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"Kwaliteit weens passie"
www.allesbeste.com



Maluma in die boerdery mandjie

ZR Ernst - Allesbeste

2015
Maluma-dag

Overview

HET JY WERKLIK MALUMA NODIG
WAT GAAN MALUMA IN JOU BOERDERY DOEN?

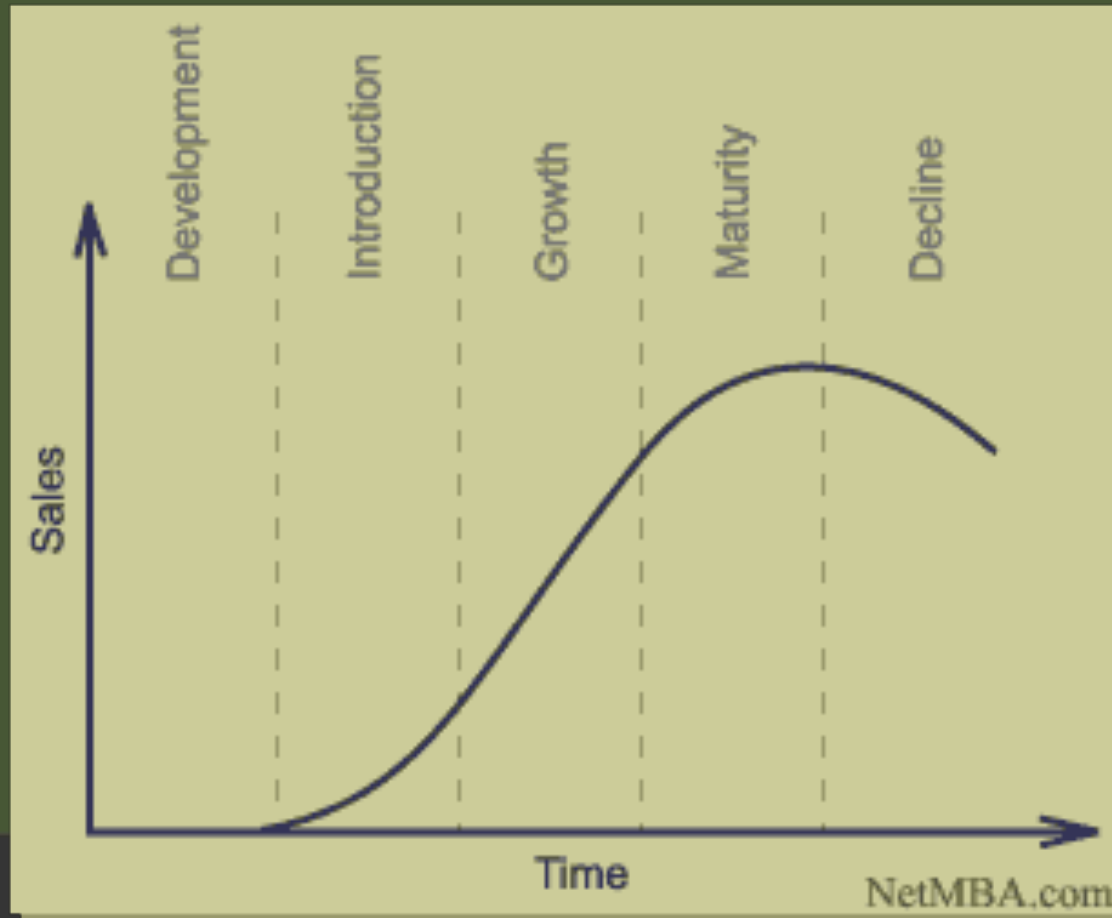
"MY PLAAS IS 'N HASS/FUERTE PLAAS"

"MY PLAAS IS 'N LAATSEISOEN PLAAS"

ONS HET ALMAL VERSKILLENDE DOELWITTE VIR ONS
BOERDERY:

- MODERN
- KLEIN MAAR PRODUKTIEF
- GROOTSTE

Product Life Cycle



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PLC + Profit Life Cycle



Overview

DIE STRATEGIESE WAARDE VAN MALUMA VERSKIL VIR ELKE BOERDERY TOT 'N MATE.



Die Allesbeste Gevallestudie

produksie

Wat het ons gedruk om meer Maluma te plant??

- Patetiese Hass Produksie op sekere mikroklimat
- Fuerte enigste ander oplossing: Groenskil??
- Boordkoueskade op Hass in sekere Mikroklimat
- Snoeipraktyke
- Oestempo & Arbeidskoste
- Oesverspreiding
- Insetkoste
- Uitpak % (meer bemarkbare produk)
- Hoë-digtheidgeskiktheid
- Nie die feit dat Maluma vroeg is nie

Modern Farming and Maluma

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"Kwaliteit weens passie"
"Quality through passion"



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Conclusion

- We can learn tremendously from other industries
- Is the Avocado industry lagging behind?
- With Maluma it is within our reach
- Carpe Diem

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"Kwaliteit weens passie"
"Quality through passion"



Lets see how modern Maluma really is??



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What do we want to achieve?

Better Packouts

- Shade netting
- Chemical Sprays (Screen etc)
- Pruning

These all come with a price tag!!!!

Maluma solves this through *Genetics*



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Fuerte Side View



Hass Side View



Maluma Side View



*Alles voor de
Kweekery Boerderij*

Kweekery Boerderij

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15

And behind that branch...



AL

Kweekery Boerderij

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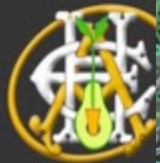
So this is what Maluma does...



Maluma-dag

Maluma-dag

So this is what Maluma does...



15

What do we want to achieve..?

If you are going to improve your pack-outs with better orchard practices... how much?

10-20%?? – wouldn't that be brilliant?

Yet we still fail to recognise that the 15 - 25 % improvements that Maluma can achieve annually is of any worth to us?



