

A SPECIAL PUBLICATION FROM FRUITNET MEDIA INTERNATIONAL

FRESH FOCUS

SOUTH AFRICAN APPLES & PEARS

2024

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HORTGRO

Growing Fruit IQ



Back with a bang

Improved 2024 crop set to fuel export growth for
South African apples and pears

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FRESH FOCUS

SOUTH AFRICAN APPLES & PEARS 2024



Momentum builds toward Asia

South Africa is already planning promotional activities in Thailand for when long-awaited market access is restored

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Editorial

Editor

Fred Meintjes Fruitnet

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Growing Fruit IQ



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The South African apple and pear sector is leading the way in diversifying the marketing of South African fresh produce and it continues to make major strides in Asia. Last year saw significant increases in sales across major Asian markets, despite a poor production season. This year, with increases in both apple and pear production expected, the industry is confidently predicting further advances. Improved market access is also on the cards, and South Africa is already planning promotional activities in Thailand for when long-awaited market access is restored in the coming months.

It is significant that South African penetration in these markets is led by new full-red Gala types, and on the pear front, new varieties are entering the scene to support trusted varieties such as Forelle and Packham's Triumph.

This season, trade and consumers will again be treated to some of the best-tasting fruit in the world produced under the African sun, by growers renowned for expertise and resilience in working with nature.

Fruit growing in South Africa has a long tradition spanning centuries. In this edition we report on one such fruit growing and exporting operation, the Dutoit Group, which entered the fresh produce business 130 years ago. This family business reflects the nature of the fruit industry in South Africa, with one generation after the other carrying on the best traditions in fruit growing. We hope you enjoy reading about it! ●

Fred Meintjes **Editor**

South Africa continues march into Asia

BELOW—South African apple and pear exports to China are growing
OPPOSITE

LEFT—In-market promotions are helping to fuel growth

OPPOSITE TOP—Gala apples are popular in key markets

OPPOSITE

BOTTOM—Eden Gold suits the tastes of Asian consumers

High hopes that South African apples will soon return to Thailand while progress in India and China continues.

by Fred Meintjes





A return to Thailand may soon be on the cards for South African fresh produce as the last steps are made to finalise access.

A visit by a Thailand delegation to South Africa's Western Cape comes almost 15 years after South Africa lost access to the country, which was once a strong market for South African apples, citrus and grapes.

This will be another major step forward for South African apples which are making steady progress in India, China, and South-East Asian countries.

Jacques du Preez, Hortgro's general manager trade and markets, says South Africa and Thailand have already agreed on a new protocol and technical teams are now conducting packhouse visits.

"We are hopeful that we will soon be able to serve our products to Thai consumers again," he says.

The Thailand development comes at a time when South Africa is looking to build on its successful market diversification efforts.

Asia and Africa are now the dominant markets for South African apples – with strong sales also in the Middle East. This change

has been led by a new generation of cultivars which have raised the competitiveness of the South African offer.

Gala is now the country's most important apple export category, with production of new full-red Gala types such as Flash Gala and Bingo accelerating.

Previous marketing and promotional activities in China and India have resulted in a steep increase in demand, and efforts in China will be boosted by further promotions this year. In India, Hortgro and exporters have significantly expanded the penetration of South African apples in this large consumer market.

South African pears are also expected to progress in China, but for now sales will be led mostly by Forelle, a blushed pear that has been grown in South Africa for many years.

Production of Cheeky, another blushed pear, has grown in recent years. Elsewhere cultivar management company TopFruit has introduced Eden Gold, which is expected to meet the tastes of Asian consumers.

In the apple category the path seems to be clear for Flash Gala, and its full red Gala-type teammate,



Bingo Gala, to take Asia by storm.

Plantings of Bigbucks, branded as Flash Gala, have increased by more than 1,300 per cent during the past five years.

"The growers are impressed and we have done much work to ensure that we deliver fruit of consistent maturity and taste to consumers," says Calla du Toit, chairman of the Flash Gala Association. ●

Market shift for South African apple and pear industry

Transition from traditional markets in Europe to new opportunities in Asia continues to build momentum.

by Fred Meintjes

During the past decade the South African apple and pear industry has reduced its dependence on traditional markets and at the same time started focusing on Asia.

Jacques du Preez, general manager market development at Hortgro, says this season the emphasis is on jumpstarting momentum in these markets after a difficult 2023.

