

Apple Shipments Markets: UK, EU Continent & North America

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**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 36**

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

(Stefan Conradie Office: 021-870 2923 or Cell: 083 264 7101)

Compiled by Optimal Agricultural Business Systems (OABS)

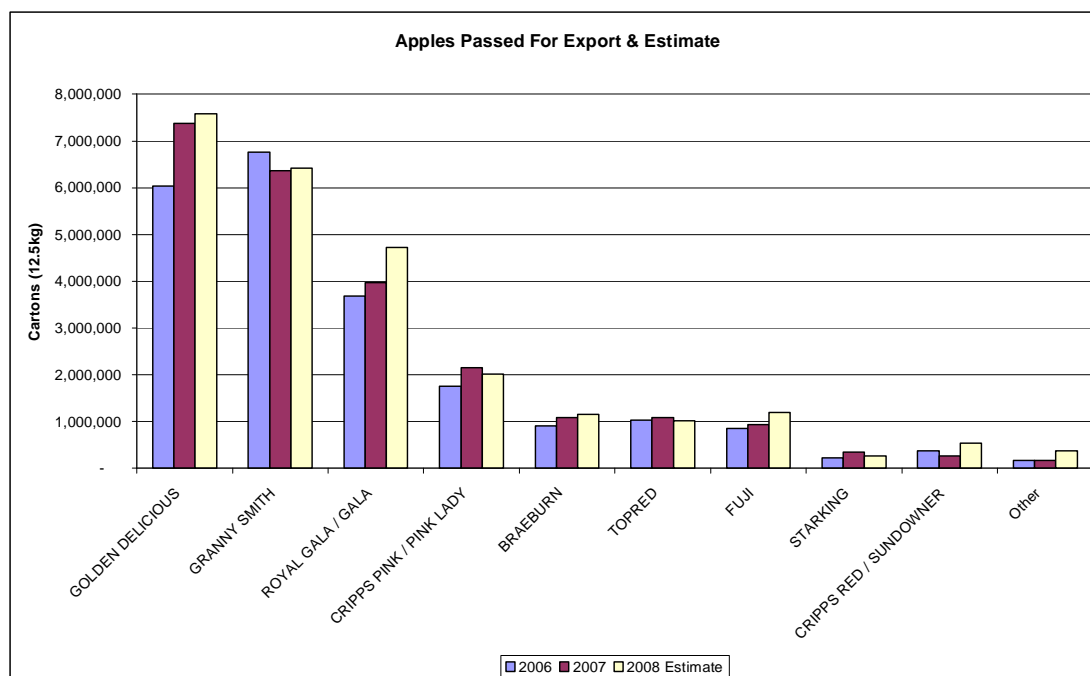
(Jacques du Preez Tel: 021-870 2900)

**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	25,302,624	7%	1,560,537
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	38,326,259	5%	1,672,085