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What do we want to achieve..?

Harvesting rate improvements

- Cherry pickers (only harvests the top of the trees faster)
- Bulkbins

These all come with a price tag!!!!

Maluma solves this through *Genetics*



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What do we want to achieve..?



This costs money!
To
Save
Money??

And yet the people
harvesting the bottom fruit
still go slower?

Yields remain the same

What do we want to achieve..?



This also costs
money??
But everyone
harvests better

And yields
increase

What do we want to achieve..?



However this just
harvests faster
especially when
it's 3m off the
ground



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What do we want to achieve..?

Aantal arbeiders : 40
Beskikbare ure : 6.5
Benutte ure : 5.46
Gem e/uur : 4.81
Gem e/arbeider : 26.28

A typical Hass harvesting daily report

1426	SIPIWE SAMBO	6.5	32.5	31	5	4.77
1432	LEBOGANG MAHASHA	6.5	32.5	33	5	5.08
1435	ABRAM KOMANE	6.5	32.5	35	5	5.38
1437	CALFORNIA MALESA	6.5	32.5	36	5	5.54
1441	NTOMBI HLONGWANE	6.5	32.5	34	5	5.23
1443	TERCIA MALEBELELE	6.5	32.5	40	5	6.15
1444	TEBOGO BALOYI	6.5	32.5	32	5	4.92
1446	LILLIAN LETSOALO	6.5	32.5	33	5	5.08
1455	JEANET PITO	6.5	32.5	28	5	4.31
1466	BATIKI MOKGOMOLA	6.5	32.5	26	5	4
1467	DINEO MOKGOMOLA	6.5	32.5	28	5	4.31
1492	MARTHA MOTSAI	6	30	11	5	1.83
1493	LYDIA SEKGOTA	6.5	32.5	19	5	2.92
1494	BOTHA SEMOSA	6.5	32.5	36	5	5.54
1495	SALPHINA MAHASHA	6.5	32.5	22	5	3.38
1498	GRACE MKHABU	6.5	32.5	24	5	3.69

What do we want to achieve..?

Aantal arbeiders : 58
Beskikbare ure : 5.5
Benutte ure : 5.27
Gem e/uur : 7.52
Gem e/arbeider : 39.6

A typical Maluma harvesting
daily report

		1	8	8	8	8
		1	8	8	8	8
126	JEANET SENYOLO	5.5	44	51	8	9.27
131	LINDA MANYAMA	5.5	44	52	8	9.45
134	FLORAH MAKGOPA	5.5	44	47	8	8.55
154	ROSINA SELOWA	5.5	44	61	8	11.09
177	JULIA LEFOHLE	5.5	44	63	8	11.45
178	MARGARET MOHALE	5.5	44	46	8	8.36
194	JOYCE MOPAI	5.5	44	64	8	11.64
1021	DORAH SENYOLO	5.5	44	47	8	8.55
1032	<i>MATOME SENYOLO</i>	5.5	44	38	8	6.91
1041	<i>MARIA MALATJI</i>	5.5	44	35	8	6.36
1189	TSHEPO SEKHWELA	5.5	44	55	8	10
1314	<i>WALTER RASHOPOLA</i>	5.5	44	36	8	6.55
1340	MOKGALE MAKGOPA	5.5	44	60	8	10.91
1343	<i>VIGINIA SESHOKA</i>	5.5	44	38	8	6.91
1373	AGNES RAMOTHWALO	5.5	44	44	8	8
1374	<i>ANNAH SESHABELA</i>	5.5	44	31	8	5.64
1377	<i>LINDIWE KHOSA</i>	5.5	44	43	8	7.82
1377	<i>JULIA MALESA</i>	5.5	44	37	8	6.73
1382	<i>STEPHINAH MAKHUMISANI</i>	5.5	44	35	8	6.36
1385	EMELY MOHALE	5.5	44	44	8	8

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What do we want to achieve..?

Chemical improvements

- UV Protective – Sunburn
- Growth Hormones – Increased Fruit Size
- Fertigation schemes for fruit size

These all come with a price tag!!!!

Maluma solves this through *Genetics*



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What do we want to achieve..?

Production per Ha improvements

Hass averages in Tzaneen – 5 – 13t/ha??

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14 – 20 t/ha averages

What do we want to achieve..?

We want to control our trees & less drastic pruning

- Dwarfing characteristics
- Understand our trees
- Optimal spatial utilisation
- I don't like pruning this way or that way??

Maluma solves this through *Genetics*



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Maintenance Pruning

Standard Density

Maluma

Hass 7x3,5m

Less serious hand pruning

More serious hand pruning

17 1 2005

Maintenance Pruning

High Density - CLP



Uwekery Boerdery-8



Halama-dag



15

Optimal Spatial utilisation

2,5m x 2,5m planting – First commercial Ultra-High Density orchard in South Africa

1600 trees/ha





Optimal Spatial utilisation

1,5 m high trees

Producing

1600 ton/ha

0,5 - 2,5 kg/tree

Year One

Central Leader Pruning (CLP)

CLP CONCEPT

A-shaped tree or,

Cylindrical tree

Remove vertical growth

Cultivar selection critical

Early training is critical

CLP: THE METHOD

1. Identify the central leader
2. Remove strong vertical growth
3. Growth with an angle smaller than 45° to the central leader is removed,

Any lateral branches that grow inward, into the tree, towards the central leader, as well as those that cross other branches need to be removed

Topping (Open Vase / A-symmetrical)

TOPPING CONCEPT

Shrubby tree

Occupies horizontal space

Top center vertical growth

Allow outside growth

TOPPING: THE METHOD

1. Identify Center Branches (top Central Leader)
2. Manage limbs to create 2-4 outside limbs
3. Manage strong inward growth



What do we want to achieve..?

