

# Absolute Value Offered!



Bram  
Snijder

Maluma – the challenged cultivar of the future?

# INTRODUCTION

- ◎ **Maluma characteristics**

- ◎ **Good yielder**

- ◎ **Easy to work tree**

- ◎ **Less input costs**

- **PGR**

- **Copper**

- **Insects?**



# INTRODUCTION

- ◎ **Maluma characteristics**

- ◎ **However**

- **Quality issues**

- ◎ **Greypulp**

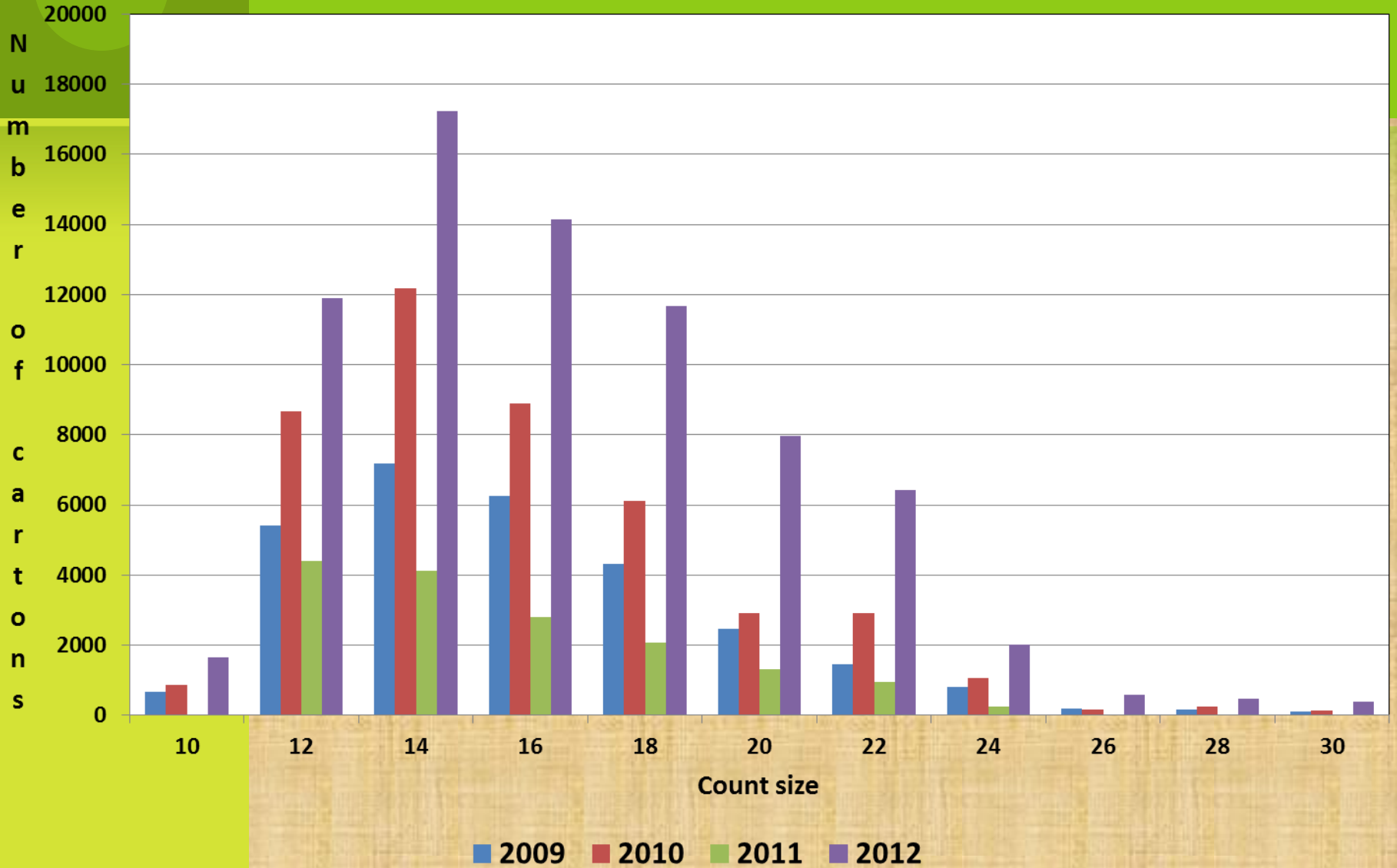
- ◎ **Vascular staining**

- ◎ **Soft landing**

- **Fruit size**



# Count distribution over 4 years

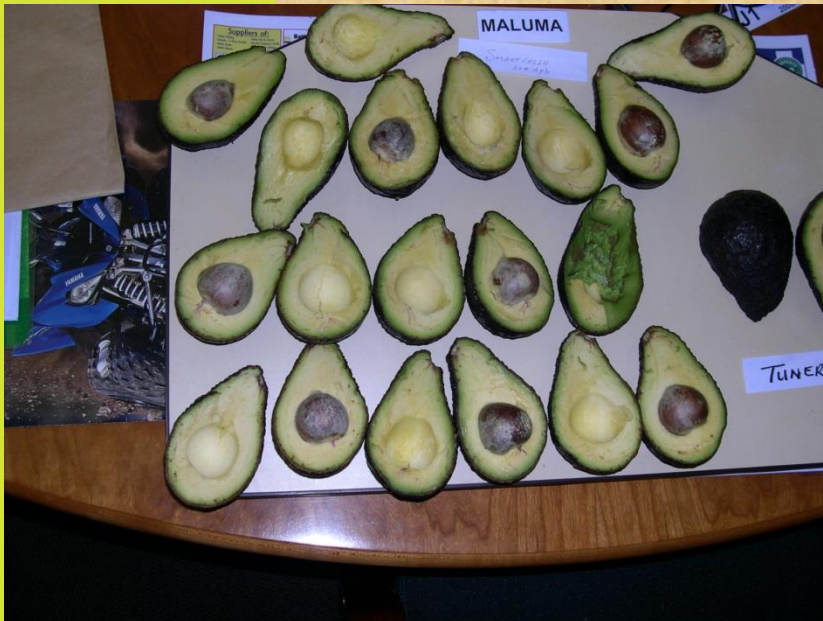


# INTRODUCTION

- ◎ **Growing Volumes**
  - ◎ **Creating uncertainties**
    - **Growers**
    - **Markets**
  - ◎ **Large plantings to come into production**
    - ◎ **22864 trees (ANA figures) planted since 2010**



# INTRODUCTION



- ◎ **Within Afrupro group:**
  - ◎ **Do not run away from problems**
  - ◎ **Seek permanent solutions**
  - ◎ **Team effort between:**
    - **Grower**
    - **Dr Andre Ernst**
    - **Afrupro team**
    - **Importers**

# THE PAST SEASONS

	2008	2009	2010	2011	2012	2013
Crop (Cartons)	21384	30360	44616	15840*	73068	
Pack house Issues	Yes	No	No	No	No	
Treatment SF/CA	CA	SF	SF/CA	SF/CA	SF	
Greypulp	Some	No	No	No	No	
Soft Landings	Some	Break	Break	No	No	
Vascular staining	No	No	No	Yes	No	
Ripening issues	No	No	No	No	Yes	

\* Hail year. Updated Smartfresh rooms at Letaba Packers

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\*\* Estimates (93000 cartons existing growers) and moving in different areas



