



Country Report – South Africa



10th World Avocado Congress

New Zealand

3 April 2023



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Production overview

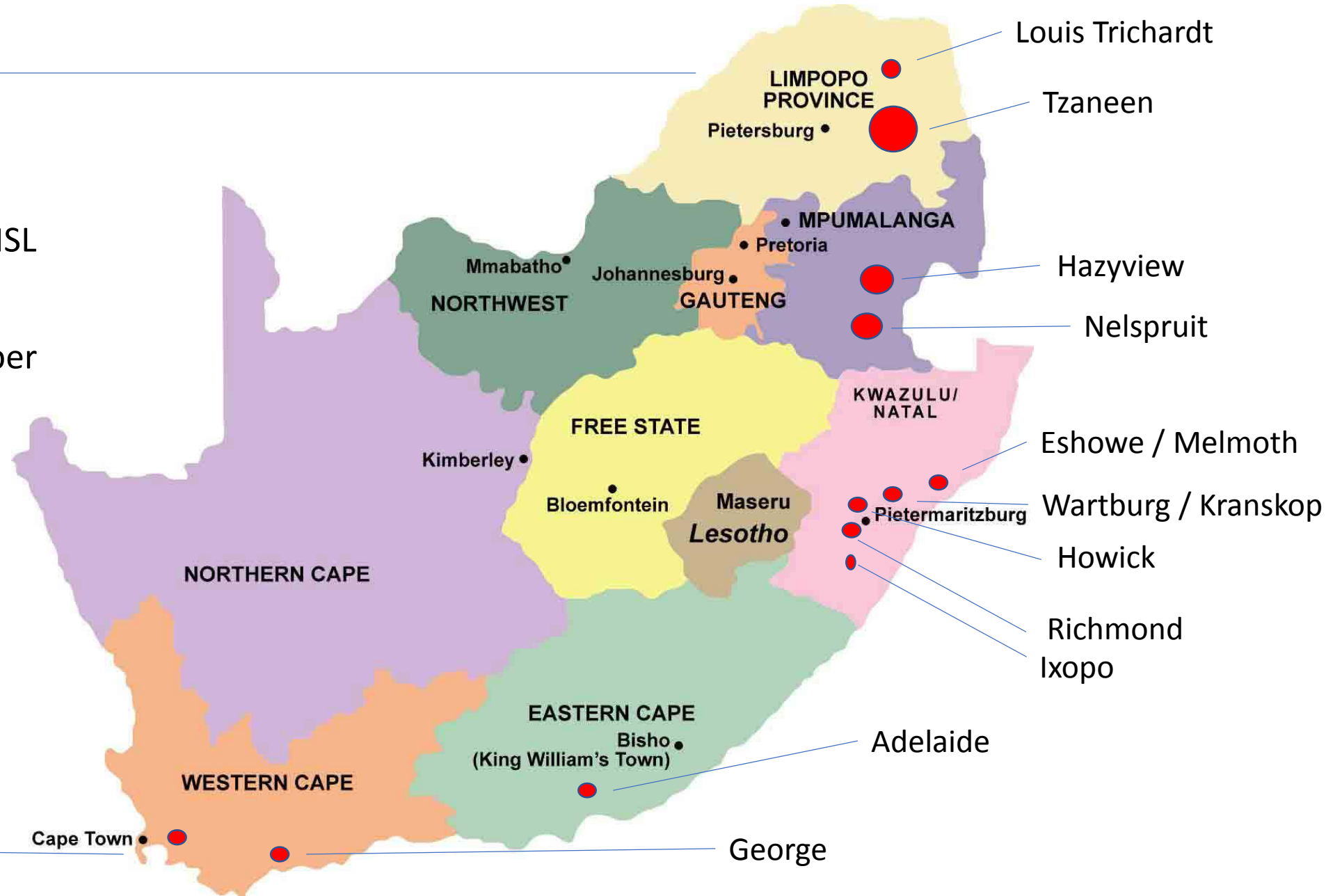


Commercial avocado production regions

23 °S

Orchard elevation:
50 m – 1600 m AMSL

Season:
February - December



34 °S

Headline South African avocado industry statistics

Number of commercial growers	± 360
Area planted	±18 000 ha
Annual expansion	± 800 ha
Annual Production	± 135 000 t
Employment (Seasonal + Permanent)	± 11 500