We need to spray less chemicals

- Currently 6 – 8 sprays per annum

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- 2 – 3 Sprays per Annum
 - 1 / 2 copper
 - 1 relatively friendly insecticide (Dipel) – Leaf Roller

What do we want to achieve..?

Spraying is also perhaps more accurate



Definitely lower application rates

What do we want to achieve..?

We want overcome Orchard Cold Damage

- Shade netting
- Turbines??
- Pulse foggers??

These all come with a price tag!!!!

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Planting...

Orchard cold damage – Frost resistance

Maluma @ -6°C



Hass



Marketing and the Farmer

- We maintain ownership until final destination
- You do not have much control!!!

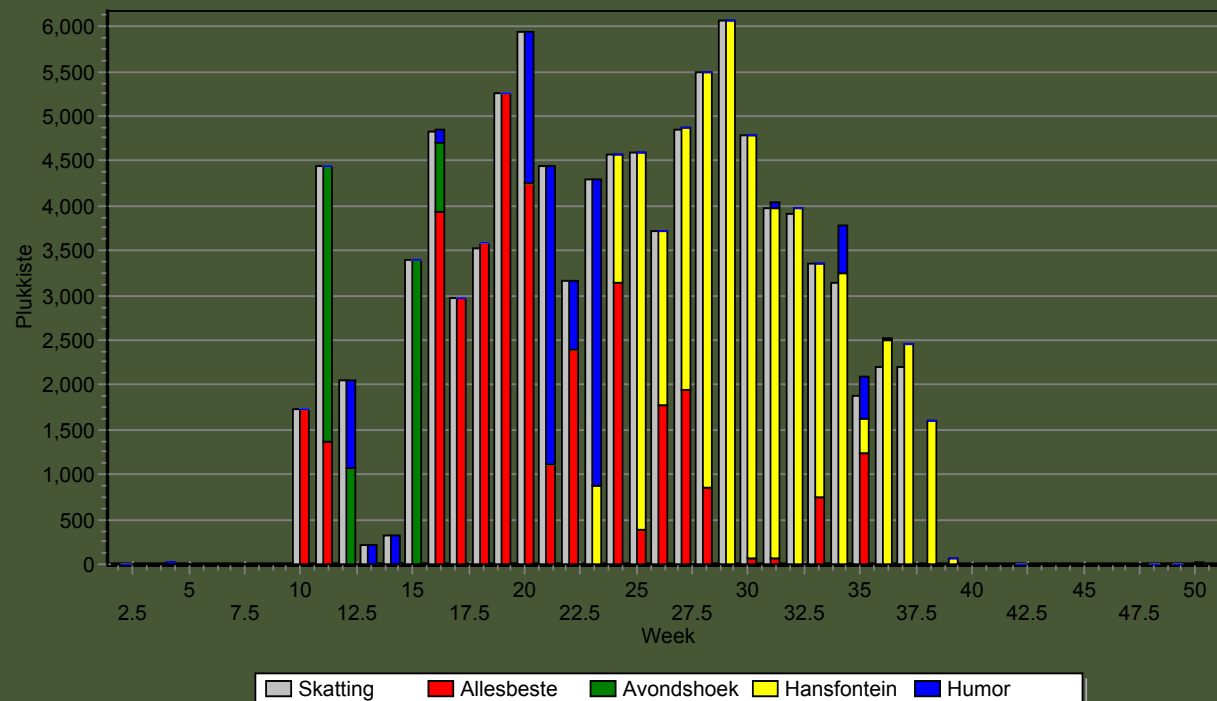
Therefore 1 thing is crucial for the farmer...