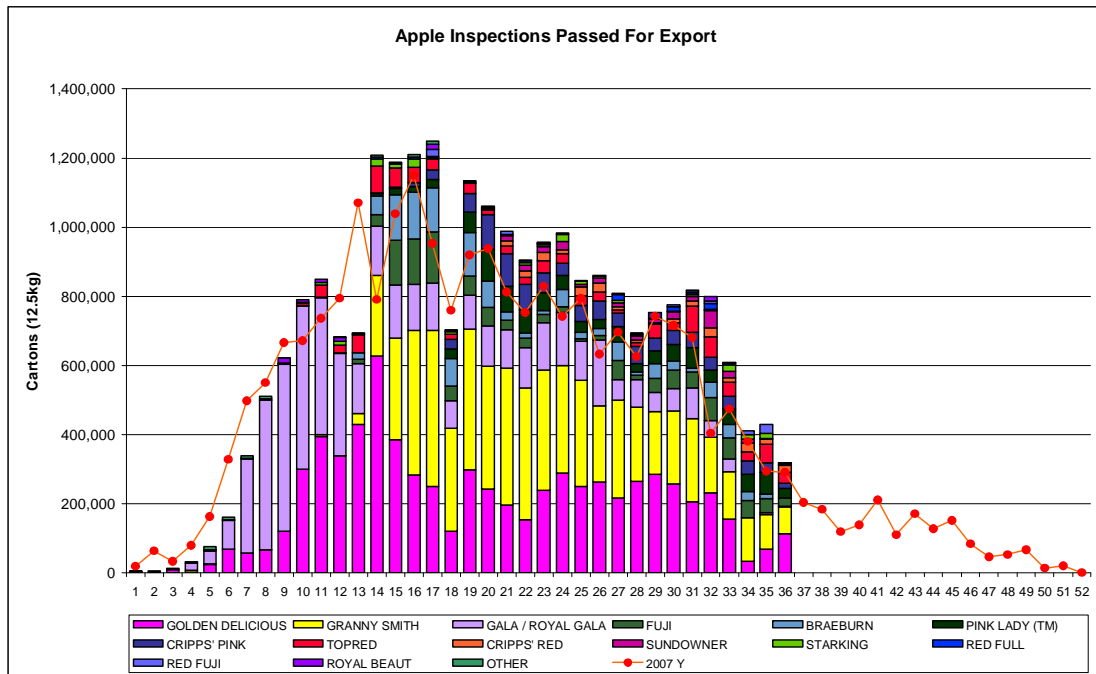
All volumes = 12.5kg carton equivalent



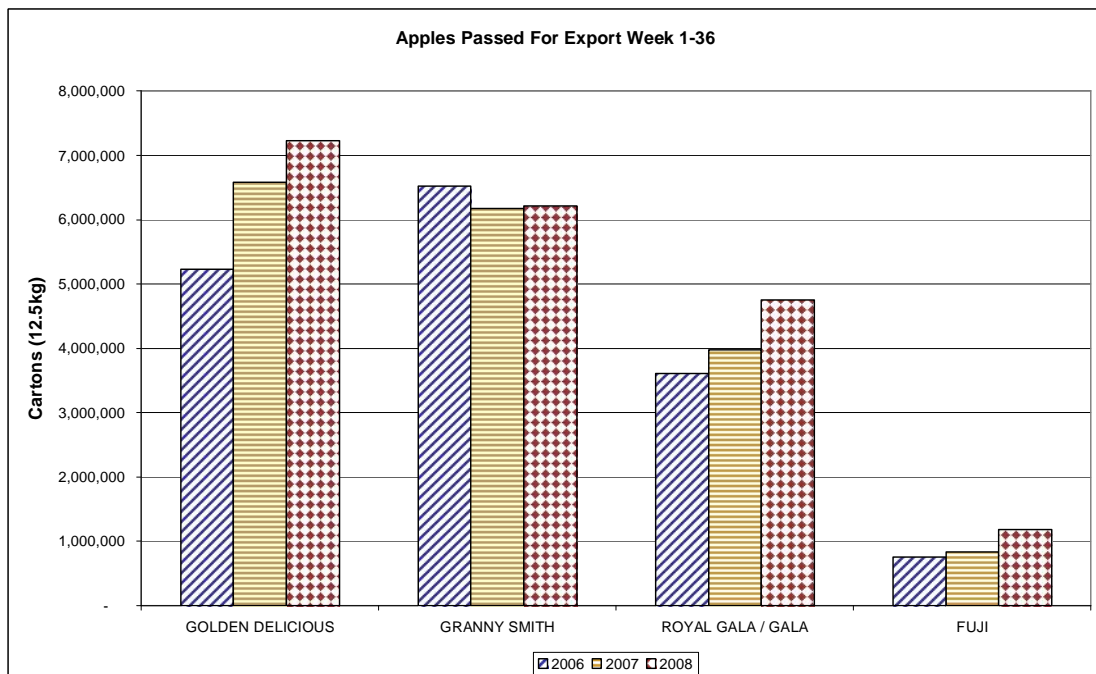
Variety	2006	2007	2 yr Average	2008 Estimate	Estimate vs 2007	
GOLDEN DELICIOUS	6,032,914	7,373,579	6,703,247	7,588,104	3%	214,525
GRANNY SMITH	6,764,365	6,358,051	6,561,208	6,414,586	1%	56,535
ROYAL GALA / GALA	3,687,436	3,977,837	3,832,636	4,730,073	19%	752,236
CRIPPS PINK / PINK LADY	1,762,436	2,147,097	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	1,192,816	28%	263,081
STARKING	226,197	341,541	283,869	272,412	-20%	-69,129
CRIPPS RED / SUNDOWNER	367,700	263,804	315,752	534,136	102%	270,332
Other	169,382	168,865	169,124	372,061	120%	203,196
Grand Total	21,712,471	23,742,087	22,727,279	25,302,624	7%	1,560,537

