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## **THE SOUTH AFRICAN BLUEBERRY INDUSTRY**

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Technical Symposium 2022

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- Operational Priorities for 2022-24
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# Who is Berries South Africa?



Berries South Africa is the **industry representative body** that addresses the **common interests** and **challenges** across its membership base.

# Why do we do this?



To act as the **enabling commodity organisation** of the Berry industry to **optimise growth and success across the full value chain**

# How do we do this?



Engagement with statutory, industry, academic, and commercial bodies to **facilitate the improved functioning of the industry**

# Operational Priorities 2022 - 2024



Optimise engagement across local industry bodies and forums



Engage meaningfully across the value chain through the development of a communication strategy



Maintain the pressure and representation on international market access protocols



Maximise accuracy and completeness of data to represent BerriesZA across the greater sector



Ensure sufficient capacity to support technical and research demands



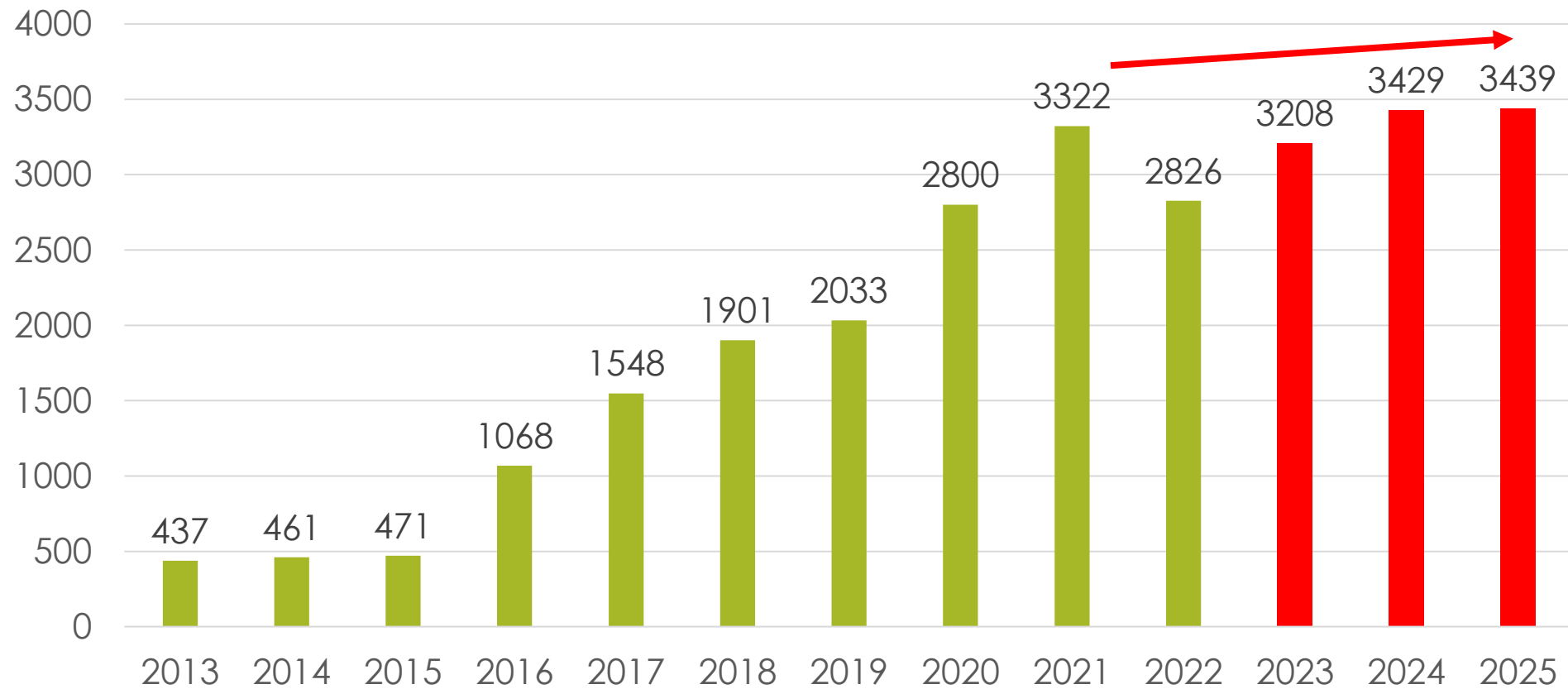
Solutions driven approach to local and global logistical challenges