Risk Management

- Harvest spread vs timing
- Count spread

Die Allesbeste Gevallestudie

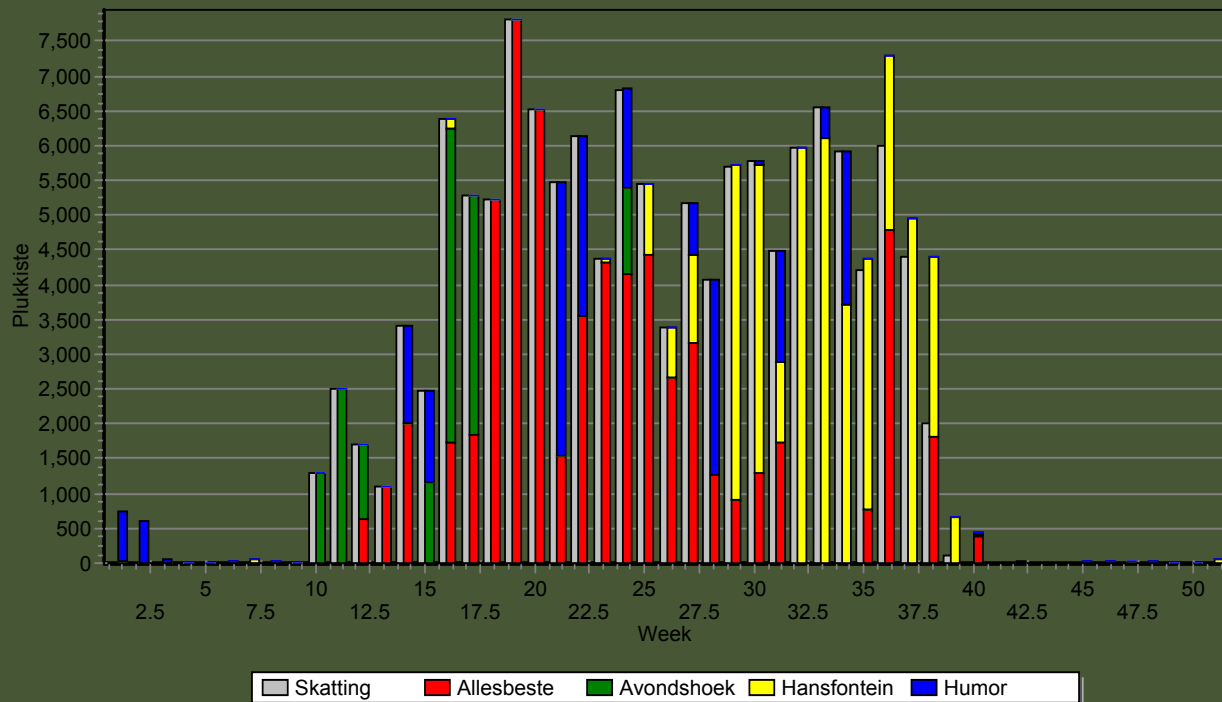
2012 Plukprogram



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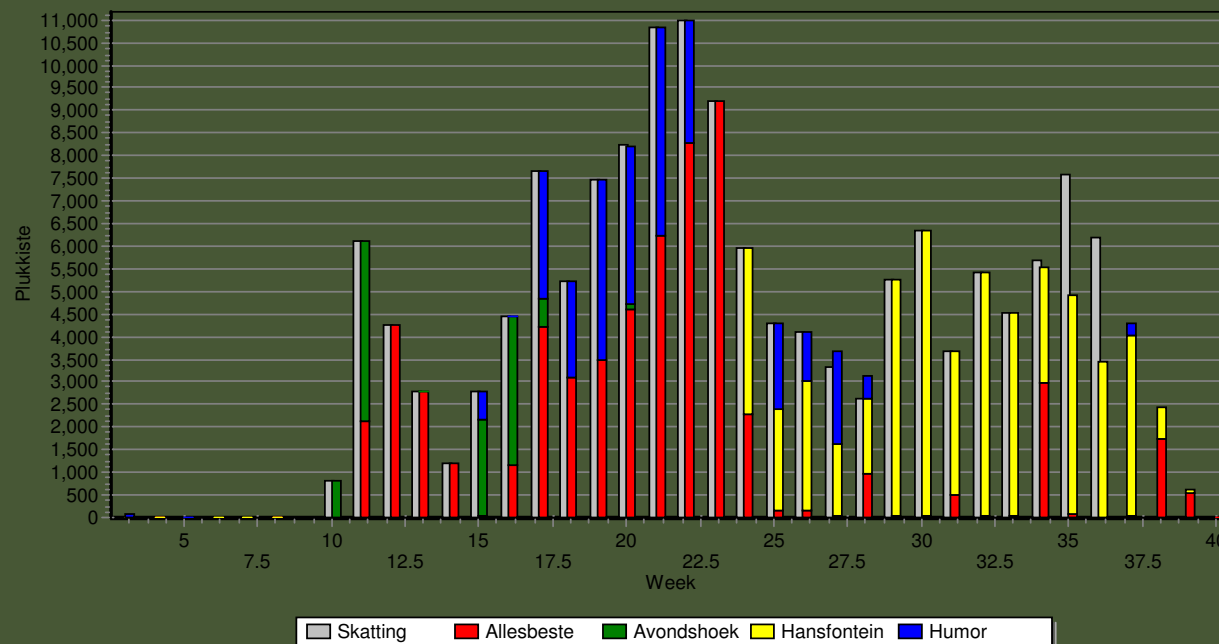
Die Allesbeste Gevallestudie

2013 Plukprogram



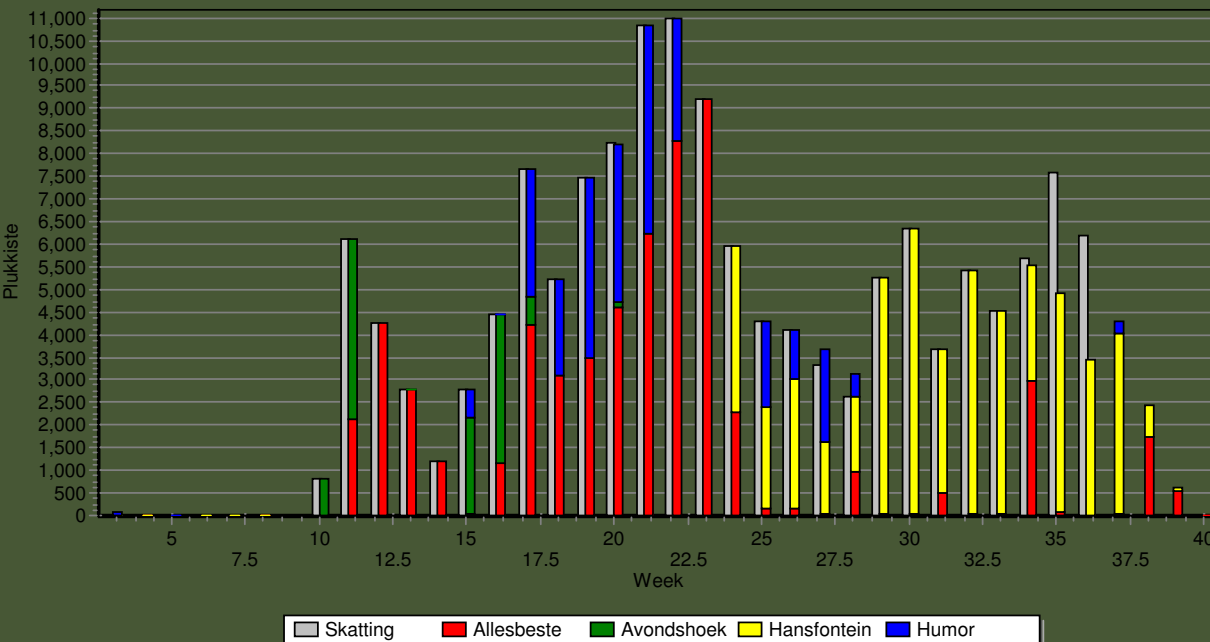
Die Allesbeste Gevallestudie

2014 Plukprogram



Die Allesbeste Gevallestudie

Hoe stel ons die grafiek reg?



