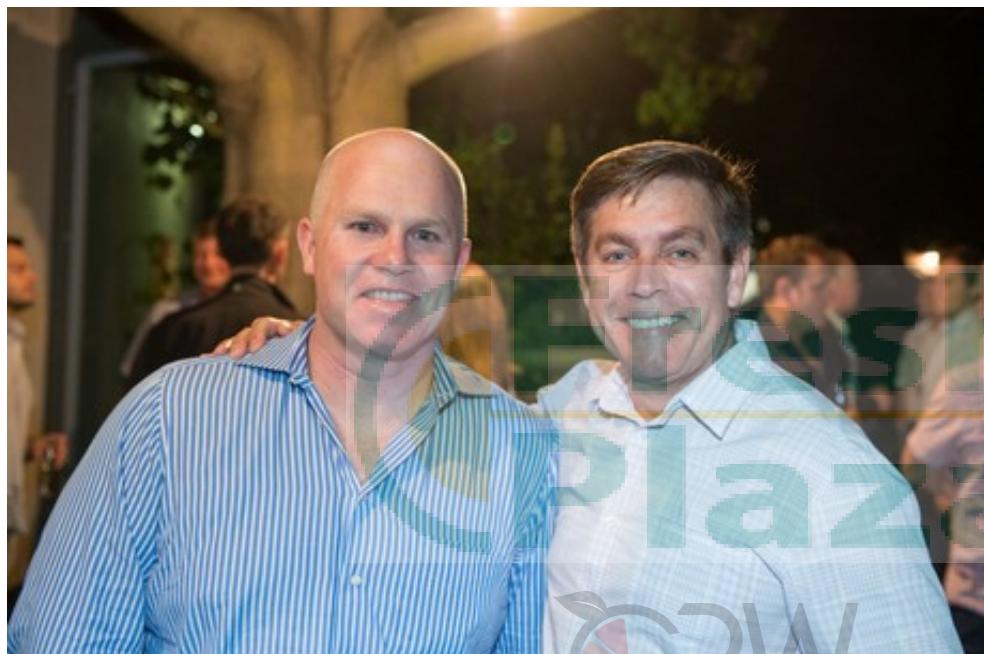


**Establish sales, marketing strategy, confirm arrival of first vessel in June
Summer Citrus from South Africa successful 2016**

Representatives from across the U.S. and Western Cape recently attended the 2016 US Annual Planning Meeting hosted by Summer Citrus from South Africa (SCSA), formerly the Western Cape Citrus Producers Forum (WCCPF). Critical members of the global supply chain presented topics ranging from sales and marketing, production, and distribution to U.S. markets, including a new name and brand.

SCSA grower Gerrit vd Merwe confirmed that crop has increased from 2015, and the expectation is that all citrus will continue to increase over the next 5 years. Navel will continue to lead in volume, accounting for 60% of the group's citrus, while Midknights account for 20%, followed by Easy Peelers at 14%, and Star Ruby Grapefruit and Cara-Cara at 3%.



Leo Holt, Holt Logistics and Piet Smit, SCSA.

Leo Holt, CEO of Holt Logistics, opened the planning sessions along with Yntze Buitenwerf from Seatrade to discuss logistics improvements and quality standards for this year's transportation of the summer citrus crop. It was also confirmed that the first Easy Peeler crop will arrive in May, while the first conventional vessel of SCSA will arrive at the Port of Philadelphia the third week of June, which is consistent with years past.



Suhana Conradie, CEO SCSA

"We're pleased to see the demand of our products grow year after year with the support of our importers," said CEO of Summer Citrus from South Africa Suhana Conradie. "We have gained a lot of momentum with our collaborative approach and we intend to keep it going"



Dan'l Mackey Almy, DMA Solutions, Inc.

DMA Solutions, Inc. CEO Dan'l Mackey Almy and account director Marci Allen unveiled the new Summer Citrus from South Africa brand name, logo, and identity, along with the 2016 marketing strategy. Part of the brand's marketing efforts will include the launch of a new website in June, its first-ever digital consumer promotion in July, and elevated social media presence and blogger partnerships throughout the season.



Bryan Silbermann of PMA, Mike Hulett of Walmart, and Jennifer Campuzano and Sarah Schmansky of Nielsen Perishables Group, presented consumer trends and industry data that support the rise of citrus as a go-to snack – up 8% in sales from 2015. Additional key metrics from Nielsen data showed the value proposition of citrus as a more affordable snack, based on price per serving in comparison to other peak season produce items in the summer.

Meeting attendees also included key players from the brand's four select importers – Seald Sweet, DNE, Capespan, and AMC – as well as retail partners Walmart and AWG. In partnership with the growers, marketing team, and logistics team, the event resulted in collaborative efforts amongst the entire supply chain to support the most successful summer crop season to-date.

Summer Citrus from South Africa will be at booth #1731 at United Fresh June 20-22 to support sales conversations for the summer crop.

To book an appointment with Suhana Conradie, please email suhana@summercitus.com.
www.summercitus.com

