



MOOIGEZICHT ESTATES

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New Varieties - New Packaging - New Opportunities

This is the third of Mooigezicht Estate's monthly newsletters for the 2009- 2010 harvest covering news and events at Mooigezicht for our receivers.

Newsletter 3

10/03/10

We are going East!

The 2010 season has seen a dramatic shift in the target market focus at Mooigezicht as this year we have chosen to significantly increase our volumes to the Far East and Asia. Around 90% of our Crimson Seedless as well as most of our black seeded varieties and Red Globe are destined for this market sector.

We have received very positive feedback from our receivers in the region with regard to the quality, flavours and storage ability of the fruit.

Harvest progress

At Mooigezicht we have completed roughly 70% of our harvest and the harvest looks set to finish earlier than usual. This year we started harvesting Sugranineteen (marketed by Sun World as SCARLOTTA SEEDLESS®) seven weeks earlier than last year. This has been our first significant harvest from this new variety and we have shipped this fruit to markets in Scandinavia, Canada and Asia.

We have also started harvesting the traditional late varieties Barlinka (week 10) and Dauphine (week 9). The total Western Cape harvest looks set to be 10% to 15% down against last year. In 2009 the intakes at Hexkoel, the cooperative cooling facility in the Hex River Valley, were 16.9 million cartons and this year the total estimate is currently at 14.5 million cartons.



Crimson Seedless destined for our receivers in the Asian market

Chilean Earthquake

The earthquake in Chile on 27 February this year affected large parts of the country as well as the grape production and shipping facilities.

We would like to extend our condolences to producers and exporters in Chile affected by this disaster.

The earthquake and its after effects have resulted in harvesting and transport delays of at least a week. There has also been a rescheduling of vessels to the market and the shipping has been delayed by two to three weeks. This has led to a temporary shortage of fruit from this origin. Markets in Canada, the Far East and Europe are sourcing fruit to fill these missing volumes, an advantageous situation for South African grapes in the late season. Red Globe sales in the Far Eastern markets were under pressure four weeks ago due to large volumes of Argentinean fruit. This has now eased up and the Chilean delays will provide further opportunities in this market.

Dauphine

The South African grape industry is more optimistic than usual about the late seeded white variety Dauphine as this year the total export volumes for South Africa will be reduced from four million to three million. This trend has largely been due to the replacement of this variety with other more popular seedless varieties. It has also been reported that the Indian white seedless harvest has been reduced by 30% due to rain. Thus Indian fruit will provide less competition to Dauphine in the European markets than usual. These two factors could create a more positive marketing environment for this often embattled variety.



Red Globe



Dauphine



Sugranineteen (marketed as
SCARLOTTA SEEDLESS®)



Mooigezicht Far East and Middle East Carton

During a visit to our receivers in markets in the Far East last year, it was recommended that Mooigezicht design its own unique carton and brand for this region. We now have the carton and this was achieved with the help and inputs from our receivers. This is the first deciduous fruit carton from South Africa that has been designed and printed with Chinese and Arabic text. We are indeed proud and excited to be packing in this carton for the first time this week.

As the Chinese are unable to pronounce the second part of our name "gezicht", we shortened the brand to "Mooi", which means beautiful. "Piao Liang" is Chinese for beautiful and the word beautiful is printed on the carton in Chinese, Arabic, English and Afrikaans. The number 8 is an important symbol of success in Chinese culture and so we combined the two o's in Mooi to symbolise the number 8. The red and gold colours are the colour of the Chinese flag and are very popular. The white crescent shape created by the two colours on the carton represents an important Chinese symbol, the dragon's scales. Our receivers report that they are awaiting the arrival of this new packaging with anticipation.

Above and below: Mooigezicht packhouse personnel proudly display the new Mooigezicht Far and Middle East carton.

Below Right: Chinese and Arabic text detail on the carton and view of cartons stacked on a pallet.



Packaging

Punnets, punnets, punnets for our European and Asian markets

In the quest to provide the market with conveniently pre-packaged fruit this year, we have significantly increased our punnet packing operations. Mooigezicht is continuing to supply fruit packed in punnets to Northern Europe, Scandinavia, Ireland Belgium, Austria, Hong Kong, Singapore and Malaysia. Thus far we have packed 230 000 cartons of punnets and this includes 6 different types of punnet packagings.

These include the bicolour and tricolour punnets as well as 250g, 500g and 750g packaging. Most of the punnetted fruit is made up of seedless varieties. An exception to this rule is that this is the second year that we have packed Red Globe in punnets. This is unusual yet this packaging has been well received. In the future we would like to extend this value-adding service to consumers in our Asian markets.

Our current production figures for mixed punnets is 32 000, of which 7250 (63 pallets) are tricoloured punnets.



Top: Red Globe 500g punnets

Center: Tricolour 750g punnets containing Sunred Seedless, Sundance and Autumn Royal

Above: Bicolour 500g punnet Sunred Seedless and Sundance

Left: Crimson Seedless 250g punnets





This concludes our March newsletter regarding Mooigezicht with respect to the current season. We are currently experiencing hot, dry conditions favourable for the harvest. During the past two weeks we have commenced with the harvest of our late varieties and are making every effort for a successful end to the season.

Kind Regards,
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Above: Barlinka on the vine

Top Right: Harvesting Crimson Seedless

Right Center: Red Globe berry close up

Right: Crimson Seedless vineyard with a view of the Hex River Mountains

