



Mid-Year Update

A Season of Resilience

A MESSAGE FROM WILLEM COETZEE

As we reach the midpoint of the year, it is worth taking a moment to reflect on the resilience, commitment and sense of shared purpose that continue to define Dutoit.

The past few weeks have been particularly challenging for the Ceres and Langkloof communities, with severe flooding and widespread damage affecting many families, businesses and individuals across the region. During this time, Dutoit has been working closely with local municipalities and community partners to support relief and recovery efforts wherever possible.

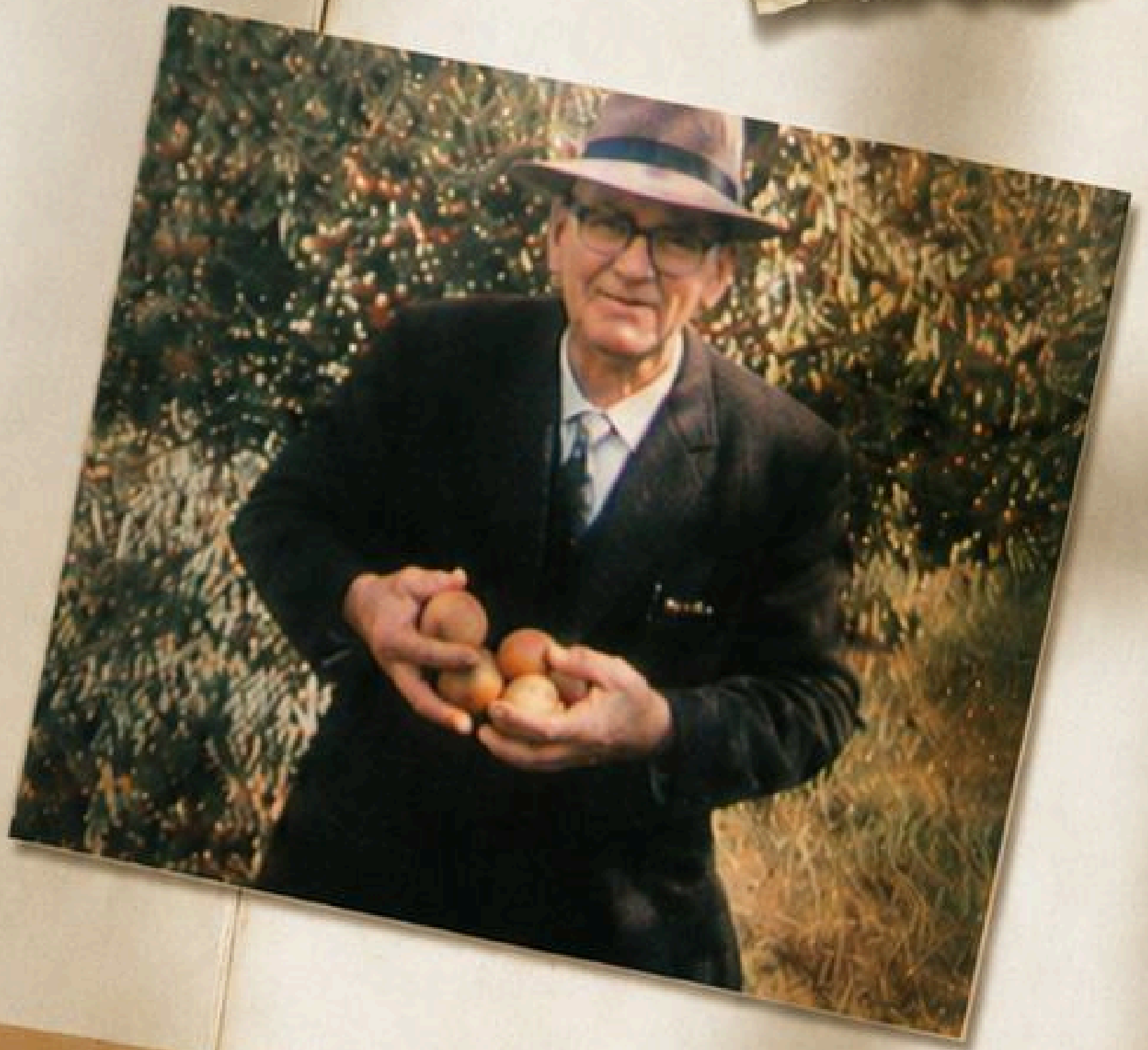
While these moments are difficult, they also remind us of the strength of community. Across our business, we have seen people step forward with compassion, generosity and a willingness to support one another. This reflects something deeply important to Dutoit: that people remain at the heart of everything we do. This mid-year update also reflects the broader Dutoit story: a business rooted in people, guided by quality, driven by innovation and focused on growing responsibly across local and international markets.