- Vervang koue-gevoelige blokke met Maluma
- Fokus Hass ontwikkelings om die week 25+ Mark te teiken
- Plant nog Maluma op Hansfontein – Week 26-29??

Effek van Boordkoueskade

Hass is hipersensitief vir koue

Gevoelig vanaf 4C

2015 – Selfs op sekere blokke tot

89% verlies na fabrieksgraad

116Ha uit 134,9ha Hass – Koueskade

Totale Boerdery is 230Ha

Potensiële verlies

116 x 9500kg = 1102ton

R3/kg? = **R3.306 miljoen**



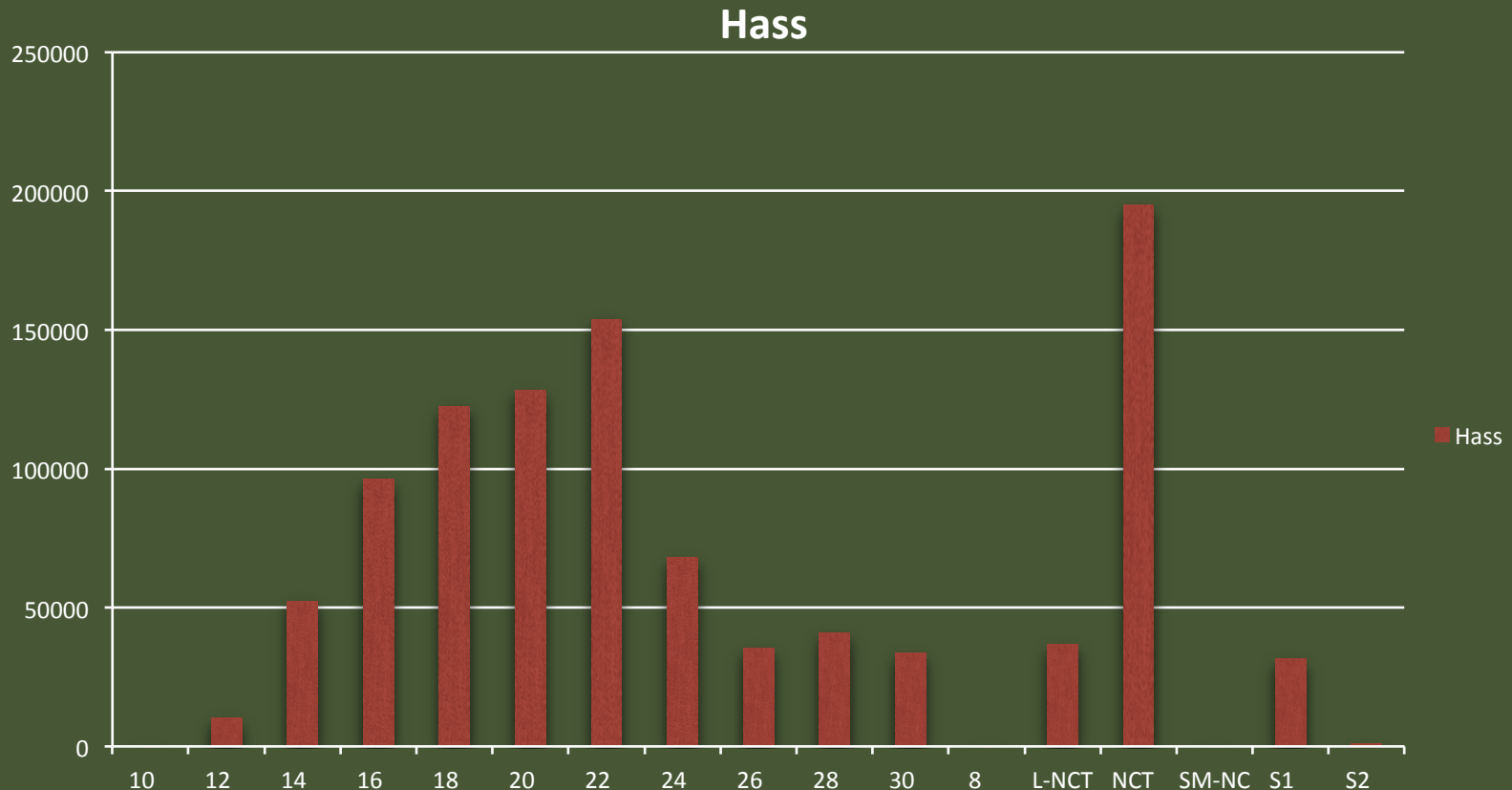
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If we were to farm only Hass
as the world's marketing
organisations would prefer it



