

*Economic consideration of Maluma in
comparison with other cultivars*



Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Perceptions / Fears

- There's no market for Maluma
- Maluma's larger fruit are a problem
- Maluma is an early variety
- Maluma has more quality problems (rejections causes loss in income)

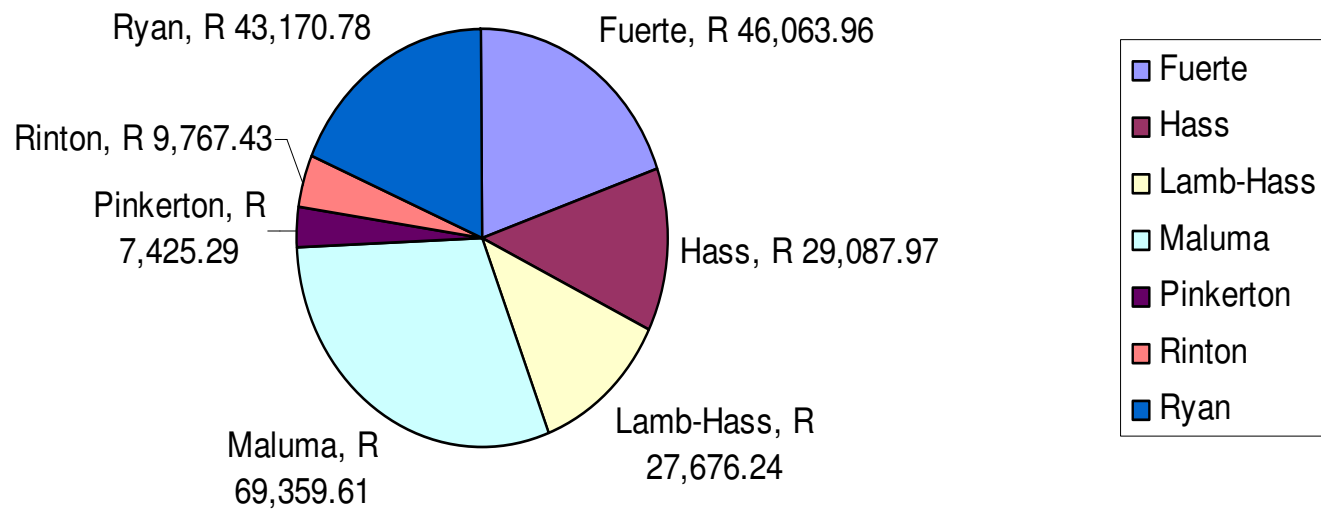


"Kwaliteit weens passie"
"Quality through passion"

Altesbeste

No market for Maluma?

Rand/ha Summary 2010
1st and 2nd Grades



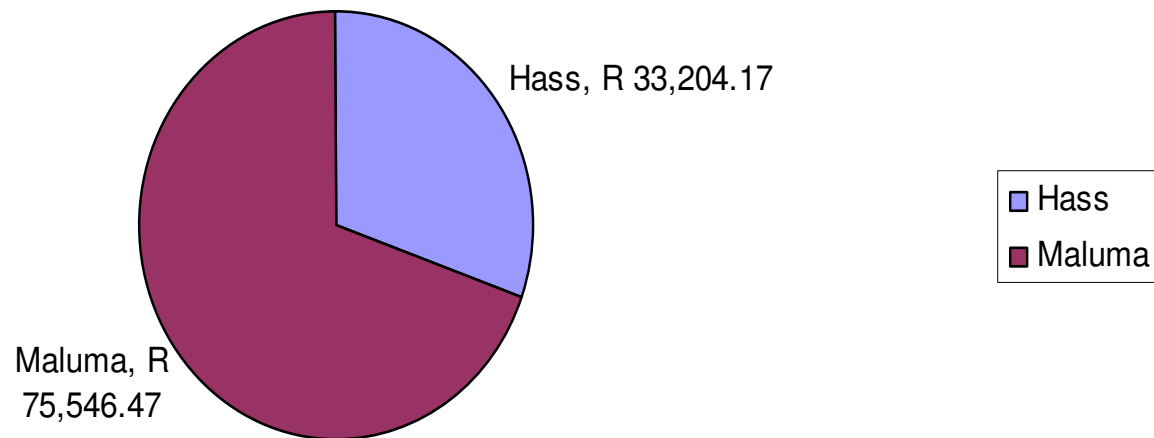
Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

No market for Maluma?