# BLUEBERRIES

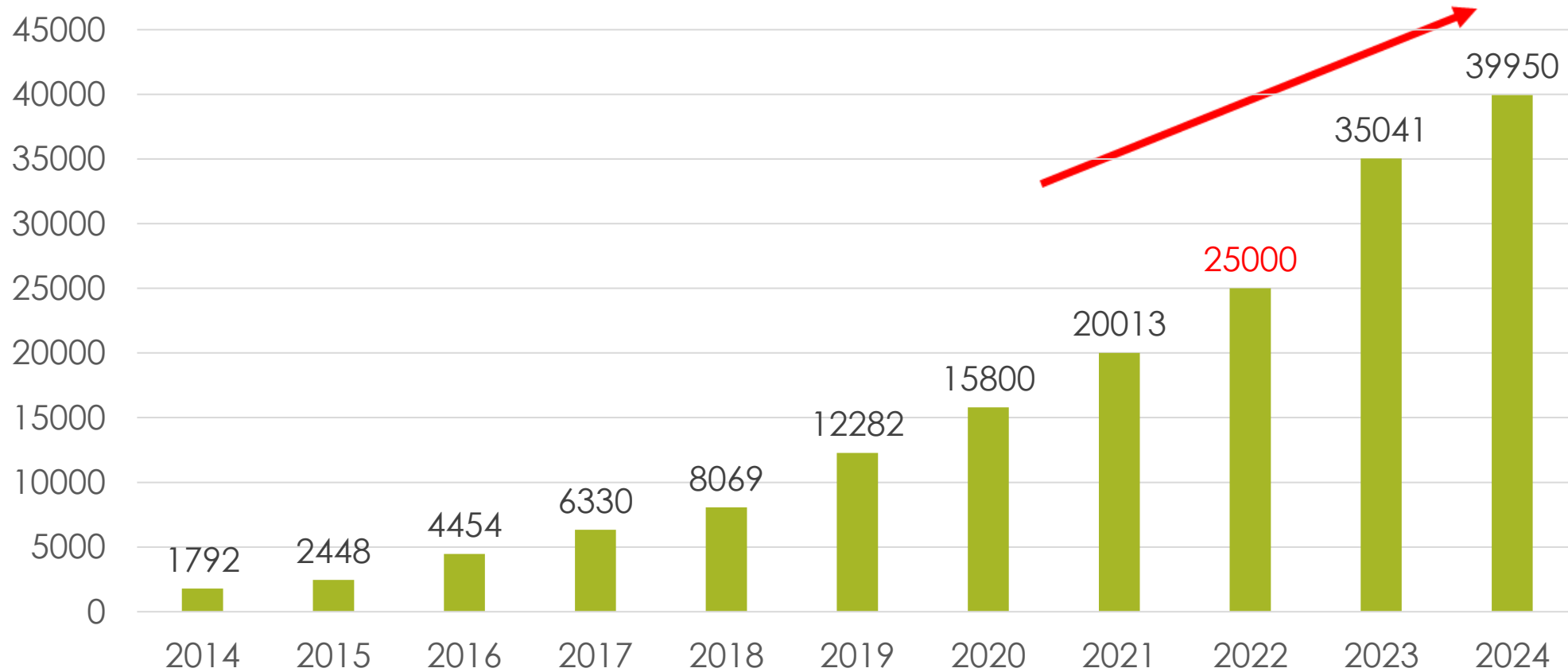




# SA Blueberry **hectares** planted



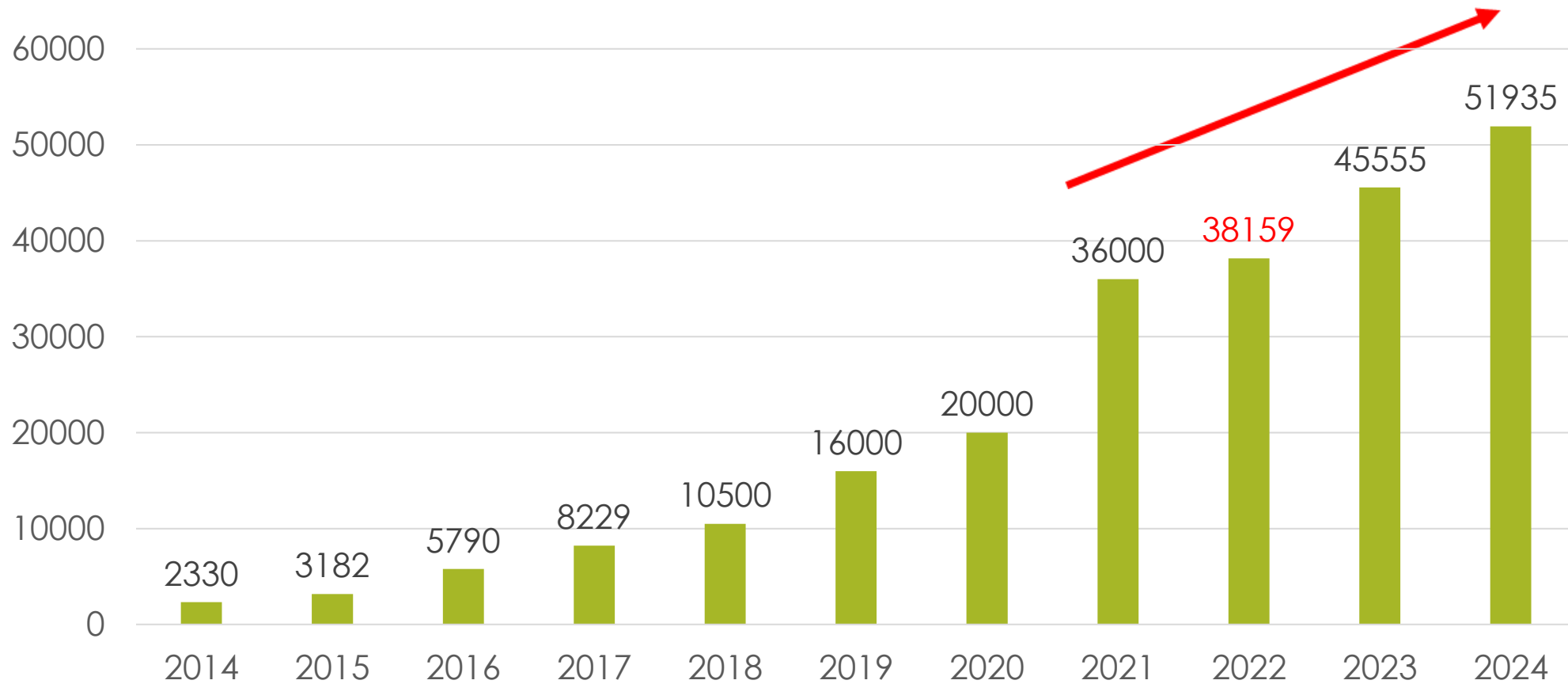