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Hass Tellingverspreiding



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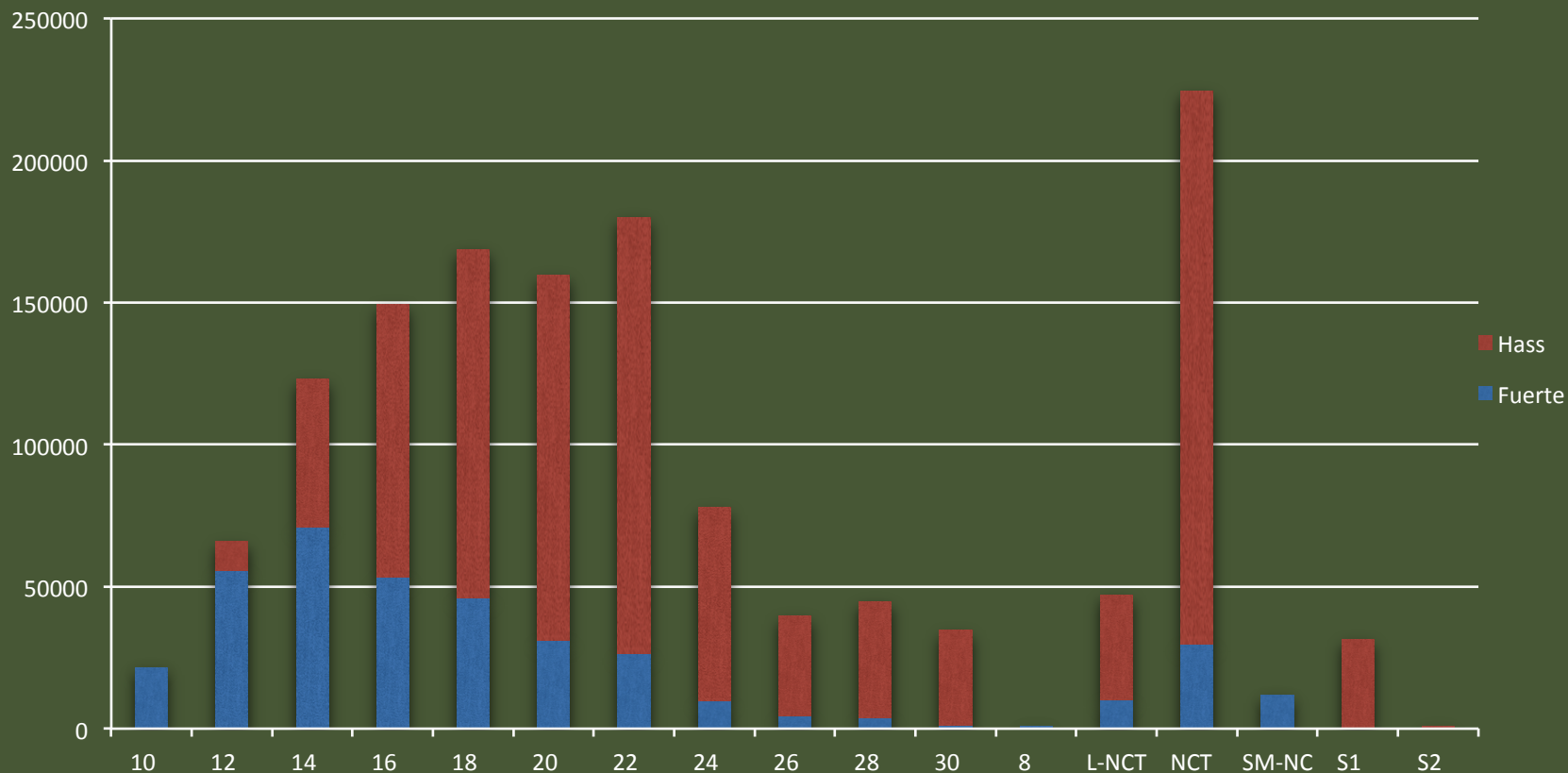
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What would it be like if we
only farmed with Fuerte and
Hass