To every member of the Dutoit team who has shown resilience, care and commitment during this period, thank you. Your response reflects the values we live every day, not only within our business, but in the communities of which we are part. As recovery continues, our focus remains on standing together, supporting our community partners and contributing where we can to the road ahead.

Willem Coetzee

Managing Director





Kissabel® Apples

A SUCCESSFUL MARKET TEST

One of the most exciting highlights of the season to date was the short market test of Kissabel® Apples in the Western Cape.

Grown locally by Dutoit, Kissabel® is part of the international IFORED apple breeding programme and offers something genuinely different for South African consumers. From the outside, it looks like a familiar apple. But once sliced open, it reveals a naturally vibrant pink-to-red centre, creating an immediate moment of surprise.

The limited April release was designed as a short seasonal drop to introduce consumers to this unusual apple and test market response. The result was extremely encouraging, with Kissabel® selling out in retail in just under a week.

This strong response reflects growing consumer interest in fruit that offers not only flavour and freshness, but also a sense of discovery. Kissabel® is crisp, juicy and distinctive, with selected varieties offering a balance of sweetness, acidity and subtle berry-like notes.

As the trees are still young and production remains limited, Kissabel® will remain a rare seasonal release for now. However, the successful market test marks an important step in Dutoit's longer-term journey with this innovative apple.

For Dutoit, Kissabel® represents more than a new product. It reflects our continued investment in varietal development, consumer-led innovation and the future of fresh produce in South Africa.



As Gysbert du Toit, Commercial Director at Dutoit, explains: “We’re really excited about the future of Kissabel® in South Africa.

It’s a long-term journey for us, and while it’s still early days, we’re looking forward to seeing more people discover just how special and different this apple is over the next few seasons.”

Gysbert du Toit

Commercial Director





For Dutoit, packing is about far more than preparing fruit for sale. **It is where quality, technology, people and care come together to deliver fresh produce that reflects the standards of the business and the trust customers place in the Dutoit name.**

Behind the scenes

PACKING QUALITY AT SCALE

Behind every Dutoit apple or pear that reaches a consumer, is a carefully managed journey designed to protect quality, freshness and food safety from orchard to customer.

Once fruit arrives at Dutoit's packing facilities, it is received, inspected and recorded for full traceability, including orchard, harvest date and variety. From there, apples and pears move through a series of quality-focused stages, including pre-cooling, washing, grading, packing, labelling, cold storage and dispatch.

During peak season, Dutoit's packing operations can handle between 4 and 5 million pieces of fruit per day.

This scale is supported by advanced technology, experienced teams and integrated systems that help ensure every batch is packed according to the specific requirements of local and export markets.

Modern optical sorting, camera systems and packhouse management software support more accurate grading by assessing fruit according to size, colour, shape, weight and quality standards. These systems also strengthen traceability, allowing fruit to be tracked from intake through packing and dispatch.

Cold chain management remains a critical part of this process. By cooling fruit quickly after harvest and maintaining carefully controlled temperature and humidity levels through storage and transport, Dutoit is able to preserve freshness, slow ripening and ensure fruit reaches customers in the best possible condition.

Sustainability is also an important part of the packing process. Across its operations, Dutoit continues to focus on reducing waste, improving energy efficiency, managing water use responsibly and finding appropriate uses for fruit that does not meet retail specifications.

Where possible, this fruit may be redirected to processing, secondary markets or composting, helping to reduce unnecessary waste.

ORCHARD TO MARKET



D DUTOIT



Commercial update **APPLES AND PEARS IN A CHANGING MARKET**



As the apple and pear season progresses, Dutoit continues to navigate a market shaped by changing consumer preferences, economic pressure, retailer expectations and global competition.

In the local retail market, red apple varieties continue to lead sales, while Golden Delicious and Gala maintain a strong and stable following. Pink Lady® has also gained good traction, particularly in formal retail, where premium varieties are becoming increasingly popular.

According to Gysbert du Toit, one of the key commercial opportunities lies in helping consumers better understand the varieties available to them.