# SA Blueberry industry **export** tons



# SA Blueberry industry **production** volumes

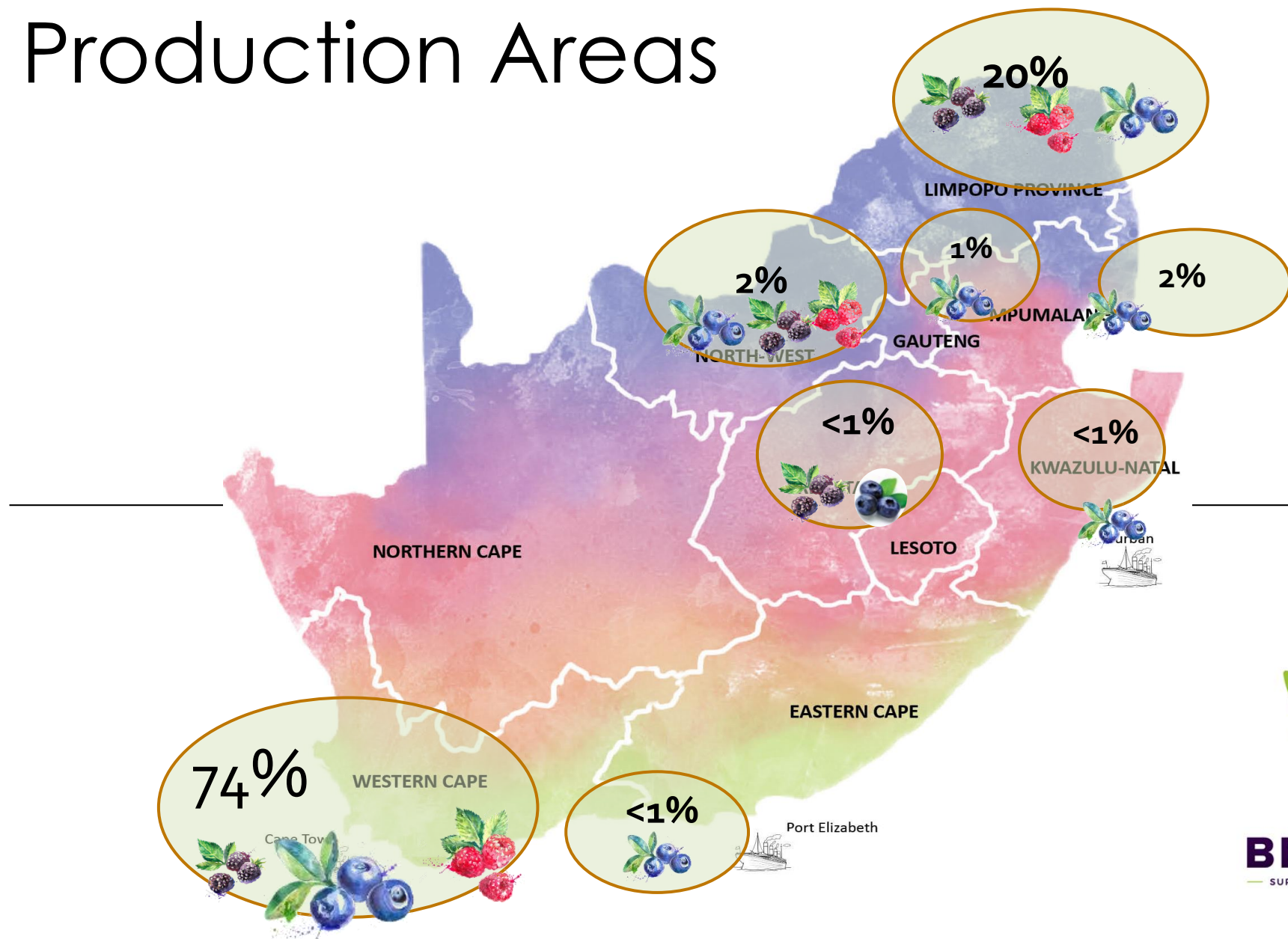


**BERRIES ZA**  
— SUPPORTING