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**Development of Maluma as a
commercial cultivar
2009 - 2013**

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Introduction

- Afrupro committed to Maluma
- Commercial from 2006 with steady growth in volumes
- 120 000 cartons 2013
- Initially many issues related to marketing and quality
- Handle with care



Introduction

- Concerted effort between growers, marketers and researchers
 - Maluma grower Forum
 - 4th Maluma day
- Perception in the market place
- Ripe & Ready future
- Distinctive Cultivar
- Specific marketing plan



Maluma the cultivar

- Positive aspects of Maluma:
 - Precocious
 - Smaller tree – manageable
 - Less small fruit
 - High pack outs vs Hass
 - Bigger sizes



	Class 1		Class 2		Waste	
	Maluma	Hass	Maluma	Hass	Maluma	Hass
2012	81.91	67.2	8.38	10.63	9.7	22.17
2013	82.17	72.22	6.83	9.58	11.00	18.2

Maluma the cultivar

- Main issues were
 - Greypulp
 - Soft landings
 - Vascular staining
- Last three years steady increase in good arrivals
- Consider area, grower, tree age, irrigation regimes, mineral analyses and then market



Maluma the cultivar

- Protocols developed to aid the producers, pack houses and receivers.
- Strain on pack houses
 - Special effort
- New set of rules when farming with Maluma
- When adhered to these the results are there.