All volumes = 12.5kg carton equivalent

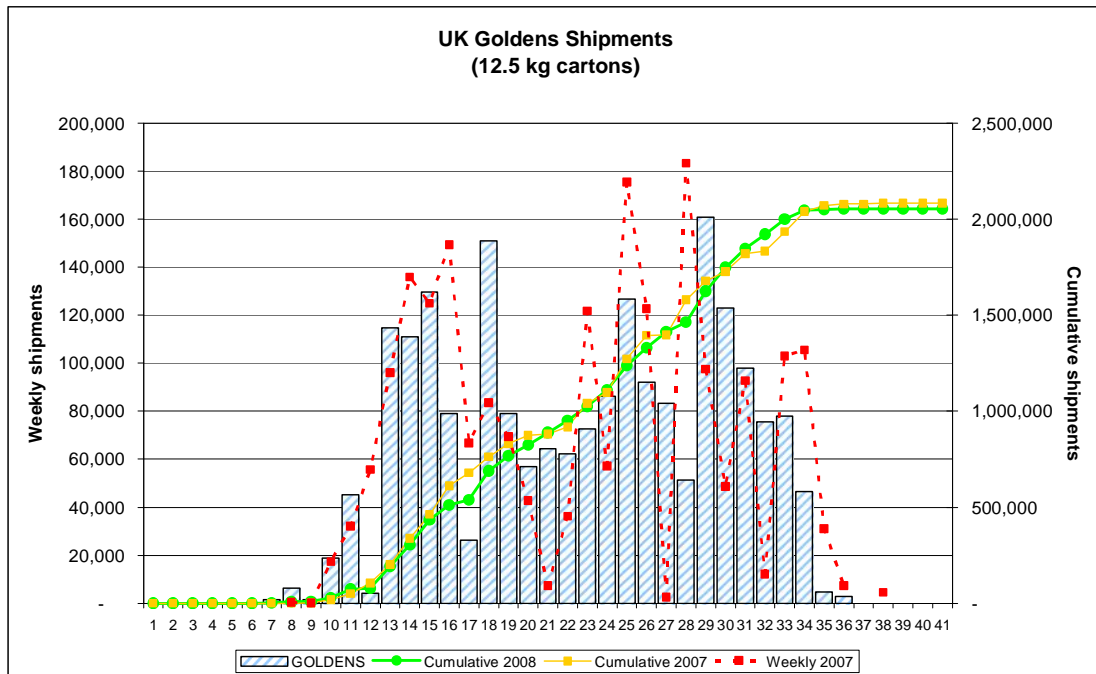
Apples Passed For Export



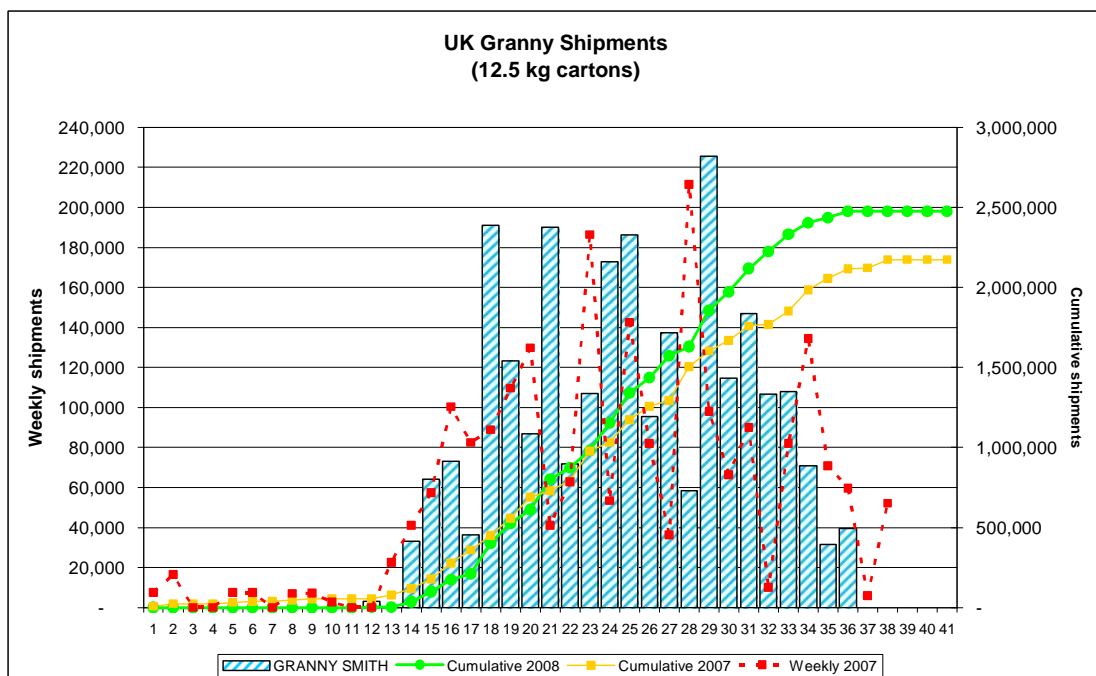
Apples Passed For Export per cultivar Week 1-36



