



RedSun Dried Fruit & Nuts (Pty) Ltd.

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REDSUN RAISIN REPORT #9 – 2019 SEPTEMBER SOUTH AFRICAN RAISIN CROP 2019

HIGHLIGHTS OF THIS REPORT

1. **Status of the Market and Redsun Product availability**
2. **Redsun will be at ANUGA 19**
3. **Currants looking to 2020 crop**
4. **Goldens looking to 2020 crop**
5. **Flames looking to 2020 crop**
6. **Raisin Exports from South Africa and domestic market**
7. **Generic Marketing for South African raisins**

Status of the Market and Redsun Product availability

The market for Thompson medium raisins has been undecided since April 2019. Sales of this variety are limited as the market waits for direction out of California. Goldens, Flames, currants and jumbos have been doing well, with continuous regular demand. Redsun has the following products available from 2019 crop,

1. Chemical residue free Thompson raisins (not certified organic)
2. Low moisture Thompson mediums
3. Normal moisture Thompson mediums (berry count 220- 300 per 100gr)
4. All these qualities in Thompson midgets (berry count 450-550 per 100gr)

Redsun will be at ANUGA 19

Redsun will be exhibiting at the Anuga 19, as part of the South African Pavilion. We welcome your visit to our booth which is located at;

Hall 11.1

Passage B stand 59

Our Telephone numbers

+27 83 283 6744

+34 629 634 505

If you would like the convenience of a fixed appointment, please contact me or Janice at peter@redsuns.co.za or janice@redsuns.co.za. John, our Production Manager, and Riaan, our Financial Manager will be joining us at Anuga 19.

Spring has started in the raisin producing regions of South Africa. The water reservoirs along the Orange and Olifants rivers feeding the two major grape growing regions are all 80-100% full. We can safely say that water security is there for our 2020 raisin crop.

Below is a photo of the new growth on our grapes. On the tips of some of the leaf stalks, one can see the structures that will ultimately become grape bunches, after flowering. This is the danger region for frost.



The weather is characteristically warm (35°C) and then cold (5°C) again during the change of season. Budding has started on a few places. The danger of frost stays with the farmers until 10 th October, according to tradition.

Currants looking to 2020

Currants are showing a stronger growth than for the 2019 crop. Hopefully the damage caused by the crippling drought of two years ago is a thing of the past. No one is able to predict the size of the South African currant crop for 2020. These are some productions figures for currants from SA

Year	Crop size mt	Comment
2019	1,605	Last crop affected by drought
2018	2,329	Crop produced during drought
2017	4,482	South African record size crop
2015	3,625	Second biggest currant crop

There has not been many new currant plantings in recent years because currants are more sensitive to weather conditions and less efficient in terms of tons per hectare, to produce when compared with Thompsons or Flames.

Redsun is encouraging farmers to increase their currant plantings, especially of the very small variety of Zante currant with berry size of around 1000 berries per 100gr. It is a very good product and we have very good feedback from our customers.



Currants looking strong going into the 2020 crop.



A photo of South African origin Zante currants 2019 crop

Goldens from the 2020 crop

Golden sultanas will take on bigger volumes during the 2020 crop than we saw in 2019 (12,000mt). The normal South African crop of golden mediums is 23,000mt. Golden jumbos and bolds is 1,900mt. However, a few things are happening;

1. The overall size of the SA raisin crop is growing. Accordingly, the number of goldens will also grow. Therefore, we can say that if the crop is the same size as 2019 (74,800 mt) then we are looking at 24,000 goldens mediums in 2020, arising only from natural growth.
2. Farmers are informed that the price for Thompson mediums will be lower for the 2020 crop. The farmer uses the same grape to make goldens as he uses to make Thompsons. Therefore, based on the lower Thompson prices, the farmers will make more goldens than usual.

3. The Ramadan festival is an important consumer of goldens. Normally South Africa will export up to 8,000mt goldens per year to North Africa to supply this demand. In 2020, Ramadan will start 24 April. That is very early for SA goldens to get there in time. There is also little or no carryover of golden mediums available from 2019 crop.

Depending on the crop year, and the fruit condition, goldens will keep very well from one year to another. The following is a photograph of golden mediums that are from February 2018 crop, which are compared with 2019 crop as at September 2019. So, the 2018 product is 17 months old. Colour is the major factor affecting SA goldens with time, not sugarising. Storage of this sample was under normal ambient temperature. At consistent cool 10-20°C storage, the colour would have been considerably better.



The sample on the left is Feb 2018 crop. Viewed at September 2020

Flames from the 2020 crop

Flame raisins will be produced as mediums in the coming season, with very few jumbos available. The reason is that Flames are now not well accepted in the fresh grape market. Their replacement in the fresh fruit market are numerous. These new varieties of grapes, such as Midnight Beauty, Arra 18 and Autumn Royal sundried, make black, full bodied jumbo raisins without the need to apply the natural hormone, GIP.

Flame mediums have been well accepted by the market as a natural sundried variety. Its pricing will be very similar to Thompson mediums this coming crop. There are farmers planting Flame as a variety specifically to make raisins.

Raisin Exports from South Africa and domestic market

According to the export statistics received from Raisins SA, South Africa is increasing its dried grape export volumes each month. South Africa exported 4,344mt during August and that makes the total exported for 2019 at 27,026mt. The good news is we see that 58% of that volume was Thompson mediums.

We are not certain what the size of the South African domestic market is, as this varies from year to year. As a rough estimate, we would say South Africa consumes 14,000mt

domestically. This year will surely be more due to the slow export volumes. Redsuns has sold more than double the quantity of raisins on the domestic market as at end of August than the whole 2018. This will also probably be the same case with the other factories.

So far during 2019, South Africa has exported 62% of the raisin stock to Europe with 4% to UK. The USA has received 15% of SA exports.

Generic Marketing for South African raisins

The SA raisin industry has started a marketing campaign for the SA raisins focussing initially on the UK. Enclosed is one of the advertisements that will be used. We think it is a good initiative and we wish Raisins SA luck with their project. The project is intended to spread to other regions after the initial launch in UK.

Peter Kuilman
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Page down to the new generic advertisement.

BEAUTIFUL COUNTRY BEAUTIFUL RAISINS

A Taste of South Africa

Grown and ripened under the South African sun for the most delicious tasting fruit. Helping to develop the Rainbow Nation

South African raisins are produced in the Orange and Olifants river regions, which is in the Northern and Western Cape respectively. These regions experience exceptional levels of sunshine, on average 10.5 hours every day between January and March, which is when the fruit is harvested and naturally sundried. The dry, sunny climate, along with the ample supply of water from the rivers, makes ideal growing conditions to produce the highest quality raisins.

Raisins are a 'natural powerhouse' packed full of nutrients, such as fibre, iron, calcium and antioxidants. Because most of the water is extracted from dried fruits, their nutrients are concentrated.

South Africa is dedicated to adopting sustainable farming processes that benefit its produce, workers and the environment.



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