



CAPE FLORA SA

**EXPORT
PROMOTIONS**

KARIEN BEZUIDENHOUT

SA OLIVE





- Industry consists of 1000 ha cultivated & 200 000 ha utilised for veld harvesting
- Approx 80% exported and 20% sold locally, but locally is growing fast



The products:

Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est Exports	Adjusted 2015/2016 Est Exports	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD	PLUS Greens Grasses Bouquets			
Cynaroides	Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est	Adjusted 2015/2016	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD			
Barbigera													
Magnifica	Safari Sunset	Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est Exports	Adjusted 2015/2016 Est Exports	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD		
Blushing Bride	Rosette												
Sylvia	Discolor												
Brenda	Plumosum		Succession	2 316 611	2 879 932	4 011 117	3 069 220	4 267 300	3 867 300	-143 817	-4%	3 609 819	
Banksia	Female		Soleil	339 315	386 485	994 916	573 572	994 916	1 177 857	182 941	18%	1 177 857	
Robijn	Blush		Tango	736 745	943 170	981 877	887 264	1 128 073	1 078 073	96 196	10%	1 045 904	
Venus	Gold Strike		Jelena	427 365	515 305	727 276	556 649	725 986	906 115	178 839	25%	906 115	
Mundii	Jade Pearl		Gold Dust	437 475	413 855	473 421	441 584	473 421	587 792	114 371	24%	587 792	
Carnival	Mountain rose		High Gold	367 159	430 765	464 888	420 937	496 949	511 174	46 286	10%	511 174	
Grandiceps	Galpinii		Veldfire	444 931	366 427	394 265	401 874	394 265	364 987	-29 278	-7%	364 987	
Ivy	Jubilee Crown		Goldie	147 170	334 645	311 559	264 458	348 878	251 545	-60 014	-19%	249 295	
Other/Private	Chameleon		Rigoletto	202 119	124 475	132 256	152 950	141 908	101 908	-30 348	-23%	88 498	
Total Protea	Other/Private		Vlam	165 150	123 025	111 705	133 293	111 705	100 705	-11 000	-10%	85 636	
	Total Leucadendron		Jyoti/Super Gold	125 305	165 416	91 550	127 424	96 285	96 285	4 735	5%	95 839	
			Cordifolium	56 655	70 250	55 280	60 728	55 280	55 280	0	0%	18 593	
			Other/Private	397 366	923 955	554 954	625 425	655 660	710 446	155 492	28%	710 446	
		Total Leucospermum	6 163 366	7 677 705	9 305 064	7 715 378	9 890 626	9 809 467	504 403	5%	9 451 955		

Exporting firms:

small /medium firms, 1/2 new entrants

African Flower Growers

Anzet Flora

Cape Mountain Flora

Fresh Cap Marketing

Intaba Flowers

Proteus Logistics

The Flower Co

Afrex Trading

Bergflora

de Mooij

Fynbloem/Bloemenkraal

OZ Flora

Snyman Flora



Main South African Fynbos Export Regions

2015/2016



Source: PPECB

strategic objective is to retain an existing market and tap into a new market

Cape Flora SA export promotions

First levy was implemented from 2012-2015 (4-yr period)
Renewal was granted end Apr 2016

Levy is applied in the following way:

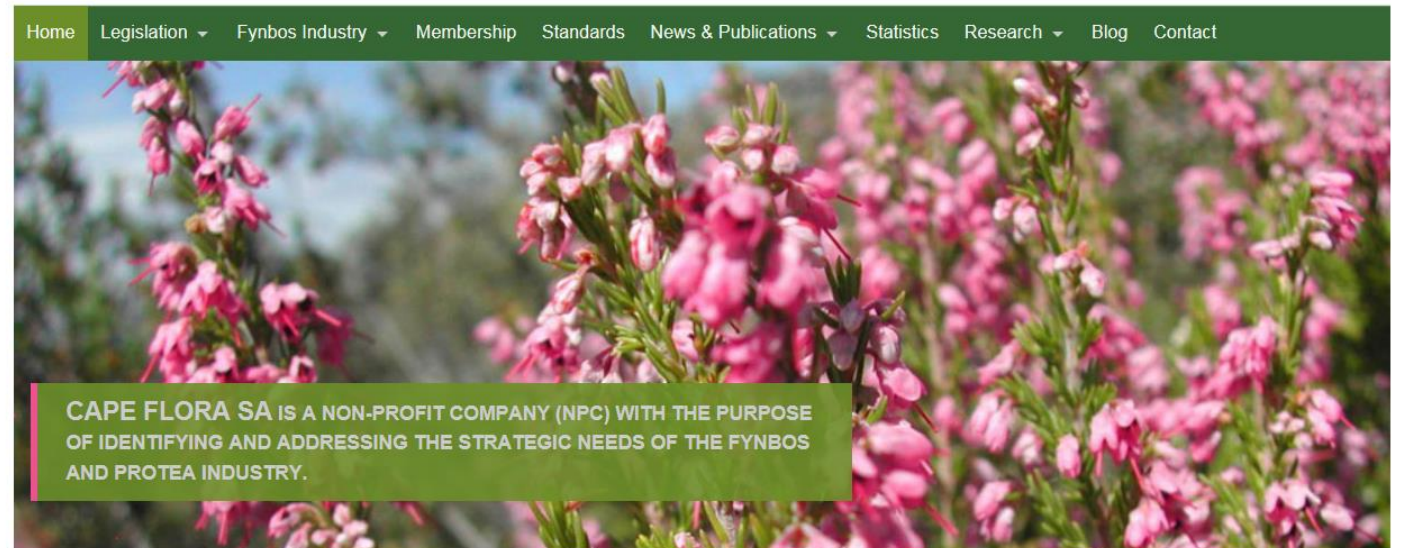
Research: 50%

Quality control and certification: 10%

Statistics and information: 10%

Transformation and Training: 20%

Administration: 10%



About us

Cape Flora SA, is a non-profit company (NPC) established in 2005 with the purpose of identifying and addressing the strategic needs of the fynbos and protea industry. Their vision is to bring about a sustainable increase in the demand for, and supply of, high value/high quality

Products



Posts



SA Flower Export Council



Annual turnover: R130 000
Members: CFSA & SAFGA
In partnership with DTI



SOUTH KOREA



KENYA



The Netherlands

- 80% local market & 20% exported (exports are growing)
- Exported to Germany, Holland, USA, Canada, Dubai, Thailand, Japan, Taiwan, China, Namibia, Zambia, Mozambique
- Oils exported directly by producers and retailers
- Table olives exported by retailers
- Oil: local production supplies 1/3 of local demand --> net importer

Statutory Measures: Budget Guideline

1. Communication, Consumer Education and Market Dev	40%
2. Transformation and training	20%
3. Quality control and certification	15%
4. Technical Research	15%
5. Statistics and information	5%
6. Administration	5%