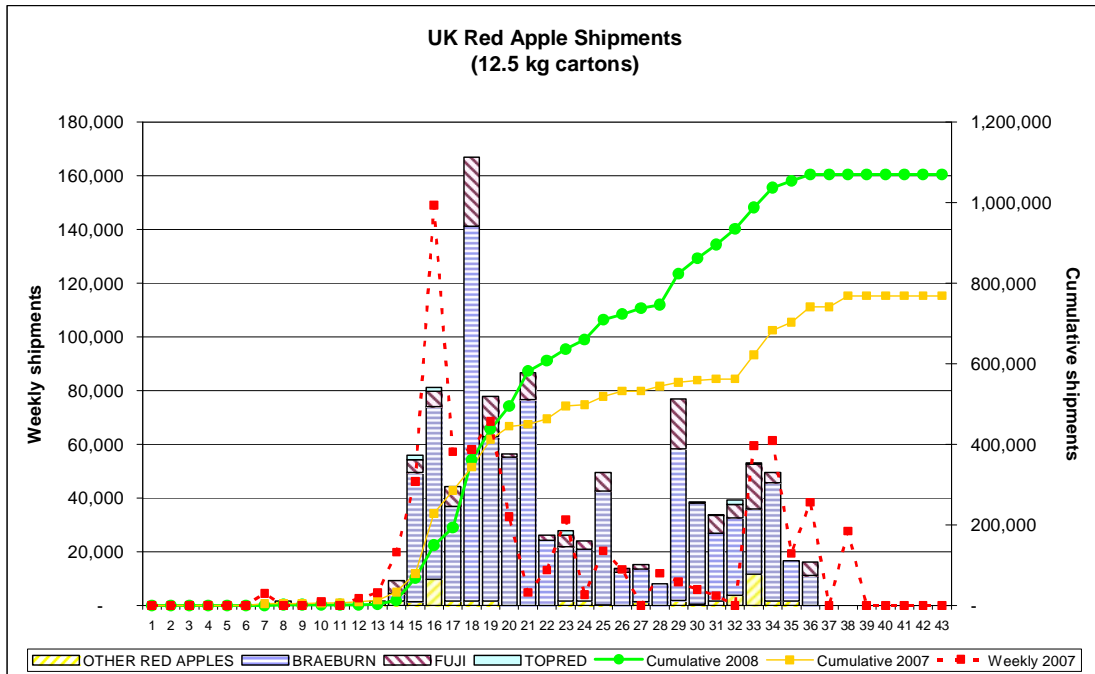
UK Market: Apple Shipments



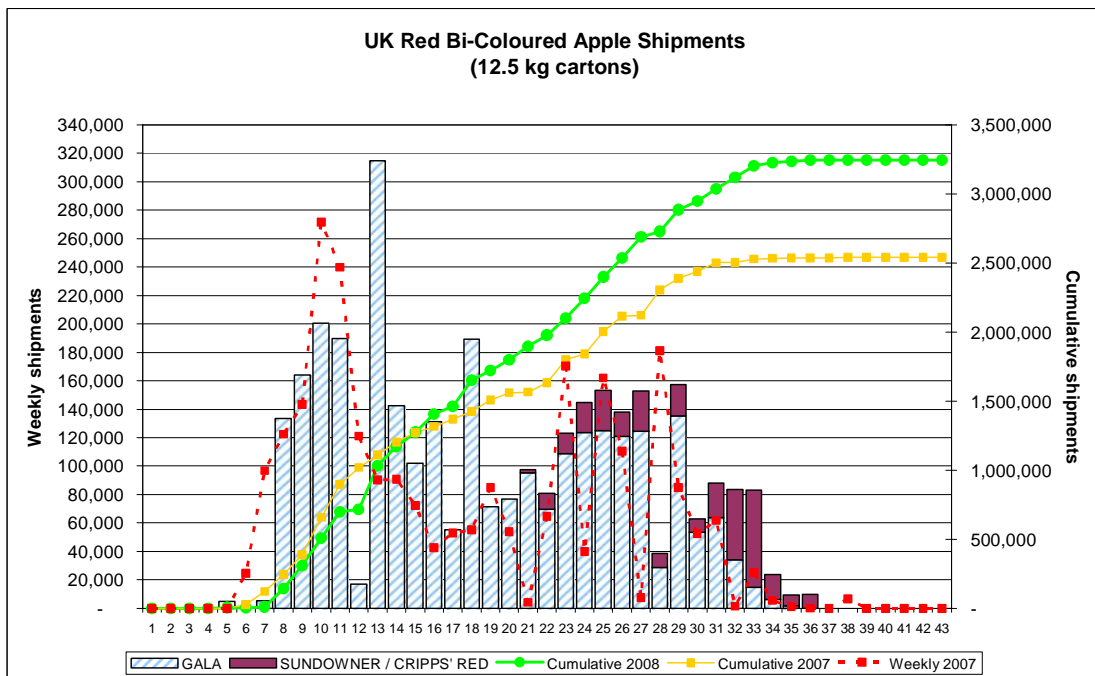
Weekly volumes	2007	2008	Difference	
Week 36	7,275	2,800	-4,475	-62%
Cumulative volumes				
Week 1 to 36	2,078,762	2,053,985	-24,777	-1%



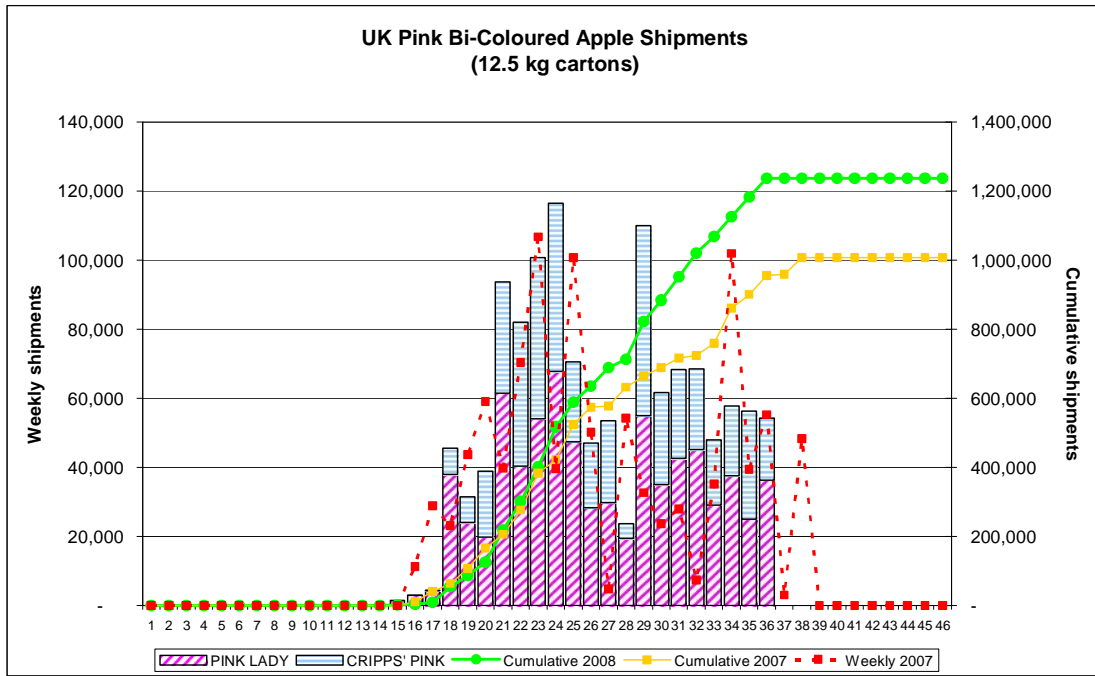
Weekly volumes	2007	2008	Difference	
Week 36	59,700	39,440	-20,260	-34%
Cumulative volumes				
Week 1 to 36	2,115,769	2,474,443	358,674	17%



Weekly volumes	2007	2008	Difference	
Week 36	38,400	16,240	-22,160	-58%
Cumulative volumes				
Week 1 to 36	740,776	1,069,996	329,220	44%

