



Maluma Brand Launch

ZR Ernst - Allesbeste

*Maluma-dag*²⁰¹⁴

Why do we need branding?



Allesbeste
kwekerij
"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Differentiating the cultivar

We don't need to make it different, we just need to highlight its **differences**

Its not about branding head on with current avo Brands, its about differentiation based on a cultivar and characteristics

Emphasis on the **cultivar**



*Maluma-dag*²⁰¹⁴

It's about a move...

Rational *(Old People)*

"OOMPIES EN TANNIES?"

Do I want it?

What does it do?

What does it cost?

How does it compare?

to...

(Young people)

"DIE KINDERS VAN VANDAG"

Emotional

I want it...

It looks cool...

I'm going to get it...

I only want this one...



Allesbeste
kwekery

"Kwaliteit weens passie"

Maluma-dag²⁰¹⁴



Consumer education

CONSUMPTION



Informing both the re-seller and consumer



Tell the consumer what they are buying & enjoying...



Allesbeste
kwekerij
"Kwaliteit weens passie"

Maluma-dag²⁰¹⁴

Create excitement



Maluma-dag²⁰¹⁴

What is in it for the farmer?

Added *value*



A GROWING MARKET FOR SUSTAINABLE GROWTH

Most importantly - Flexibility



Allesbeste
kwekerij

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Industry planted
roughly 166ha from
2000 till 2014

Tree orders for
2014 to 2016
amount to
111ha

Production growth

WE'RE DOUBLING FOURTEEN YEARS WORTH OF PRODUCTION IN JUST
MORE THAN TWO YEARS



*Maluma-dag*²⁰¹⁴

Other Industries...



Allesbeste
kwekerij
"Kwaliteit weens passie"

Maluma-dag 2014

Other Industries...



*Maluma-dag*²⁰¹⁴

Other Industries...



Allesbeste
kwekery
"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Maluma – Just another avo?

WHAT MAKES IT DIFFERENT???

Key **success** factors
(KSF)



*Maluma-dag*²⁰¹⁴

Fruit Size

Maluma is generally 2 sizes larger than Hass

Mostly similar to Fuerte

HASS
18; 20; 16



Maluma
14; 16; 12; 18

Maluma is Makulu



Allesbeste
kwekerij
"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴



Ripe & Ready

SUITABILITY AND EXPERIENCE

*Years of
good experience
and
quality through
Novasun*



ACTUAL Maluma IN WOOLWORTHS



Allesbeste
kroekeery

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Better external appearance

Maluma colours better after ripening



Maluma



HASS



Allesbeste
keiekerie
"Kwaliteit weens passie"

Maluma-dag 2014

No Internal (orchard) cold damage

EVEN UP TO -4C

One less quality issue



None of **this!!!!**



Taste...

A nutty indulgence



Maluma's oil levels are more consistent throughout its maturity cycle than Hass. It means more consistent taste and **texture.**

...and again appearance??



Allesbeste
keiekerij

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Fruit flesh %

SMALLER SEED ENSURE MORE FRUIT

...and again appearance??



This...

vs



That??



Allesbeste
kwekerij

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴



Less chemicals used

Especially less than **Fuerte**



Allesbeste
kwekery

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Heritage

Maluma is the first and only commercial avocado cultivar discovered and developed locally in South Africa.

Tsamaya o bulele

MALUMA WAS DISCOVERED BY THE LATE DRIES JOUBERT ON HIS FARM, MALUMA IN LEVUBU, LIMPOPO, AND BROUGHT TO ALLESBESTE NURSERY FOR FURTHER DEVELOPMENT AND RESEARCH. PLANT BREEDER'S RIGHTS ARE HELD BY ALLESBESTE.

