

Maluma's Marketing Value for Afrupro

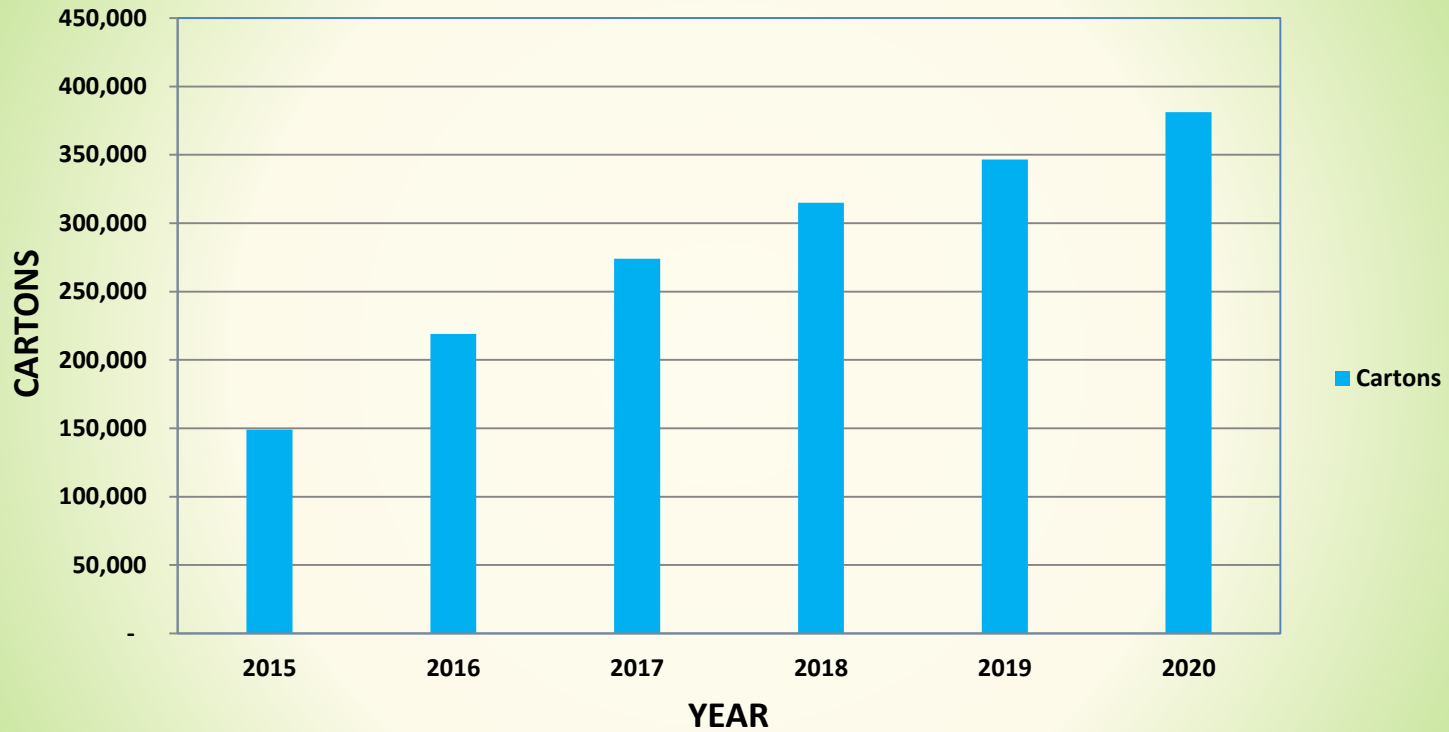


- Brought us back to basics
- Procurement tool - focus on Malumas
- Compliment Hass sizes



- **Strong future growth in volumes**

MALUMA PRODUCTION FORECAST



- High yielding cultivar - production/ha
- Maturity earlier in certain production areas
- Even colouration if oils on right levels
- Less sensitive to lenticel damage and orchard cold damage



- **Improve supply to Spain, Germany & France**
- **Accepted by Tesco & Asda in UK**
- **Opportunities in local market**



- A truly South African brand on offer
- Promotional drive supported by producers



THANK YOU