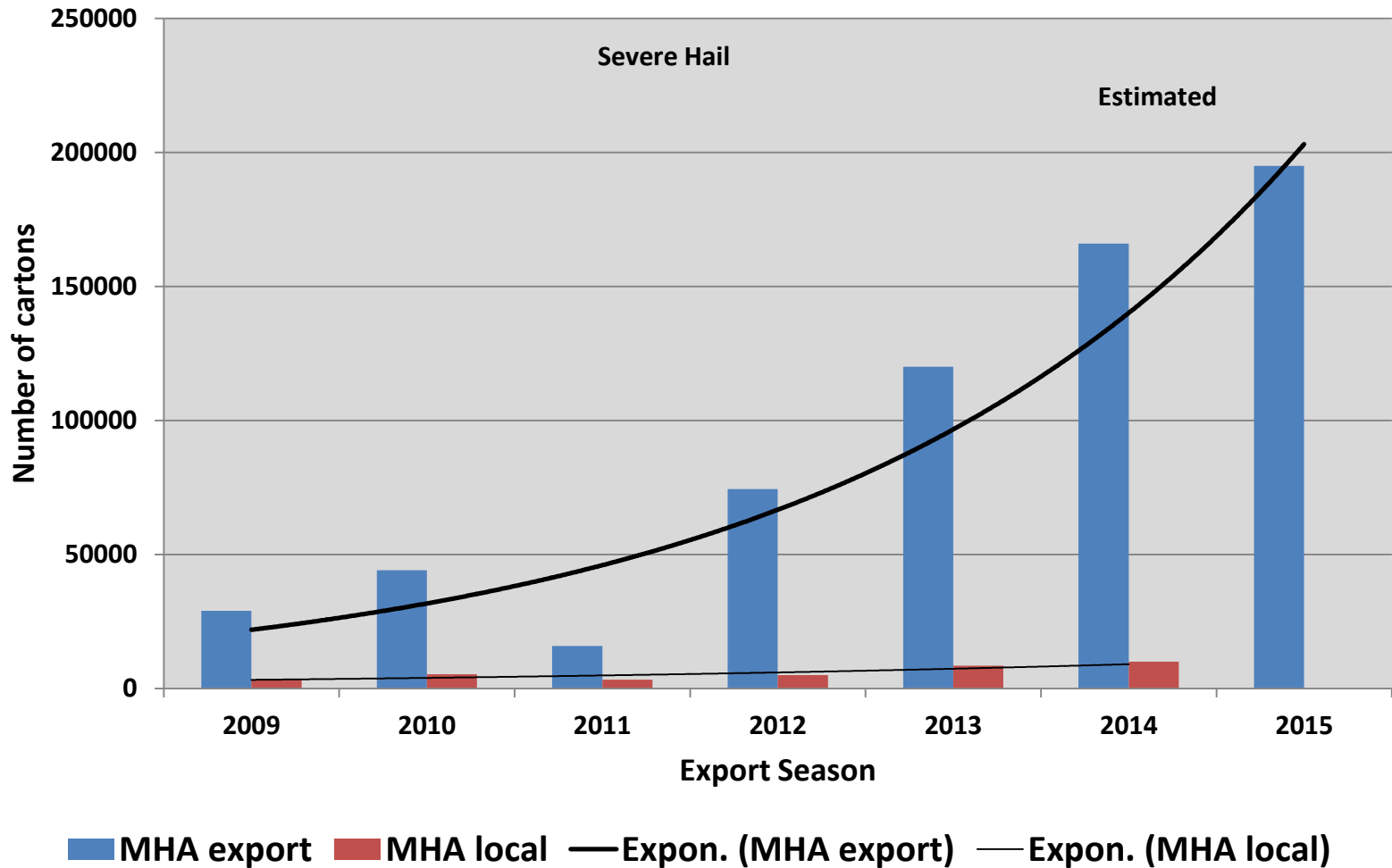


Maluma in the market

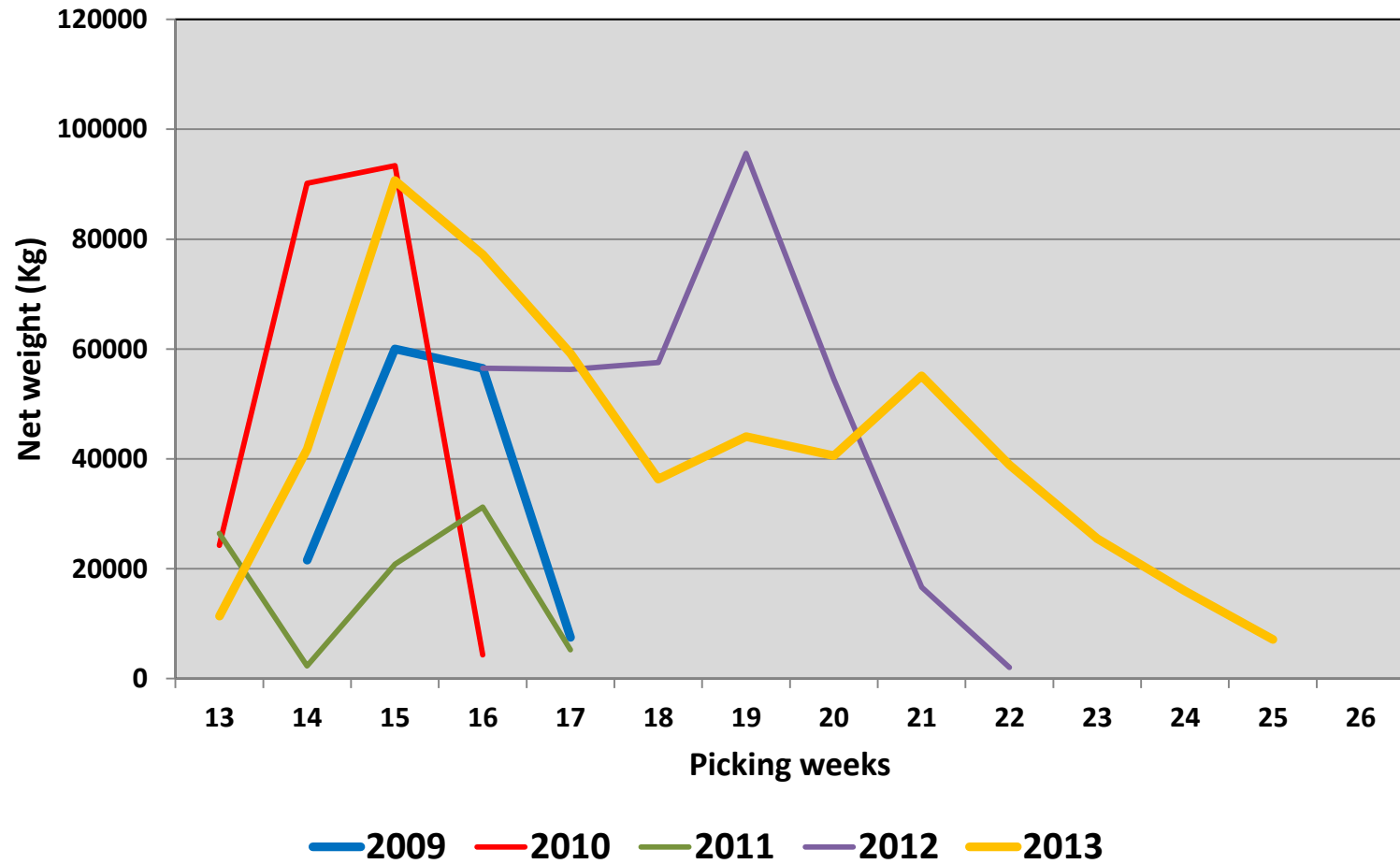
- **Volume development**
- **Maluma vs Hass**
 - International
 - Local
- **Country distribution**
- **Market segment**
 - International
 - Local
- **BOF**