**Rand/ha Summary 2011
Humor farm**



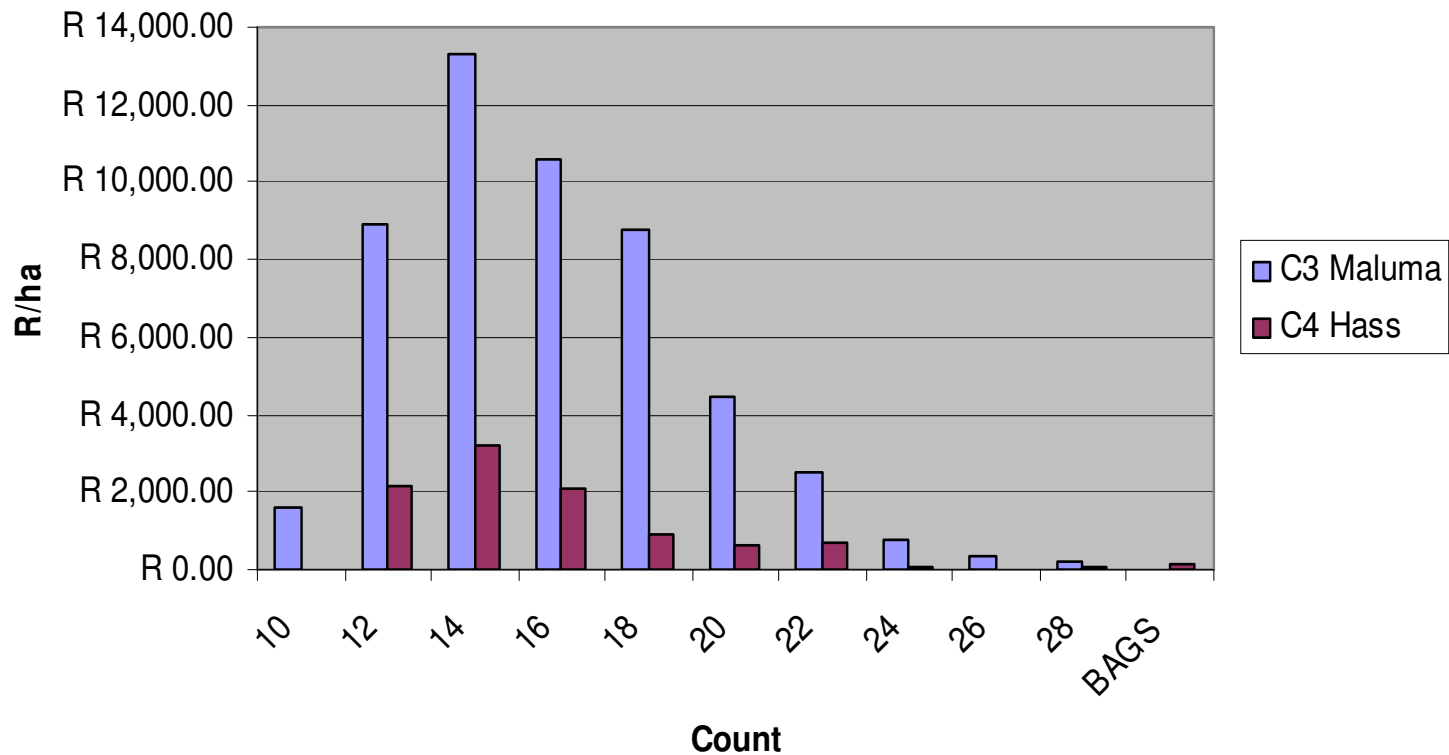
Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

Problem with larger fruit?