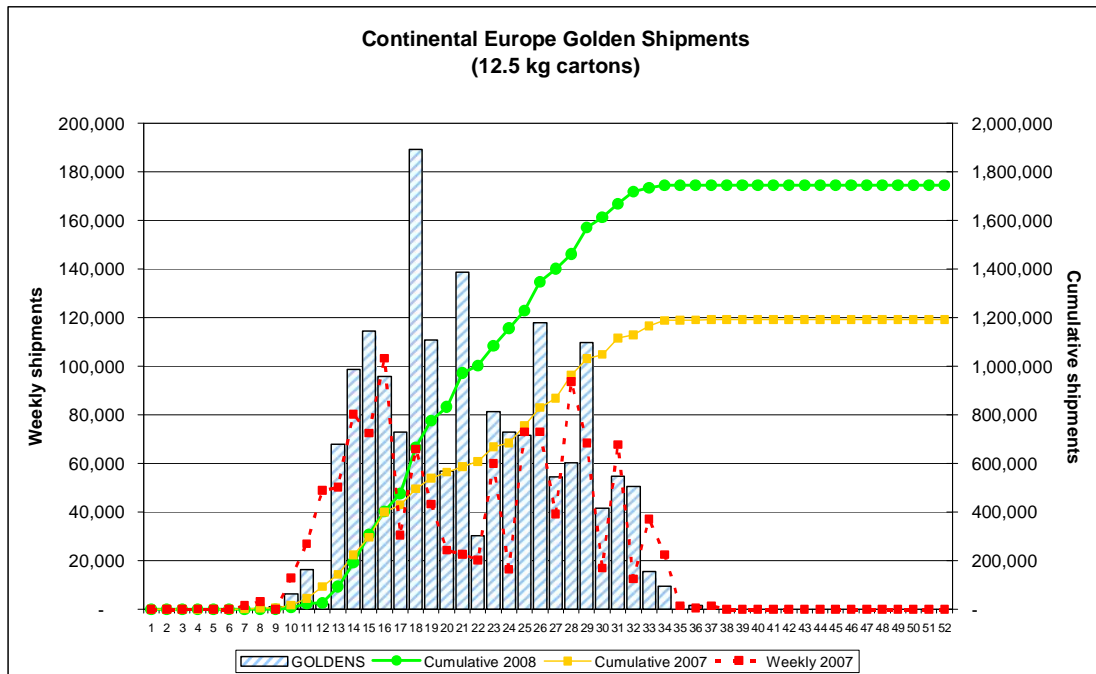


Weekly volumes	2007	2008	Difference	
Week 36	75	9,760	9,685	12913%
Cumulative volumes				
Week 1 to 36	2,534,788	3,246,514	711,727	28%

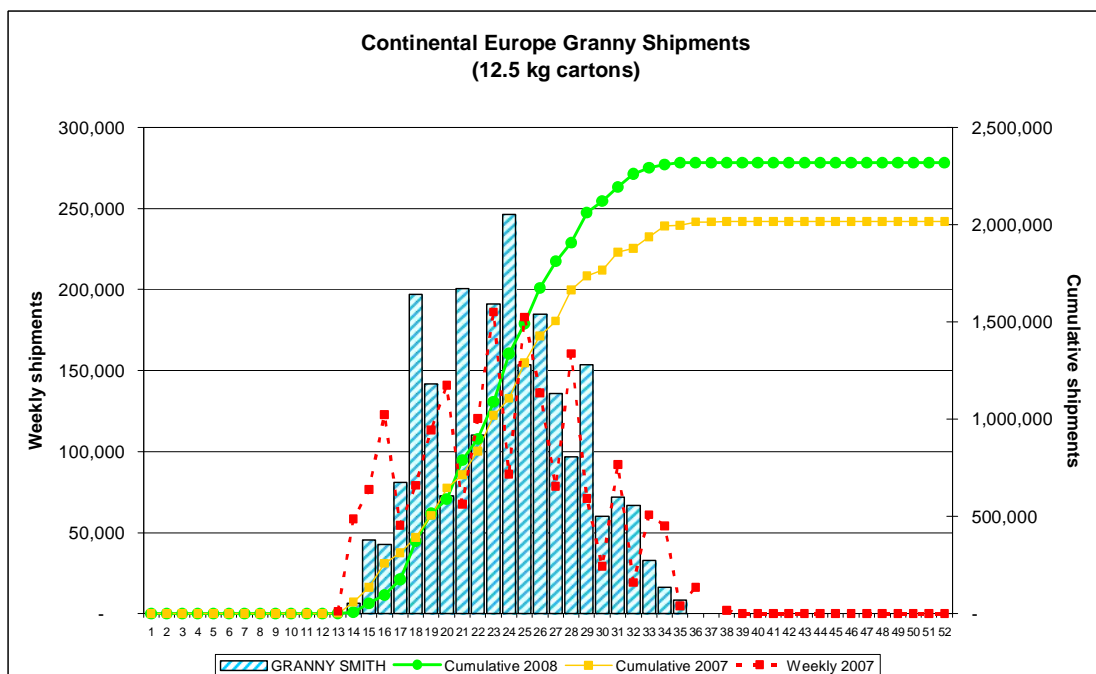


Weekly volumes	2007	2008	Difference	
Week 36	55,275	54,240	-1,035	-2%
Cumulative volumes				
Week 1 to 36	955,553	1,236,497	280,944	29%

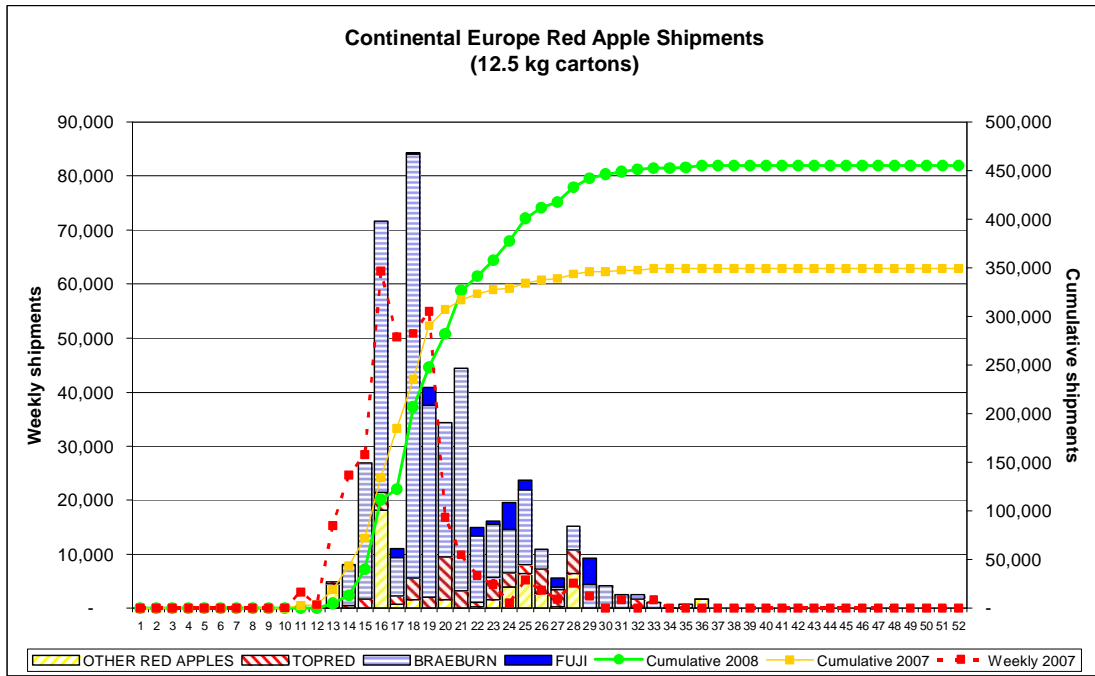
Continental Europe Market: Apple Shipments