SOUTH AFRICAN GROWERS —

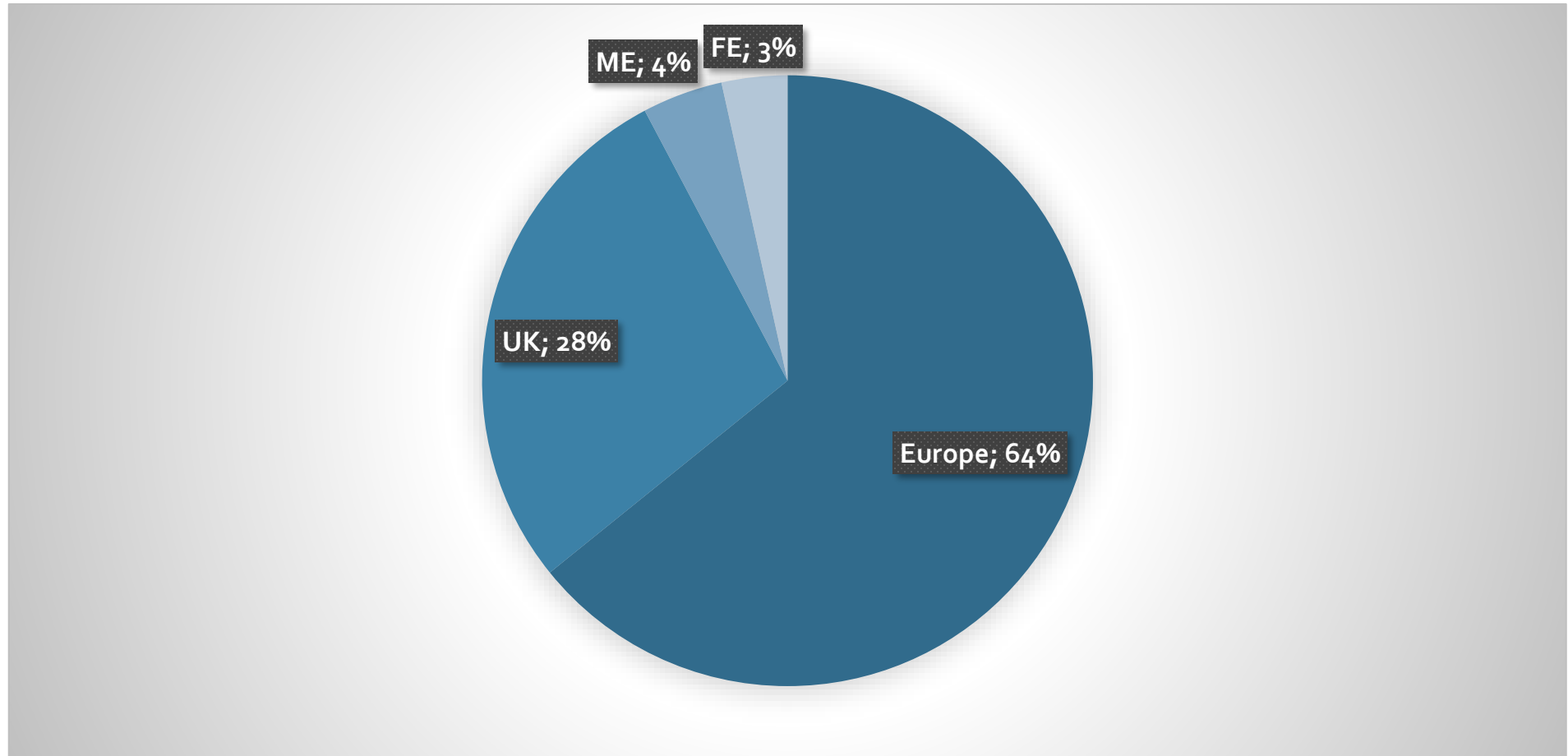




# Berry Production Areas 2022



# Blueberry exports by destination 2021/2022