2010 R/ha Count Summary
1st and 2nd Grades



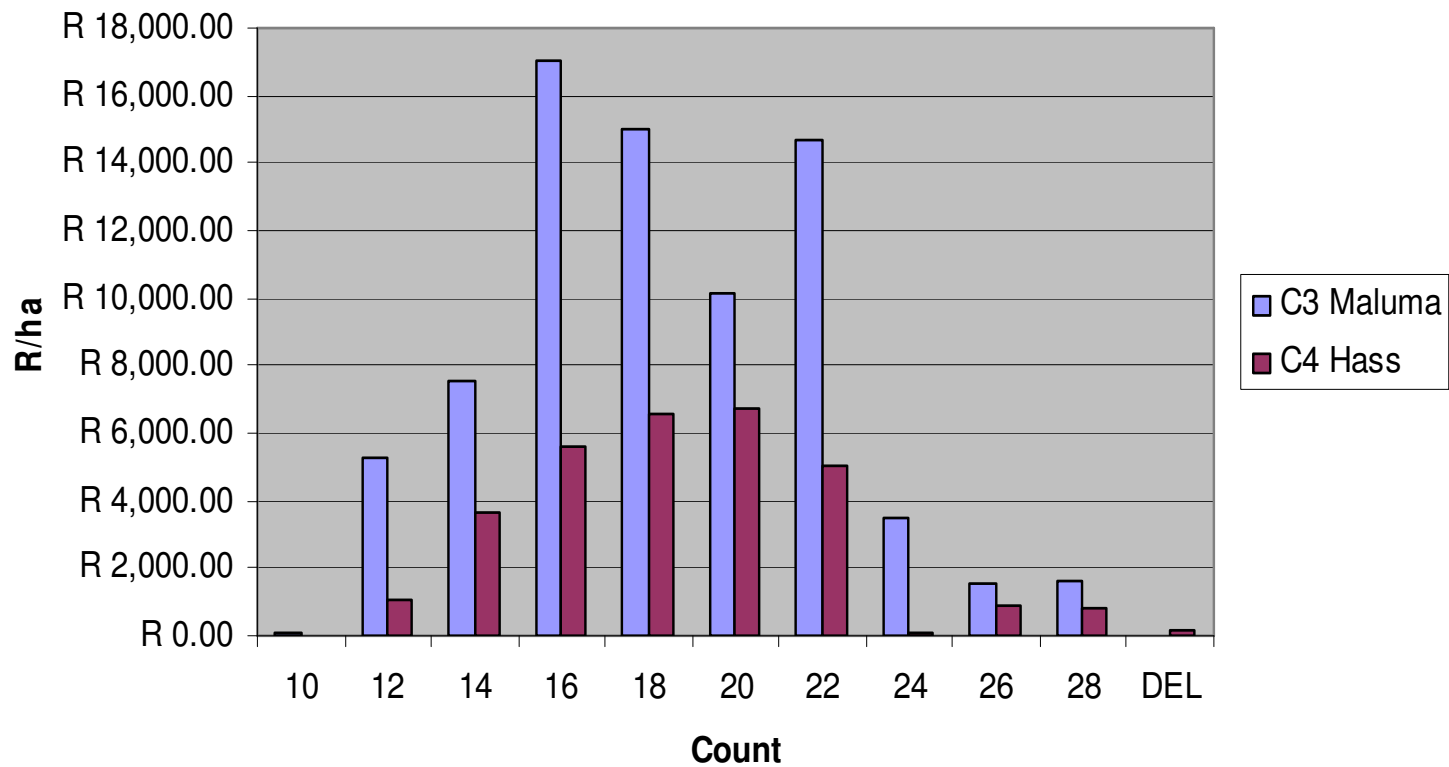
Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

Problem with larger fruit?

