



# SA approach to varietal Innovation to improve producers' income

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# Balancing act

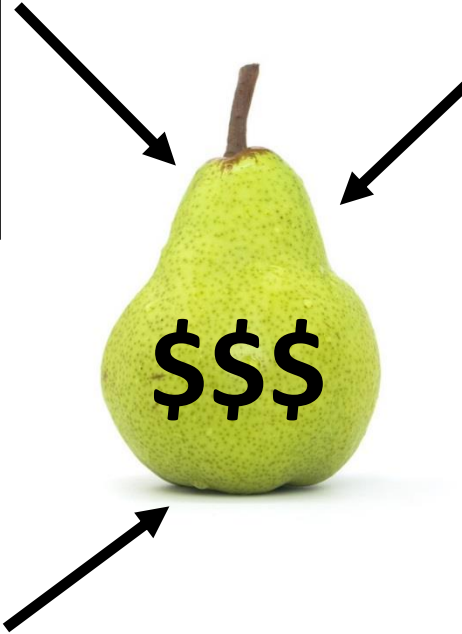


## Consumer:

- Affordability
- Quality (long lasting)
- Great tasting
- Food safety
- Environmental conservation
- Consistency
- Ethical treatment of workers

## Trade:

- Continuity of supply
- Consistency in quality
- Shelf-life / storage ability
- Reliability
- Cheap as possible (Buy low & sell high)
- Fruit basket – product range



## Producer:

- Volume – High yields
- Price – High price
- Lowest cost to produce
- Stability – production & marketing
- Easy access to markets & marketing options
- Optimal use/marketing of fruit on tree
- Profitable & sustainable

**HORTGRO**

Growing Fruit IQ



# SA approach to varietal innovation

- All industry activities = focus at creating value for growers.
- Increase the profitability, sustainability = competitiveness of SA growers
- Increase awareness of product range & ability to supply
- Increase the demand for SA produce & market diversification
- Improvement of existing varieties to SA growing conditions = improve production & quality
- Continuously looking for new, exciting & unique = great tasting & longer lasting

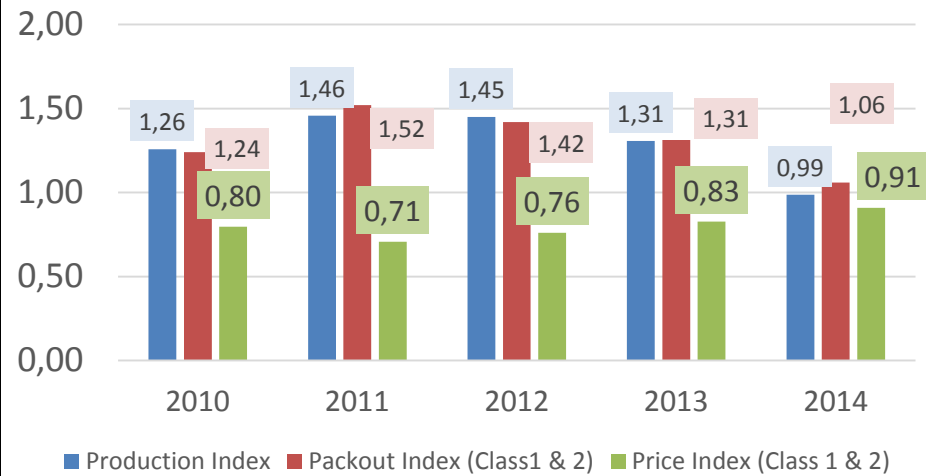
# Income factors at grower level

- Producer income =  $f(\text{yield} \times \text{quality} \times \text{price})$
- Optimisation of resources & infrastructure
- Adaptability / suitability of variety to specific growing conditions (Risk!)
- Quality (pack out, colour, size)
- Variety mix (early vs late – even supply)
- Market options of fruit on tree

