

FROM THE DESK OF THE CEO (23/23)

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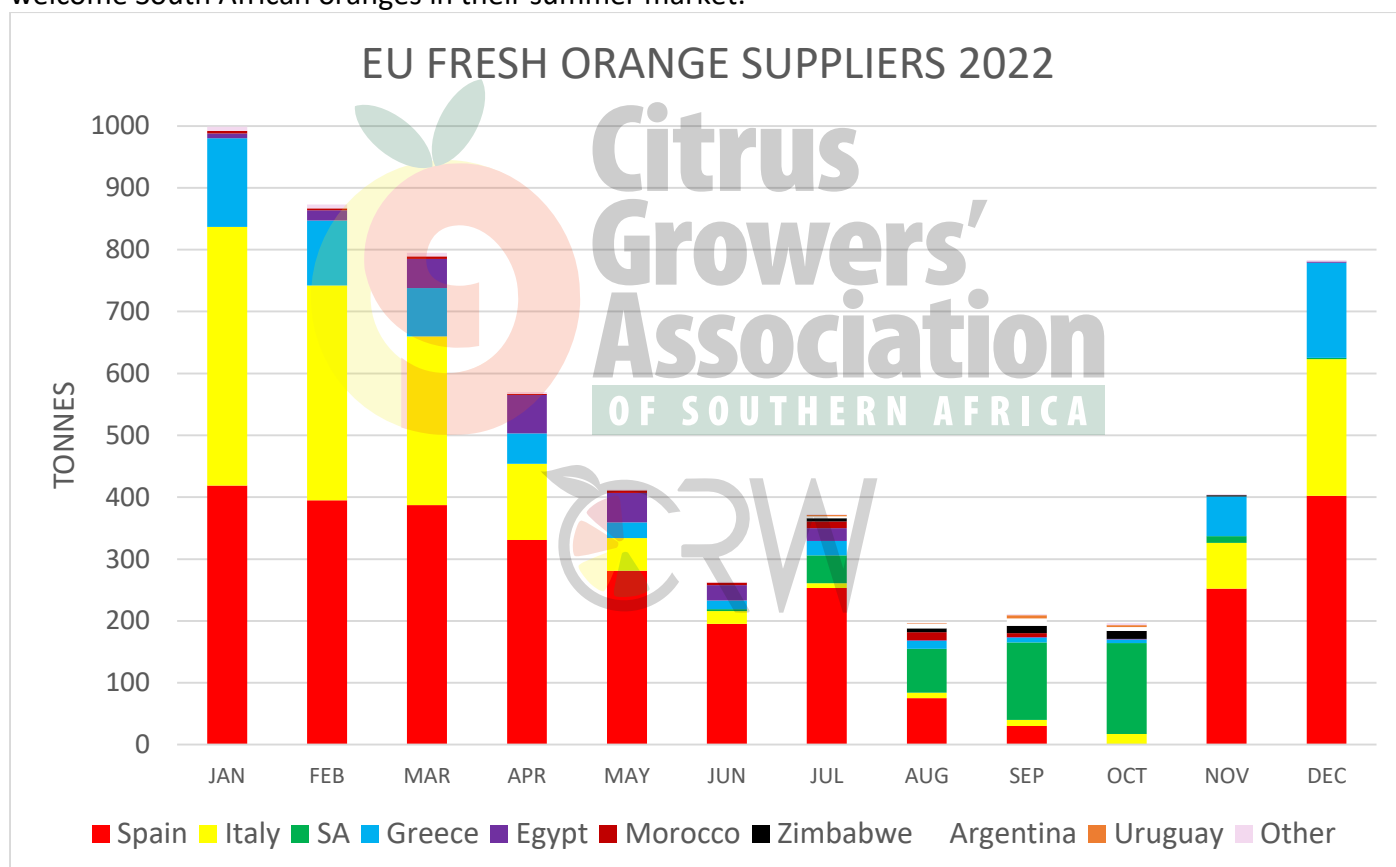
"The value of a college education is not the learning of many facts but the training of the mind to think"

A Einstein

ORANGE MARKET IN EUROPEAN UNION

In 2022 87% of the orange supply into the European Union came from Spain, Italy and Greece – with just 7% from South Africa and 6% from all other countries combined (including Egypt, Morocco, Zimbabwe, Argentina and Uruguay).

This throws serious doubt on claims that imported oranges are impacting negatively on the market for EU domestic suppliers. Even more telling is the distribution over the year – with South Africa only present in the market for the July to October period. If South African fruit was not available over that time, EU consumers would have little oranges available, forcing the consumer to shift to alternative fruit categories. Research shows that when a consumer switches, and enjoys the eating experience of the alternative, many do not return to the orange category. For this reason alone, Greek, Spanish and Italian orange growers should welcome South African oranges in their summer market.



PACKED AND SHIPPED

End of Week 22 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed
SOURCE: PPECB/AGRIHUB	2021	2022	2023	2022	2023	2023	2023	2022
Grapefruit	13.9 m	11.5 m	9.3 m	7.8 m	7.0 m	14.4 m	14.3 m	16.7 m
Mandarins	8.7 m	8.1 m	11.0 m	5.0 m	7.3 m	34.1 m	34.1 m	31.8 m
Lemons	15.0 m	14.8 m	17.2 m	11.2 m	14.7 m	37.3 m	37.1 m	34.7 m
Navels	8.4 m	5.1 m	5.6 m	1.5 m	2.2 m	25.3 m	25.3 m	27.8 m
Valencia	0.8 m	0.4 m	0.6 m	-	0.1	54.5 m	54.5 m	53.8 m
Total	46.8 m	39.9 m	43.7 m	25.5 m	31.3 m	165.6 m	165.3 m	164.8 m

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