

# TING MATTERS

ct to a farm's profitability is  
op of marketing trends. We  
e interesting insights into  
kets during the year.

ner CEO of Sainsbury's, explained how  
are experiencing a slump in sales as  
asingly shop at pricier convenience stores.  
e is different: better-off consumers shop  
hile poorer people buy from the informal  
tlets of hawkers and spaza shops.

## UMERS

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In our  
Dr Hannes  
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Congress, spoke to us about  
this trend in the poultry  
industry. He covered  
issues such as production  
conditions, the amount  
of stress that animals  
are exposed to, humane  
slaughtering processes  
and the use of antibiotics.



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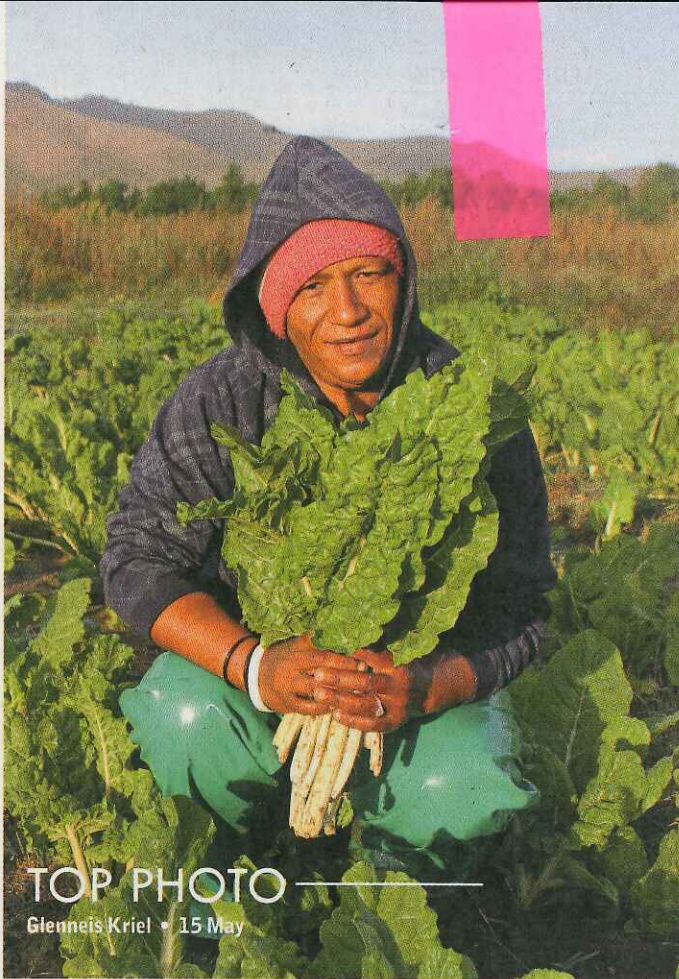


**RIGHT:**  
Vegetables need  
to be delivered  
to the market as  
soons as possible  
after harvesting.

**BELOW LEFT:**  
Consumers are  
increasingly  
insisting on  
better housing  
conditions for  
farm animals.

**BELOW:**  
Forelle pears  
are currently  
doing well in  
the market.

**BELOW  
RIGHT:**  
A coordinated  
marketing  
strategy has  
enabled the  
Western  
Cape Citrus  
Producers'  
Forum to  
increase its  
market share  
in the US.



TOP PHOTO

Glenneis Kriel • 15 May

## CITRUS IN THE US

Farmers looking to  
export fruit to the US can  
learn from the Western  
Cape Citrus Fruit Forum  
(WC CPF). According to  
director Piet Smit (20 March  
issue), the WP CPF found  
that Australia's multiple-  
channel, single-desk  
strategy seemed to work  
best. The country has  
many production and  
exporting channels, but  
only one importer in the  
US, which sells the fruit  
under a single brand.

US consumers are loyal,  
preferring to buy locally  
grown produce, and the  
WC CPF realised it had to  
export fruit in the US off-  
season to avoid competing  
with local farmers. It also  
supplies US consumers  
with fruit of similar  
quality and appearance  
to their own. The forum's  
approach seems to work:  
SA navel exports grew  
from 1,74 million cartons  
in 2011 to 2,12 million  
cartons in 2014.

