

Economic consideration of Maluma in comparison with other cultivars

Mpumalanga Studygroup



Allesbeste



“Kwaliteit weens passie”
“Quality through passion”

Packouts

Export % (Avg 2010 and 2011)	
Fuerte (Kiepersol)	59%
Pinkerton (Kiepersol)	65%
Hass (Kiepersol)	73%
Hass (Letaba)	72%
Maluma (Letaba)	73%

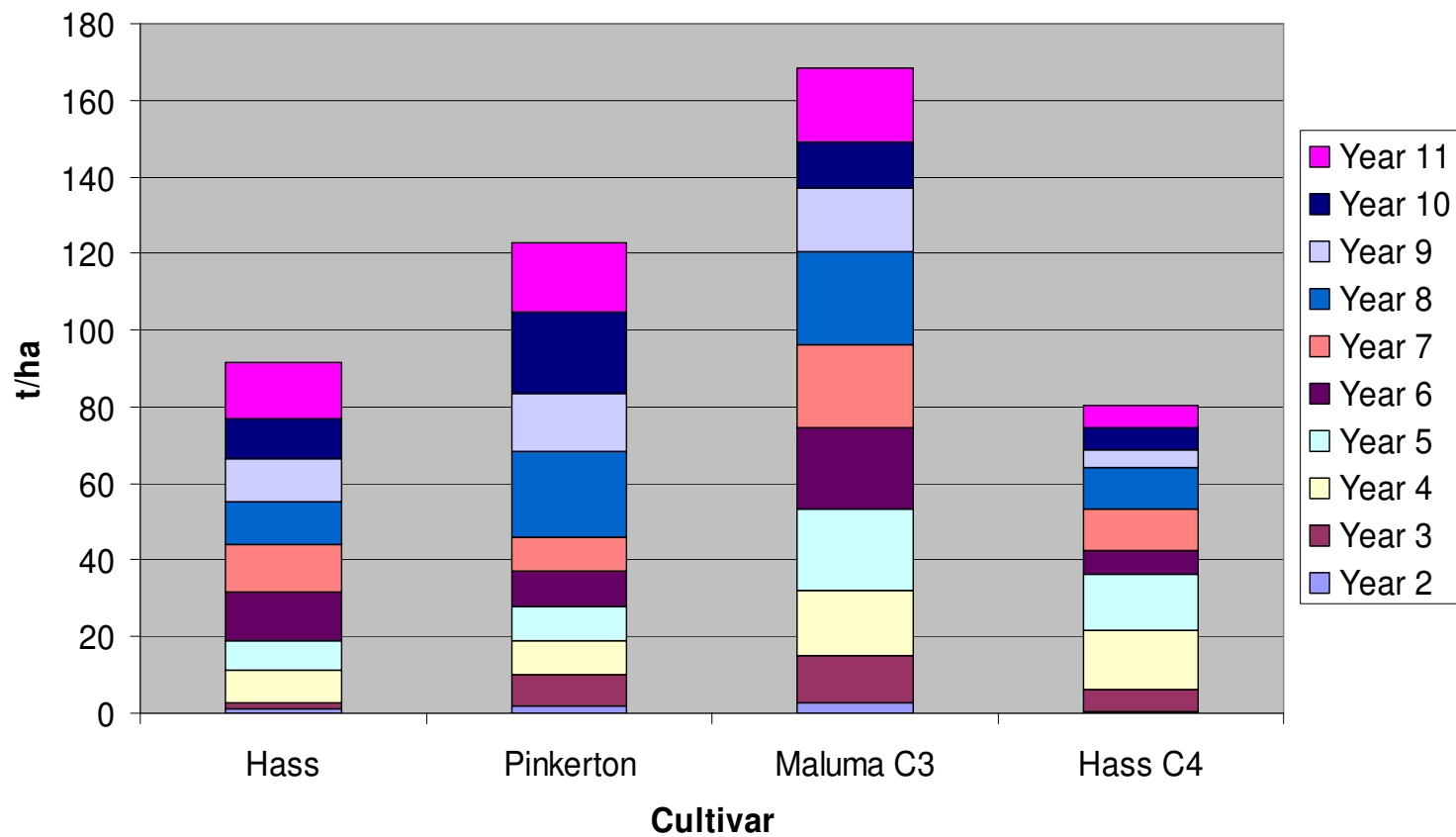
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Production and Tree age