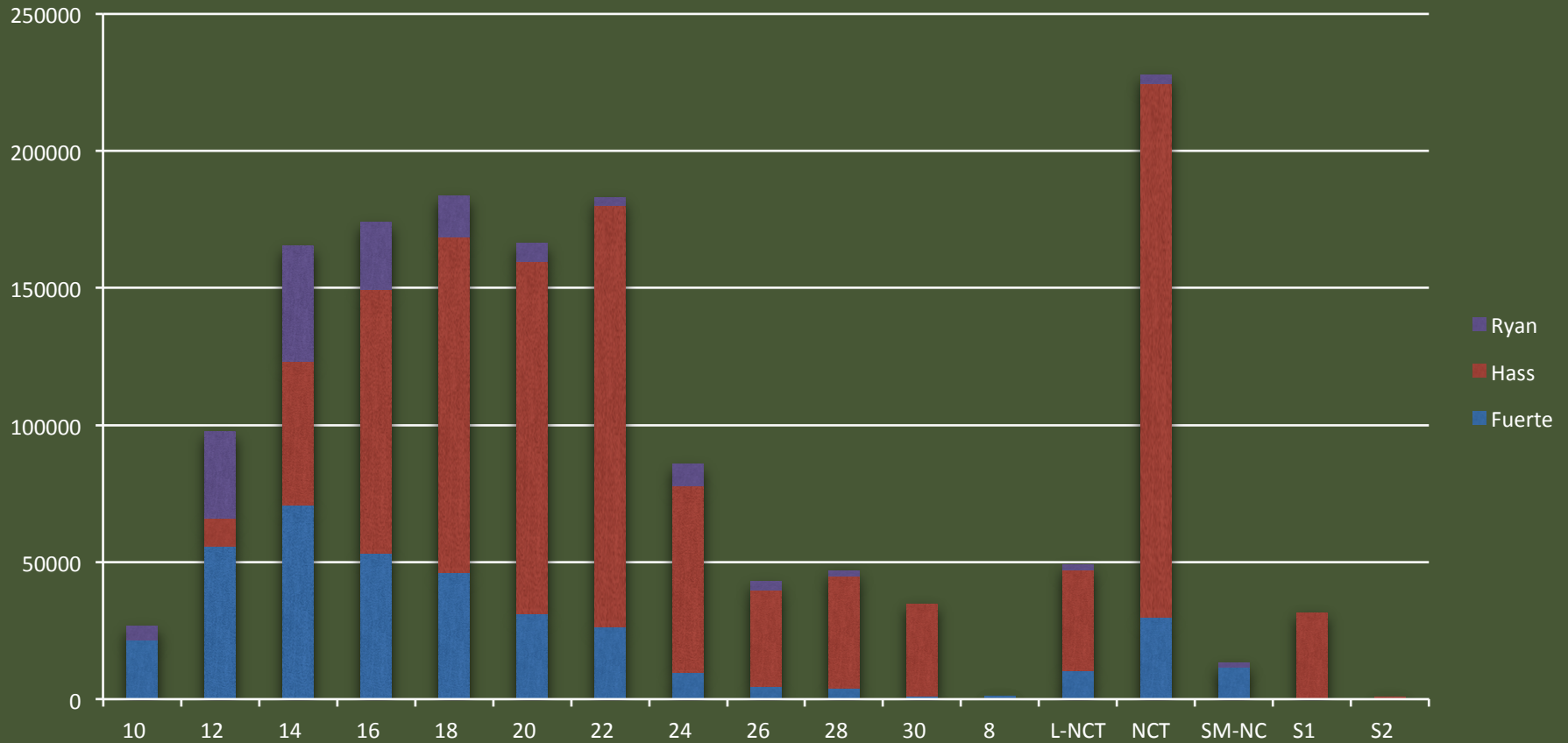


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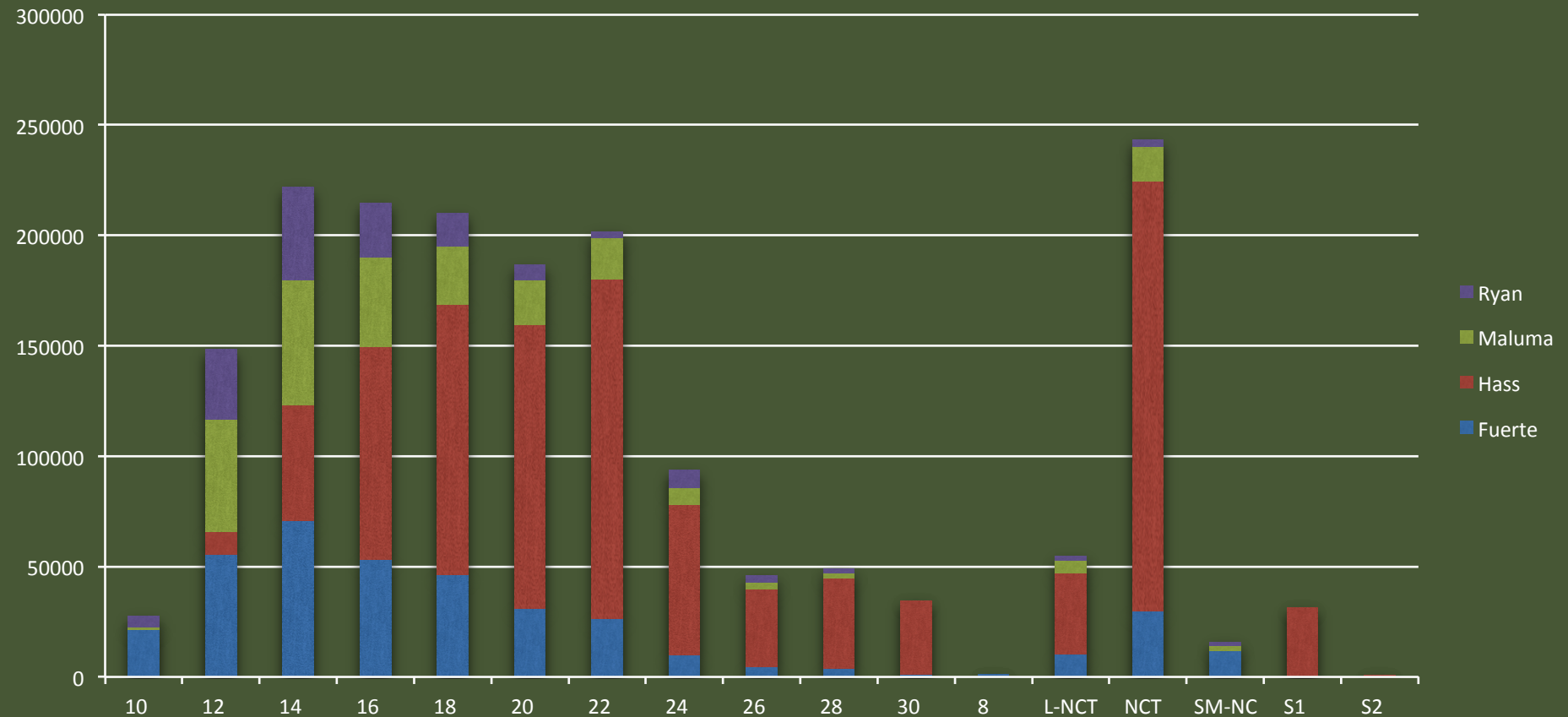
Fuerte & Hass Tellingverspreiding



A better spread??