Volume growth 2009 - 2013

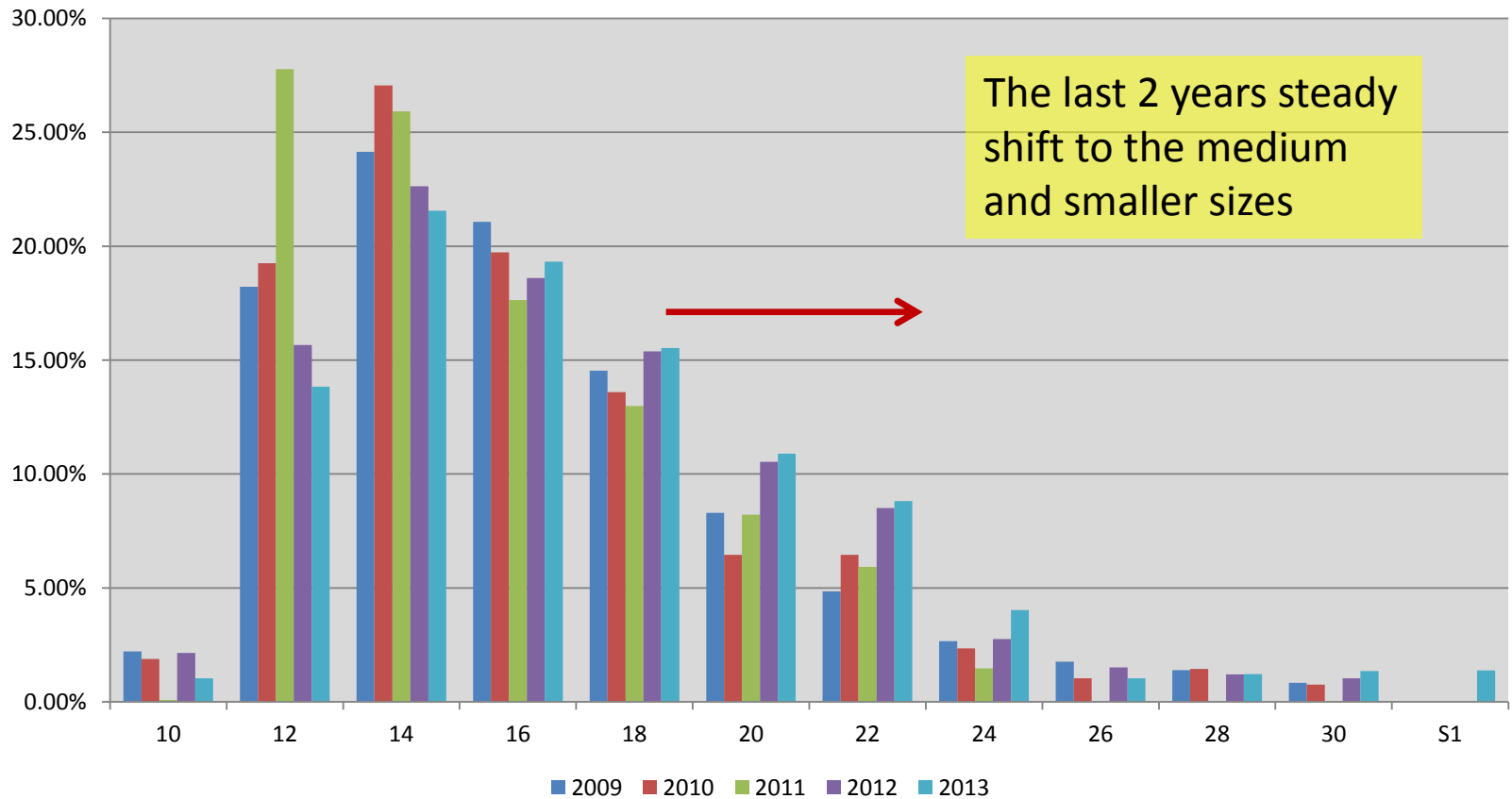


Volumes 2009 - 2013

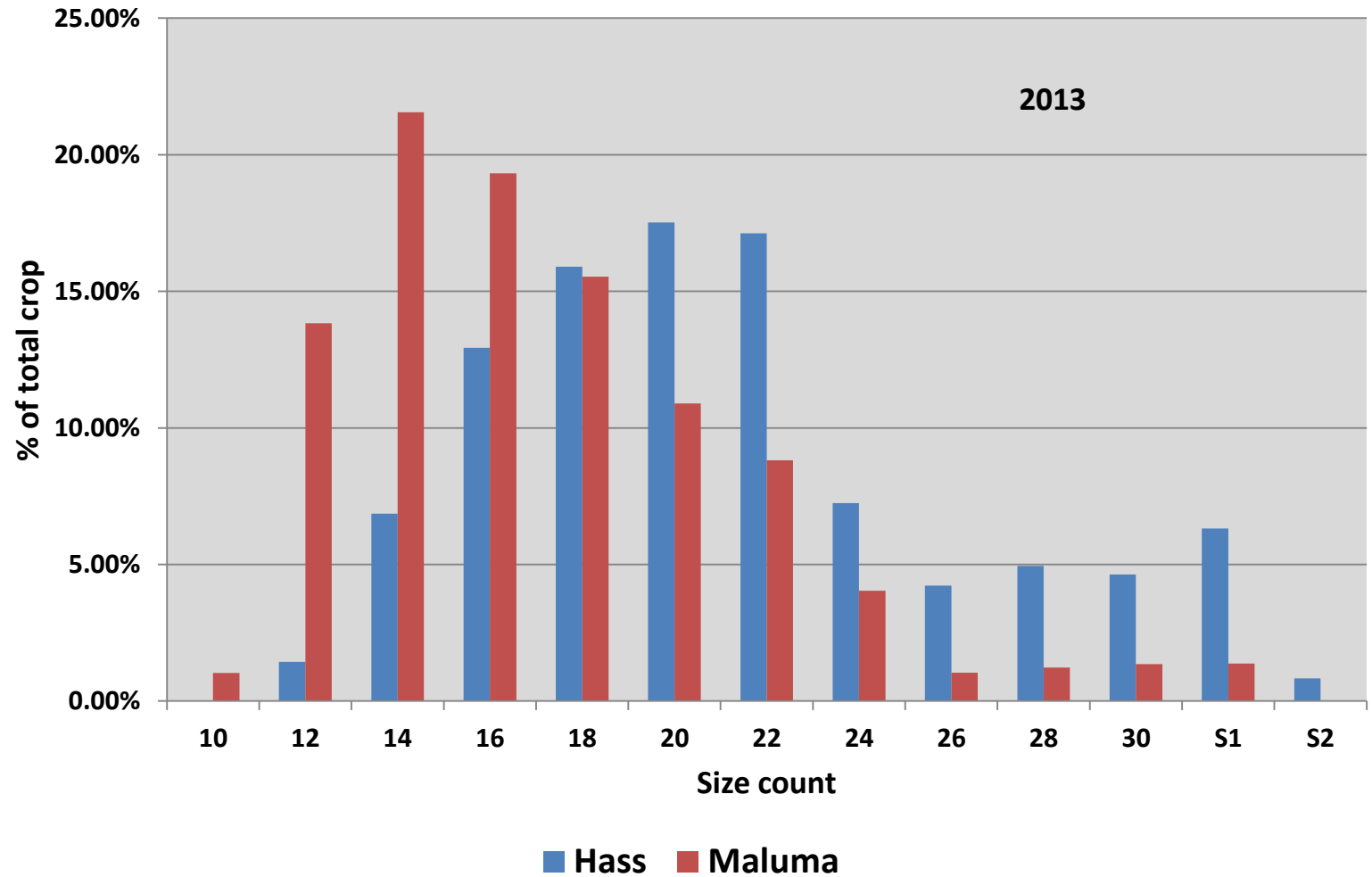