Kiepersol Hass and Pinkerton vs Letaba Hass and Maluma



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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)

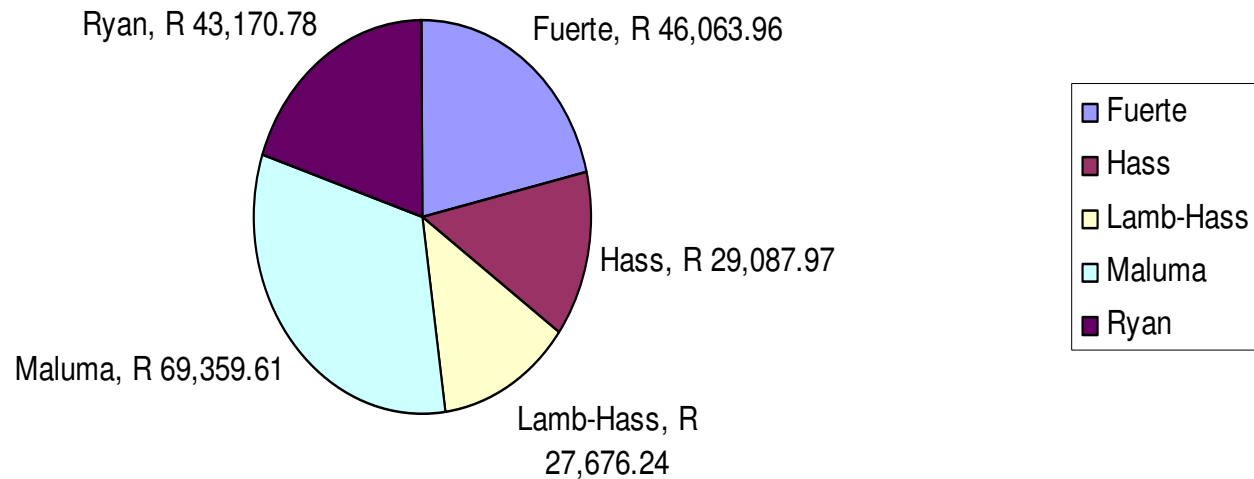


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No market for Maluma?

Rand/ha Summary 2010
1st and 2nd Grades



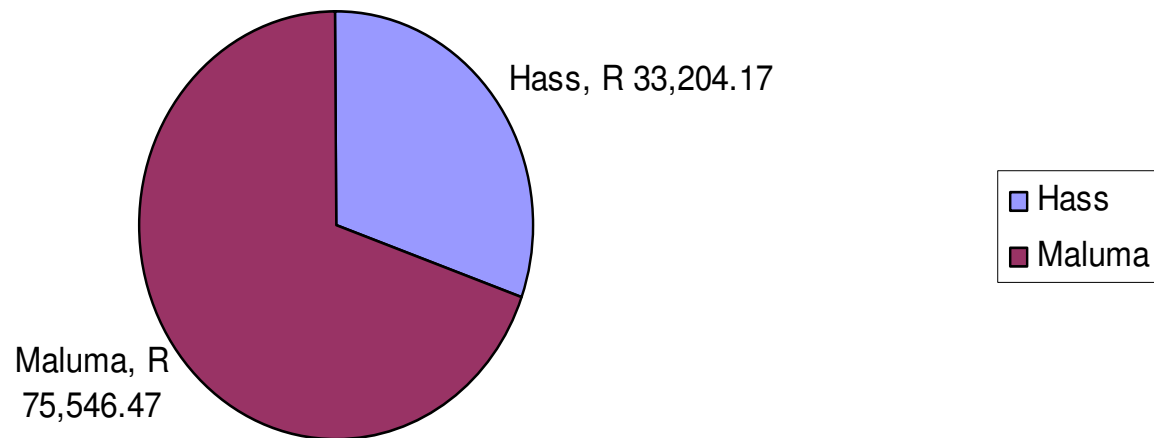
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No market for Maluma?