2011 R/ha Count Summary
1st and 2nd Grades



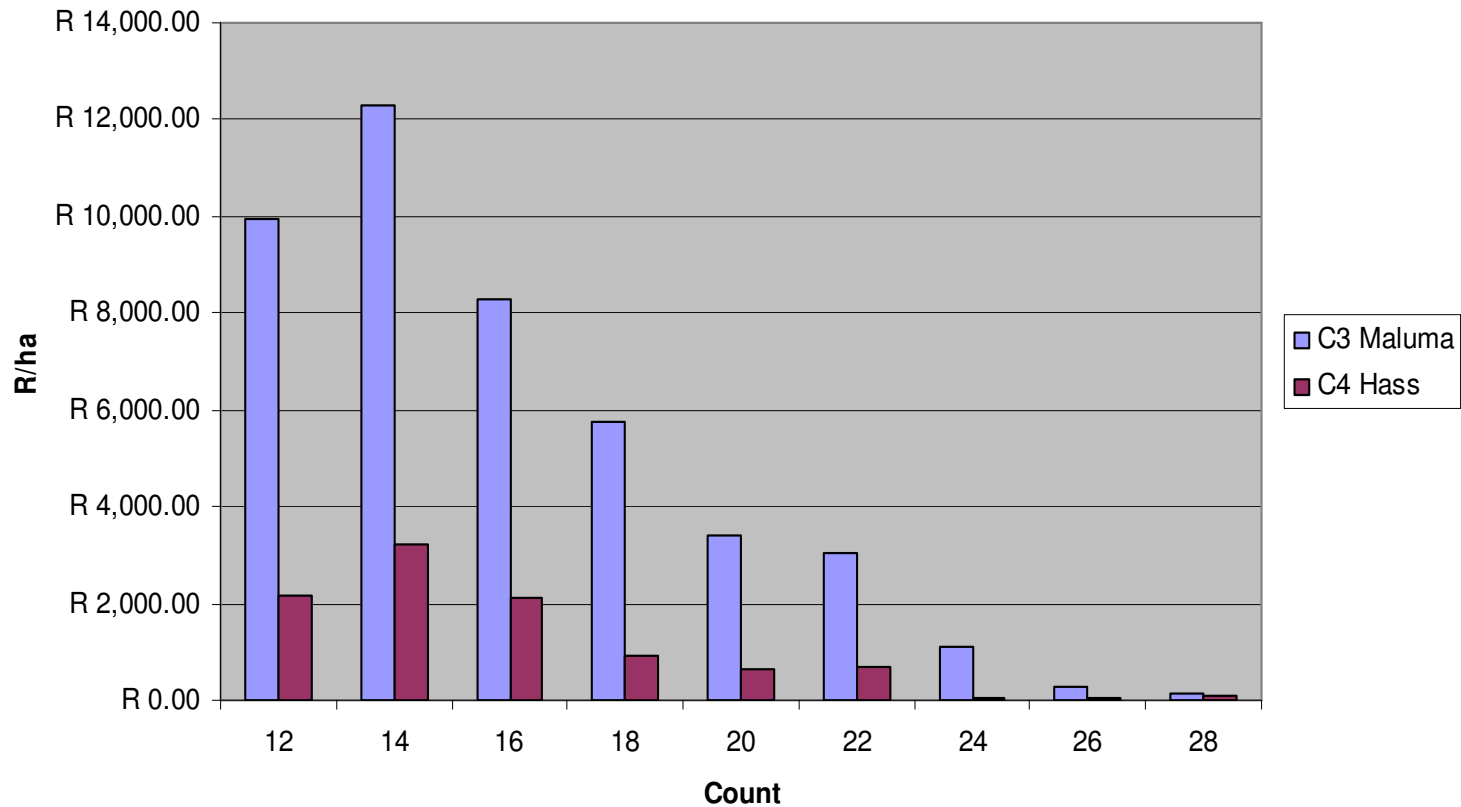
Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

An early variety only?