Size distribution 2009-2013

Maluma 5 years

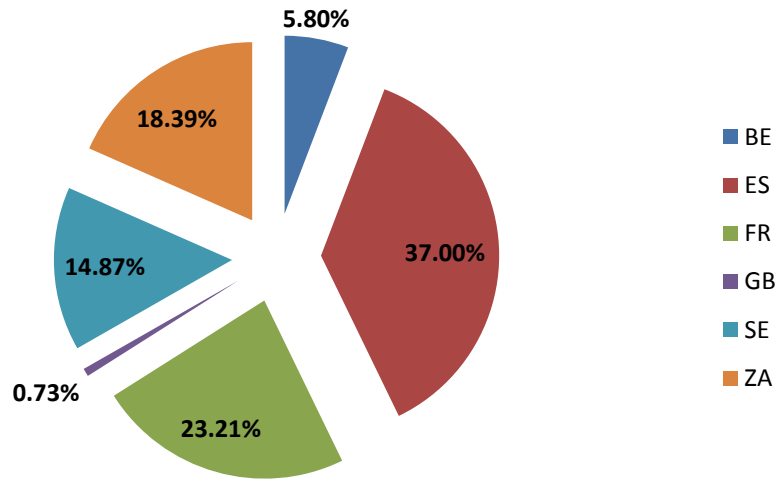


Size comparison Hass vs Maluma