An avo with a story

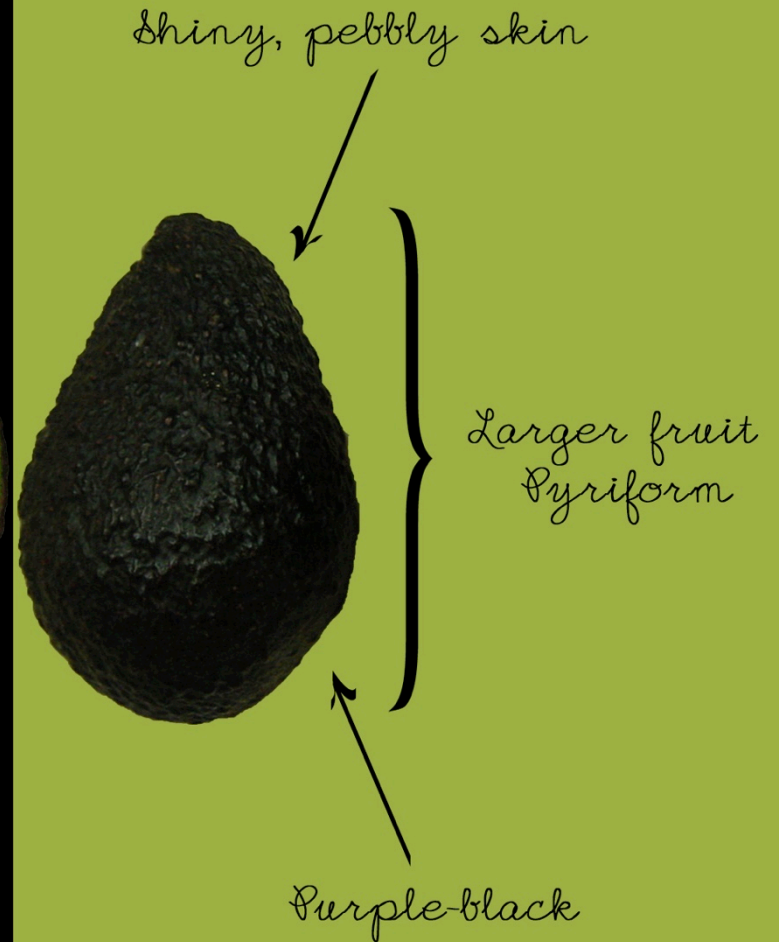
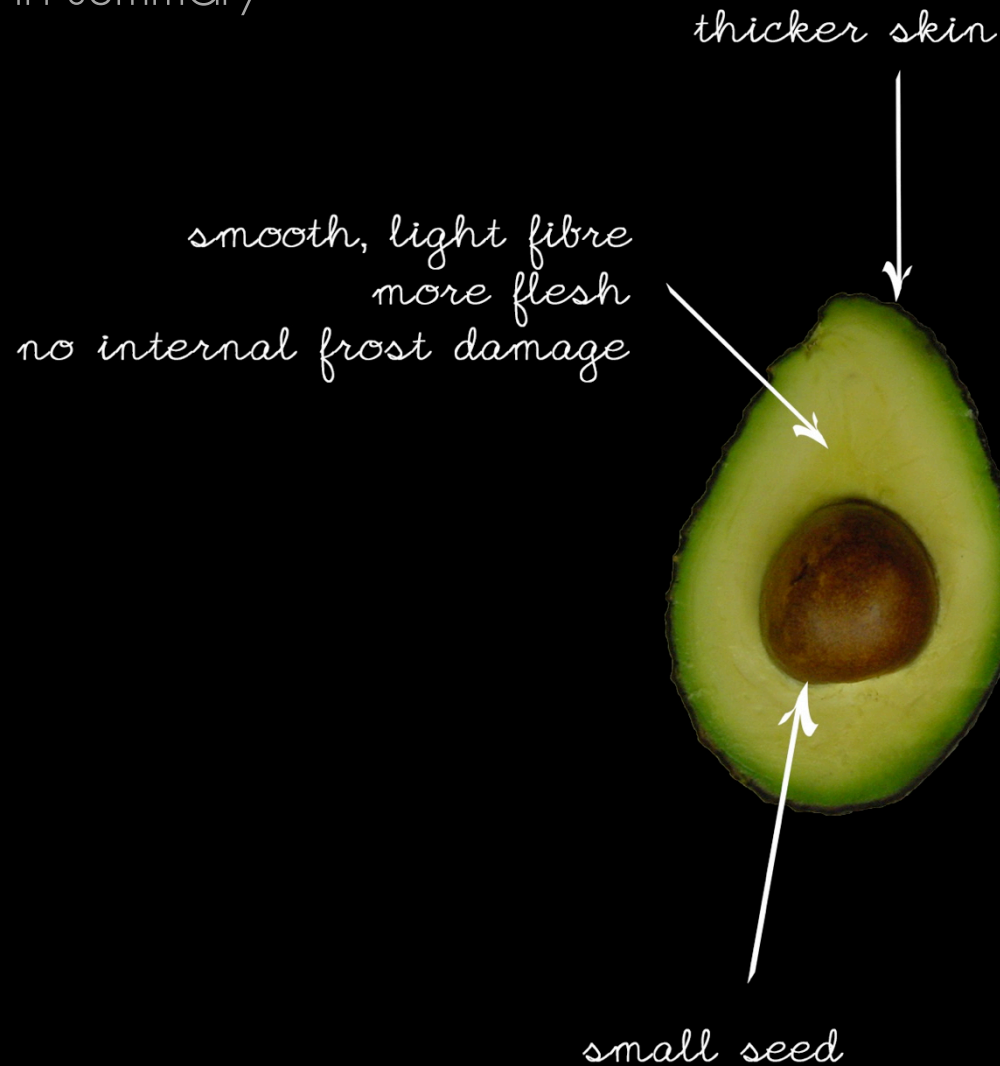


Allesbeste
kwekery
"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴

Characteristics

in summary



Our Brand...



*Maluma-dag*²⁰¹⁴



Maluma
avo

Brand personality

visual

Out there!!!

Creative

fresh

fun

MODERN

Aim of the Brand

TO CREATE AWARENESS

OF DIFFERENT AVO CULTIVARS

TO ENTICE THE CONSUMER THROUGH VISUAL STIMULATION

TO PROVIDE BACKING TO A QUALITY PRODUCT

TO DEVELOP THE LOCAL AVOCADO MARKET

TO EDUCATE THE LOCAL CONSUMER

IN TERMS OF TASTE

IN TERMS OF USAGE

IN TERMS OF A UNIQUE CULTIVAR

TO PROVIDE THE CONSUMER WITH AN EXPERIENCE

TO ENSURE THAT THE CONSUMER KNOWS WHAT HE/SHE BUYS

TO PROVIDE CONSISTENT QUALITY

TO ENSURE RESPONSIBLE PRODUCT HANDLING AND PRODUCTION

TO DEVELOP A MARKET FOR THE MALUMA FARMER

Not For Profit!!!!

THERE IS NOW FINANCIAL GAINS FOR ANY ENTITY INVOLVED OTHER THAN THE SECONDARY ADVANTAGES OF PRODUCTION AND MARKETING.

The Main aim...The privilege of producing *Maluma*

We want to allow
the farmer to do
this by being
proactive



The Way Forward

TWO ESTABLISHED BRANDS PROVIDE CREDIBILITY



Currently 3 farmers, but participation is completely **voluntary**

Dankie



Allesbeste
kwekery

"Kwaliteit weens passie"

*Maluma-dag*²⁰¹⁴