"The East has become a crucial

and very important market for both apples and pears and we expect and plan further growth into this segment for many years to come. Currently we are in the final stages of gaining access for apples to Thailand. We are very excited and looking forward to servicing the Thai people with our delicious apples as soon as possible," he says.

This is part of a wider effort from the South African fresh produce industry to expand market

access in Asia with progress occurring across multiple categories.

"The Chinese government is currently working on the pest risk assessment for stonefruit. This will still take a while, but also holds great potential in the coming years for the stone fruit industry," du Preez notes.

In the apple arena growth is being delivered by new Gala types. "They are popular with consumers and growers have been planting more orchards of these varieties," says du Preez.

Last year proved difficult for the South African apple and pear industry with hail affecting export volume. Du Preez expects improvement this season which will support the development of key markets such as China.

"We plan on building and expanding on the foundation that has been laid [in China] over the past couple of years – focusing on closely working with importers, retailers and also the wholesale market," he says.

"This year we expect a return to a more normal season and also increased volumes of both apples and pears to India. The US will make a return, but we believe we have firmly established ourselves as supplier of premium quality apples and pears."

Figures released by Hortgro show remarkable

growth in Asia in 2023 despite a difficult season. Sales of Royal Gala and Gala grew by 40 per cent on the previous year to 5.176m cartons. It is significant to note that exports of Bigbucks – sold under the brand Flash Gala – to Asia grew 68 per cent, making it one of the fastest growing apples in South Africa.

Both China and India received significantly more South African apples compared to the previous year, but there was also strong growth in Bangladesh, Vietnam, and Malaysia.

Pear sales reduced by 9 per cent in 2023 but are expected to return to growth this year. ●



LEFT—Sales of Gala and Royal Gala grew by 40 per cent in 2023



ABOVE—Some promotions will be aimed at mothers and children

LEFT—South Africa is targeting growth in tier-two cities

China promotions expand

Industry to redouble efforts in China as it works to expand exports to Asia.

by Fred Meintjes

The South African apple and pear industry says it will take its promotional activities in China to new heights this season. It is also supporting promotional activities in India as part of effort to further expand its presence in Asian markets.

South Africa started promotional activities for its apples in China two years ago and the promotions have delivered exciting results. Since then, South African pears also achieved access to China, allowing for pears to be included in promotional activities.

“Last season we increased our brand promotions by

hosting large-scale brand events at popular tourist attractions. These events were carefully planned to allow fruit fans comprehensive exposure to our apples and pears,” says peak industry body Hortgro.

New market development manager, Wilechia Van der Westhuizen, says in 2024 the campaign will focus on existing channels.

“The objectives of this campaign are to increase purchasing and awareness to enlarge the market share. Our strategic focus will be on tier-two cities, recognising them as potential growth opportunities for South African apples and pears.”

A wholesale market event strategically tailored for traders will mark the commencement of the season and feature both apples and pears together. Information will also be distributed to the Chinese media and the events will be attended by Hortgro and South African government representatives.

Van der Westhuizen says offline events will take place in key cities and Hortgro and its promotional team will arrange themed group events, with a particular focus on engaging mothers and children.

“These events will sustain and enhance enthusiasm for South African apples and pears. In addition to in-store promotions, we are looking to do large-scale outdoor activities to attract new users and expand the consumption group to a younger generation.”

It is hoped that the third year of promotional activities in China will be another great success. Trade promotions to ensure the successful entry of products to the market, retail and wholesale promotions and finally mass consumer promotions are combined in this year's activities.

Meanwhile promotions of South African apples and pears in India – some spearheaded by individual exporters but also actively supported by Hortgro – are reportedly gaining momentum. Last year South Africa reportedly ran short of enough fruit to supply demand and this augurs well for the future. ●



Dutoit Group celebrates 130 years

Diversity has helped South Africa's iconic agribusiness, Dutoit Group, absorb the risks and volatility of the industry.

by Fred Meintjes

It is not often that companies in the fresh produce industry can endure for 130 years. Yet, that is exactly what the South African fresh produce producer and marketer, Dutoit Group, has done.

The company was founded by the renowned Gysbertus du Toit on the family farm in Kromfontein located in South Africa's Western Cape. The entrepreneurial focus, constant renewal and innovation of the group has endured into the new century, with a young team of fourth and fifth generation of du Toit now ready to take the group to new heights.