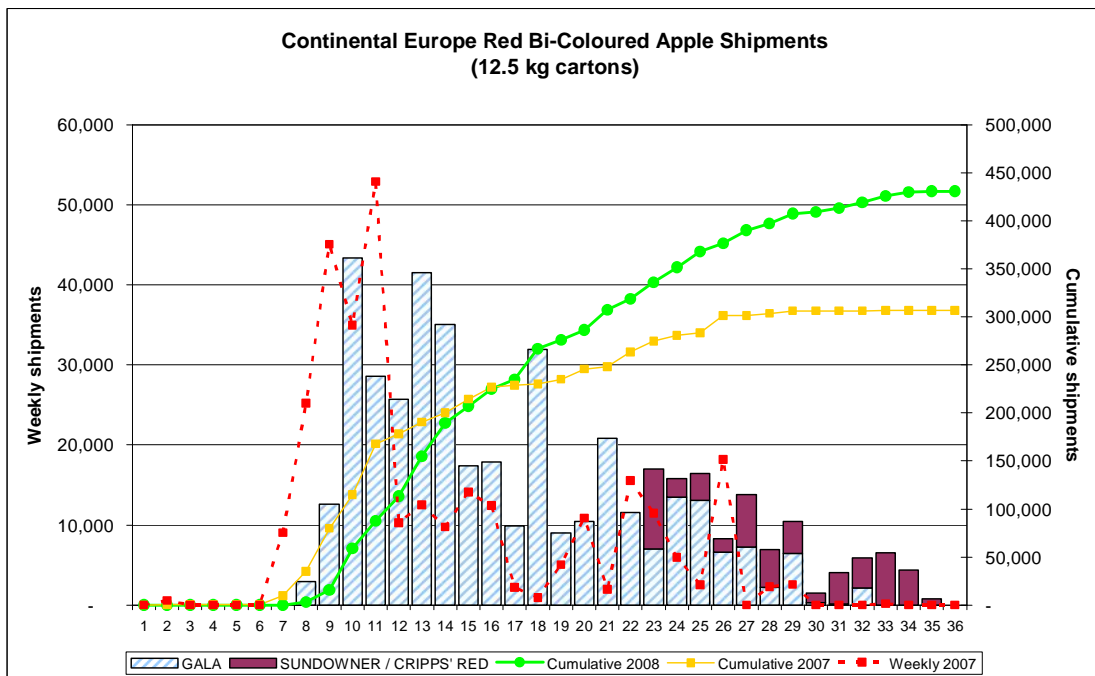
Weekly volumes	2007	2008	Difference	
Week 36	675	1,680	1,005	149%
Cumulative volumes				
Week 1 to 36	1,190,535	1,744,860	554,325	47%



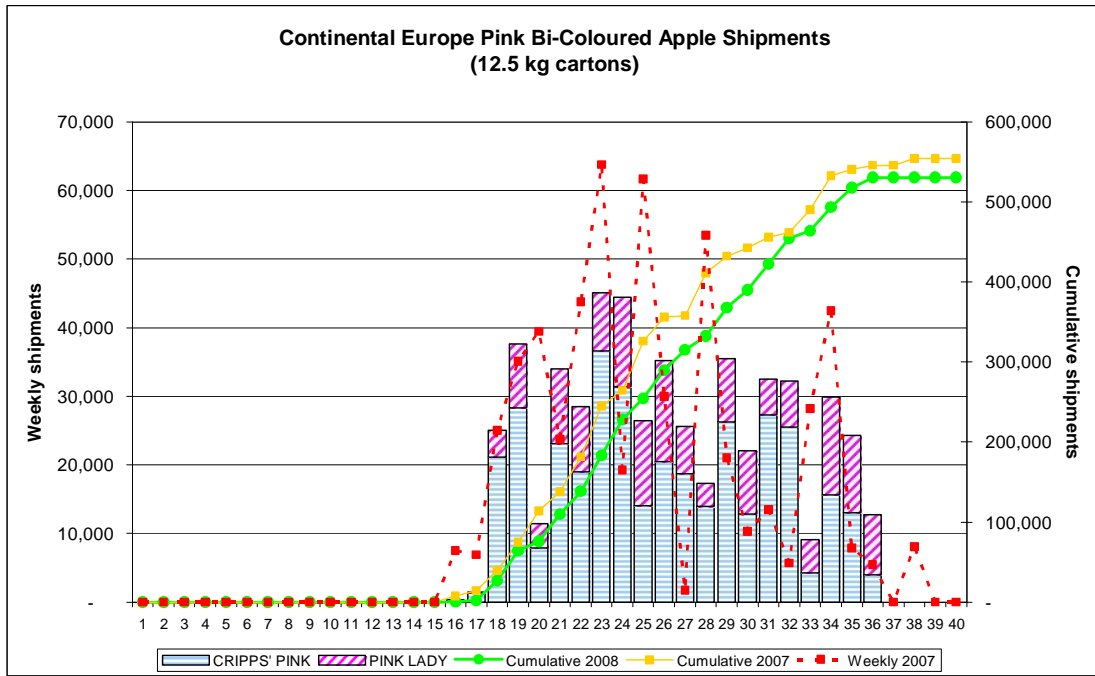
Weekly volumes	2007	2008	Difference	
Week 36	16,350	-	-16,350	-100%
Cumulative volumes				
Week 1 to 36	2,013,414	2,317,677	304,263	15%



