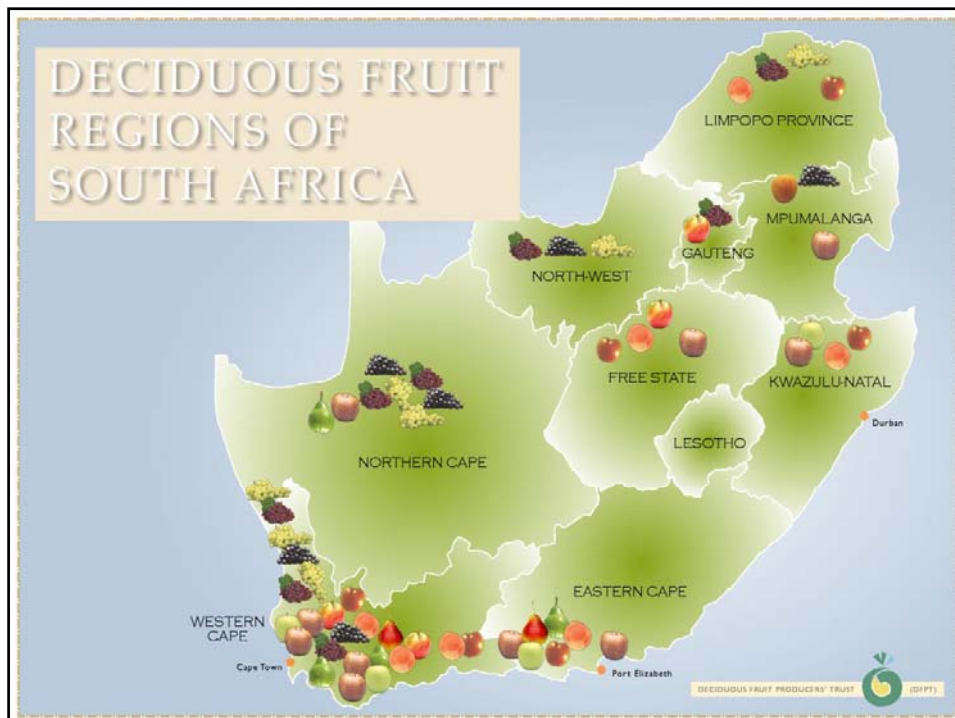
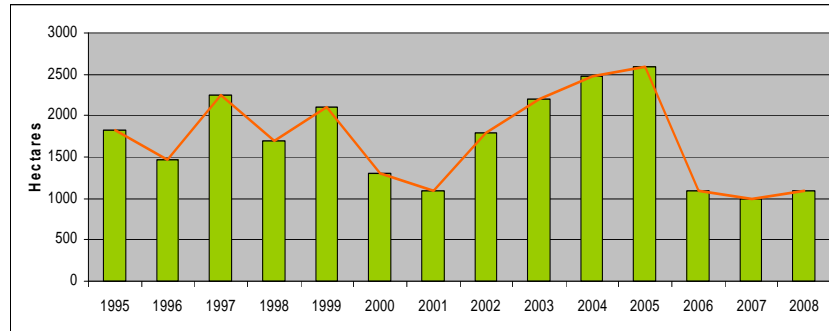


# South African Prune Overview

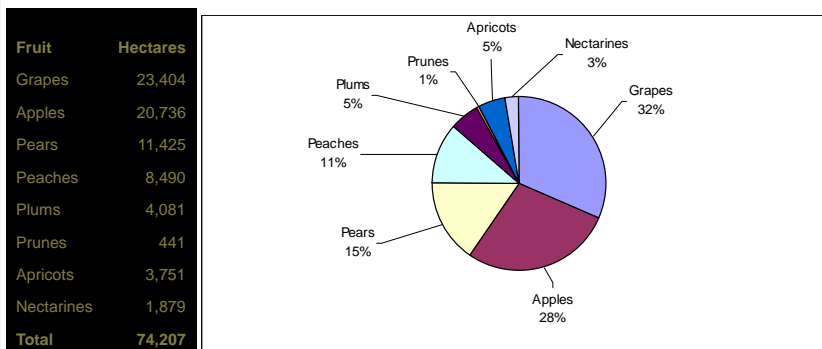
International Prune Association  
France  
2009