**2010 Maluma with Hass prices vs Hass
1st and 2nd Grades**



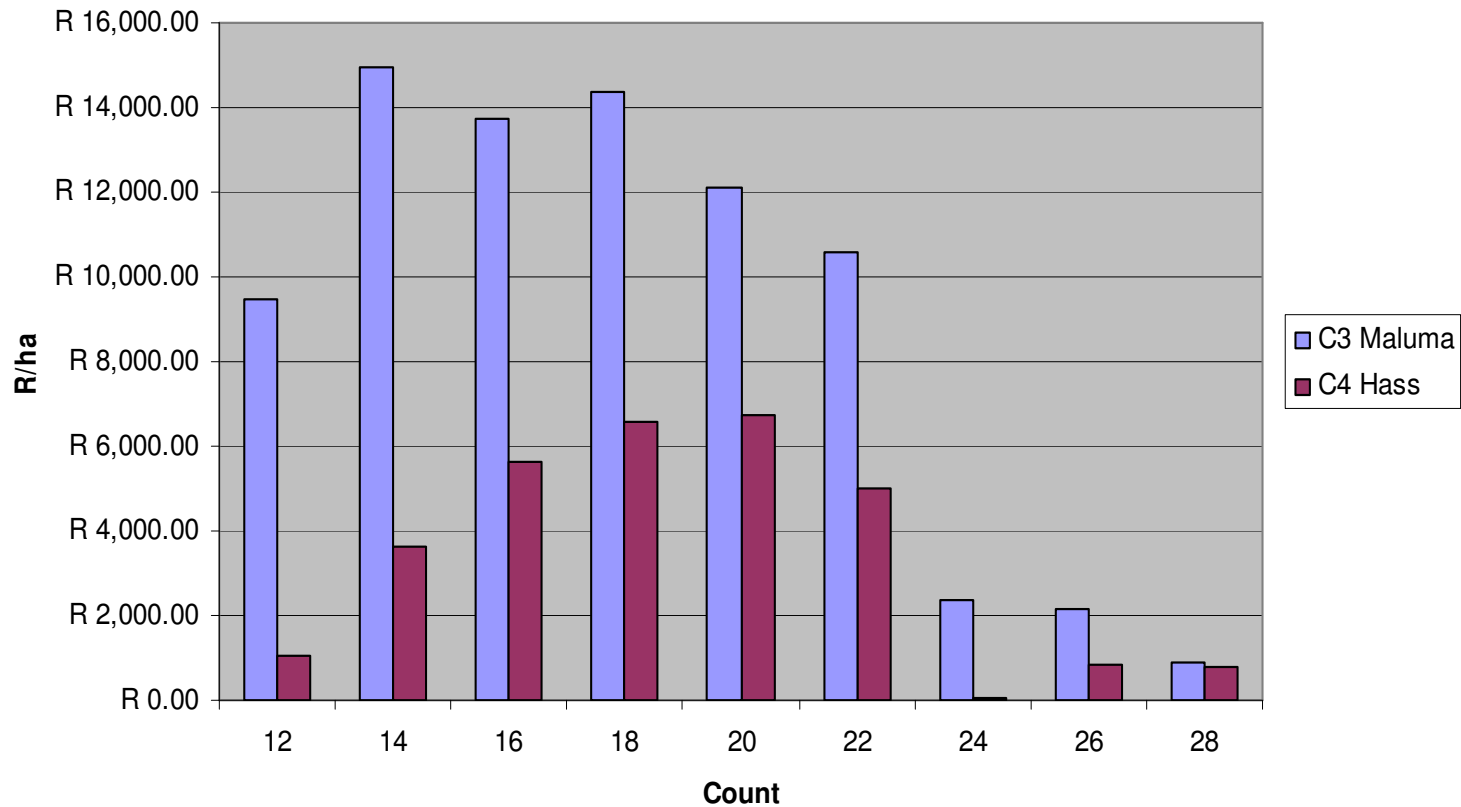
Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

An early variety only?