Weekly volumes	2007	2008	Difference	
Week 36	-	1,760	1,760	#DIV/0!
Cumulative volumes				
Week 1 to 36	349,095	455,106	106,011	30%

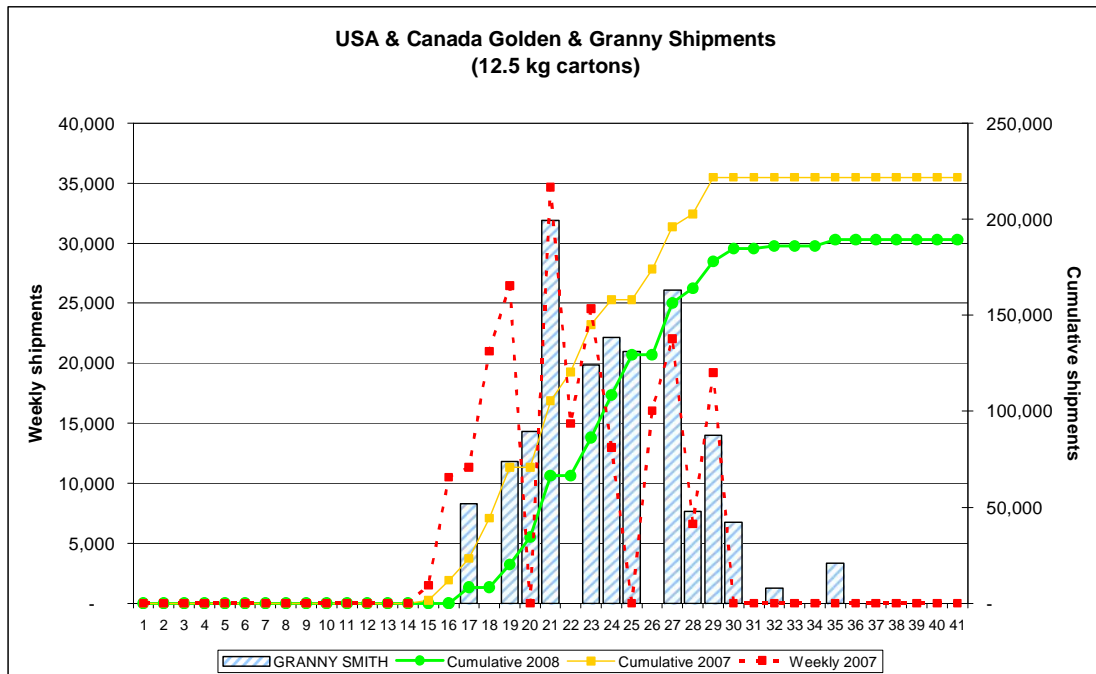


Weekly volumes	2007	2008	Difference	
Week 36	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 36	306,556	430,878	124,322	41%

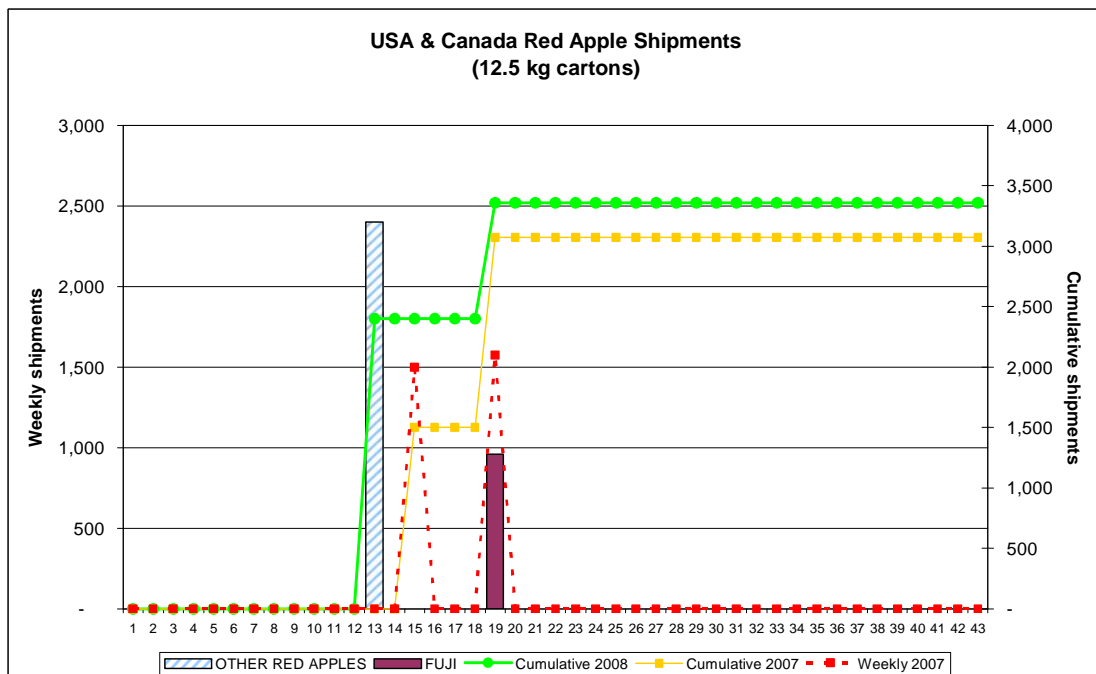


Weekly volumes	2007	2008	Difference	
Week 36	5,475	12,720	7,245	132%
Cumulative volumes				
Week 1 to 36	545,995	530,786	-15,209	-3%