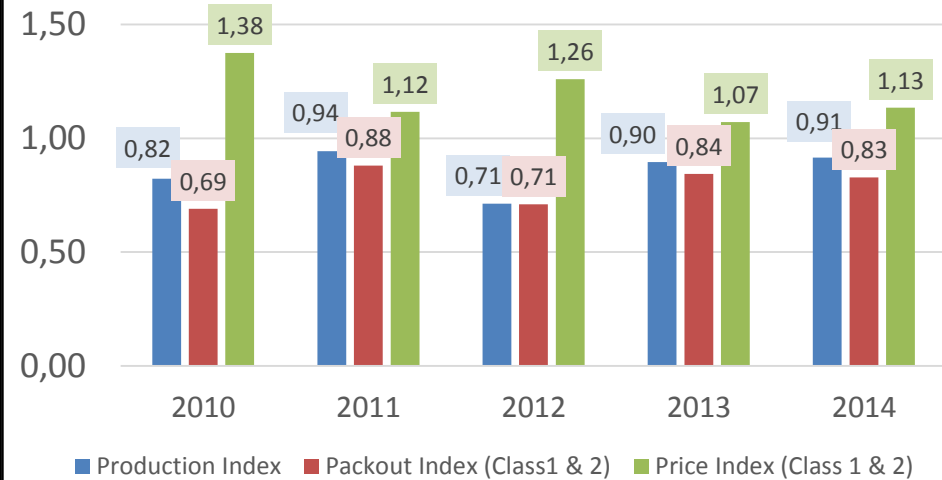


# Producer results comparison (Index)

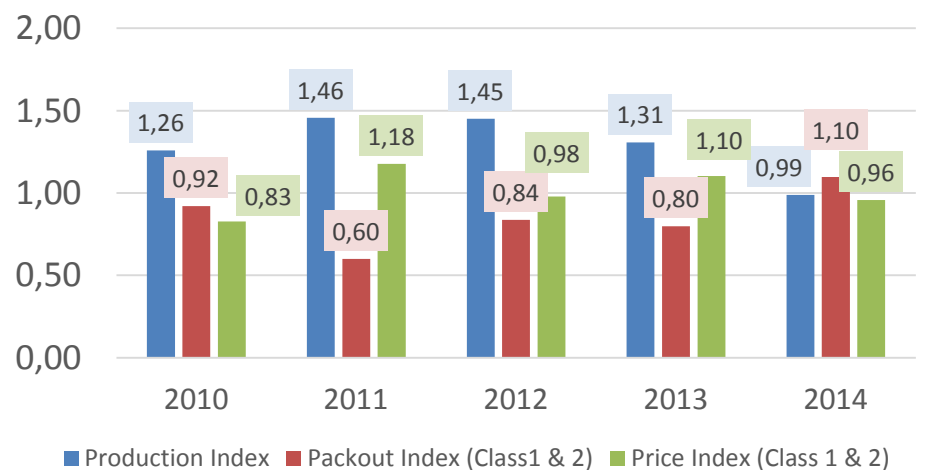
## Green Pears



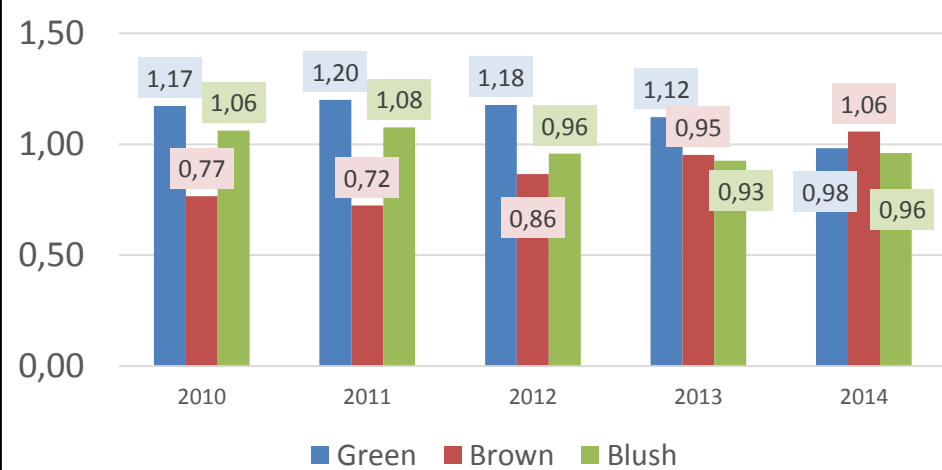
## Blush Pears

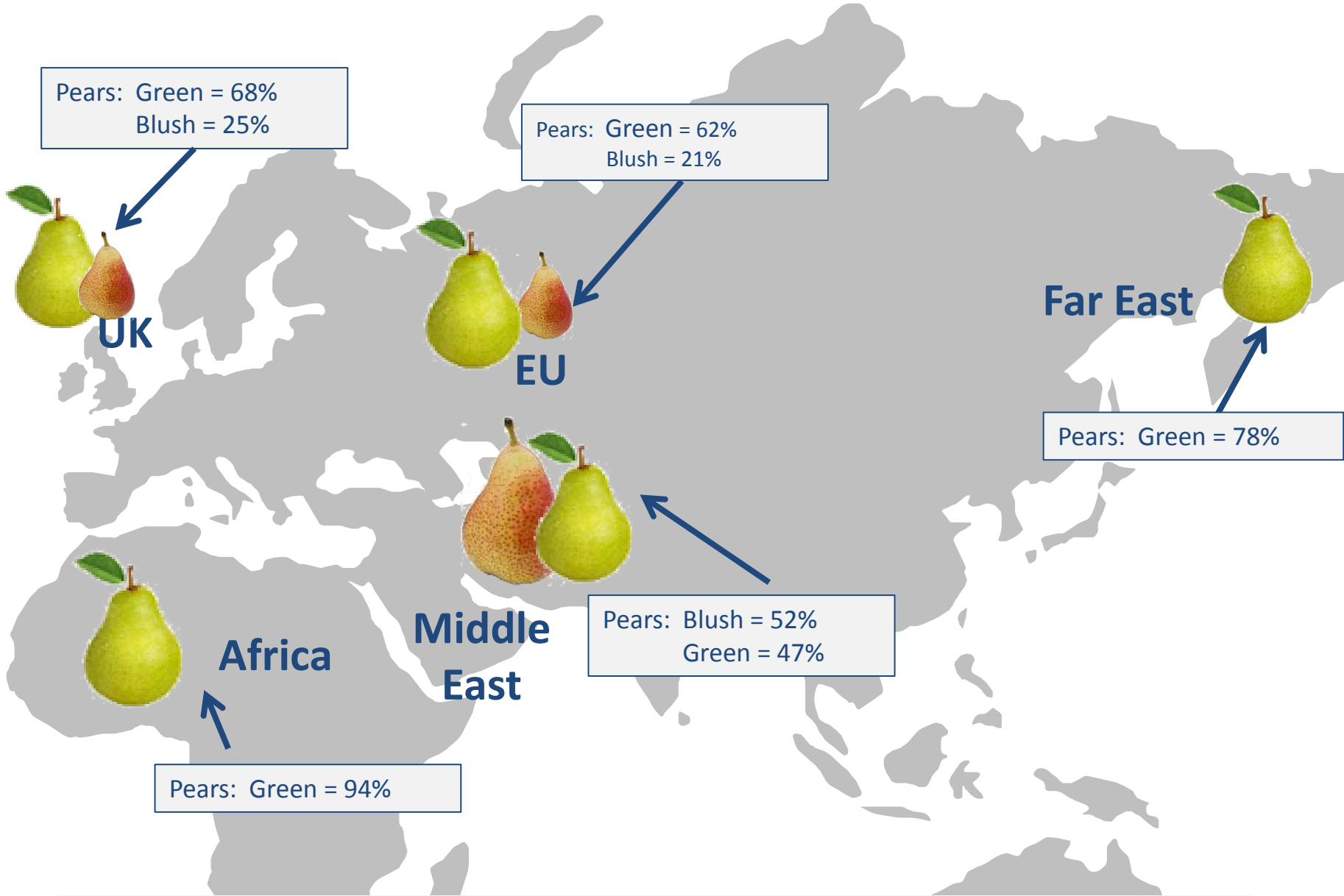


## Brown Pears



## Income per ha





**Unique market needs!**

# Conclusion

- New = not always better or more profitable
- Varietal innovation successful if can produced successful.
- Linked to consumer demands – takes time to adapt
- Marketing, awareness & demand is critical



**Grazie**

A stylized graphic of the South African flag, featuring a dark blue background with a white chevron shape. The chevron is filled with the colors of the South African flag: yellow, green, and blue. The word "South Africa" is written in a white, cursive font across the chevron.

*South Africa*