Two of the South African fruit industry's best-known personalities, Gys du Toit Senior

and Pieter du Toit Senior, recently handed over to the next generation of seven du Toit cousins to take the business into the future. This generation exudes a sense of great pride and respect for those who went before, especially the leading roles played by the late Jan-Linde and Gysbert du Toit, grandsons of the founder.

"Through diversification we are able to reduce the impact of negative downswings in the business, some of which are seasonal (short term) and some are cyclical (long term)," says chief executive Hennie du Toit, in summarising the group's recipe for success.

"Our core strategy revolves around offering a wide range of

products, cultivars, and making diverse investments across the agricultural value chain. This approach not only fosters innovation but also enhances the resilience and sustainability of our operations."

He says long-term growth remains at the heart of the business, and this is driven by a culture of entrepreneurship. "However, we acknowledge the importance of balancing growth with internal consolidation at strategic intervals to ensure sustainable success."

Willem Coetzee, managing director of Dutoit Agri, the integrated operational subsidiary of Dutoit Group, says the group has always believed in running a



TOP LEFT—The seven du Toit cousins (l-r) Pieter Junior, Hennie, Gysbert, Louis, Linde, Gys Junior and Conrad

TOP RIGHT—Dutoit Group places great value in its people

ABOVE—Apples is just one of the many products in Dutoit Groups offering

OPPOSITE—Dutoit Group was founded in South Africa's Western Cape

sustainable business.

“Operating as a sustainable agribusiness involves prioritising environmental and economic sustainability, social responsibility, and adaptability. By emphasising these pillars, agribusinesses can establish a sustainable model that ensures profitability while positively contributing to the environment, society, and economy in the long term,” says Coetzee.

“Ensuring the long-term sustainability of our business is paramount, with a commitment that extends even beyond the next 130 years. This commitment is exemplified through our social contribution, which extends not only to our 9,000 employees and their families but also to our local communities, as well as the indirect impact throughout the ecosystem.”

Viewing challenges in agriculture through this lens provides perspective, making obstacles seem more surmountable, according to Coetzee.

“Nevertheless, it is crucial to acknowledge the numerous obstacles that currently confront us. Our guiding principle is to concentrate our efforts where we can effect change – on the areas within our control. For those aspects beyond our immediate influence, we strive to make a difference by actively supporting industry organisations and initiatives.”

The Dutoit Group involves a huge community of people on its fruit and vegetable farms in the Western and Eastern Cape and Coetzee says the group conducts its business as socially responsible citizens of South Africa.

“We have a passion for our people and respect for our natural resources (water and soil); without them it is very difficult to take on any new challenge,” says Coetzee.

“Our farms, cold stores, packing

facilities, and the other business entities we associate with, make a meaningful contribution to job creation, directly and indirectly throughout the value chain. Our farms provide a whole range of social services, and we invest in educational facilities and programmes which are vital for the rural community.”

Although the challenges are significant, the Dutoit Group is positive about the future of agriculture in South Africa, its people and the potential positive change it can all bring.

Practically, this has seen the Dutoit Group embrace sustainable farming and adapt production processes to reduce the negative impacts farming could have on the environment.

“We see ourselves as custodians of the beautiful land we farm and would like to improve it for generations to come,” says Coetzee.

“We place a strong emphasis on soil health by restoring natural ingredients through organic composting, implementing advanced irrigation technology

to reduce water usage, and minimising the use of harmful pesticides, among other initiatives. We understand our responsibility in the bigger ecological system and have been maintaining large areas on our farms as nature reserves.”

FAMILY FUTURE

As Dutoit Group enters a new era led by the next generation of seven cousins, Hennie du Toit says it is a diversity of opinion and experience directed towards a singular goal that keeps both the family and business united. This is supported by critical relationships and partnerships with co-investors.

“We have different opinions, viewpoints, strengths and characters, but we have a common long-term goal. We leverage our internal diversity, united by a shared long-term goal, as a source of strength and an ongoing competitive advantage,” says Hennie du Toit.

“However, our relationships with suppliers, customers and our employees are viewed as our strongest long-term partnerships.”

As Dutoit Group turns its focus to the future Hennie du Toit says the group will maintain the approach that has delivered 130 years of success.