**Rand/ha Summary 2011
Humor farm**



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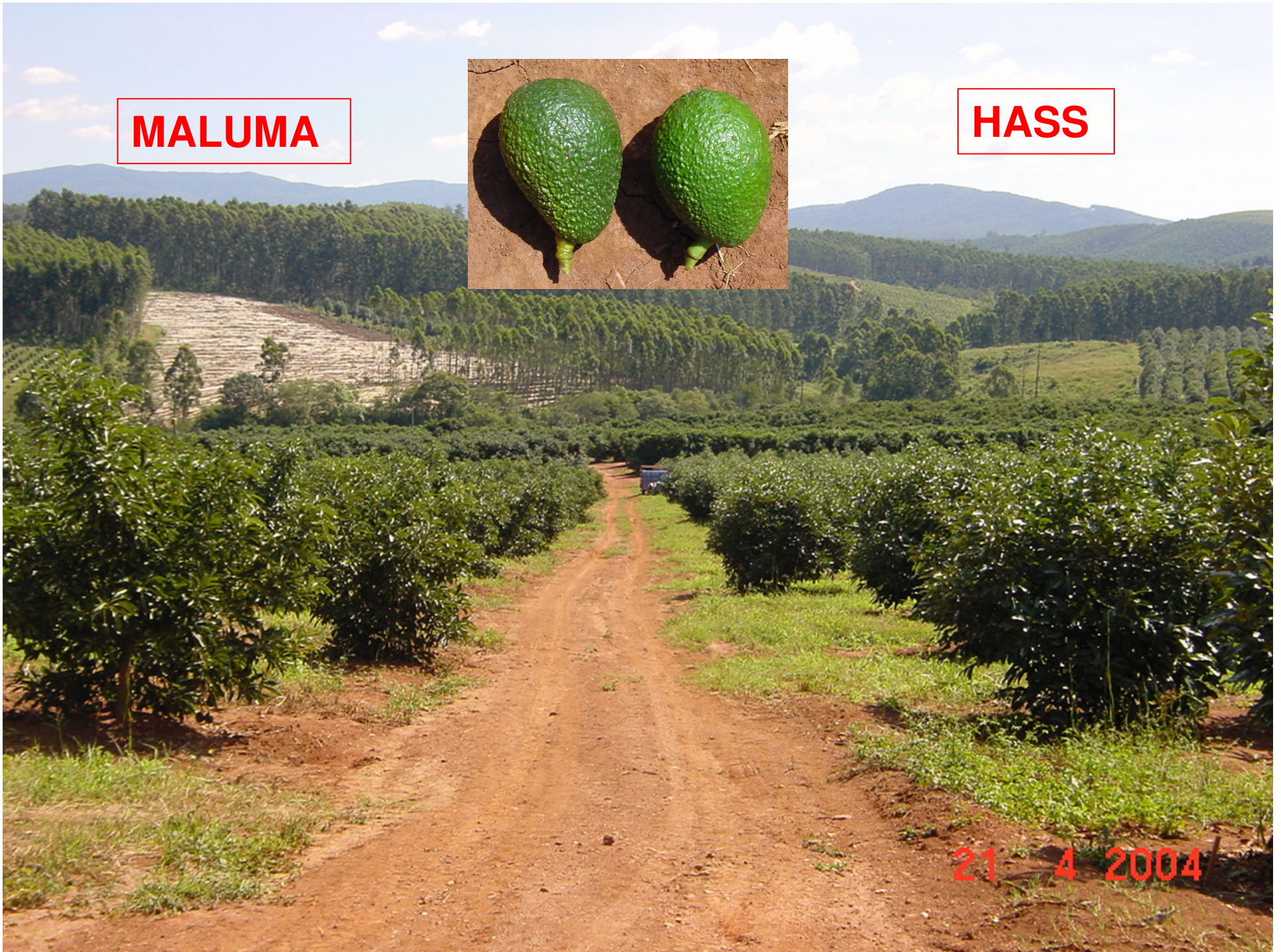