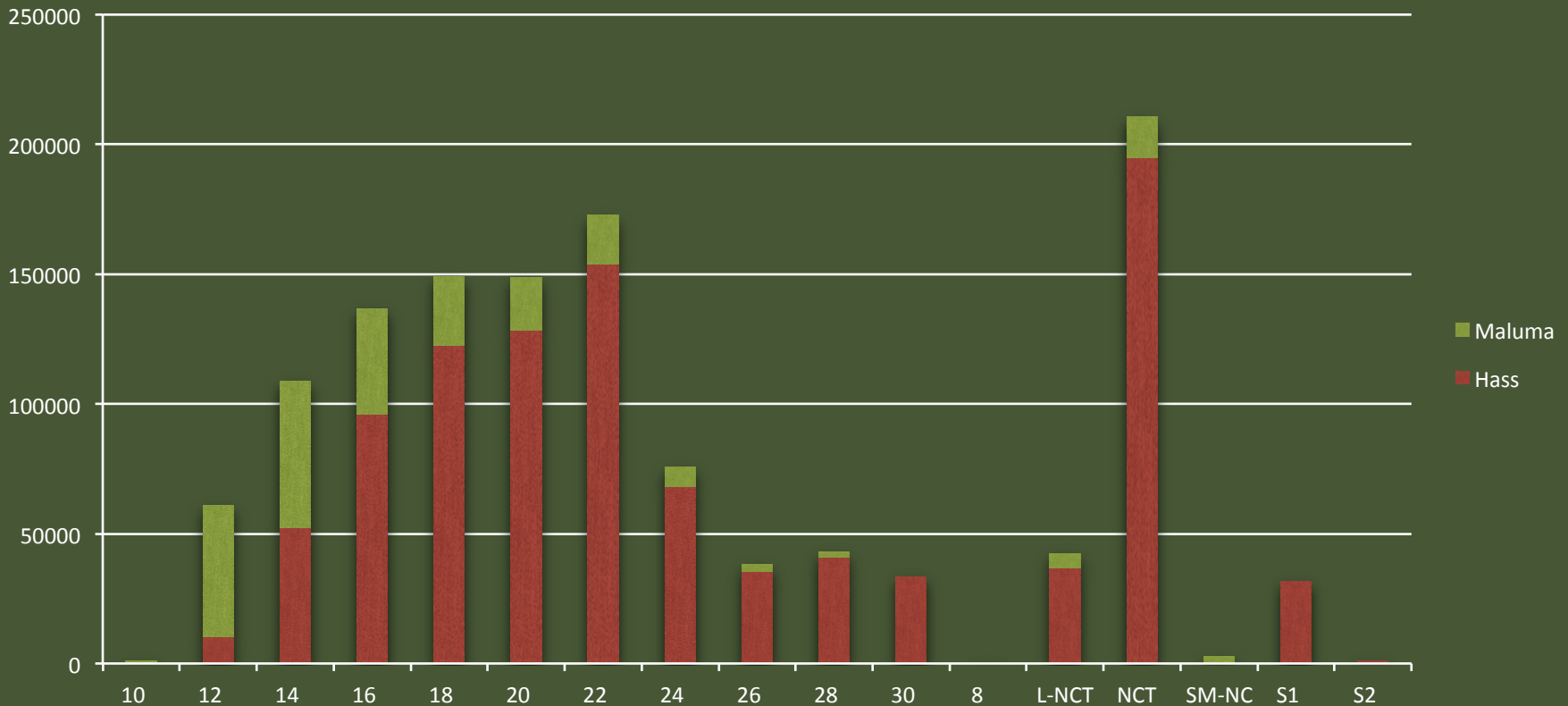
Another step ahead of the pack



And if the world announced there is
no more place for green skins??

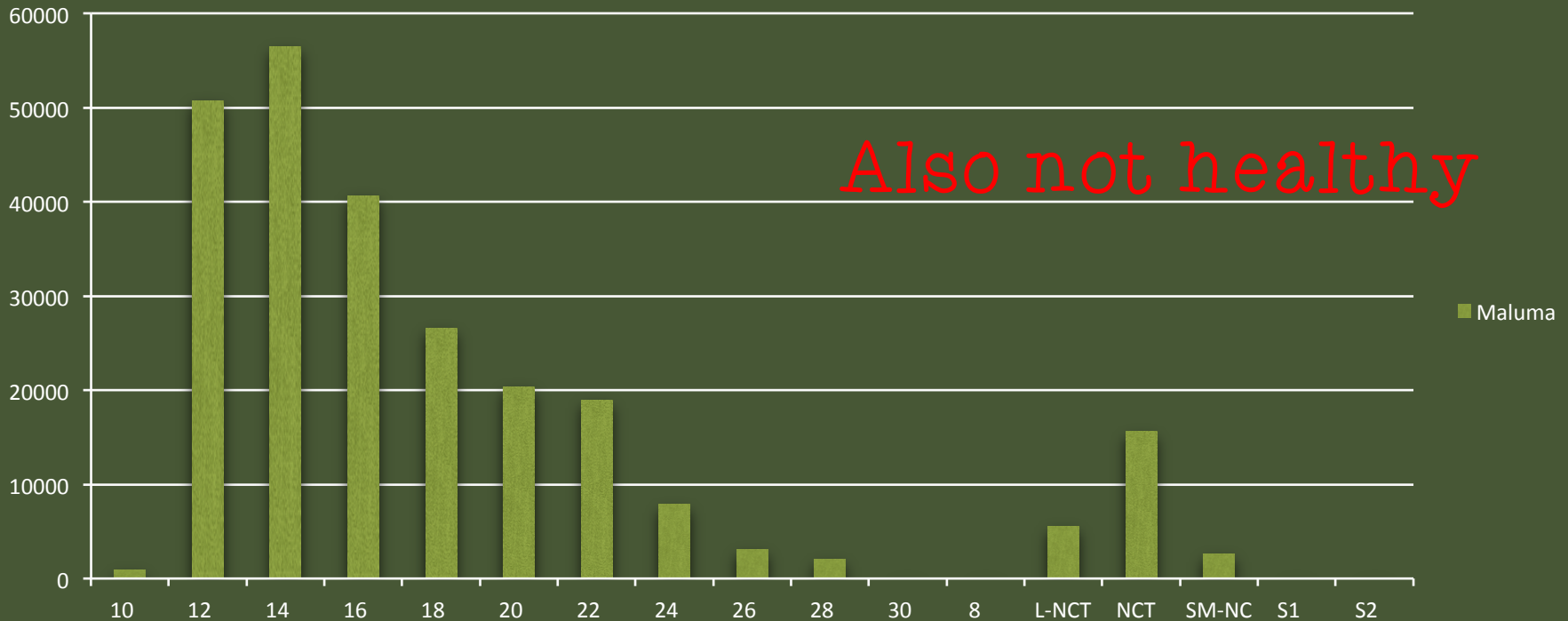
Would you be safe?

Allesbeste's Strategy



A Maluma strategy

Maluma



Conclusion – Ask yourself

- So is Maluma's only advantage that it is early???

Conclusion

We should be careful not to try and be too smart and fancy, while our industry is so far behind that we could achieve huge improvements with small changes

Muchas Gracias!!



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