

"Patience is bitter, but its fruit is sweet." - Jean-Jacques Rousseau

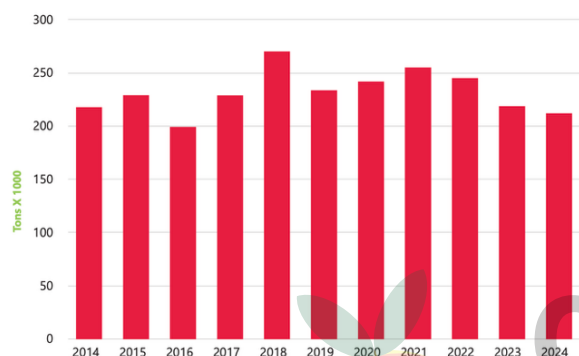
TASTE SUMMER WITH GRAPEFRUIT

Grapefruit, often overshadowed by its more eye-catching citrus cousins, is a truly underrated gem in the fruit world. Its unique flavour profile is refreshing and striking. It is sweet and tangy, without being too sour. This complexity makes it an incredibly versatile fruit.

It is also unique in another way. Grapefruit is the only citrus species known to have originated in the New World and not in Asia. Its original home is the West Indies and Caribbean region.

Sales and exports of grapefruit has generally stagnated the past couple of years, as this graph of annual grapefruit exports from South Africa shows:

Historical Grapefruit Exports



But there are signs that a change in appreciation can be on the horizon. While the famous quote from Oscar Wilde that "a grapefruit is only a lemon that saw an opportunity and took advantage of it" is indeed somewhat funny, it generalises, and it gets the taste wrong - but it certainly gets the importance of identifying opportunities and grabbing hold of it right!

That is precisely what the Grapefruit Variety Focus Group has done. They saw an opportunity and came together to launch a remarkable campaign aimed at boosting the appreciation of the most underestimated of citrus varieties. There are 7,991 ha of Star Ruby in South Africa. It's important that growers collaborate to boost the viability of the product.

The new SummerStar Ruby campaign differentiates South Africa's pink grapefruit by positioning it in a carefree, sun-

drenched European summer. "We want to largely target a younger audience and change the perception of bitterness and show that actually, our SummerStar Rubies have a sweet and tangy flavour profile," said Nicci Stewart, brand marketer from Stardust Global, who heads up the campaign. The "SummerStar Ruby" campaign is launching in Germany, with the intention of expanding into other European countries later. 39% of South Africa's total grapefruit crop is exported to Europe. (The next biggest market is Southeast Asia, with 18%.)

The campaign comprises several pillars targeted to different market segments. The consumer campaign is driven by social media content (influencer, user-generated, and on-going). This content is aimed at educating the consumer about the health benefits and the taste, while offering some myth-busting, as well as various types of recipes, etc. This is supported by a website and PR campaign.

Gen Z and Millennial audiences are specifically being targeted for strategic reasons. A further thrust of the campaign is to help integrate grapefruit into the hospitality sector. As Nicci said: "Through the hospitality media, we want to get grapefruit onto the menu at hotels and restaurants, targeting a broader hospitality segment across Europe because people are travelling during summer and we want to reach them where they are, that's why we're going broader with that. Experiencing a product in restaurants and bars is a great way to get people to start experimenting with it in their own homes." This campaign represents a significant step forward in securing a vibrant future for South Africa's Star Ruby grapefruit growers. The campaign will showcase the unparalleled quality of our country's fresh produce.

Visit the new SummerStar Ruby [website](#) and look out for it on social media, on [Instagram](#) and [TikTok](#).

PACKED AND SHIPPED

End of Week 28 million 15 kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Vision 260
SOURCE: PPECB/AGRIHUB	2023	2024	2025	2024	2025	2025	2025	2024	2025
Grapefruit	12.1 m	12.7 m	13.2 m	11.3 m	11.9 m	15.3 m	15.0 m	14.4 m	16.8 m
Lemons	30.7 m	28.2 m	32.3 m	24.3 m	29.7 m	32.9 m	34.3 m	34.7 m	41.5 m
Mandarins	22.7 m	22.2 m	27.1 m	17.1 m	23.1 m	44.9 m	47.4 m	41.6 m	43.9 m
Navels	17.2 m	15.4 m	19.8 m	11.8 m	17.4 m	26.1 m	26.9 m	25.1 m	21.7 m
Valencia	11.8 m	9.9 m	12.7 m	5.1 m	9.1 m	52.0 m	52.0 m	48.8 m	58.0 m
Total	94.5 m	88.4 m	105.1 m	69.6 m	91.2 m	171.1 m	175.6 m	164.6 m	181.9 m