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MALUMA



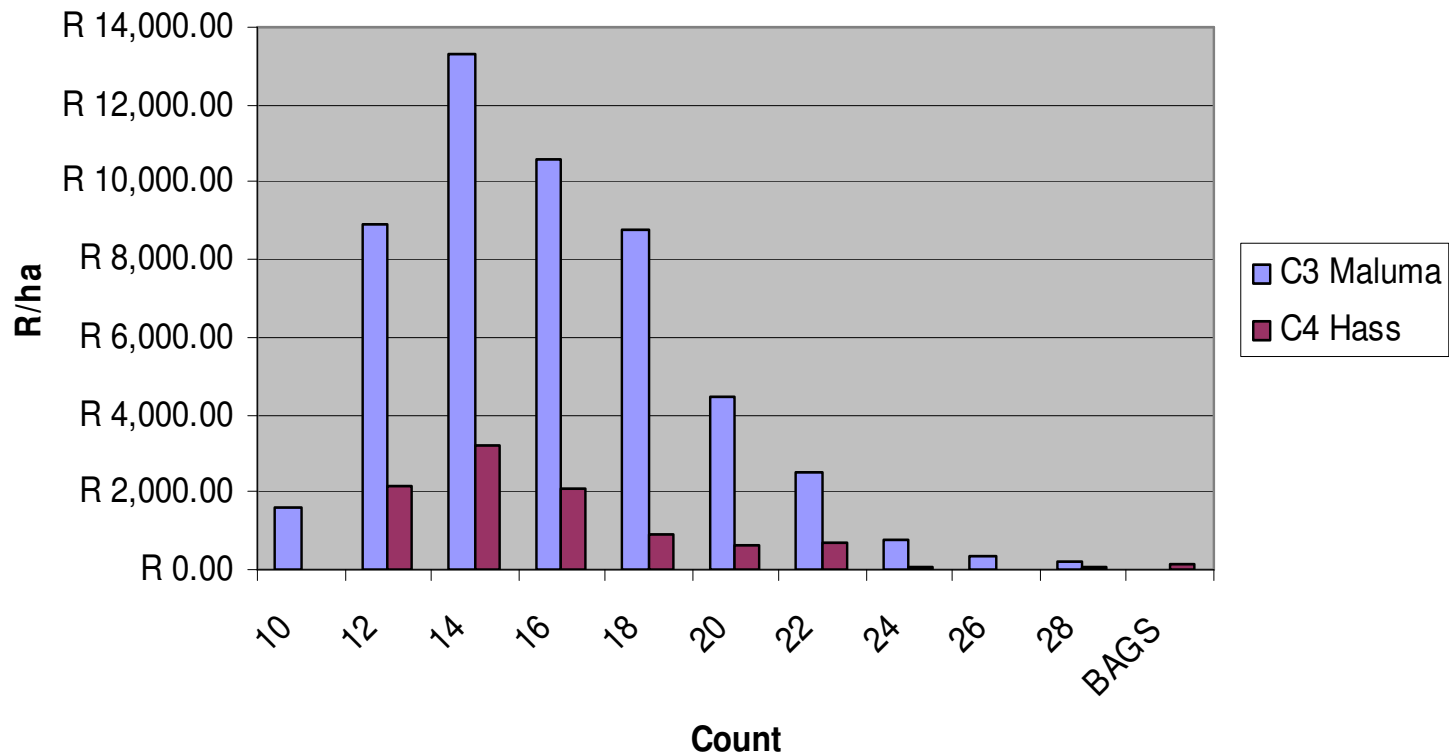
HASS



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Problem with larger fruit?

