

*Maluma day*  
20 Feb 2014



# A ZZ2 Perspective of the Maluma Variety

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*Maluma-day*  
20 Feb 2014



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**ZZ2**

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- **Why Maluma?**

- Producers are agents for customer value (the Maluma offers great value to the customer)
- Earlier Hass variety (ZZ2 area) (local & export)
- Proudly South African
- Great tasting (nutty flavour & high oil content)
- Shape (pear), colour (dark purple) & appearance (alligator skin) all very appealing

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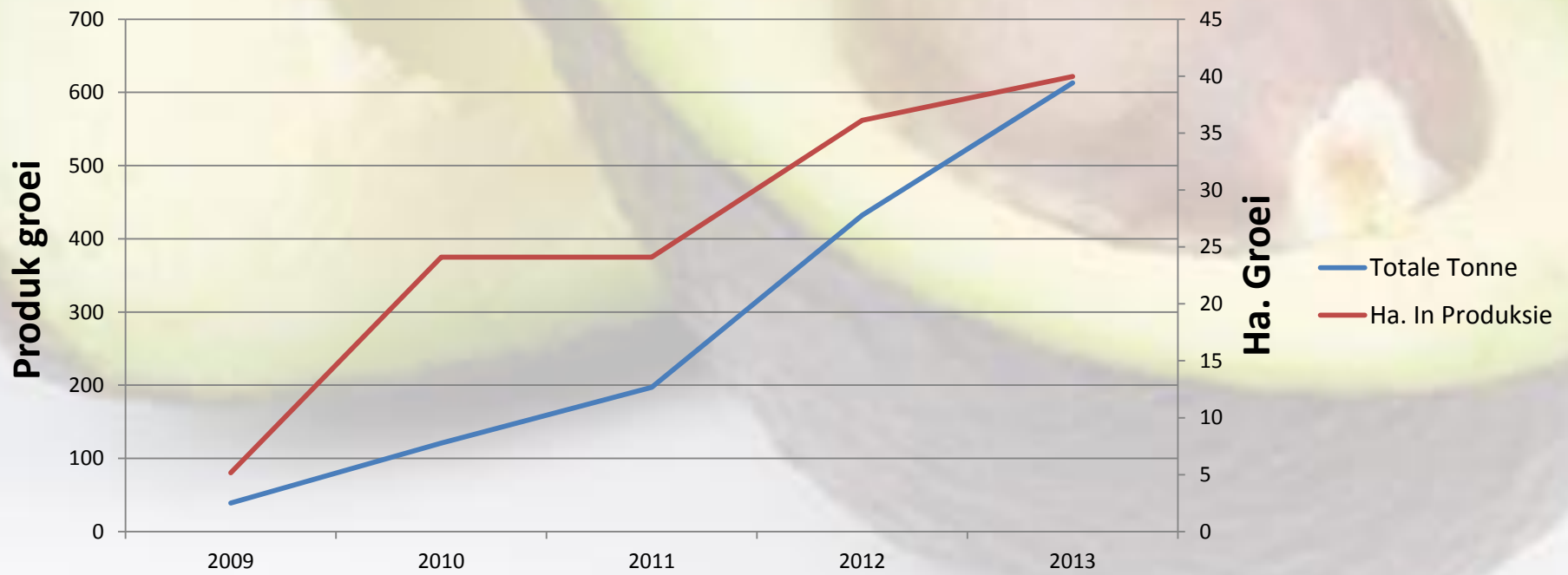


- **Why Maluma (cont.)?**
  - Bigger sizing (especially for the local market)
  - Flesh to pip/seed ratio excellent
  - For the producer – yields are very high (>20 tons/ha)
  - Ripens very well
  - No cold damage
  - Currently exporting to France, Belgium & Spain

# ZZ2: GROEI IN MALUMA PRODUKSIE AFGELOPE 5 JAAR

|      | TOTALE TONNE | Ha. IN PRODUKSIE |
|------|--------------|------------------|
| 2009 | 39           | 5,17             |
| 2010 | 121          | 24,11            |
| 2011 | 197          | 24,11            |
| 2012 | 432          | 36,12            |
| 2013 | 613          | 39,96            |

