

The Three C's of Market Development

A whole grapefruit and a sliced grapefruit with green leaves. The whole grapefruit is in the background, and the sliced one is in the foreground, showing the red flesh. There are two green leaves on the left and one on the right.

The problem for South African grapefruit is that demand, worldwide,
is contracting

dof

[da-o-f] adjective

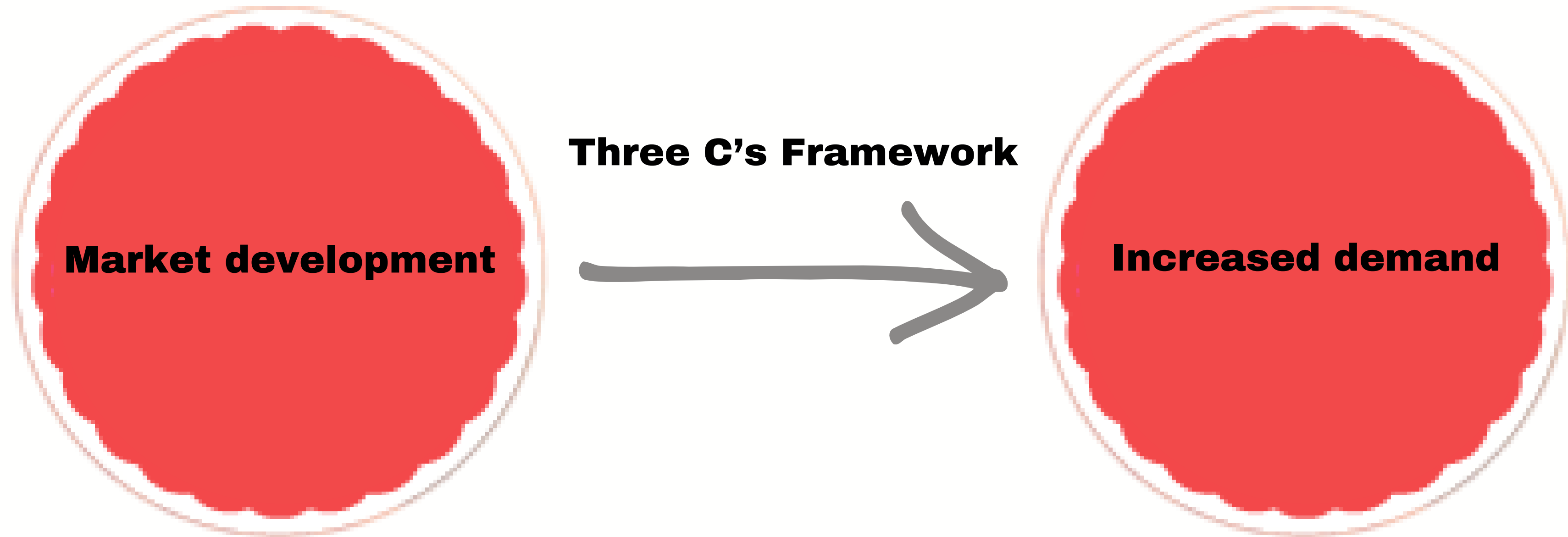
not very bright, naive

Suggestion: That was a dof mistake

The background of the slide features a close-up, slightly blurred image of several slices of pink grapefruit. The slices are arranged in a way that creates a sense of depth, with some in the foreground and others receding into the background. The vibrant pink color of the fruit segments contrasts with the lighter, yellowish-white pith.

MGGA

Make Grapefruit Great Again



Collaboration

Grower + Ecosystem =
Long-term demand*

*Needs long-term commitment



Change behaviour

Recipe for:
Driving behaviour change

Prep time: 1 year

Cooking time: 8 months

Total time: It never ends

Servings: millions (ideally billions)

500kg - Strategic thinking

3 tonnes - broad-based approach

5 tonnes - country specific campaigns

Never ending - consistency





Micro-distilleries – **10x growth**

2018–2019 – **Fastest growing**
spirit in **South Africa**

Sales volume growth – 15%

Increase in overseas sales – **35%**

Attendance at gin festivals and
tastings **growing**



summerstar ruby

SWEET & TANGY GRAPEFRUIT
GROWN IN SOUTH AFRICA

**The trip for your taste buds.
The adventure unlocker.
Taste the club and the
yacht, the bar and the bistro.
Taste what it means to be
free....**

*Taste
Summer*



*Taste
Summer*


summerstar
ruby

SWEET & TANGY GRAPEFRUIT
GROWN IN SOUTHERN AFRICA









Country specific

Business to business

Objective: Get SummerStar Rubies on the menu

Business to consumer

Objective: Change sentiment and perceptions



Broad-based campaign

Website

Social media pages

Courage

**It takes guts to
be a little bit dof.**

Why it matters

1 Million*

*Supported by 140 000 jobs



R33.9 billion*

*Value of citrus exports in 2023



RX, XXXX*

*Only you know





Superior product



Investment



Seasonal advantage



Track record



Smart people

A high-quality photograph of a whole grapefruit and a half-sliced grapefruit. The whole fruit is in the background, showing its characteristic bumpy, orange-red skin and a small stem at the top. In the foreground, a half-sliced grapefruit reveals its vibrant red, juicy segments. Several bright green leaves are scattered around the fruit, adding a fresh, natural feel. The entire composition is set against a plain white background.

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**The final
question...?**