**2011 Maluma with Hass prices vs Hass
1st and 2nd Grades**



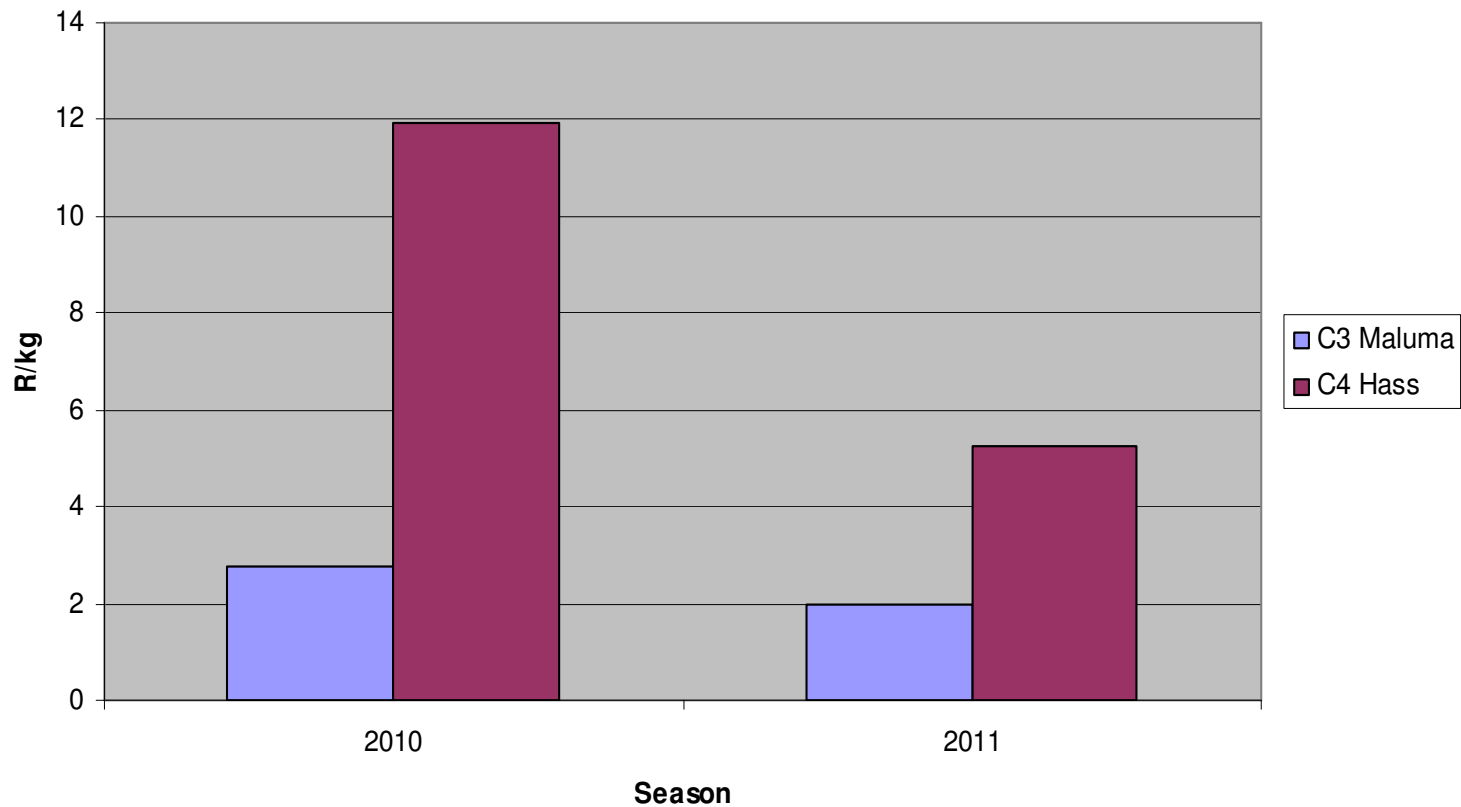
Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Inferior fruit quality?