“We are constantly striving to enhance our operations and diversify our product offerings. Through our focused structures, we empower businesses to become industry experts. By prioritising good corporate governance, we cultivate a supportive environment that strengthens our core business activities,” he concludes. ●



Integrated business model offers stability

The Dutoit Group says it is market-driven and has control over the product from the orchard to the customer.

by Fred Meintjes



BELOW—Cherries are showing growth for Dutoit Group

A market-driven philosophy allows Dutoit Group to take an innovative and agile approach to business, according to director for fruit marketing, Gysbert du Toit.

"We believe we must invest and plant products and varieties that our consumers will appreciate for the next 20–30 years. Therefore, in order to remain competitive in the market and achieve a sustainable return on investment, we must prioritise innovation to ensure efficiency," he says.

Dutoit exports apples, pears, cherries, nectarines, and plums under its well-known Dutoit brand which is found in markets around the world.

Apples is the most important commodity for Dutoit, followed by pears, but there is growth across the company's other offerings.

"We have seen exciting growth in cherries and plan to increase production during the next three to five years. We are also renewing and expanding our nectarine offer and maintaining our plum business. In the South African context, I am excited about the market window we have for kiwifruit," says du Toit.

The Dutoit brand and its reputation is one of the group's most important assets – with its value of "dedication always shows" – demonstrated by long-standing relationships with business partners, customers, suppliers, and employees.

In today's challenging logistics world, one must be very adaptable, and Dutoit has a strong relationship with its long-term service providers and partners.

"We are shareholders of 'Link Supply Chain Management' where the team of experts manages our needs. Obviously seasonal strategies and planning need to be in place, so they can contract with the different service providers and shipping lines," says du Toit.

The Dutoit farms are located over a large area in the Western and Eastern Cape and this is very important to ensure stable market supply and growth.

"Weather patterns are changing and that's why we must be innovative in what, how and where we farm," notes du Toit.

Strategically, Dutoit consistently monitors consumer and market trends when selecting varieties to produce, fostering strong relationships and maintaining relevance with both the market and its customers.

"We continuously invest in new markets and produce varieties and quality of fruit that enables us to have marketing options to optimise our total basket of fruit," he concludes. ●

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Growing vegetables aids Dutoit Group's diversification strategy

Dutoit Vegetables sees export growth potential.

by Fred Meintjes

Dutoit Group subsidiary Dutoit Vegetables plays an important role in the group's overarching business,

growing vegetables in key climates in the Western Cape with central packing facilities near Ceres.

"Vegetables help us to diversify



BELOW TOP—Dutoit Vegetables grows onions, sweet potatoes and potatoes

BELOW BOTTOM—The company sees big potential for sweet onion exports

Dutoit Agri," says Pieter du Toit Junior, commercial director of Dutoit Vegetables.

Each year Dutoit Vegetables ships around 500 containers of onions and 100 containers of sweet potatoes. The vegetable category contributes around 20 per cent of Dutoit Agri turnover annually.

Dutoit Vegetables produces onions and sweet potatoes for the fresh market, and potatoes for processing. Within the onion category it produces and packs brown, red and sweet onions and shallots. The potatoes are entirely grown for processing and all locally consumed, while Dutoit Vegetables exports around 80 per cent of the sweet potatoes, both yellow and white flesh licensed varieties from the University of Louisiana in the US.

"We believe there is a huge potential to sustainably export onions from South Africa. Recently, we strategically decided to export more onions, particularly to the UK and the EU. We were very much dependent on the local market and had to diversify where we sell our products. Inside Africa there is also still huge potential," says du Toit Junior.

Dutoit Vegetables' intermediate long day varieties have improved over the years and quality compares favourably with onions from New Zealand, Australia, and South America.

Of the main category, around 30 per cent are exported, mostly to the UK, Europe, and the Middle East, a further 10 per cent going to neighbouring countries in Southern Africa and the rest sold inside South Africa.

"Sweet onions are relatively new and currently only exported to Spain, but we see more potential as sweet onion consumption grows worldwide. Brown, red and shallots are shipped from January to April and sweet onions from November to January. The export season for sweet potatoes runs from April to June, mainly to the UK and Europe," says du Toit Junior. ●



Logistics remain a challenge in South African ports

Port operations are improving but it is far from smooth sailing for exporters.

by Fred Meintjes

After new executive management was introduced in the South African rail and port company, service levels seem to be turning the corner in South African ports.

"We are seeing gradual increases in throughput and productivity from week to week, with the fruit industries working closely with Transnet on a daily basis," says Jacques du Preez, Hortgro's general manager for market development.