South African avocado production

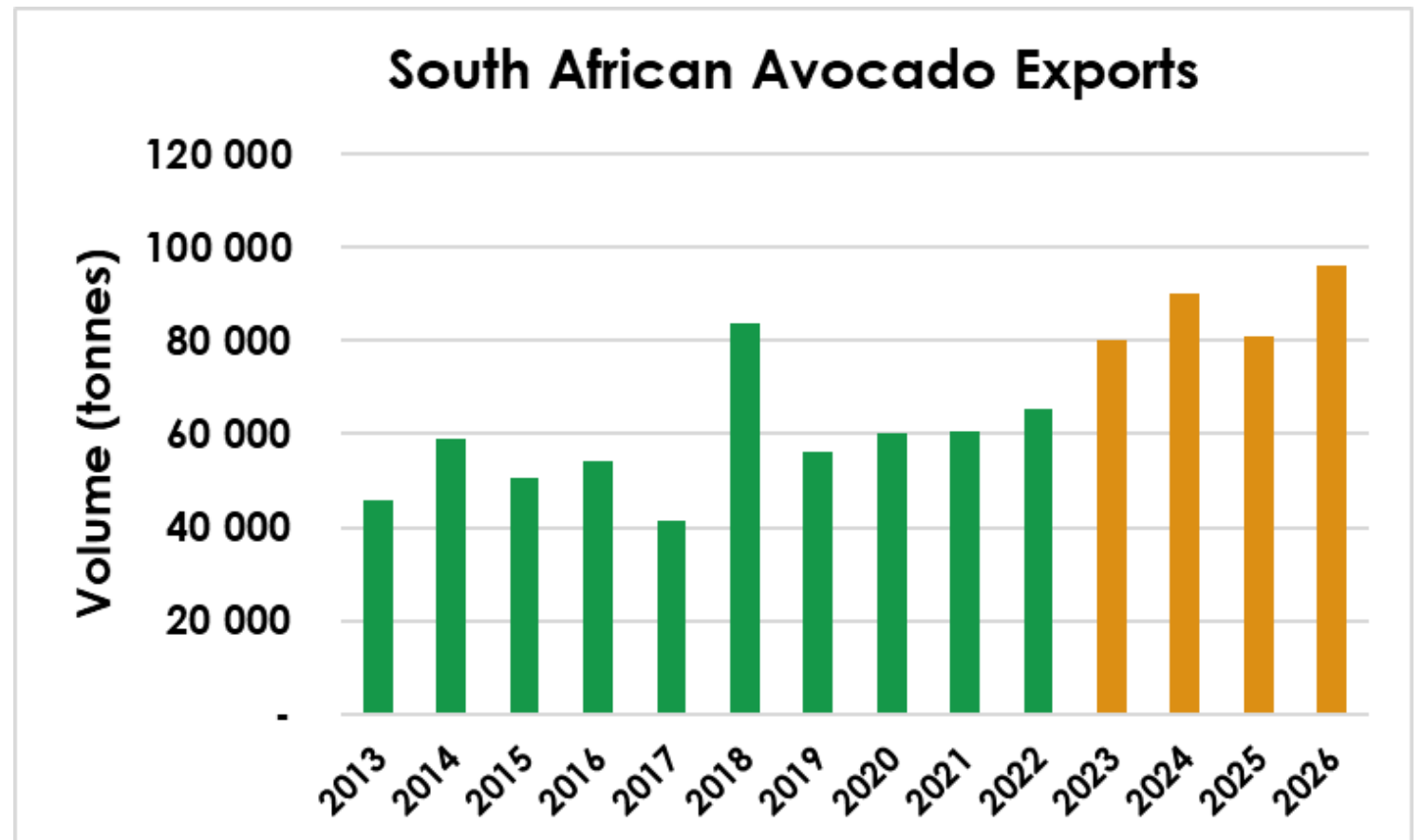
Export (fresh)	45%
Domestic market (fresh)	44,5%
Processing (oil)	5%
Processing (guacamole)	5,5%

