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"Kwaliteit weens passie"
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Economic value of Maluma

Edrean Ernst - Allesbeste

2015
Maluma-dag

Recent Issues

- Sharp rise in minimum wage
- Hass small fruit problem
- Poor packouts

Labour Cost - Harvesting

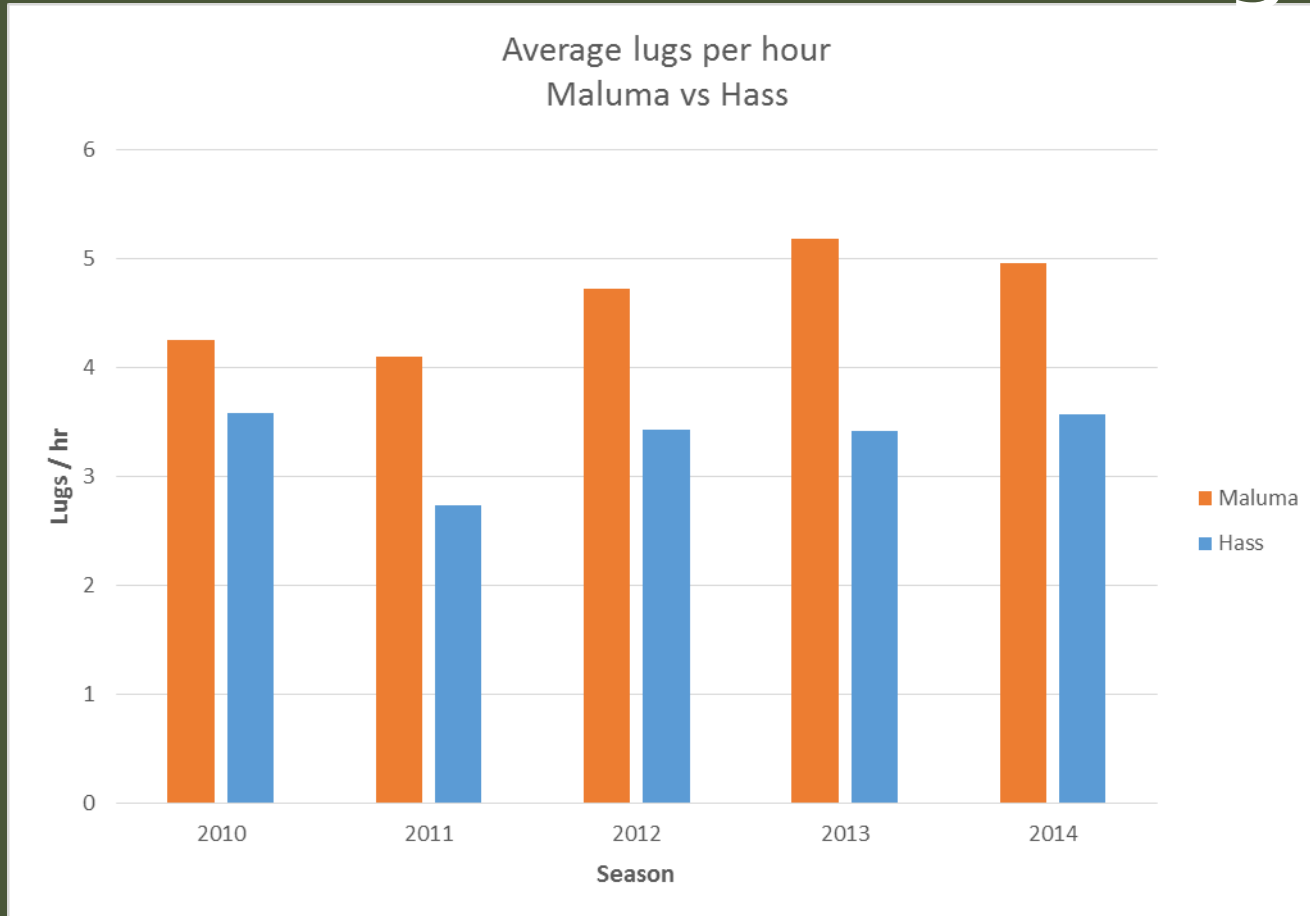


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Labour Cost - Harvesting