The port of Cape Town in particular has been dogged by delays and efficiency problems through most of the stonefruit and grape seasons. The effects have since run on to the country's apple and pear growers as their season progresses.

In response, the industries have been using multiple export ports, moving containers over vast

distances within South Africa to access the most effective ports.

"We still face logistical challenges in our ports but it seems as though we have turned the corner," says du Preez.

Exporters say they are using all available options to ensure the shortest possible route from farm to markets in Asia. This includes using ports in the Eastern Cape and Durban, as well as Maputo in Mozambique, which saw significant upgrades last year. Feeder services have also been used to connect schedules to Asia from Port Louis in Mauritius. **●**

ABOVE—Exporters have been using multiple ports to bypass delays at the port of Cape Town

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Asian markets a focus for Flash Gala

Tru-Cape says while Flash Gala is making progress in markets around the world, Asia remains the primary focus for the brand.

by Fred Meintjes

The fastest-growing new South African apple Bigbucks – branded Flash Gala – will be targeted at a range of South Africa's major export markets this season.

South African exporter Tru-Cape, which is coordinating the brand development along with the South African Flash Gala Association, says initially India, and other Asian countries such as China, Malaysia and Vietnam will be targeted.

"We also see great interest in Middle East markets, such as Saudi Arabia and the United Arab Emirates," says Conrad Fick, marketing director at Tru-Cape.

"We are excited and positive about the future of Bigbucks/Flash

Gala," adds Calla du Toit, chairman of the Flash Gala Association.

"The apple industry is in a wonderfully dynamic, and if something like Bigbucks/Flash Gala appears on the scene, we can only be thankful."

Fick says that the Flash Gala campaign this year will build on successes of the past campaigns.

"We are planning an integrated campaign to promote Flash Gala as a stand-alone brand in international markets like China, India, Malaysia, the UAE, and Saudi Arabia, as well as South Africa," details Fick.

"We are mainly relying on social media channels such as WeChat, Weibo, Doujin, and TikTok to reach these consumers and create



LEFT—Flash Gala exports will be backed by a promotional campaign run across key markets

ABOVE—Bigbucks is the fastest-growing apple variety in South Africa

awareness around the brand. Our campaign will showcase the quality, taste, and extraordinary colour of Flash Gala apples."

In markets where consumer awareness has been established, the number of people reached by the campaign has jumped from 3m to 14m, and last year to 38m potential consumers, according to Fick.

"Building a new brand is a slow process, and we realise it will take some time, but we will push through, encouraged by the premiums Flash Gala earns in certain markets, especially where you put some effort into marketing," he says.

Tru-Cape says there is also some excitement about the future for South African pears in Asia. Du Toit notes that the granting of access for South African pears in China was a major boost to growing the category in the region.

"The markets in the Far East are currently doing very well. There is a good demand for South African pears, and we must manage it according to packing and storage capacity to ensure continuous supply," says Fick.

Blush pears are very popular among consumers in Asia according to Fick who says varieties such as Forelle are well suited to their taste preferences. Asian consumers also appreciate the appearance of the fruit.

"It is significant that there is good demand for year-round supply of Forelle and the South African industry is well-positioned, due to its location and climate, to supply this demand," says Fick.