R/kg necessary to cover R25 000 cost/ha
1st and 2nd Grades



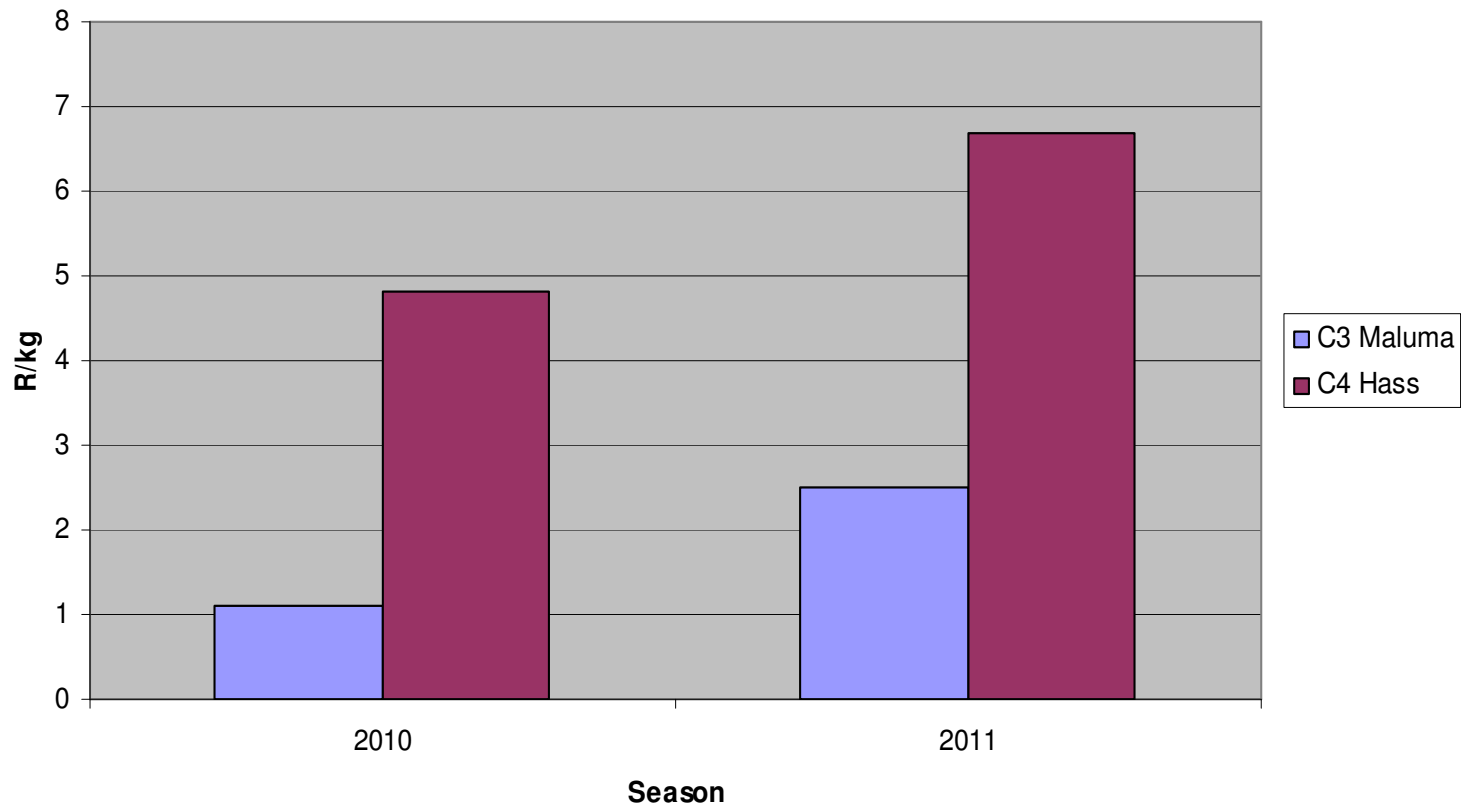
Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

Inferior fruit quality?

Maluma R/kg for same income as Hass
1st and 2nd Grades



Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

Conclusion

- There definitely is a market for Maluma!
- Despite Maluma's perceived unfavourable count distribution it still outperforms Hass significantly on a R/ha basis.
- Maluma outperforms Hass in the Hass market on Hass prices, count for count. Therefore, Maluma does not have to be early to be justified.



"Kwaliteit weens passie"
"Quality through passion"

Allesbeste

Conclusion

- Even if Maluma had more quality problems leading to increased rejections, it could still fetch a significantly lower price than Hass to cover costs or to make the same money.
- When comparing Maluma to Hass it is clear that Maluma's significantly increased production tonnage acts as a huge buffer which could easily absorb any market related issues that might arise.
- The risks are therefore significantly less with Maluma.



"Kwaliteit weens passie"
"Quality through passion"

Allesbeste

Thank you!
Baie dankie!

Allesbeste



"Kwaliteit weens passie"
"Quality through passion"