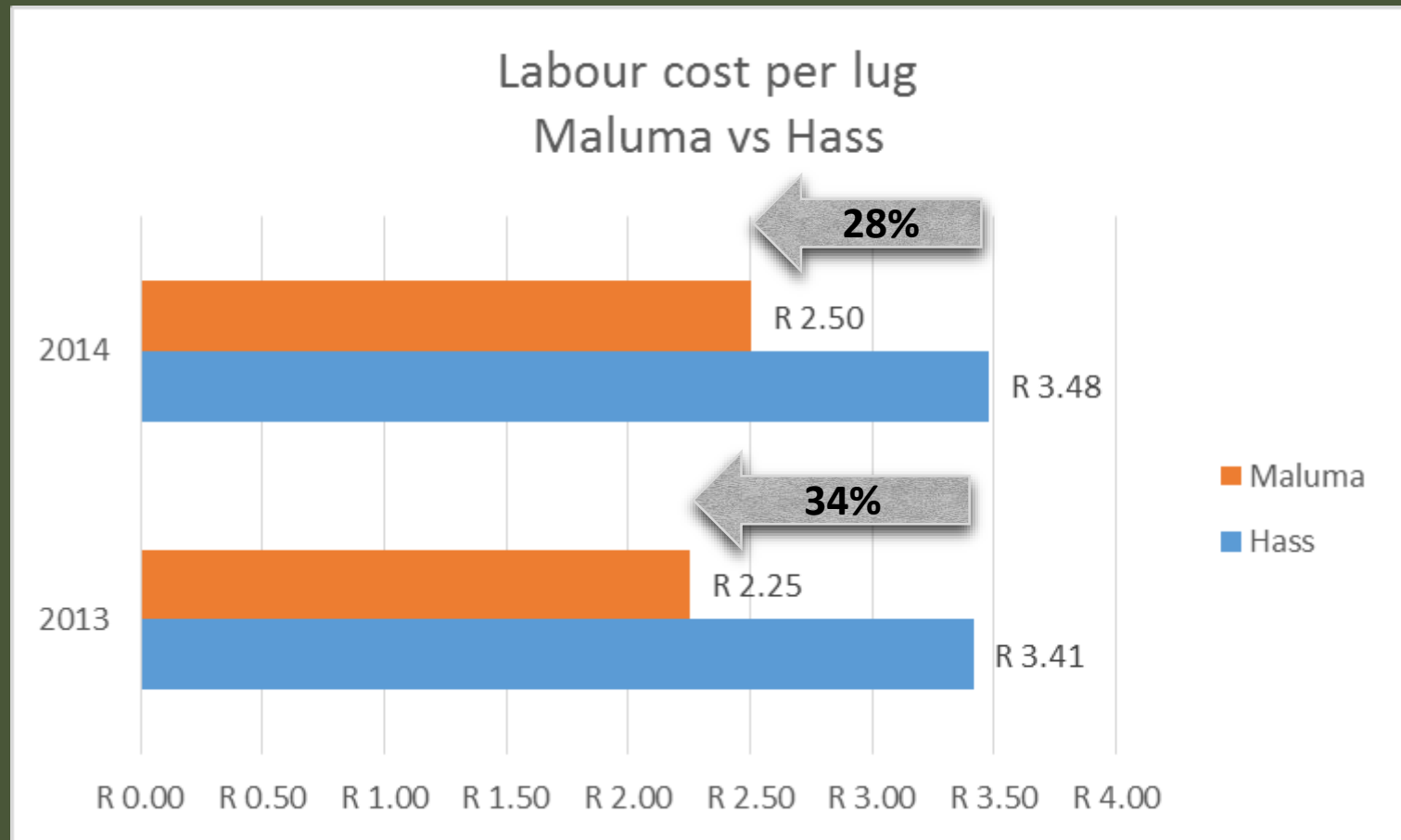


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Labour Cost - Harvesting

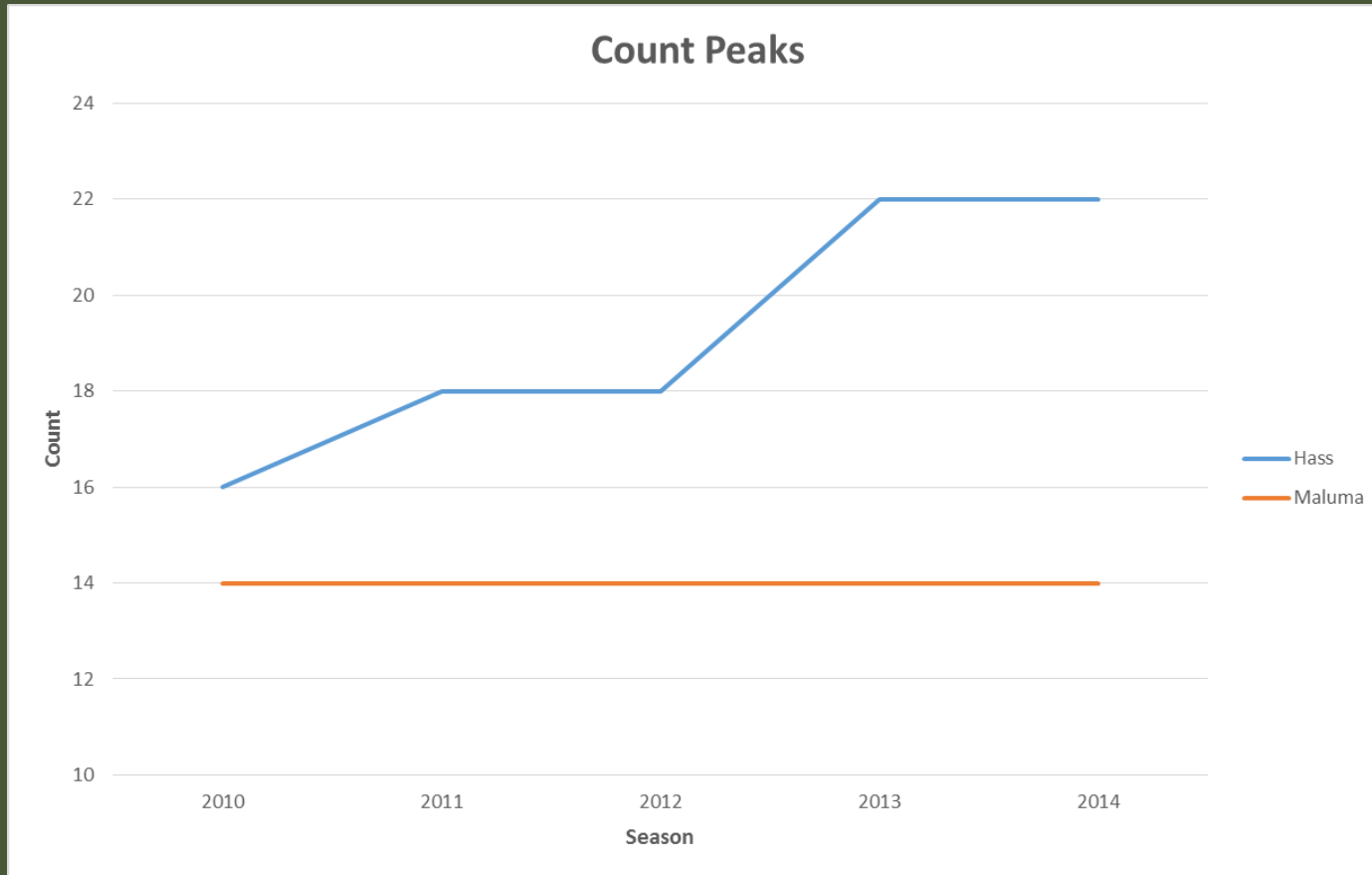


Price! Price! Price! ...or is it Production?