# TARGET MARKETS

- ◎ **First years mainly Ripeners**
  - ◎ Good indicators
  - ◎ Problem solvers
- ◎ **Later on Hard markets**
  - ◎ Larger counts
  - ◎ Larger volumes
- ◎ **Nowaday's**
  - ◎ 70 – 30 spread



# CHALLENGES

## ⦿ Greypulp and soft landings

- ⦿ Mineral analysis

- ⦿ Pack house handling

- ⦿ Smartfresh treatment

- ⦿ Cooling

- ⦿ New challenge in 2013 –  
extended to other areas



# CHALLENGES

- ⦿ **Vascular staining**
  - ⦿ **Never been big issue**
  - ⦿ **Ethylene exclusion**
  - ⦿ **Pack house protocols**
- ⦿ **Future with more areas?**



# CHALLENGES

- ◎ Ripening issues
  - ◎ Too Smart with Smartfresh?
  - ◎ Middle of the season
  - ◎ Dr Frans Kruger involved
  - ◎ Orchard issues



# POSSIBLE SOLUTIONS



- ◎ **TEAM EFFORT !!!!**
- ◎ **Maluma Growers Forum**
- ◎ **Growers**
- ◎ **Pack houses**
- ◎ **Researchers**
- ◎ **Extension officers**
- ◎ **Exporters**

# POSSIBLE SOLUTIONS



- ◎ **Maturity testing**
- ◎ **Consolidate volumes in one pack house /area**
- ◎ **Smartfresh young orchards as far as possible**
- ◎ **CA treatment to ripeners – older orchards**
- ◎ **Orchard management**

# POSSIBLE SOLUTIONS



## ⊙ Packhouse:

- ⊙ Handle cv. with priority
- ⊙ Pack away today a.f.a.p.
- ⊙ Cool down to 6°C a.s.a.p.
- ⊙ Treatments
- ⊙ Cold chain management

# POSSIBLE SOLUTIONS



- ◎ For real grower success:
- ◎ Keep emotions out of equation
- ◎ Think about the cultivar and its challenges
- ◎ Think about your success in the marketing

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Thank you