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



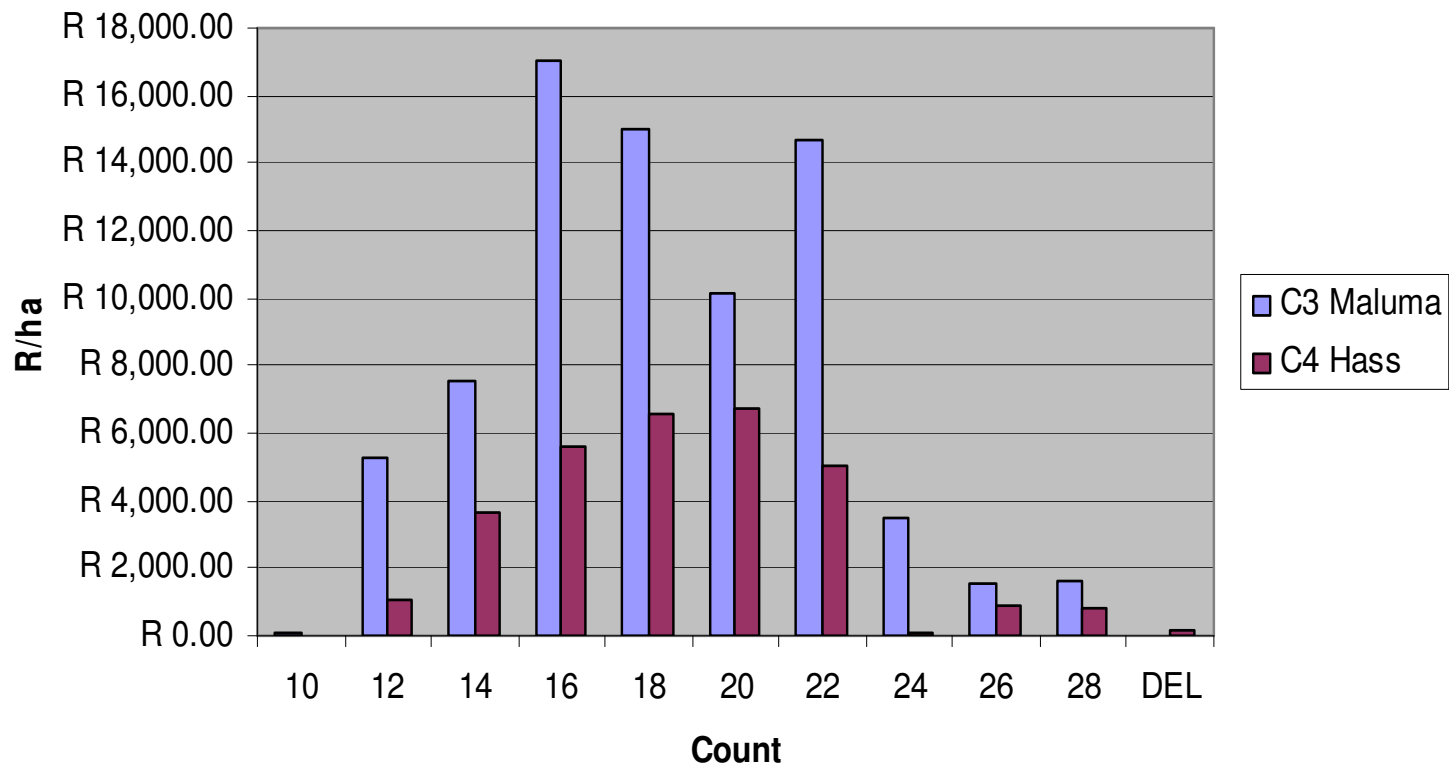
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Problem with larger fruit?

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



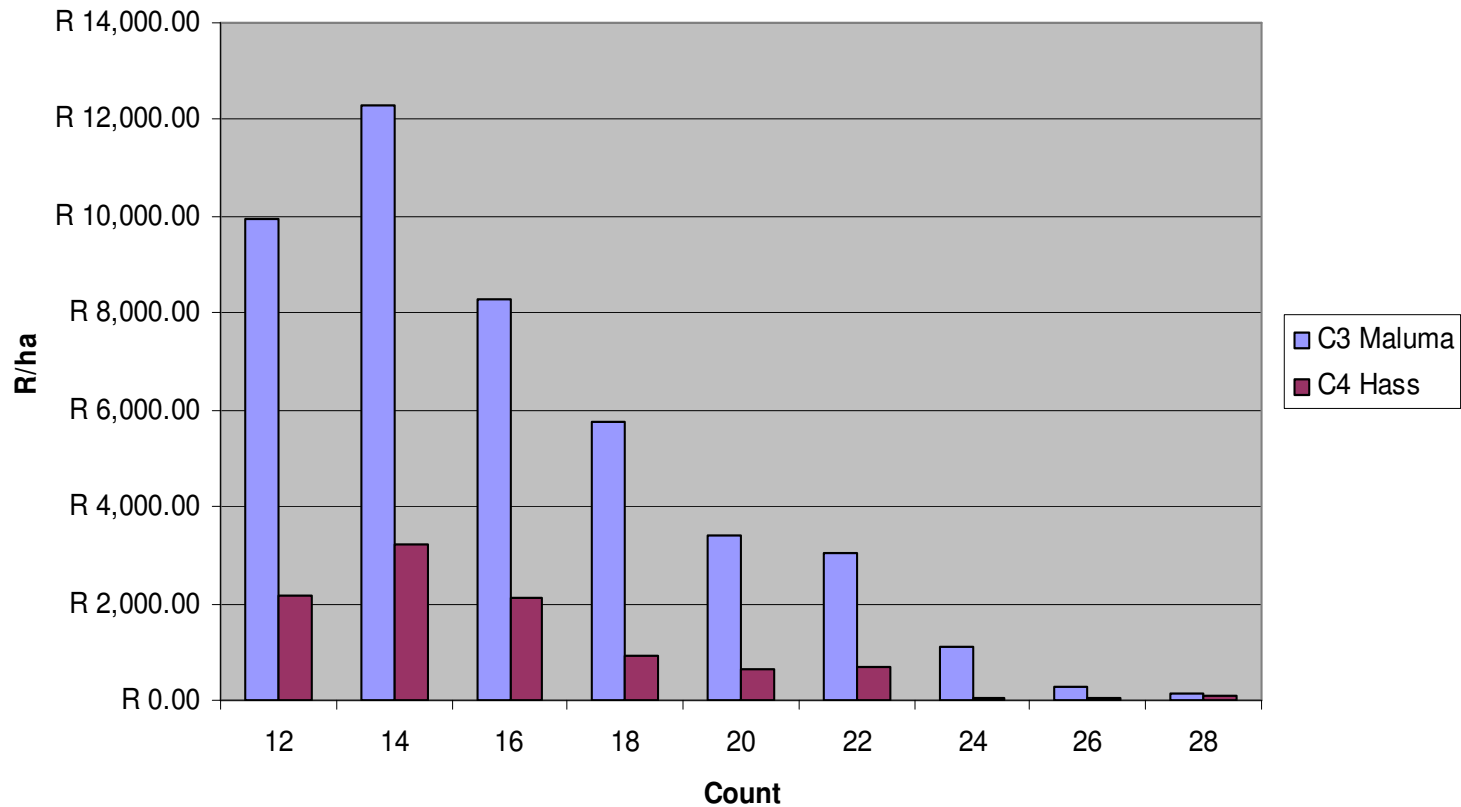
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An early variety only?