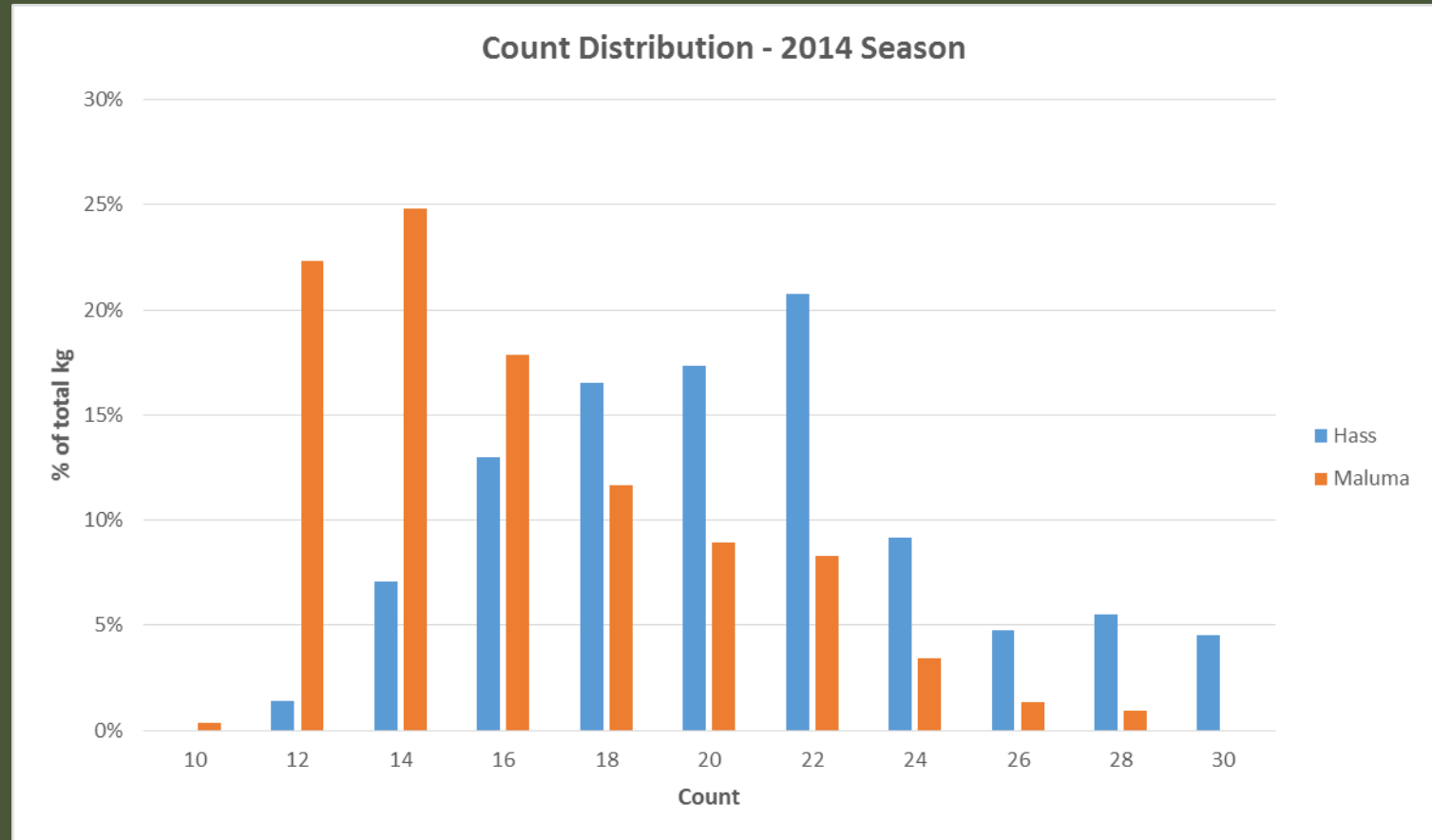
	Yield	5	7.5	10	12.5	15
Avg Price		-50%	-25%	0%	25%	50%
R 15.00	-50%	R 18,292.68	R 27,439.02	R 36,585.37	R 45,731.71	R 54,878.05
R 22.50	-25%	R 27,439.02	R 41,158.54	R 54,878.05	R 68,597.56	R 82,317.07
R 30.00	0%	R 36,585.37	R 54,878.05	R 73,170.73	R 91,463.41	R 109,756.10
R 37.50	25%	R 45,731.71	R 68,597.56	R 91,463.41	R 114,329.27	R 137,195.12
R 45.00	50%	R 54,878.05	R 82,317.07	R 109,756.10	R 137,195.12	R 164,634.15

... or Count...
... or Quality (packout)...

Small Fruit Problem



Small Fruit Problem



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Small Fruit Problem

- 2014 – Uniconazole („Sunny”)
 - 3 l/ha – 15 l/ha @ R630 per litre
 - = R1890 per ha – R9450 per ha
 - excluding tractor, mist blower and labour

2014 Packouts

2013			2014		
	Hass	Maluma		Hass	Maluma
Grade	%	%	Grade	%	%
1	65.0%	77.9%	1	45.9%	52.7%
2	7.9%	9.4%	2	11.2%	23.3%
W	27.1%	12.8%	W	42.9%	24.1%
Total	100.0%	100.0%	Total	100.0%	100.0%

Conclusion

- Maluma is more efficient in terms of labour intensive harvesting.
 - Harvesting faster = Harvesting cheaper
- Individual producers have no control over market price.
- Factors that can be controlled (management + genetics) :
 - Yield / production
 - Count
 - Quality

Conclusion

- Focus should be on what one can control.
- Genetics – You don't have to fix what isn't broken!
- In the end Maluma just makes financial and economic sense.

Thank you!
Baie dankie!



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