



MOOIGEZICHT ESTATES

New Varieties
New Packaging
New Opportunities

Newsletter 3
07/3/11

Harvest progress

We have passed the halfway mark of the harvest for this year and we have already begun harvesting the first late season varieties. For the 2011 harvest we are aiming for a harvest total of 1 133 000 cartons. By the end of week 9 we had harvested and packed 800 000 cartons. At the same time last year our total stood at 684 000 cartons. The large increase in our volumes this year is largely due to the maturing and increase in the yield of our early seedless varieties.

We have also been fortunate that the weather has been favourable for uninterrupted harvesting. For three straight weeks during the past month we packed 100 000 cartons per week. This is a record for us and we are keenly aware that this has only been possible through the hard work of all the people at Mooigezicht. It is at times like these that it is again clearly illustrated that our people are indeed our greatest resource!

continued on page 2

Mooigezicht packing XXL grade Crimson Seedless!

According to the standards set for South African grape exports, Crimson Seedless is one of the few grape varieties where the top grade is XL and it does not officially have a XXL grade. Yet here at Mooigezicht our Crimson Seedless grapes have grown so well in the vineyards that they have exceeded the standard. We are currently able to provide our shippers with grapes that are above the specified standards which is likely to delight our consumers in the Far East. The berry size on this Crimson Seedless is running at around 20mm diameter and this is quite remarkable for this variety.



Commodity	Variety		
GR	CRIMSON SEEDLESS		
GRAPES	RED SEEDLESS	Class 1	Inspection Group : 1
Pack	Brand/Mark	Target Mkt	PHC
B04A	MOOIZ	FE	H0844
Inv. Code	Pack Ref	PUC	Orchard
ZI	8300	H0414	8
Berry Size	NETT MASS		
XXL	4.5kg		
	GGN : 4060373241711		

What we are lacking this year in quantity we are certainly making up for in the quality department!

P.O. Box 2, De Doorns, 6875, South Africa
Tel: +27 (0) 23 356 2953 Fax: +27 (0) 23 356 3223
email: info@mooigezicht.co.za www.mooigezicht.co.za
Chairman: SC Rossouw MD: FJ Rossouw



The faster packing tempo also indicates that our harvest is likely to be over somewhat earlier than usual. The yield on our biggest variety, Crimson Seedless is down by 10 to 15% this season. The hot, dry weather is ideal for this time and has kept the ripening grapes healthy and conditions look good for the latter part of the harvest.



Desert Seedless

New Varieties performing well

Desert Seedless

Desert Seedless, one of Dole South Africa's Mando grape varieties is proving to be very successful particularly in the UK market. "Our receivers are very impressed with this new variety based on its unique taste and keeping quality," explained Riaan Swart, Table Grape specialist for Dole South Africa. He added that some of the larger UK supermarkets were currently looking to secure the entire production volume for exclusive marketing.

Desert Seedless fills the black seedless supply gap between MIDNIGHT BEAUTY® and Autumn Royal and its delicious, exotic flavour is an innovation we are able to pass on to our customers. As a mid-season black seedless, we are able to use this in mixed punnets with white and red seedless during this mid-harvest period.



Sundance

Sundance

This is a white seedless variety bred by the ARC in South Africa. "It was released in 1997 at the same time as Regal but was not planted to the same extent at the time," explained Phyllis Burger of the ARC Table Grape breeding programme. The grape has a naturally good berry size and does not require excessive labour in the form of bunch thinning. Sundance is currently gaining popularity as it ripens later in the season (Late February beginning March) after the Thompson Seedless harvest.

At Mooigezicht our Sundance vineyards have yielded good productions this year and we are excited about the prospects of this variety, especially for our Far East markets. It also extends our options for two and three coloured mixed punnets as we are able to combine this with a range of mid and late season red and black seedless varieties.



Left and bottom: Three colour mixed punnets with mid-season seedless varieties Autumn Royal, Sundance and Crimson Seedless
 Above: Sundance seedless grapes with sizer ring (21mm) in ziplock bags
 Below: Our Mooi grape cartons in Far Eastern markets



Market news

According to the latest industry figures, to date this year South Africa has shipped seven million cartons less (24 000 000) to the EU than the same time last year (31 000 000). This is approx. five million less to Northern Europe and two million less to the UK. This is a significant difference while exports to the South East Asia are up by 400 000 and exports to the Middle East are similar to last year.