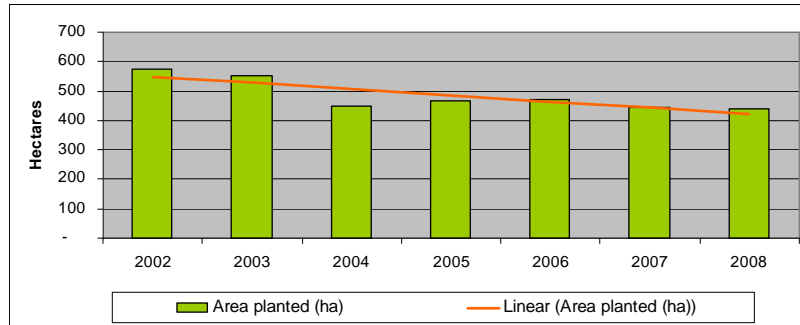
## Prune Production



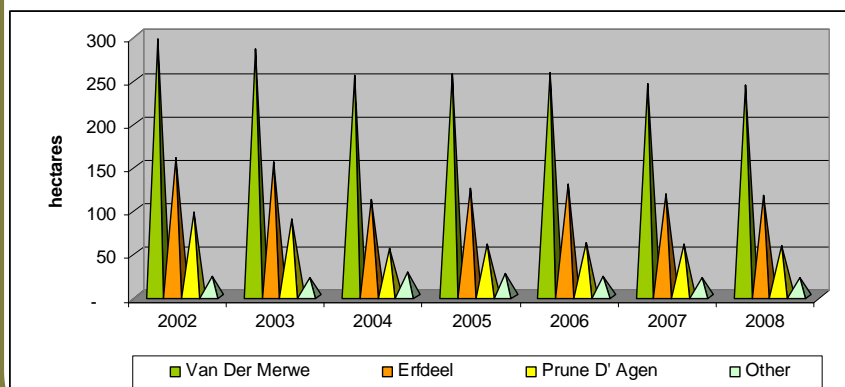
## Total Area Planted / Fruit



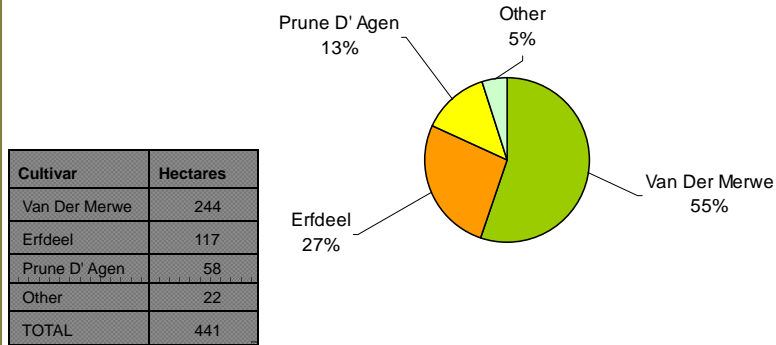
## Prunes: Area Planted (ha)