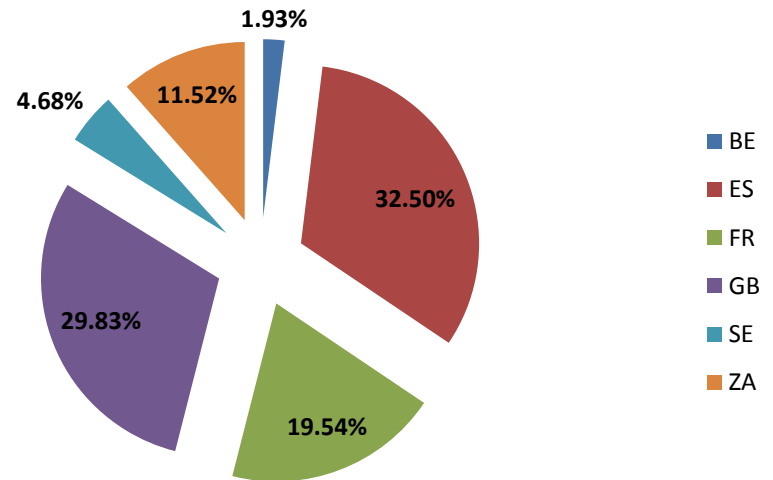


Country of destination

2009

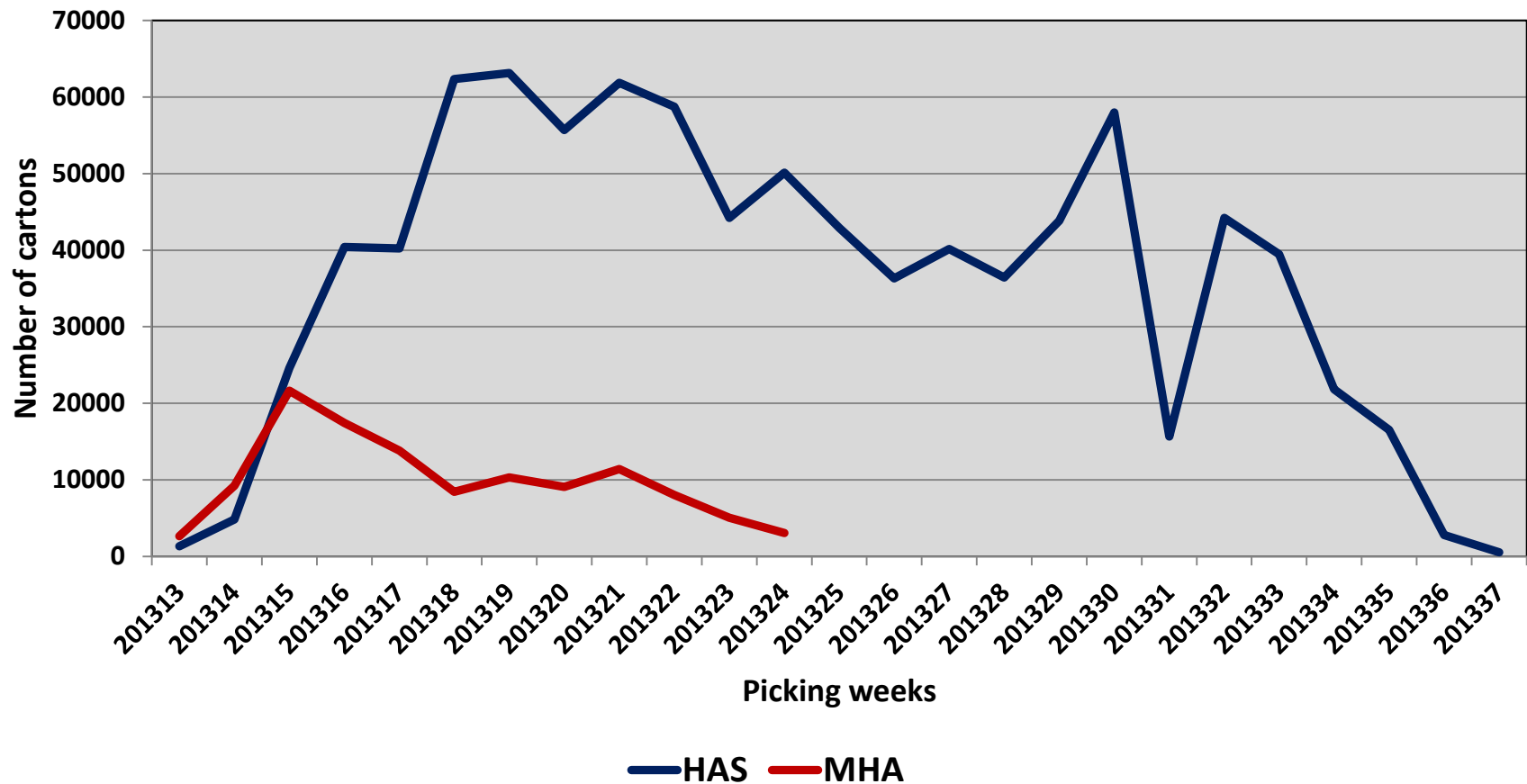


2013