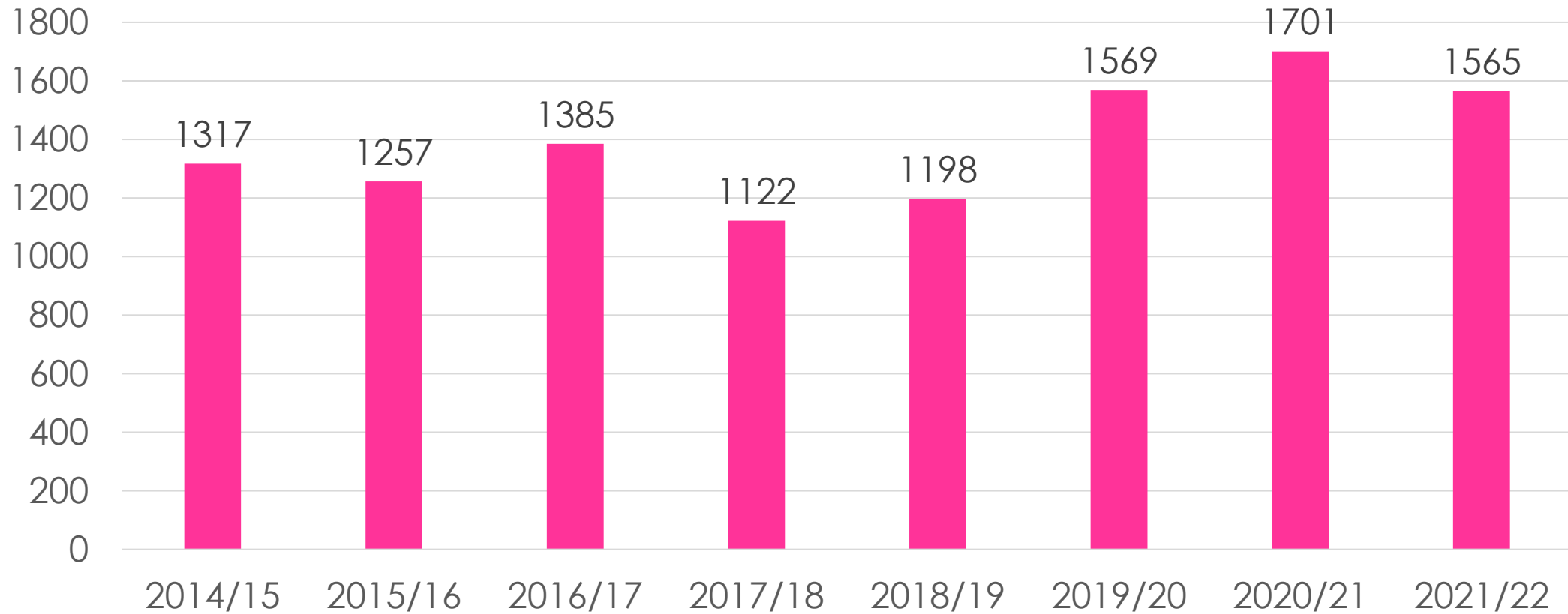
# RASPBERRIES



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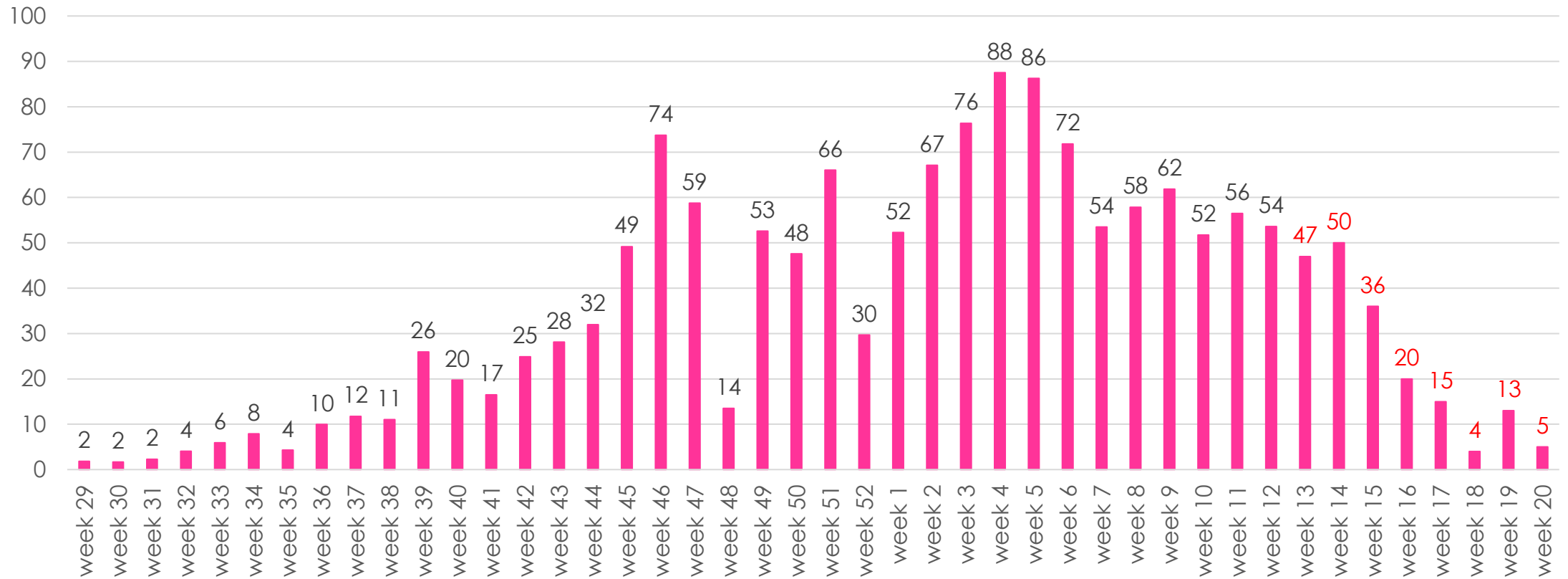