“Fruit will go where the returns are good and the ease of doing business is better. Russia and the Middle East are showing good returns and do not have the added costs of unnecessary private standard certification as required by the UK and Continental Europe. These regions will need to improve their trading environment otherwise the newer markets will gain popularity and consumer choices may become limited.” This is a quote from Justin Chadwick, CEO of CGA (Citrus Growers’ Association of SA) in the British Fresh Produce Journal about citrus but this mirrors the trend in destinations for grape exports.



Excellent quality South African white seedless grapes are scarce in EU markets. The last of the Flame Seedless and Sunred are now selling. Crimson Seedless stocks are quite low and the limited pallets currently on offer are traded for on auction in the markets. There are also very small supplies of black seedless grapes in the market. Red Globe is currently under pressure although there is a healthy demand for Red Globe for the late season in the Far East markets. The colour of this variety is ideal for this market this season as it does not have its normal dark colour. In Taiwan the black seeded market has weakened sharply in the last 14 days. Markets are slow after the Chinese New Year and an increase in volumes of black seeded grapes from South Africa to this market has caused prices to drop.



In conclusion, we continue to make every effort to supply you with the best quality grapes possible.

Read the remarkable story below about how the altruism of a caring family member is giving Amos Phillips from Mooigezicht hope for the future.

Kind Regards,

Francois Rossouw

Mooigezicht Estates

francois@mooigezicht.co.za

Tel: +27 23 356 2953

Mobile: +27 82 573 4581

Mooigezicht gardener Amos Phillips has hope for the future

Amos Phillips is suffering from kidney failure but things are looking up for him as he is set to receive a kidney from his cousin Frendeline Phillips.

Last year was not a good year for Amos Phillips, a 41-year-old gardener from Mooigezicht Estates. In August 2010 this father of three discovered that he had kidney failure and that the future prospects for his health were dismal indeed. "When the doctor examined me at the hospital, he asked me if I had family. I answered yes and in the last few months I have come to realise the incredible importance of that question," explained Amos with a wry smile.

Amos is currently fairly healthy due to dialysis he self-administers four times daily with a dialysis kit on loan from the hospital and is back at work on light duty. He is also smiling again, thanks to the incredible sacrifice his 32-year-old cousin Frendeline Phillips is about to make by donating one of her kidneys to him, thus giving him the hope of a second chance at life. It looks likely that the procedure will take place in the next month or so.

Although they only have one or two final tests to complete before then, just reaching this point in the process has been a huge milestone. As the South African government has limited funds and cannot assist all patients with kidney failure, medical professionals have to make difficult decisions about who qualifies for life-sustaining kidney dialysis and the considerable expense of kidney transplants. Amos was approved for the procedure ahead of others due to his healthy, drug-free lifestyle and good domestic and living conditions. Amos is married to Alida and they live together on Mooigezicht Estates with



Above from left to right: Alida, Amos and Frendeline Phillips their children Jonathan, Marlon and Hazel. Once he had passed this hurdle he still needed to find a willing and compatible donor within his family and here he was lucky again.

"When I got home from the hospital I called a meeting of my extended family, most of who live and work on Mooigezicht. I explained my problem and need to them and they were all quite shaken," explained Amos. His cousin Frendeline Phillips, a mother of two sons, then came forward and volunteered to donate a kidney. "I thank God every day for His providence and He has sustained us all through this very difficult time," says Amos.

"When we saw what Amos looked like and heard about his problem, we were all quite heartbroken," says Frendeline. "My mother and Amos's mother are sisters. After the meeting my mother and I discussed the matter and I felt compelled to offer to help him. At the time I did not realise how intense and harrowing all the compatibility testing would be but despite this I remain committed to helping Amos."

"Hearing what Frendeline would have to go through was quite a shock and I certainly felt for her," says Alida Phillips, Amos's wife. "During the past few months we have learnt how blessed we are to have a close-knit, loving family and this is something our children have also come to appreciate."

The past six months has been traumatic for Amos and his family and has involved many visits to both the hospital in Worcester and the larger provincial Tygerberg Hospital in Cape Town. "Mr. and Mrs. Rossouw have been behind us all the way, organising transport and remaining in touch with the doctors who are supervising my case. When I am at home Mr. Rossouw visits me at home and has been a strong emotional and spiritual support to our whole family through this time."

"Amos has worked in our garden for 20 years and his extended family has been on Mooigezicht since the late 1950's," explained Stephanus Rossouw, chairman of Mooigezicht Estates. "We are doing all we can to support the transplant process and pray that the operation will be a great success and that we will see both Amos and Frendeline's smiles here on Mooigezicht for many years to come."