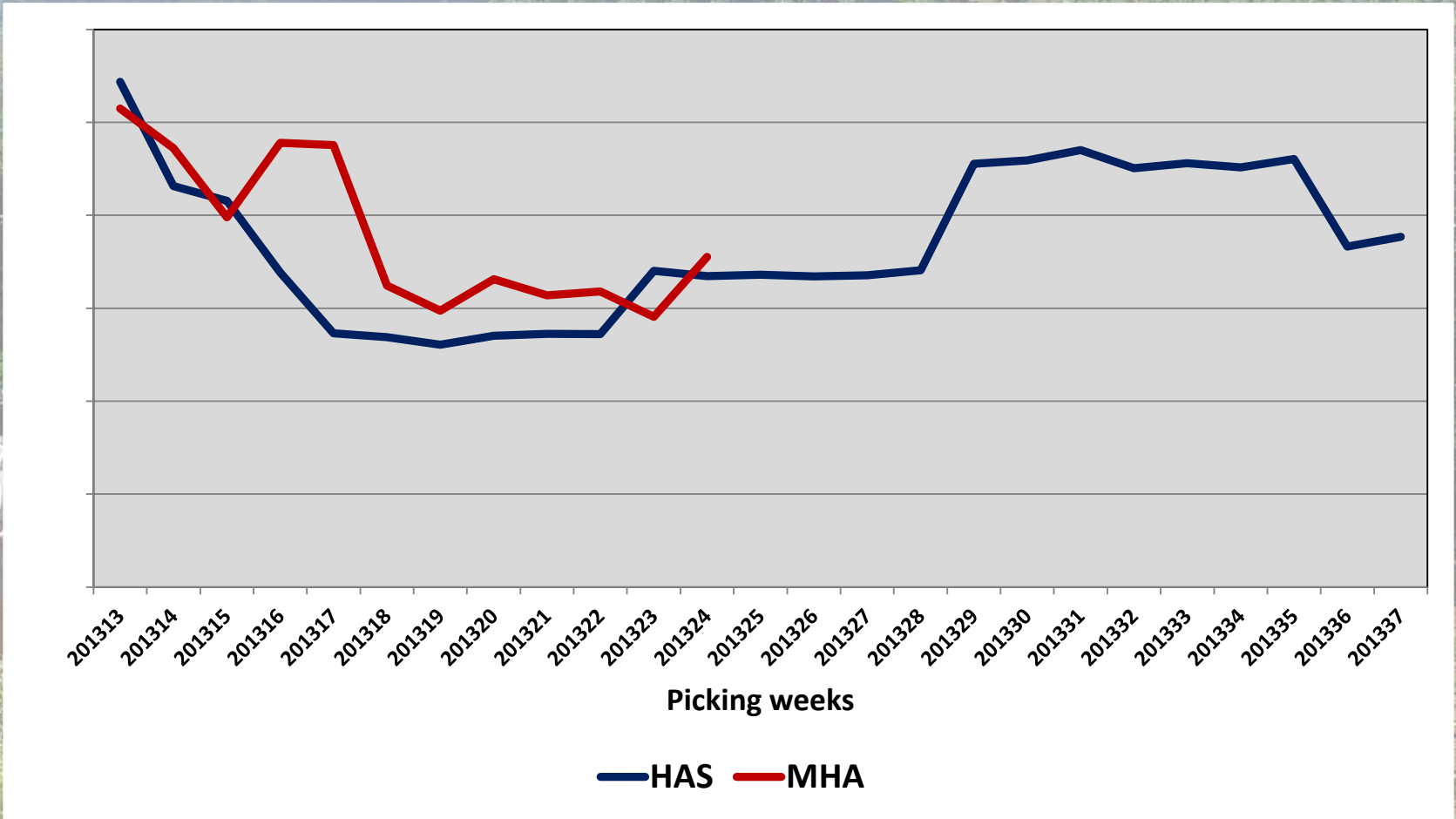


Volume flow Hass vs Maluma

Weekly export volumes



BOF - Export prices (4kg equivalent)