# RASPBERRIES Exports per year

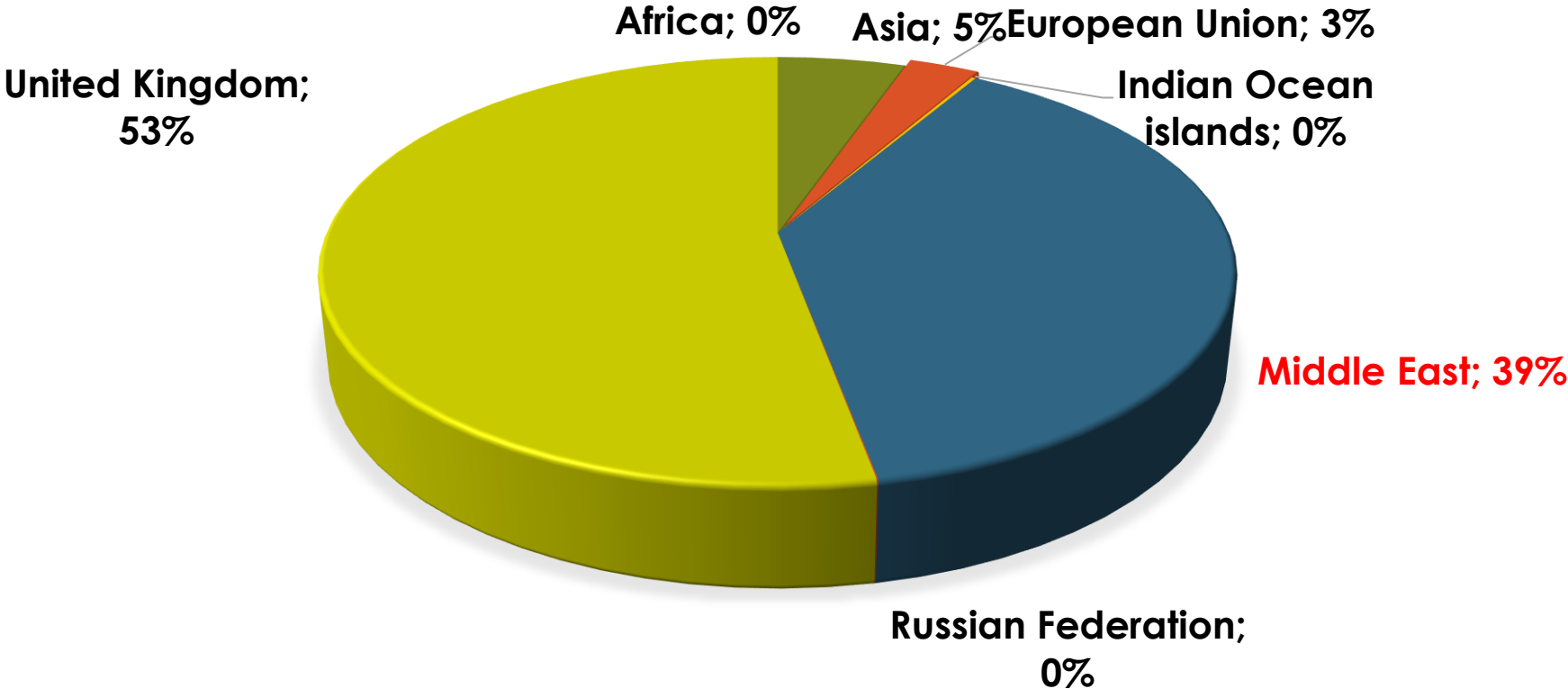


# RASPBERRIES Exports July 2021- May 2022

## 1565 tons



# RASPBERRIES Exports destinations 2021/2022



# BLACKBERRIES

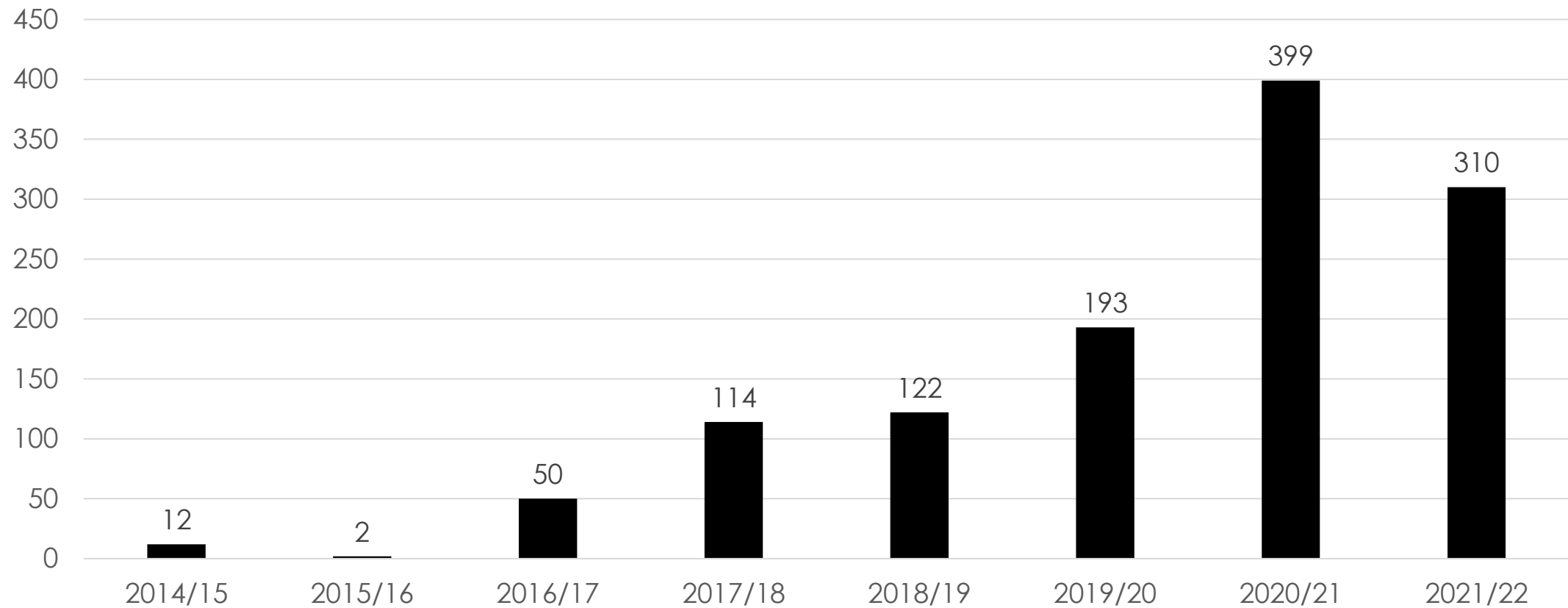




