,975	41,507	-7,468	-15%

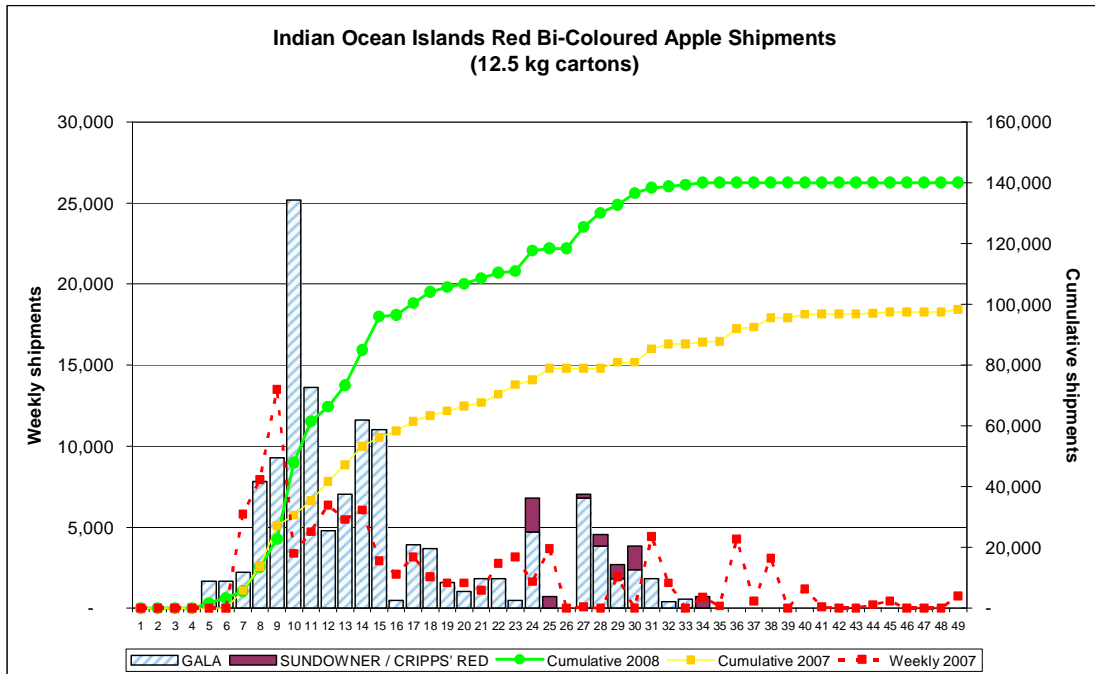
Indian Ocean Islands Market: Apple Shipments



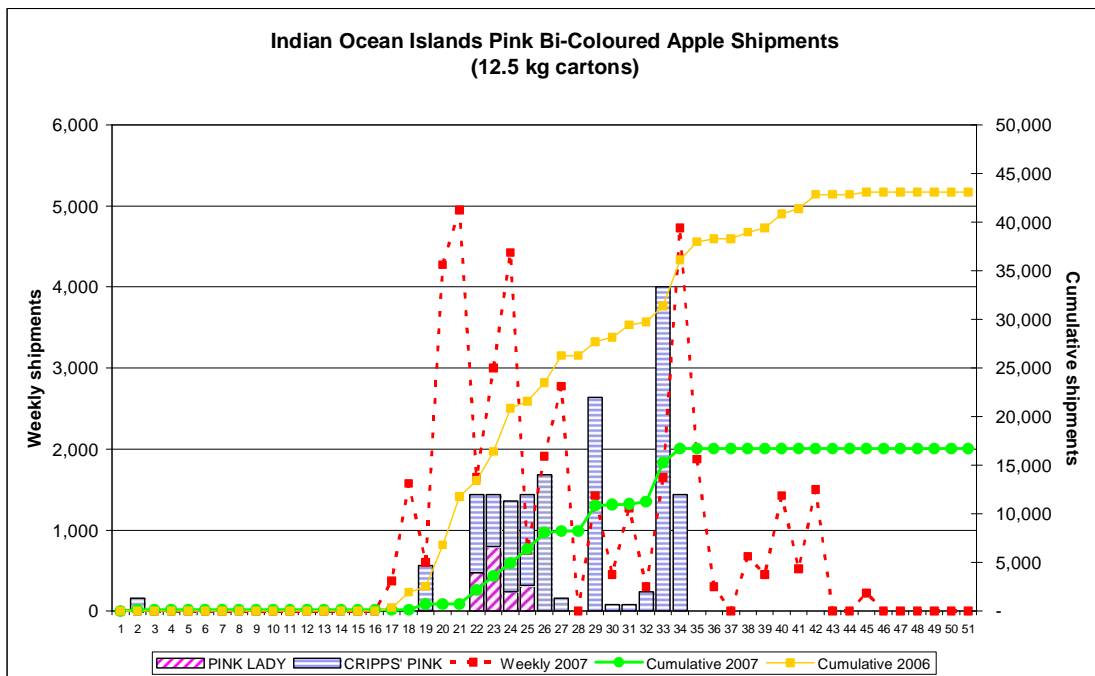
Weekly volumes	2007	2008	Difference	
Week 35	2,850	-	-2,850	-100%
Cumulative volumes				
Week 1 to 35	243,338	247,600	4,263	2%



Weekly volumes	2007	2008	Difference	
Week 35	1,725	-	-1,725	-100%
Cumulative volumes				
Week 1 to 35	143,141	155,120	11,979	8%



Weekly volumes	2007	2008	Difference	
Week 35	150	-	-150	-100%
Cumulative volumes				
Week 1 to 35	87,765	140,090	52,325	60%



Weekly volumes	2007	2008	Difference	
Week 35	1,875	-	-1,875	-100%
Cumulative volumes				
Week 1 to 35	37,988	16,720	-21,268	-56%