

Maluma-dag



A ZZ2 Perspective of the Maluma Variety

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 @maluma_avo  maluma avocado  maluma_avo #maluma_avo

 Maluma
avo
it's a cultivar

Tsamaya o bulele

www.maluma.co.za

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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) Trees very precocious.
- Ripens very well (Mainly triggered)
- No cold damage
- Currently exporting to France, Belgium & Spain

WHERE DOES THE VARIETY FIT INTO OUR BASKET?

- **Window period for Hass – Chile finished, Israel finished, Spain finished. Peru not yet started with big volumes.**
- **It is the only Hass variety on the local market during this time. There are some customers that prefer the Hass variety and the size is also convenient for the local market.**
- **More and more enquiries from importers in Europe. The variety has now established itself and the demand for the variety is growing.**
- **The Maluma compliments the Hass and Lamb Hass very well in that it stretches the season on Hass.**



CUSTOMER FEEDBACK

- The local Maluma campaign in 2014 was a great success with very positive feedback from stores and customers. See the Maluma Facebook page.
<https://www.facebook.com/pages/Maluma-Avocado/203922189623584>
- The Hass variety in South Africa is becoming more widely accepted and consumers are becoming educated about the “black – turning” variety.
- There was a very strong drive by Allesbeste to market the variety locally. Consumers were educated about the variety and a number of demonstrations and taste tests were run in various centers.



FUTURE

- ZZ2 will continue to add the Maluma variety to its basket of avocados.
- We will continue to support the local marketing campaign as we are convinced the per capita consumption of avocados in South Africa is too low.
- The ripening protocol on the Maluma must be given to ripeners in Europe as its protocol differs from that of normal Hass.





THANK YOU