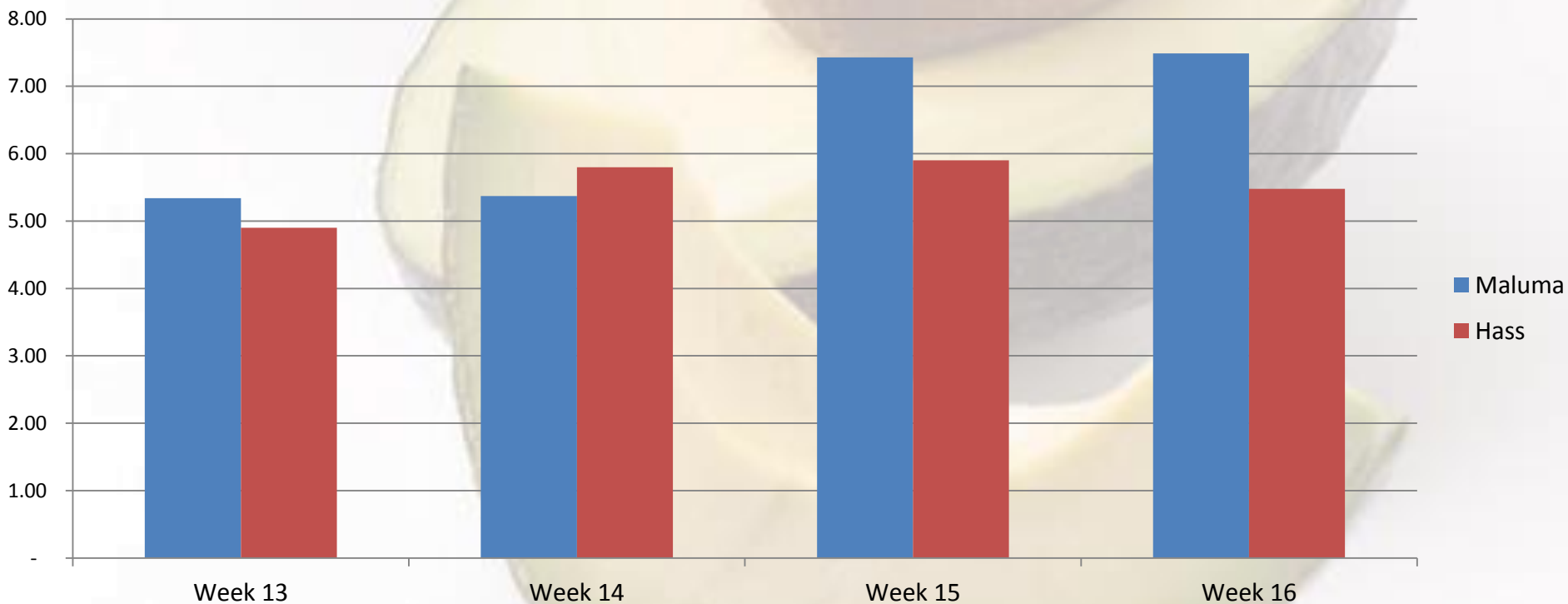
ZZ2 MALUMA: GROEI SEDERT 2009



# PRYS/KG. TEENOOR HASS PER WEEK 2013

|         | MALUMA | HASS |
|---------|--------|------|
| WEEK 13 | 5,34   | 4,90 |
| WEEK 14 | 5,37   | 5,80 |
| WEEK 15 | 7,43   | 5,90 |
| WEEK 16 | 7,49   | 5,48 |