Export markets:

EU & Russia:	76%
UK:	22:%
Other:	2%

Total production:
±135 000 t p.a. and growing

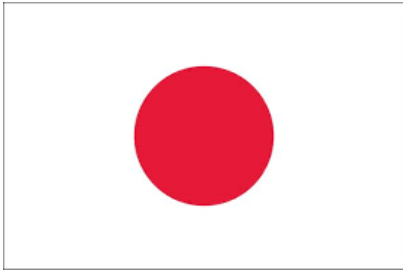
**Hass & Hass-types: 80% of
new plantings and 65%-70%
of exports.**



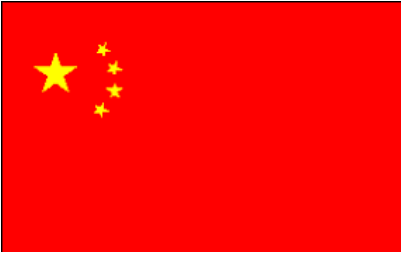
Future markets



India



Japan



China



USA

Industry structures

The South African Avocado Growers' Association (SAAGA)



- **Voluntary membership accounting for 95% of export production.**
- **Grower funded (levies on local & export sales)**
- **Funding of production & post harvest research**
- **Technology transfer.**
- **Funding of generic promotion – domestic market**
- **Industry and marketing information.**
- **Government liaison – market access, food safety, quality standards.**



Subtrop manages the affairs of the SA Avocado, Litchi and Mango Growers' Associations

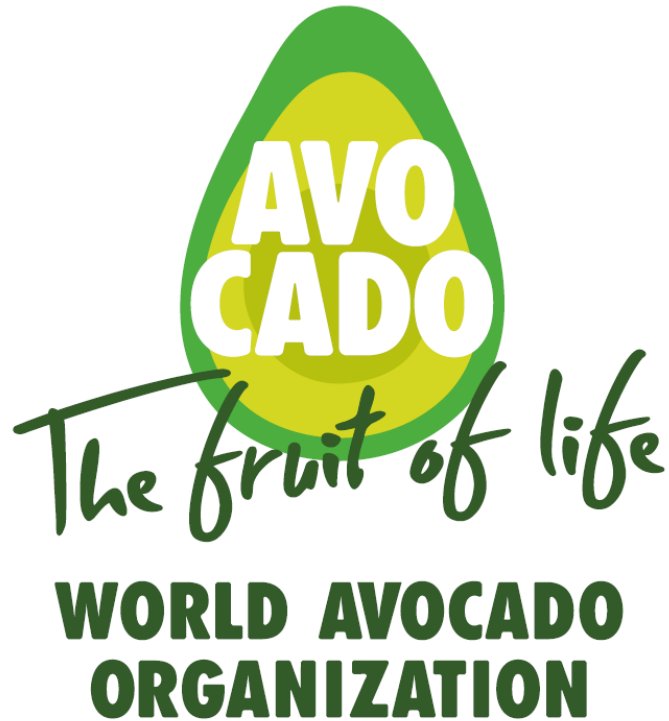
*Subtrop is a member
of Fruit South Africa*



Generic promotion

Generic promotion of avocados

Export market



1 Euro cent / kg

Domestic market



20% of SAAGA's annual budget

Your opportunity...



WAC 2027

WORLD AVOCADO CONGRESS

6 - 9 SEPTEMBER 2027 | CAPE TOWN | SOUTH AFRICA