

Unique Marketing Opportunities of Maluma

by ZR Ernst



Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Introduction

- Challenges
 - Fruit size
 - Quality assurance
- Opportunities
 - Ripe & Ready
 - Big sizes for local market
 - Appearance
 - Colouring of fruit
 - Production



“Kwaliteit weens passie”
“Quality through passion”

Challenges – Fruit Sizes

- Current situation
- Economic influence on consumer behaviour (recession)
- Factors that influence fruit size
 - Yields
 - Fertigation?
- Peru
 - What does the future hold?
 - Export to USA & Mexico
 - Maturing industry



“Kwaliteit weens passie”
“Quality through passion”

Challenges – Quality Assurance

- Red vascular staining
- Soft landings
- Less significant
 - Stem-end rot
 - Anthracnose
 - Lenticel
 - Grey Pulp



“Kwaliteit weens passie”
“Quality through passion”

Opportunities – Ripe & Ready

- Novasun program (local)
- UK Ripe & Ready program
- EU Ripe & Ready program
- Days to ripening
- Ease of ripening
- Internal fruit quality
- Fruit-flesh ratio
- External appearance

Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Opportunities – Local Market

- Fruit size suits SA consumer
- Fruit size suits intermediaries
- Development of local Hass (dark skin) market

Allesbeste



"Kwaliteit weens passie"
"Quality through passion"

Oppertunities – External Appearance

- Colouring superior to RSA Hass
- Pebbly & glossy skin
- Shape
- Less lenticel damage

Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Conclusion

- Challenges insignificant when protocols are followed
- Opportunities are tremendous

Allesbeste



"Kwaliteit weens passie"
"Quality through passion"