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



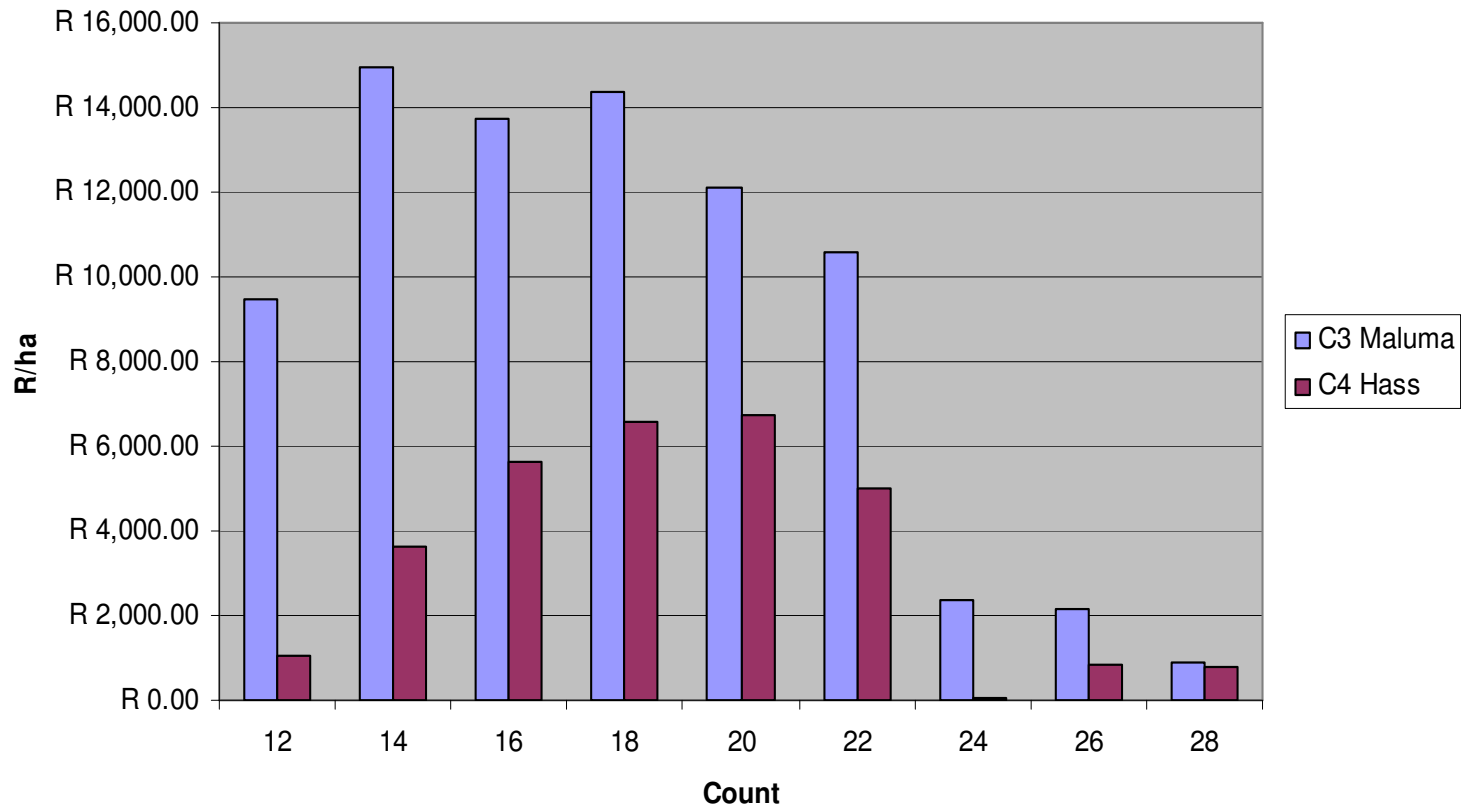
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An early variety only?