# BLACKBERRIES Exports per year



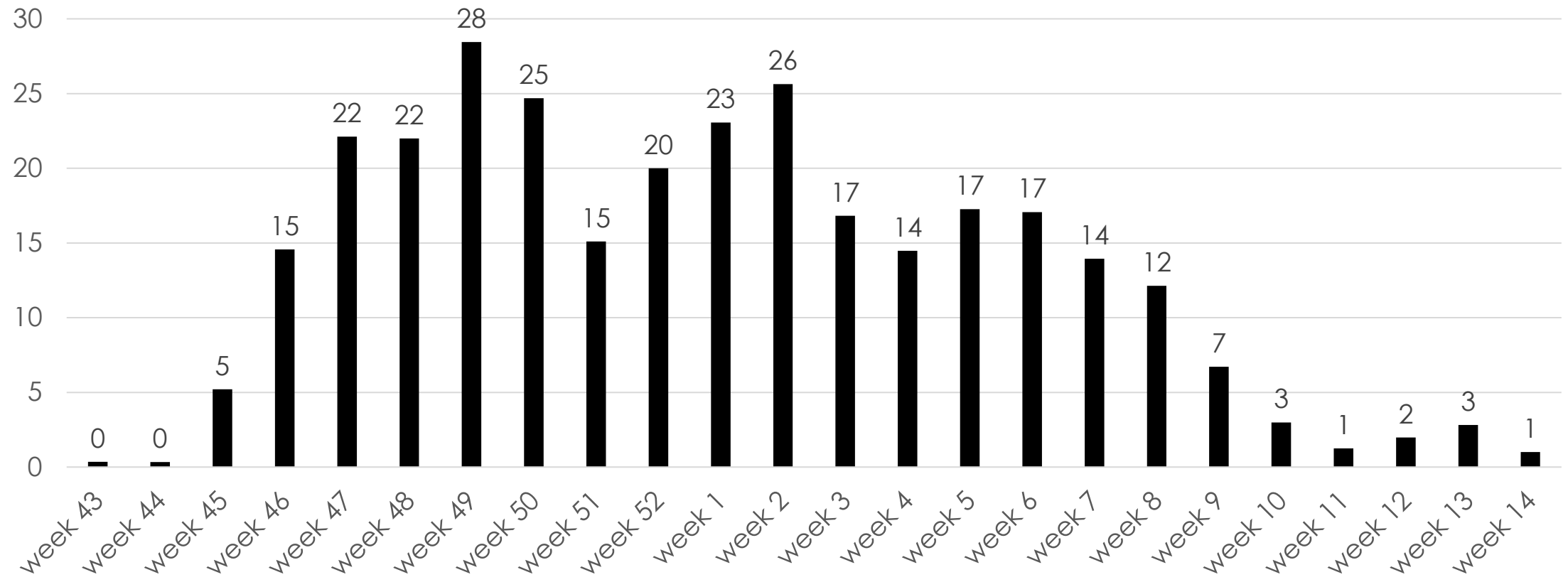
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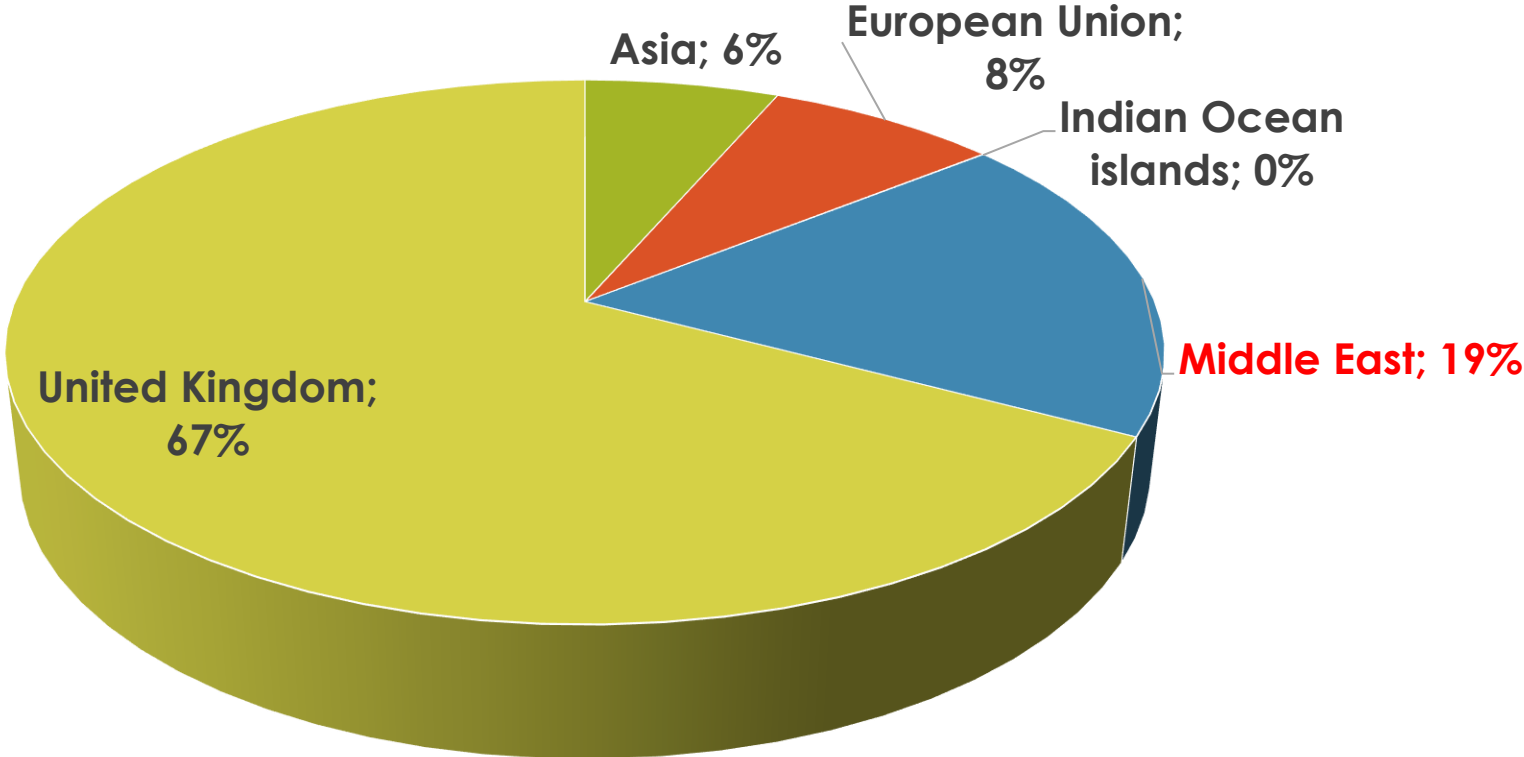
# BLACKBERRIES Exports Nov 2021-May 2022

## 310 tons



# BLACKBERRIES Exports destinations 2022

310 tons





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Thank you!

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