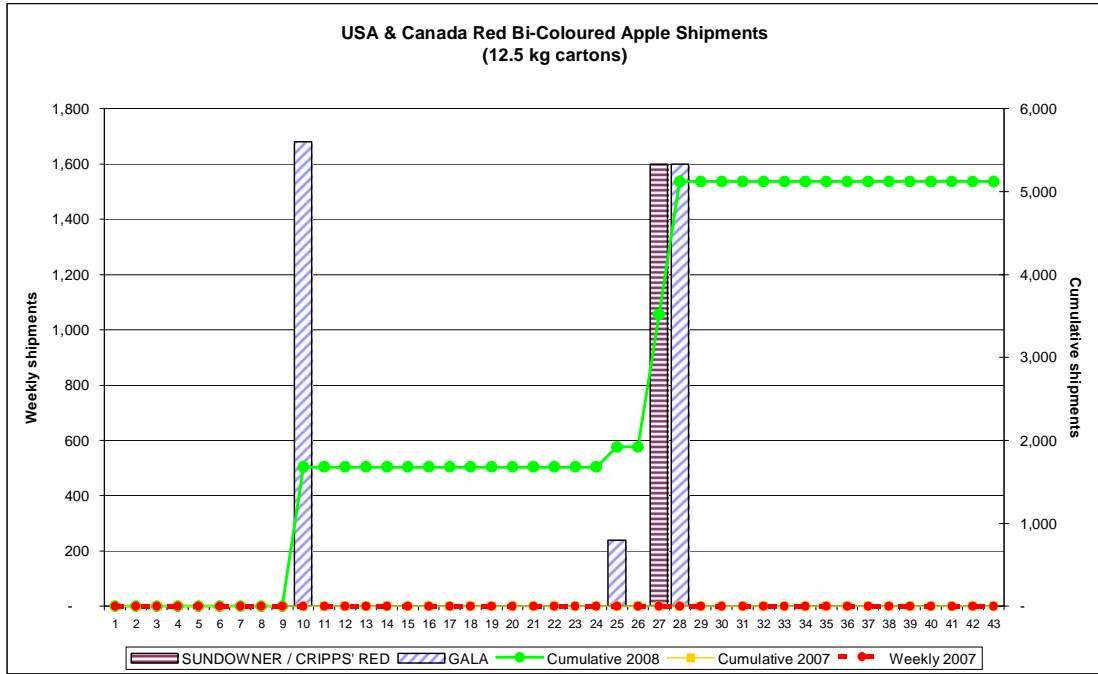
USA & Canada Market: Pear Shipments



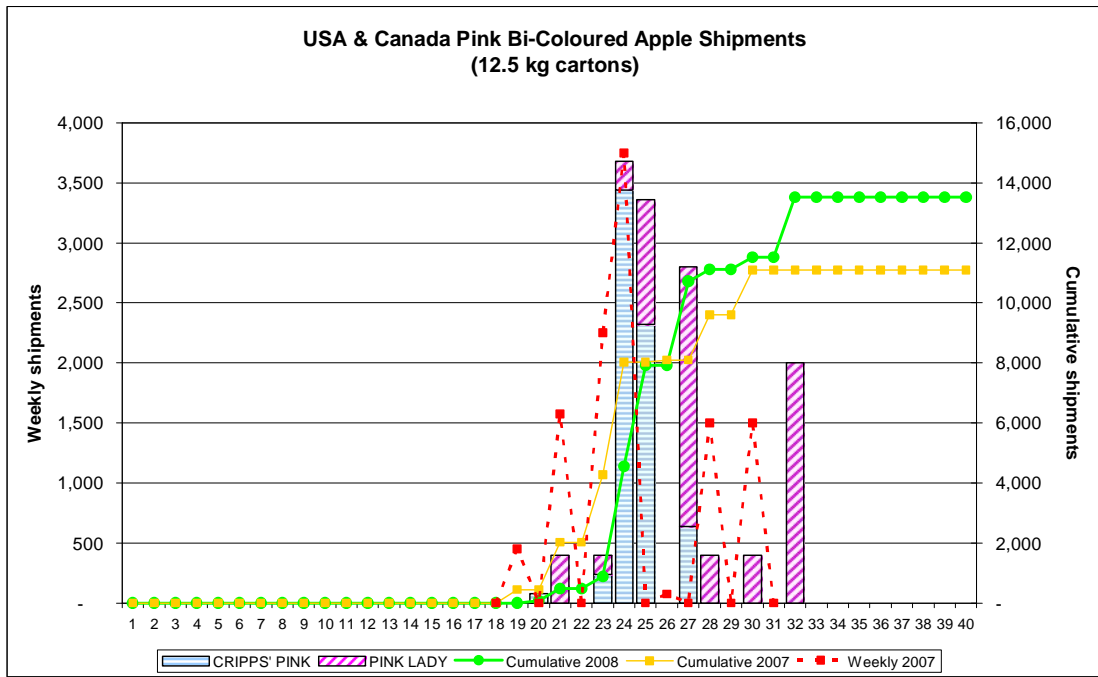
Weekly volumes	2007	2008	Difference	
Week 36	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 36	221,822	189,320	-32,503	-15%



Weekly volumes	2007	2008	Difference	
Week 36	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 36	3,075	3,360	285	9%



Weekly volumes	2007	2008	Difference	
Week 36	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 36	-	5,120	5,120	#DIV/0!



Weekly volumes	2007	2008	Difference	
Week 36	-	-	-	#DIV/0!
Cumulative volumes				
Week 1 to 36	11,100	13,520	2,420	22%