- ➔ As more apple and pear varieties become commercially available during the season, it becomes increasingly important to guide consumers on what to expect from each variety, from flavour and texture to overall eating experience. **This helps build confidence, avoid confusion and support repeat purchase.**



While consumers remain under financial pressure, **apples and pears continue to offer strong value** compared to many other fresh produce items.

However, buying patterns are shifting. Consumers are purchasing smaller packs, choosing smaller fruit and buying more frequently, reflecting the need for **affordability and convenience**.

For retailers, consistency remains critical. Dutoit's focus is not only on price, but on service, reliability and quality. Planning remains one of the biggest challenges, particularly when it comes to aligning expected volumes, quality requirements and pricing across different retail partners.

Internationally, every export market plays an important role. For Dutoit, the art lies in finding the right balance between markets, with each destination complementing the next. South African fruit remains globally competitive thanks to its strong eating quality, supported by favourable growing conditions and high natural sugars.

Gala remains one of the strongest export performers because it offers broad market options and can be sold across a wide quality, size and colour range over an extended period. This helps reduce dependency on any single market.

Logistics, however, remain a major pressure point, particularly in relation to the Cape Town port and rising costs linked to inefficiencies. In this environment, cold chain management is non-negotiable. **Maintaining fruit quality from orchard to customer is essential, particularly in competitive export markets where appearance, eating quality and reliability are closely scrutinised.**

Looking ahead, Dutoit sees continued opportunity in improved market access, including new markets such as Thailand, as well as in the development of new and improved varieties. These will support better pack-outs, improved customer service and a stronger quality image for South African apples and pears.



Apple Pie Day

CELEBRATING THE SAYINGS THAT SHAPE SOUTH AFRICAN KITCHENS

This year, Dutoit marked Apple Pie Day on 13 May with a campaign that celebrated the family sayings, advice and everyday wisdom passed down through South African kitchens.

In the lead-up to Apple Pie Day, consumers were invited to share the words they grew up hearing at home. These sayings were then transformed into a series of collectable fridge magnets, available in selected Dutoit apple packs at Pick n Pay stores during May.

The campaign also gave consumers the chance to collect all four magnets and enter a competition to win a personalized ceramic pie dish featuring their chosen family saying.

→ Growing across generations

At a recent Passie vir jou Boerdery day hosted by Bergrivier Besproeiing at Nederburg Wines, Gys du Toit Sr. reflected on what has helped the 133-year-old Dutoit Group grow across five generations.

For Gys, the answer lies in a few simple but important principles: a shared vision, clear family structures, proper succession planning, stewardship and a willingness to deal with difficult issues openly.

Dutoit was established on the farm Kromfontein in 1893 and has grown into a diversified agricultural business farming across the Western and Eastern Cape.

One of the defining lessons in the family's history was the decision to farm together rather than separately. As Gys explained, this taught the family that while one may move faster alone, people go further together.

That principle continues to guide Dutoit today. Following the transition from the fourth to the fifth generation in 2023, seven cousins are now involved in managing the business and carrying its legacy forward.

For Dutoit, family farming is not only about preserving what has been built. It is about each generation taking responsibility to leave the business stronger, more resilient and better prepared for the future.

→ Looking ahead

The first half of the year has shown us, once again, the strength of our people, the value of innovation and the importance of staying closely connected to our communities, customers and consumers.

From supporting recovery efforts in our local communities, to introducing consumers to new apple varieties, strengthening our packing and commercial operations, and celebrating the role of food in family life, each of these moments reflects the broader Dutoit story.

As we move into the second half of the year, we remain focused on growing with purpose, delivering quality fresh produce and continuing to build a business rooted in people, innovation, market relevance and long-term sustainability.





For Dutoit, Apple Pie Day offered a warm and natural opportunity to connect apples with home, family rituals and the familiar comfort of baking.

It also reflected the role food plays in bringing people together and preserving the small pieces of wisdom that are passed from

one generation to the next.