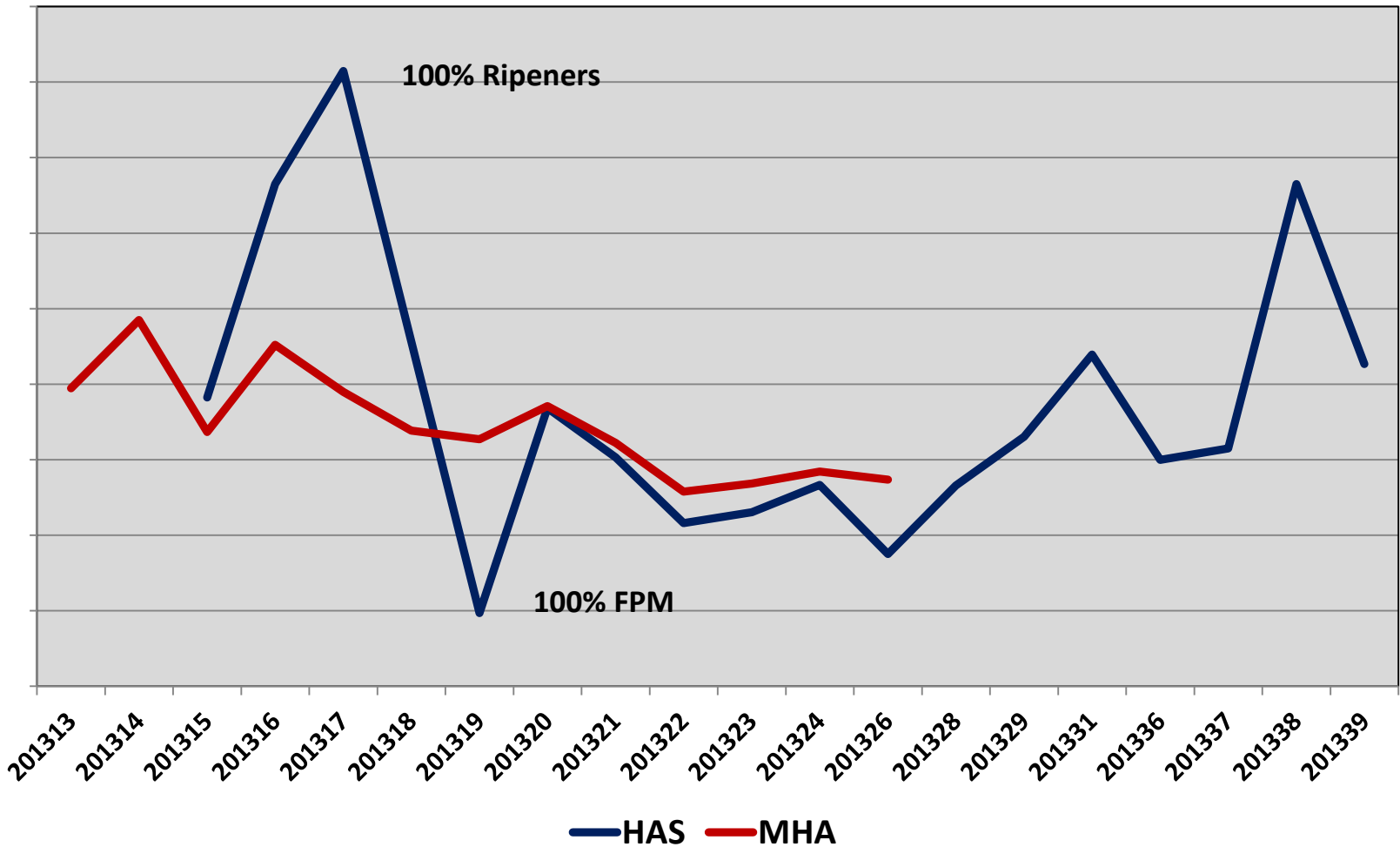
Maluma Market segment

Export	Direct sales	Open Market
2009	0%	100%
2013	53%	47%

Local	Direct sales	Open Market
2009	95%	5%
2013	87%	13%



BOF Local prices (4kg equivalent)



Container type used

Treatment	2009	2010	2011	2012	2013
CA	7.11%	3.59%	0.00%	0.36%	31.51%
SMART FRESH	92.89%	96.41%	100.00%	99.64%	68.49%