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

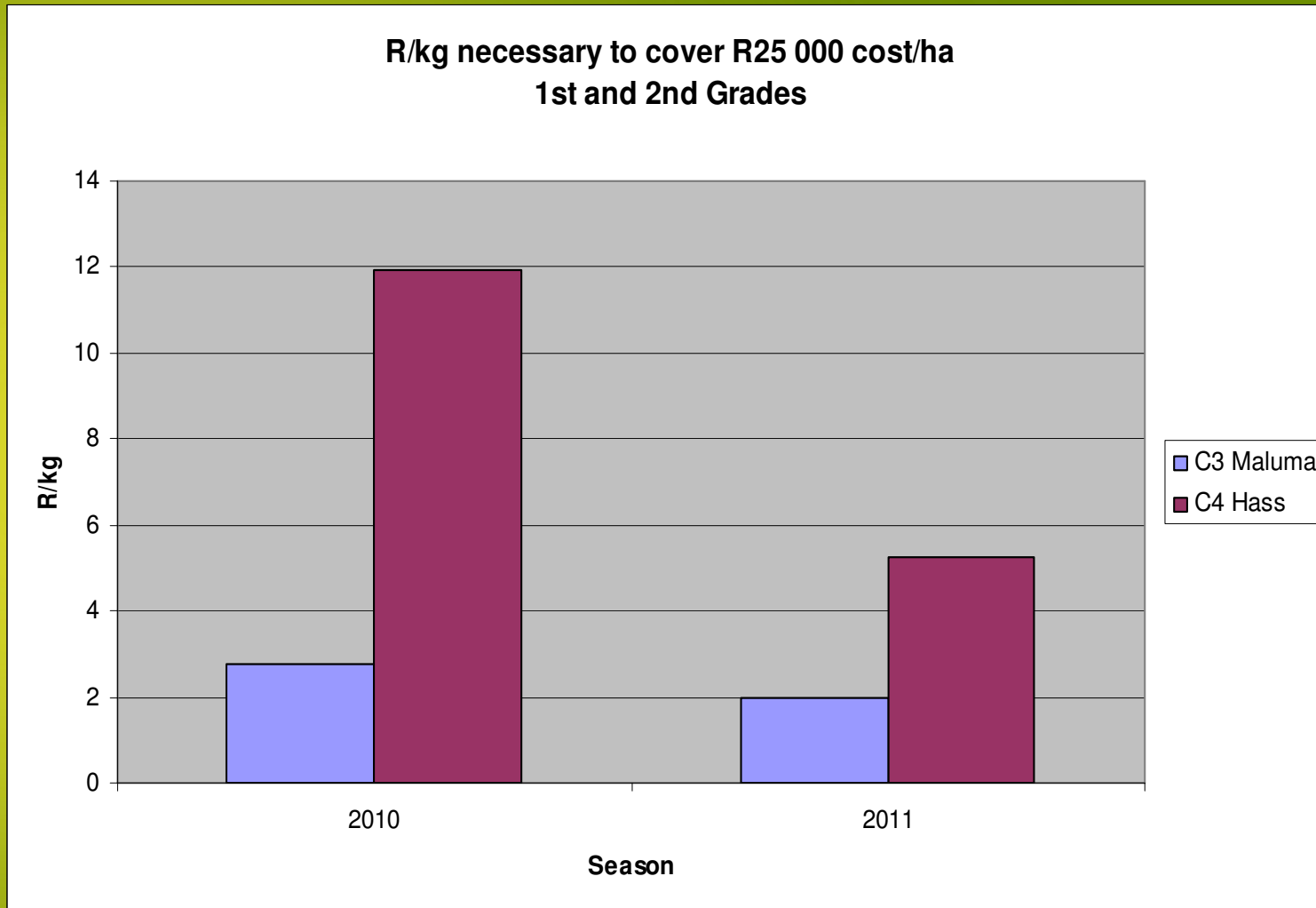


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Inferior fruit quality?



