



Grape alliance

Marketing



How table grapes are grown, packed, exported and imported to meet international standards and requirements on quality and food safety

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POSITIONING

WITHIN INDUSTRY

We see it as essential to govern our own destiny within the table grape industry.

OUR POSITIONING

5 main categories:

- 1) Grower exporter that's RESPONSIBLE
- 2) Exporter that's RESPONSIBLE
- 3) Grower exporter that's IRRESPONSIBLE
- 4) Exporter that's IRRESPONSIBLE
- 5) Trader that's pre-dominantly IRRESPONSIBLE

We = category (1) RESPONSIBILITY towards ourselves and industry as a whole

To ensure best possible market strategy that'll ensure maximum farm income; we build long-term relationships with selected customers. This can only be achieved through continual investigation of processes and role players in the export chain.



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POSITIONING WITHIN INDUSTRY

AS GROWER

3 main categories:

- 1) Commercial
- 2) Accidental
- 3) Opportunistic

- Being commercial grower of size, we live on fore front of international customer base and many quality requirements.
- Fore front brings understanding and commitment to these specifications.
- Room for accidental & opportunistic growers are becoming less and less due to demands on food safety, cosmetic quality, phytosanitary regulations & cold chain

We believe in the entrepreneurial spirit. To grow as commercial producer, passion, experience and knowledge of product & industry is a necessity.

The entrepreneurial spirit is also the corner stone for job creation and growth within the community and society.



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ROLE PPECB

WITHIN INDUSTRY

PPECB – NATIONALLY & INTERNATIONALLY

3 areas to consider:

- 1) Food safety – protect industry against irresponsible growers & customers
- 2) Cosmetic – implement minimum specifications
- 3) Phytosanitary regulations & cold chain management – protect industry against irresponsible growers & exporters, ensure effective transport of product, fighting on our behalf



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GROWING TABLE GRAPES

As a responsible grower, packer and exporter, adhering to the various specifications is non-negotiable. In essence, a holistic approach to growing, packing, exporting and even importing of fruit is necessary and the different aspects can't be seen in isolation.

GROWING SIDE

- Vineyards take 1-5 years to reach full production
- Financial & work input is massive
- You have to ensure that you plant the correct varieties in the correct areas

2 considerations:

- 1) Is the variety commercially viable?
- 2) What are the customer's preferences?

To make these decisions, input from grower, exporter, importer and customers is necessary.



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MARKETING

In order to ensure market access and a future in the industry, adherence to food safety, phytosanitary regulations and quality specifications can't be limited to the harvest period.

Educated, knowledgeable employees within exporting company, appointed specifically for these tasks is of utmost importance to ensure all communication and specifications are communicated to the growers and adhered to.



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FOOD SAFETY

Ensuring food safety is therefore a combined effort between growers and exporters.

Different aspects of food safety:

- packing material (we only use reliable, accredited suppliers that can prove that the material is safe for the storage of food and do not constitute a food safety risk)
- training of workers on the safe and hygienic handling of the grapes
- pest control
- most importantly, the safe and responsible use of plant protection products.



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PLANT PROTECTION PRODUCTS

- Adhering to plant protection product regulations locally as well as the regulations stipulated by the EU, UK and individual supermarkets have become one of the challenges today.
- Increased pressure on reduction of the use of pesticides while still delivering a good quality product is another factor we have to contend with.

Therefore having access to the necessary expertise, information on the different requirements and products, timing and volumes of applications is of utmost importance.



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PLANT PROTECTION PRODUCTS

What do we do in the absence of a commercially workable plan for organics?

We as growers have to embark on our own mission of –

- 1) Improving the inherent/genetic resistance traits of our cultivars.
- 2) Exploring new methods of control, for example biological control.
- 3) Enhancing the natural resistance of the vine through creating a healthier soil and growing environment.

Therefore reducing stress in the vine and resulting in better management of pests and diseases on the farm.



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QUALITY

- Weather is probably the most important factor influencing the quality of the grapes, but we have no control over it, therefore it is imperative that we manage the factors we do have control over.
- A vineyard no longer only consists of the vines and the grapes, but knowledge of the soil, minerals, nutrients, water usage, biological processes, etc. all forms part of a holistic approach to ensure the best quality product is supplied.

Therefore working together with experts in different regions, training of employees and access to information all forms part of an approach that'll ensure continues growth and improvement.

To protect the reputation of our industry, PPECB does inspections to ensure that all products are within specification, but a premium product of excellent quality and condition, packed exactly according to a customer's requirements, can only be ensured if a grower and packer accepts the responsibility.



Communication is key – first of all between the exporter and importer/customer, and secondly between the exporter and grower/packer.

- The exporter must know exactly what the customer wants and must then communicate the information to the grower/packer.
- Because of the variations in quality specifications and pesticide regulations especially between supermarkets, preparation of orchards specifically for a certain market is also a factor that's becoming increasingly important.
- To ensure a well packed product, knowledge of the requirements and training of workers in the pack house are the most important aspects.
- Because we serve ever changing markets with our product, it's also important to be flexible and able to make changes when new opportunities arise.



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QUALITY

In order to ensure improvement, feedback from customers is very valuable and should be communicated to growers and packers continuously.

Through this method problem areas can be identified and successfully dealt with in order to prevent repetition of the same mistakes.



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CONCLUSION

You will see that the role of PPECB is down played where the responsible grower is concerned.

The responsible grower is taking ownership of his/her product and of market requirements, but still depends on PPECB to educate the rest and to ensure that all growers are protected against irresponsible growers/exporters.

Only with this intention can we ensure the long term, sustainable future of the table grape industry.