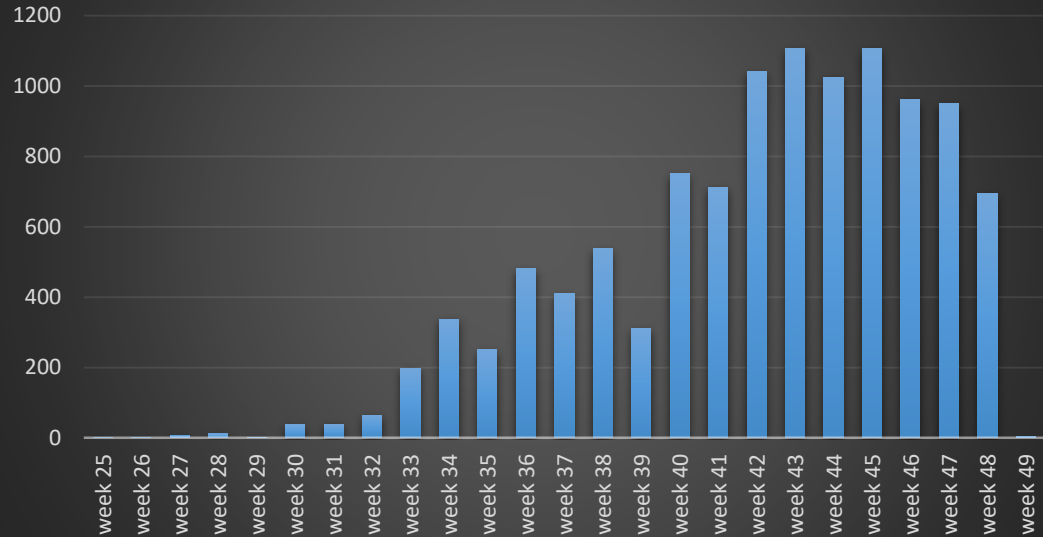


## Blueberry exports YTD 11 039 tons

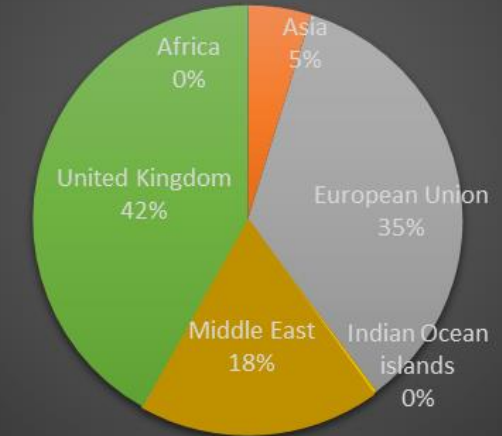


Blueberry exports are in line with what we have been expecting for this year. We are currently at just over 11,000 tons.

### Breakdown of exports:

- UK: 42%
- Europe: 35%
- Middle East: 18%
- Asia: 5%

## Blueberry Export Markets 2019 season



SA Berries recently held its Symposium & AGM at Backsberg Estate on the 22<sup>nd</sup> of November. We had a terrific turnout of 65 people and we had plenty of very informative speakers and sponsors. From this morning it is clear that the Blueberry industry in South Africa is very active and clearly growing. For Minutes and presentation, please check out our website

[www.saberries.co.za!](http://www.saberries.co.za!)

The SA Berries Board remains the same until our next AGM in May 2020:

- Chrisleo Botha
- Justin Mudge
- Jean Kotze
- Johan le Roux
- Charles Rossouw
- Tiaan Steyl
- Hannes Laubscher
- Sean Tager



## A WORD FROM OUR NEW CHAIRMAN- JUSTIN MUDGE!

The South African Berry Industry is a nascent industry, this brings great opportunity but in equal measure challenges. My hope is that we can further develop a cohesive industry body that supports a well connected producer base to address the challenges and promote what the industry can do for the benefit of its growers and associated stakeholders. One of our challenges is to define where SA Berries fits in within the wider context of horticulture, remember SA Berries was only formed in 2011 and has been accommodated within the Hortgro structure like many other fledgling industries . We are significant both in terms of jobs created but also in terms of foreign currency earnings, this should make us relevant not only in horticulture but agriculture in general. With greater focus on what agriculture can do for South Africa, my hope is that we can leverage this to our advantage . We do need to ensure that we have up to date information when we speak to policy makers so that we are able to present them with a clear picture of where the industry is going. Gathering the information is a thankless task and producers seem not to realise the importance of this information, please realise how critical it is to submit your information and aspirations.

Market access remains a very high priority for SA Berries but I would encourage those involved to seek out customers in markets that already have protocols in place. Market access is a time consuming process and we should not pin our aspirations to a single market resolving our expanding production offset. We will continue to work tirelessly to find solutions to bureaucratic difficulties that surround the market access process. In the interim we will make sure that the good news story that berries can bring to South Africa is heard by all, but more importantly especially those that can influence the policy makers.

SA Berries is a producer organization and we should not forget who our constituents are. We cannot remain relevant if producers do not participate, I would encourage you to get connected. Those that attended the AGM will testify to time well spent and I will encourage you all to attend the next AGM in late May. We would really appreciate your attendance and participation in making the SA berry industry a force to be reckoned with! While we may have different market channels, we are one industry!



Keep up to date with current South African and international berry news by checking our website [www.saberries.co.za](http://www.saberries.co.za). We post important reports and articles on a weekly basis. If you have any recommendations or interesting news, please do not hesitate to contact us!



On 18 November SA Berries met with Dr. Ivan Meyer to discuss the urgency of market access for blueberries and other commodities. FLTR: Justin Mudge, Ivan Meyer, Jon Salters, Elzette Schutte and Jason Richardson.



SA BERRIES will be attending Fruit Logistica 2020- come say hi to us at the SA Stand!



**BERRY MERRY CHRISTMAS AND A HAPPY 2020 TO YOU ALL!**  
**Incorporate some berries into your Christmas this year!**



Elzette Schutte, Operational Manager of SA Berries recently visited the Agri-biotech Research Consultancies outside Nelspruit to see how the cold sterilisation research on Mediterranean Fruit fly and *Bactrocera Dorsalis* is going. I met the lovely team responsible for doing the work and I must say I am impressed with the speed and determinations with which they tackle the hard work! We will be receiving our first progress report in December! Thank you to Tony and his team!