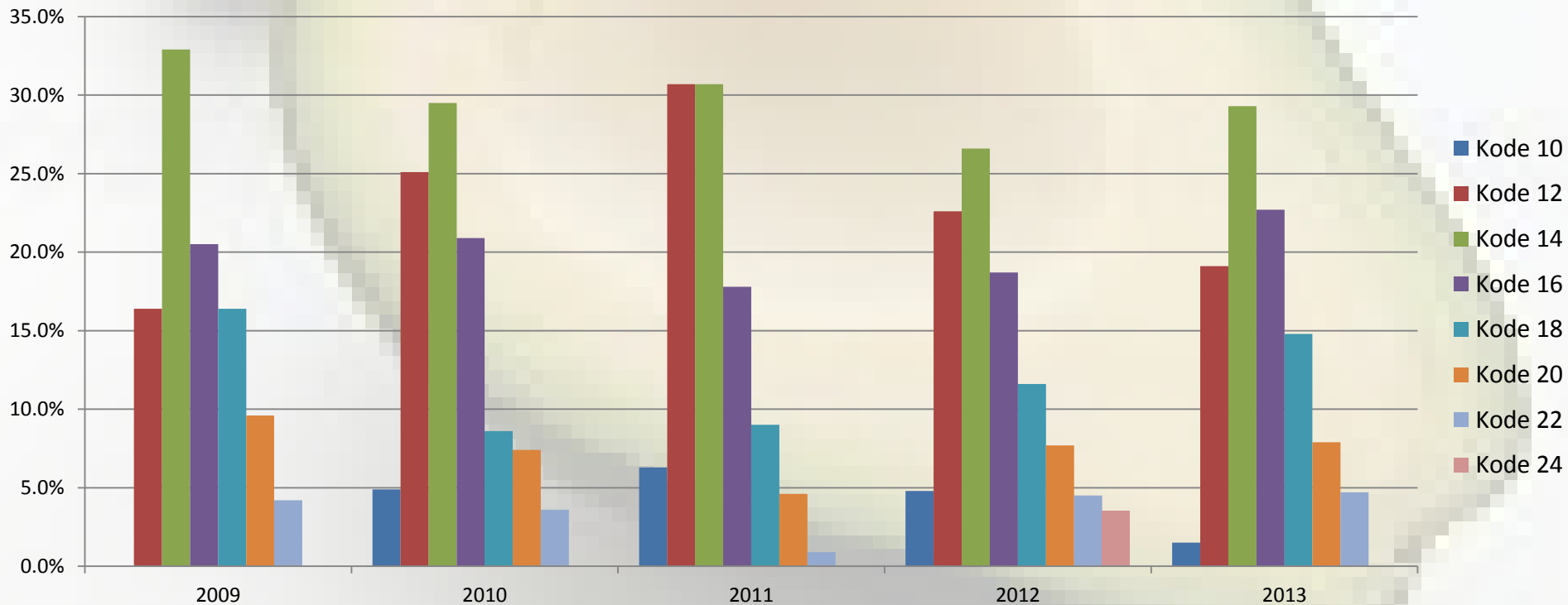
Prysvglk. Oorstemmende Weke (R/kg.) NVPM



# GROOTTE VERSPREIDING PER SEISOEN

|             | KODE 10 | KODE 12 | KODE 14 | KODE 16 | KODE 18 | KODE 20 | KODE 22 |
|-------------|---------|---------|---------|---------|---------|---------|---------|
| <b>2009</b> |         | 16,4%   | 32,9%   | 20,5%   | 16,4%   | 9,6%    | 4,2%    |
| <b>2010</b> | 4,9%    | 25,1%   | 29,5%   | 20,9%   | 8,6%    | 7,4%    | 3,6%    |
| <b>2011</b> | 6,3%    | 30,7%   | 30,7%   | 17,8%   | 9,0%    | 4,6%    | 0,9%    |
| <b>2012</b> | 4,8%    | 22,6%   | 26,6%   | 18,7%   | 11,6%   | 7,7%    | 4,5%    |
| <b>2013</b> | 1,5%    | 19,1%   | 29,3%   | 22,7%   | 14,8%   | 7,9%    | 4,7%    |

Grootteverspreiding per Seizoen



**THANK YOU**