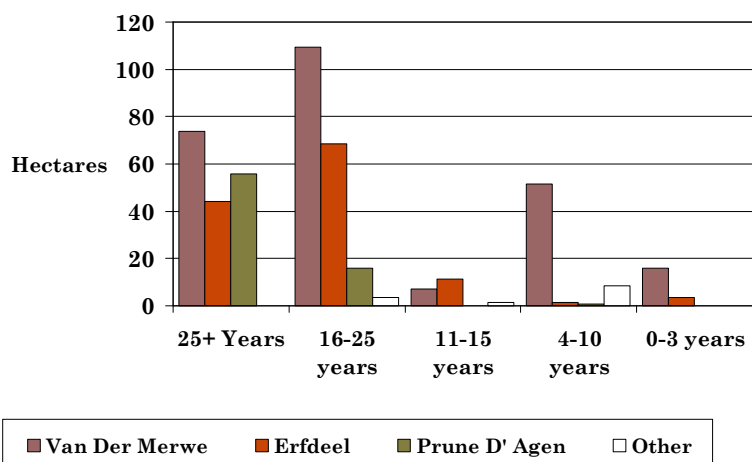
## Prunes: Area Planted Per Year



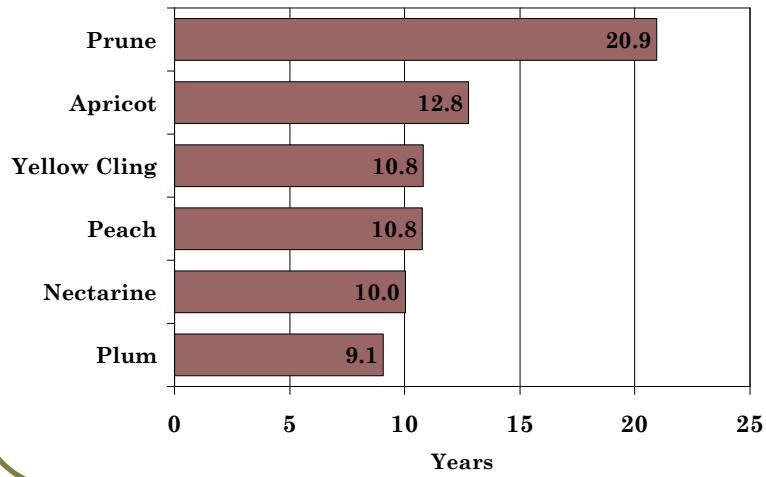
## Area Planted: Prunes



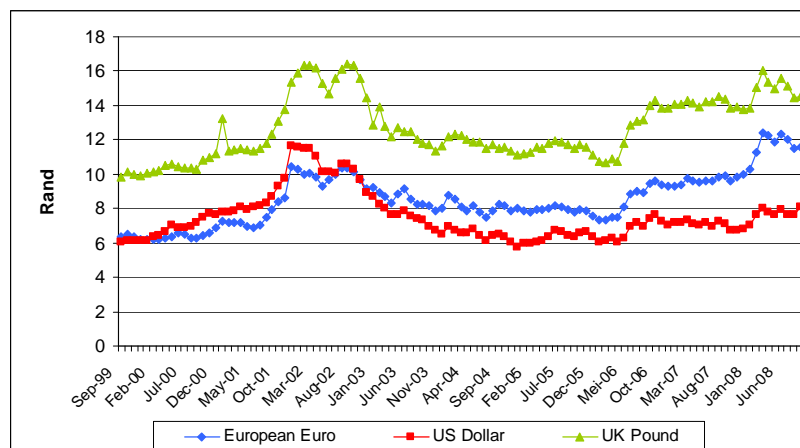
## Average Orchard Age - Prunes



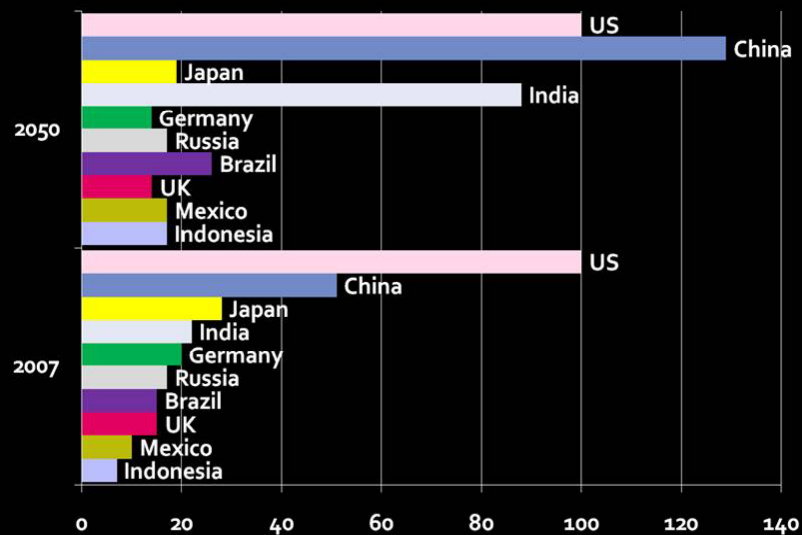
## Average Orchard Age



## Exchange Rate Movements



## Projected relative size of economies in 2007 and 2050 GDP in PPP (US = 100)



Source: PwC estimates (using UN population projections)

## Challenges

- Introduce new areas of production
- Increase production but retain quality
- Manage competition – fresh
- Increase local consumption
- Seek low chilling cultivars