DUTOIT
"You're
sweet like
apple pie"

DUTOIT

#AdviceV

"Life is
short,
eat more
apple pie"

GROWING ACROSS GENERATIONS

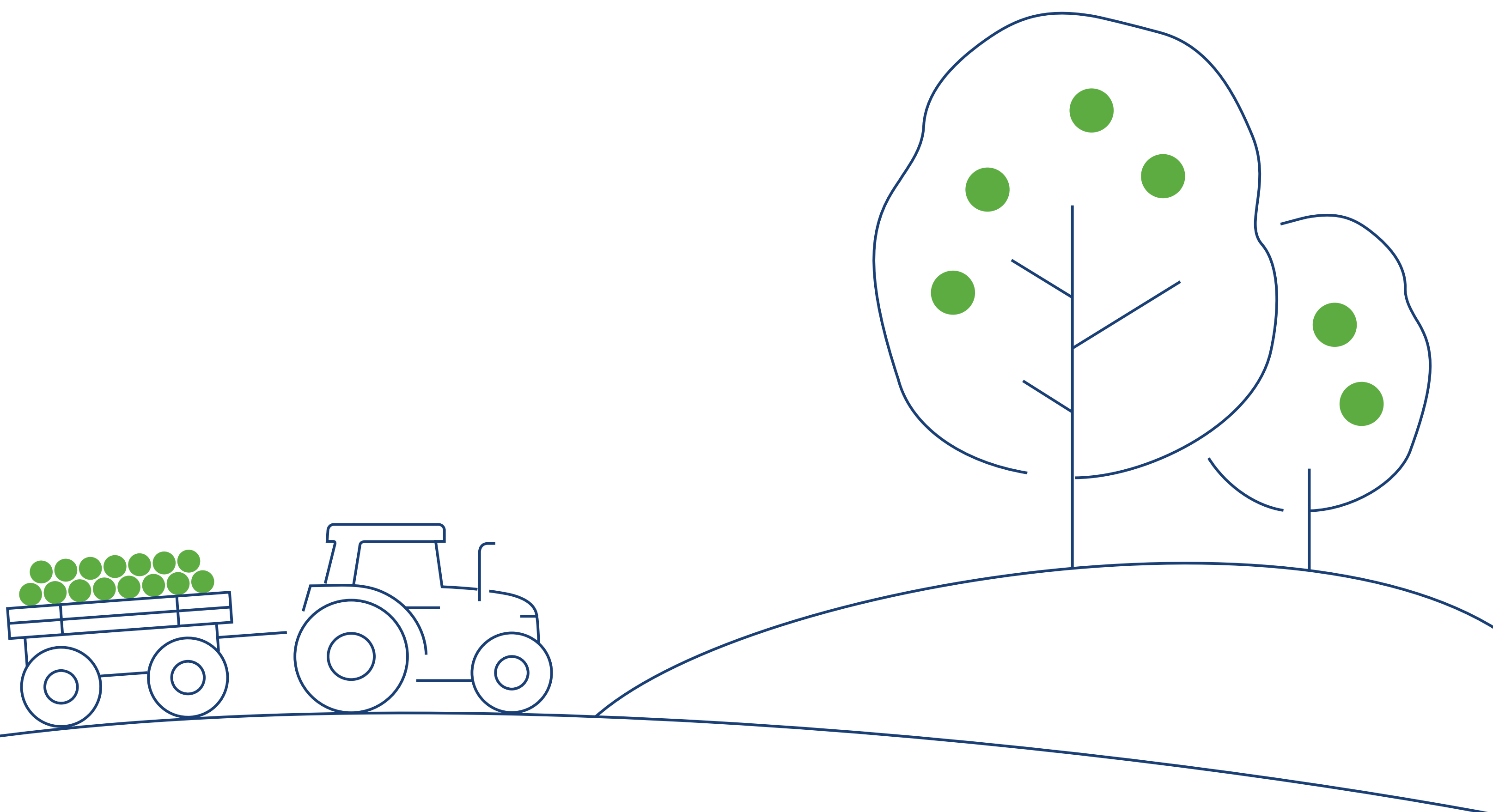
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LOOKING AHEAD

→ The first half of the year has shown us, once again, the strength of our people, the value of innovation and the importance of staying closely connected to our communities, customers and consumers. It has been an unusual demanding period with extreme events that caused severe disruptions, but our team remained largely focused on the elements within our control.

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Agriculture has always been a business of optimism. Every new season begins with the belief that tomorrow can be better than today. It challenges us to think long-term, act responsibly and continually invest in the future. At Dutoit, we are proud to be part of an industry that nourishes people, supports communities and creates opportunities across generations.



CEO





As we look ahead to the remainder of the year and start to prepare for the next season, **we remain committed to our purpose:**

Cultivating Wellness,
one harvest at a time