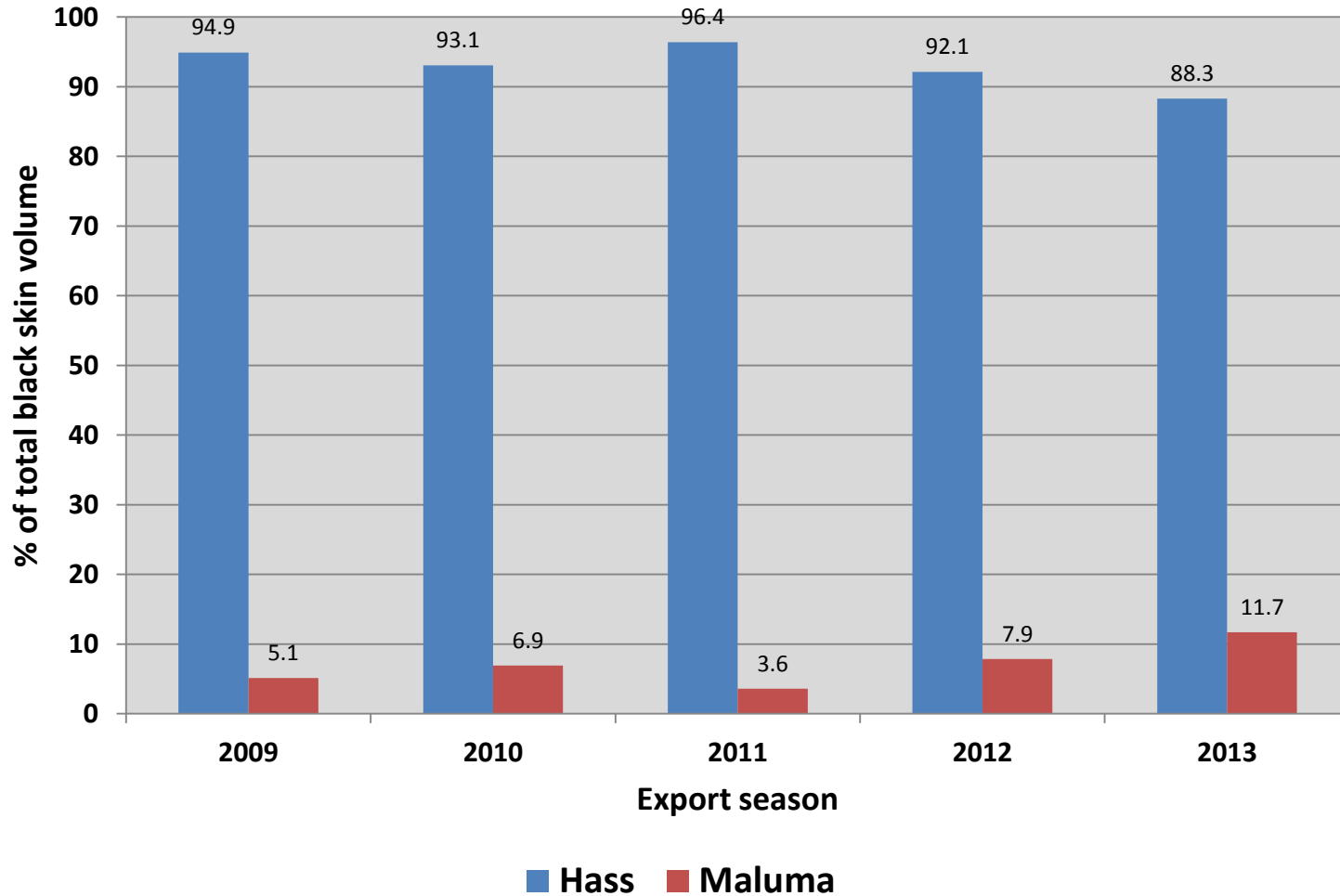
Bigger sizes (10 – 14) normally Smartfresh treated to give them legs down to Spain.

Jumble sizes also treated for extended shelf life – pallets fill slowly and are therefore prone to softening during transit.

Medium sizes (16 – 24) are mostly CA treated to go into ripening programs

Fruit from young orchards are normally treated against Greypulp

Maluma vs Hass volume 2013



Quality results 2008 - 2013

	2008	2009	2010	2011	2012	2013
Crop (Cartons)	21384	30360	44616	15840*	73068	120734
Pack house Issues	Yes	No	No	No	No	Yes
Treatment SF/CA	CA	SF	SF/CA	SF	SF/CA	SF/CA
Greypulp	Some	No	No	No	No	Some
Soft Landings	Some	Break	Break	No	No	Some
Vascular staining	No	No	No	Yes	No	No
Ripening issues	No	No	No	No	Yes	No

The 2014 outlook is 166,000 cartons, a 30% growth, mostly internally

Conclusions - Technical



- **Good progress has been made**
- **Lots of young orchards**
- **Protocol refinements**
- **Pack house challenges**
- **Fruit sizes**
- **CA vs SF**

Conclusions - Technical



- **In Field practises needs to be refined**
- **Grower specific**
- **Quality is improving**
- **More research needed**

Conclusions - Technical

- **Different temperature regimes Hass vs Maluma**
 - Cooling
 - Shipping
 - Storage
 - Ripening
 - Shelf temperatures



Conclusions

- It's not going to be easy
- Stand on it own legs
- Further introduction to/in market needed
- 50% new plantings coming into production the next 3 – 4 years
- Volume will reach the 500,000 carton mark within the next 5 – 6 years.



Conclusions

- **Quality vs protocols**
- **Research still needed to refine protocols**
- **No easy way out - ripening is the future**
- **Ripening protocols at each receiver/handler**
- **Practical volumes needed for ripeners**



Conclusions

- **Understanding of the ripening physiology and how to manage ripened fruit is needed**
- **Marketing drive in EU to get ripeners to understand/accept the difference between Hass and Maluma**
- **Smartfresh vs CA**
- **Early vs later**





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- **Maluma is growing in popularity**
- **Challenges remain**
- **Research should continue**
- **Grower and marketing cooperation extremely important**