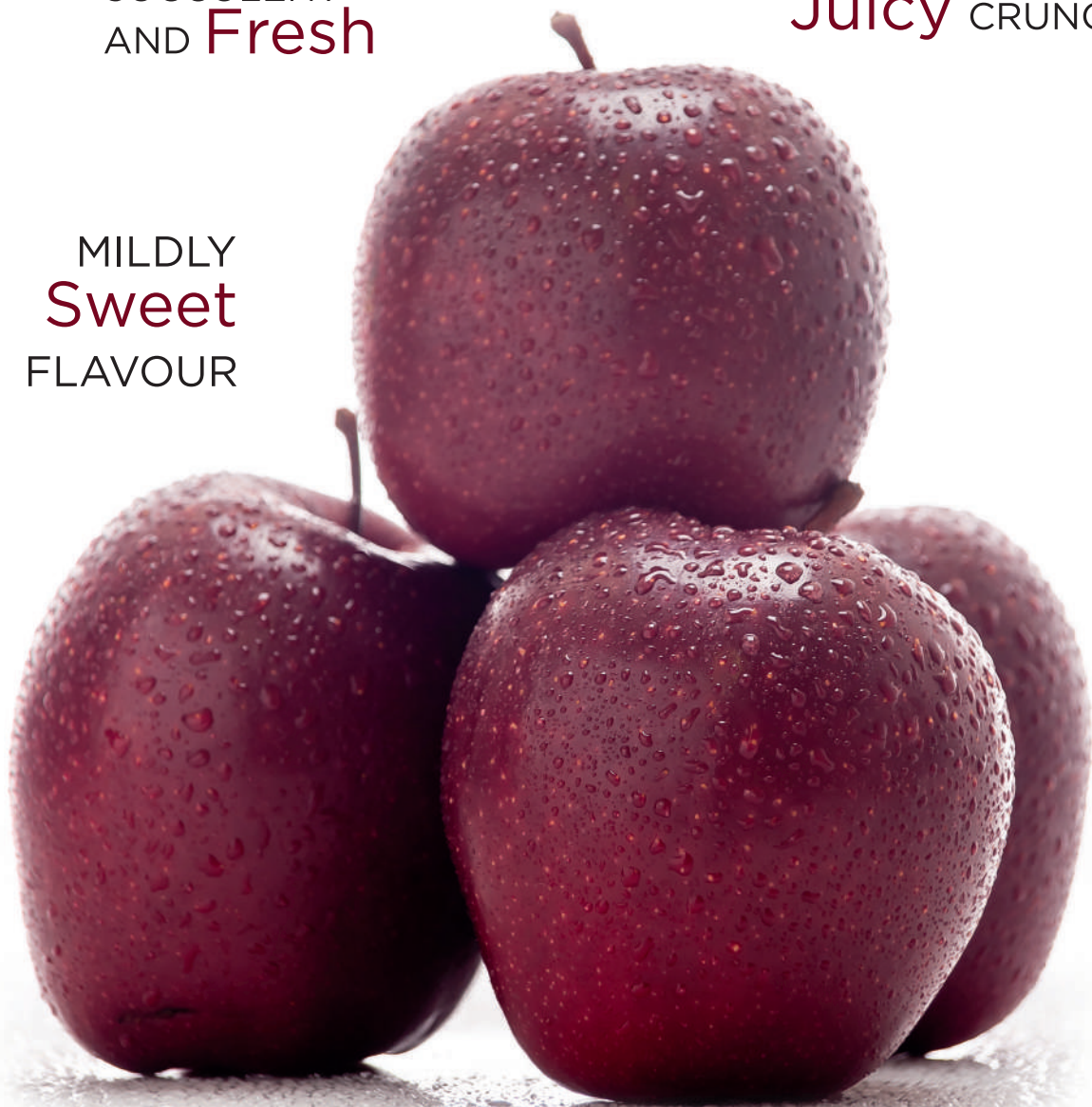
"Recently, we've seen a shift of Forelle from the more traditional markets, such as the EU and the UK to the Far East. It offers a cost advantage, but the expectations around fruit quality and colour is on par, or even higher, than in Europe." — ●



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LEFT—Bingo Gala has gained popularity in Asia because of its vibrant colour

BELOW—TP15-41 is a new pear variety branded as Eden Gold



TopFruit introduces unique new pear

Eden Gold-branded pear will redefine the sector, says TopFruit.

by Fred Meintjes

Innovation is paramount in the dynamic world of fruit cultivation, according to cultivar management company TopFruit.

"We have always recognised the fundamental value in the intellectual property of varieties and brands. For over four decades we have been fully committed to

the development and protection of these invaluable assets. Our focus is to unlock the potential of new fruit varieties from breeders the world over, which are marketed to Southern Africa and beyond," the company says.

As a demonstration of innovation, TopFruit has introduced the cultivar TP15-41,

branded as Eden Gold into its offering.

"It is a breakthrough variety poised to redefine the pear industry," says Hein Coetzee, chief executive of TopFruit. "TP15-41, or as it is branded Eden Gold, turns the belief that growers plant pears for their children to harvest on its head since they can now plant it for themselves."

Bred by the Ben Dor Fruits programme, TP15-41/Eden Gold is developed to thrive in challenging climates, making it a resilient choice for growers worldwide, according to TopFruit.

"Rooted in a European and Japanese cross hybrid, which was established through several generations and back crossing, TP15-41/Eden Gold harmoniously combines the sweet flavour and distinctive shape inherited from its European parent with the juiciness and crunchiness derived from its Japanese counterpart," says Coetzee.