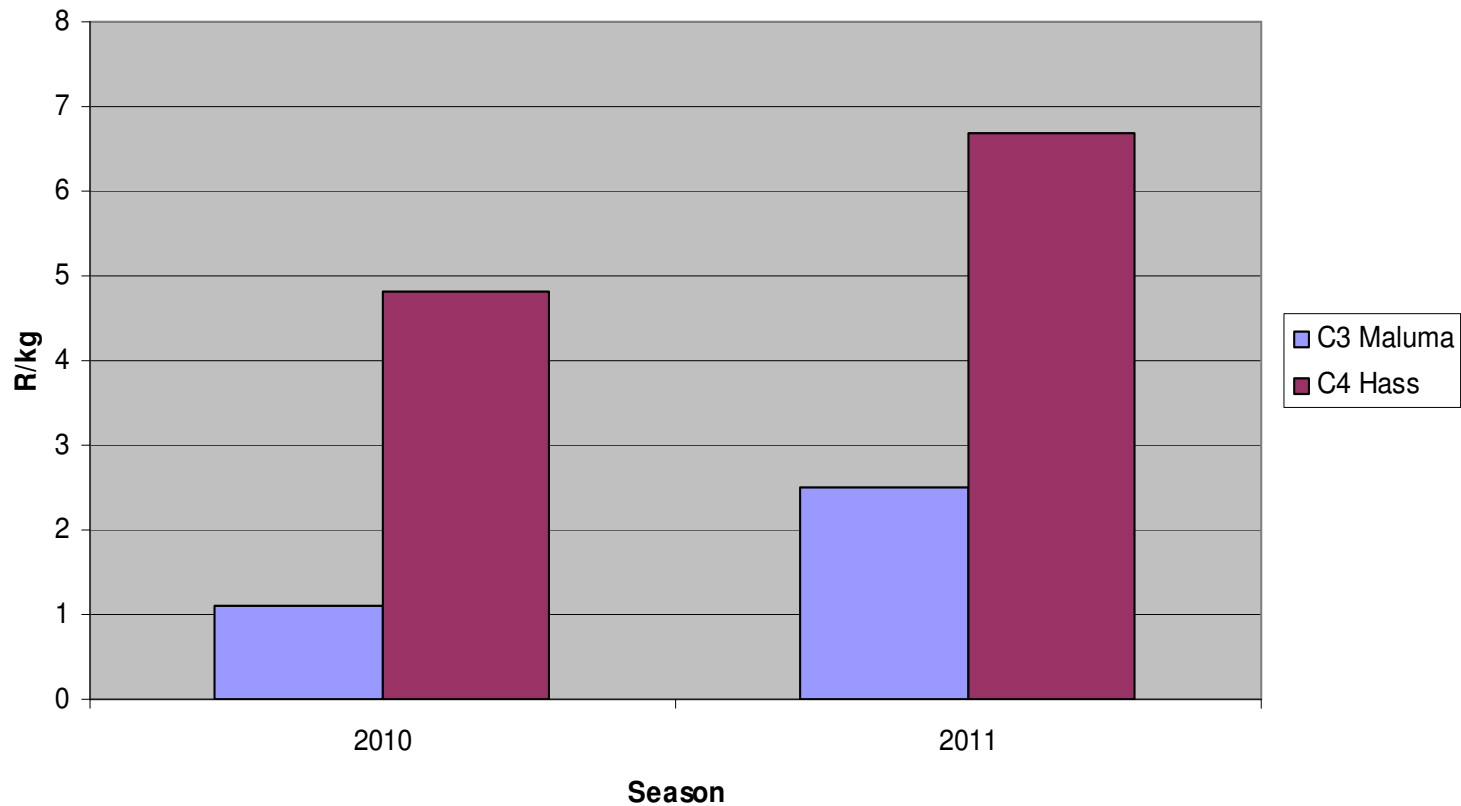
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Inferior fruit quality?

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



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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.



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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.



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Thank you!
Baie dankie!

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