According to TopFruit this unique blend results in a pear that not only meets logistical demands with ease, but also promises a delectable and refreshing taste experience.

TopFruit pome fruit technical manager Dihan

Blom says it is a pear one can eat straight off the tree and with its sweetness and crunch, it offers a whole new profile.

Recent test block visits in South Africa have sparked much industry interest. Tillis Moggee, technical manager at Cape Five Exporting Company, welcomes the pear's rapid production noting it showed easy storability.

"For our growers, reliability is paramount, and Eden Gold provides a solution free from concerns about harbour delays. The distinctive taste profile, influenced by the inclusion of an Asian Pear parent, leads us to anticipate a great future for Eden Gold, particularly in the Chinese market," says Moggee.

TopFruit says tasting feedback

from Europe further validates TP15-41/Eden Gold's appeal. One publication, *Italia Fruit News* says "it is the snack pear that was missing".

The variety also drew positive feedback for its texture flavour from Greenyard Fresh Italy and Escande Nurseries, both noting they received positive consumer responses.

TopFruit says the variety's most important characteristics are vigorous growth, early production, excellent post-harvest storability and superb eating experience.

BACKING BINGO

While TopFruit is excited about the future in Asia for Eden Gold, it is also experiencing great success with Bingo Gala.

The cherry-red apple variety has a production-friendly nature and a typical harvesting window falling between Weeks 6 and 8.

"Extensive testing has confirmed the genetic stability of Bingo Gala, which shares similarities in taste, yield, and harvest period with other Gala

varieties," TopFruit says.

Jannie Wiegman, owner of Bingo Gala, states that approximately 90 per cent of the harvest consistently conforms to the desired colour specification of 80 per cent to full colour.

"Managing internal quality and maturity variation is straightforward with a two-pick harvest strategy," says Wiegman.

TopFruit says the optimal harvest strategy will suit growers, while the high colour appeal will suit the market.

"Bingo Gala is poised to become a top seller in Asia due to its vibrant colour, offering South African producers a competitive edge in Asian markets seeking high-coloured Gala apples," says TopFruit. ●

The best cultivars come from TopFruit

We, as a global leader in intellectual property (IP) management and trademark development, have been shaping the South African and international fruit industry for over four decades. Our commitment lies in fostering innovation, meticulously evaluating varieties, pursuing quality excellence and building lifelong relationships in the fruit industry.

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The **Bingo Gala** variety is a cherry-red apple with a production-friendly nature and a typical harvest period with other Gala varieties. The optimal two-pick harvest strategy will suit growers, while the high colour appeal will suit the market. Bingo Gala is poised to become a top seller in Asia due to its vibrant colour, offering producers a competitive edge in Asian markets seeking high-coloured Gala apples.

Contact our experienced team. TopFruit can assist you by effectively and efficiently optimising the success of your business.



Fresh Fruit-X primed for South African campaign

Leading South-East Asian distributor looks forward to driving growth for South African apples and pears across key markets.



LEFT—Fresh Fruit-X has developed innovative packaging to promote South African apples
BELOW LEFT—L-r: Fresh Fruit-X sales director Angel Momo and managing director Jose Vottero in South Africa



The South African apple and pear season is kicking off with vibrant momentum! Gala is already in the market and Fuji is being packed moving into April.

Fresh Fruit-X is gearing up for an exciting season in tight cooperation with its growers, dedicated to serving retailers and distributors with consistency and foresight into their evolving needs.

Fresh Fruit-X's focus remains on strengthening relationships with its customers, ensuring transparency across its end-to-end model, and delivering consistent supply with heightened service levels to guarantee top-quality produce and minimise sales disruptions.

The company is dedicated to creating a category architecture that caters to diverse consumer segments through innovative packaging, strategic promotions, and enhanced services.

In light of ongoing logistical

challenges, Fresh Fruit-X is adopting a cautious approach to navigate the uncertainties. Proactivity will be key.

Fresh Fruit-X has furthermore expanded its services in Vietnam, adding facilities in the north and south of the country to maintain its commitments, as well as packing and sorting services.

On the marketing front, the company is working on the opportunity to deliver improved category performance, customer value and a more differentiated proposition by introducing an advantageous new range of customer experiences.

Fresh Fruit-X looks forward to serving its customers better. ●



For more information, contact Fresh Fruit-X:
info@fruit-x.com
freshfruitx.amfresh.com