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# SOUTHERN AFRICA PRODUCTION REGION INTO THE FUTURE

## PANEL DISCUSSION

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Louw Pienaar

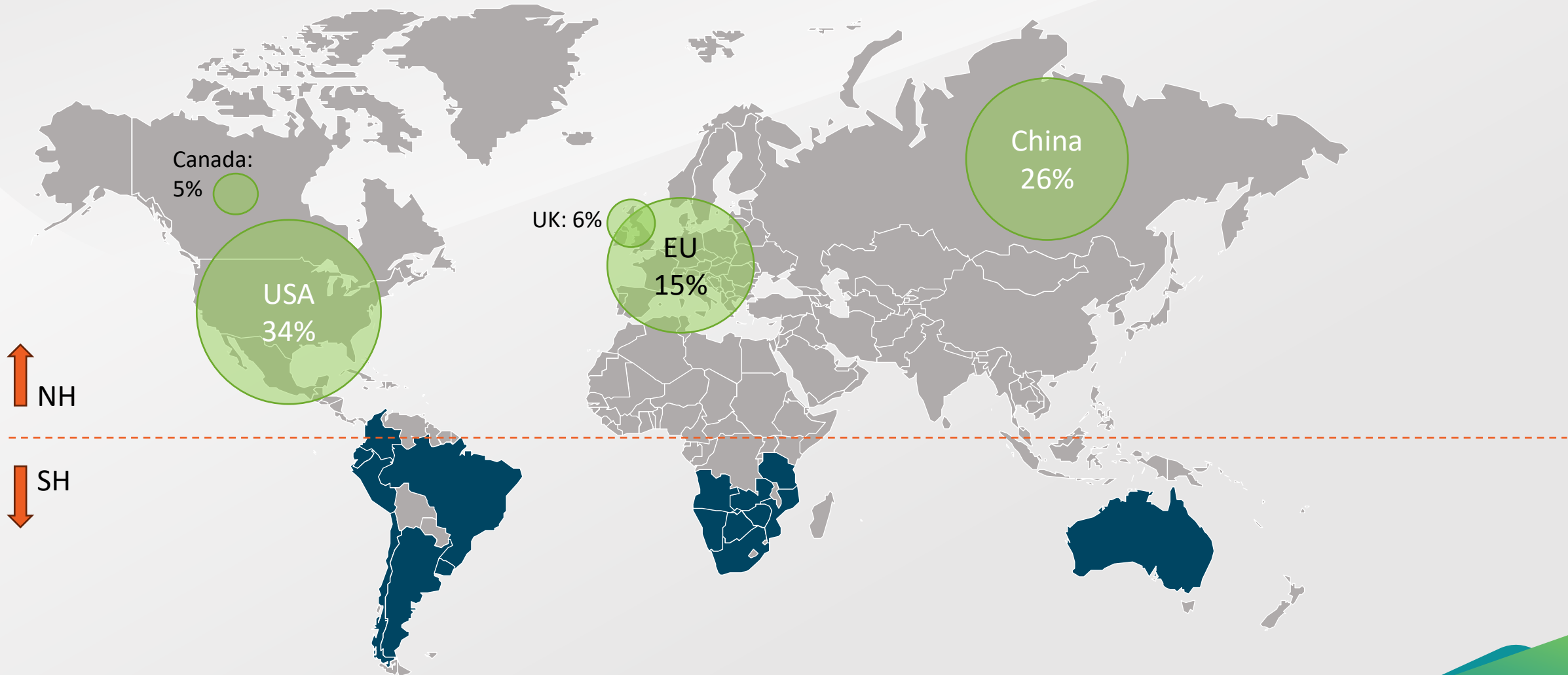
IBO Summit, South Africa  
September 2025



# DEMAND CONSIDERATIONS

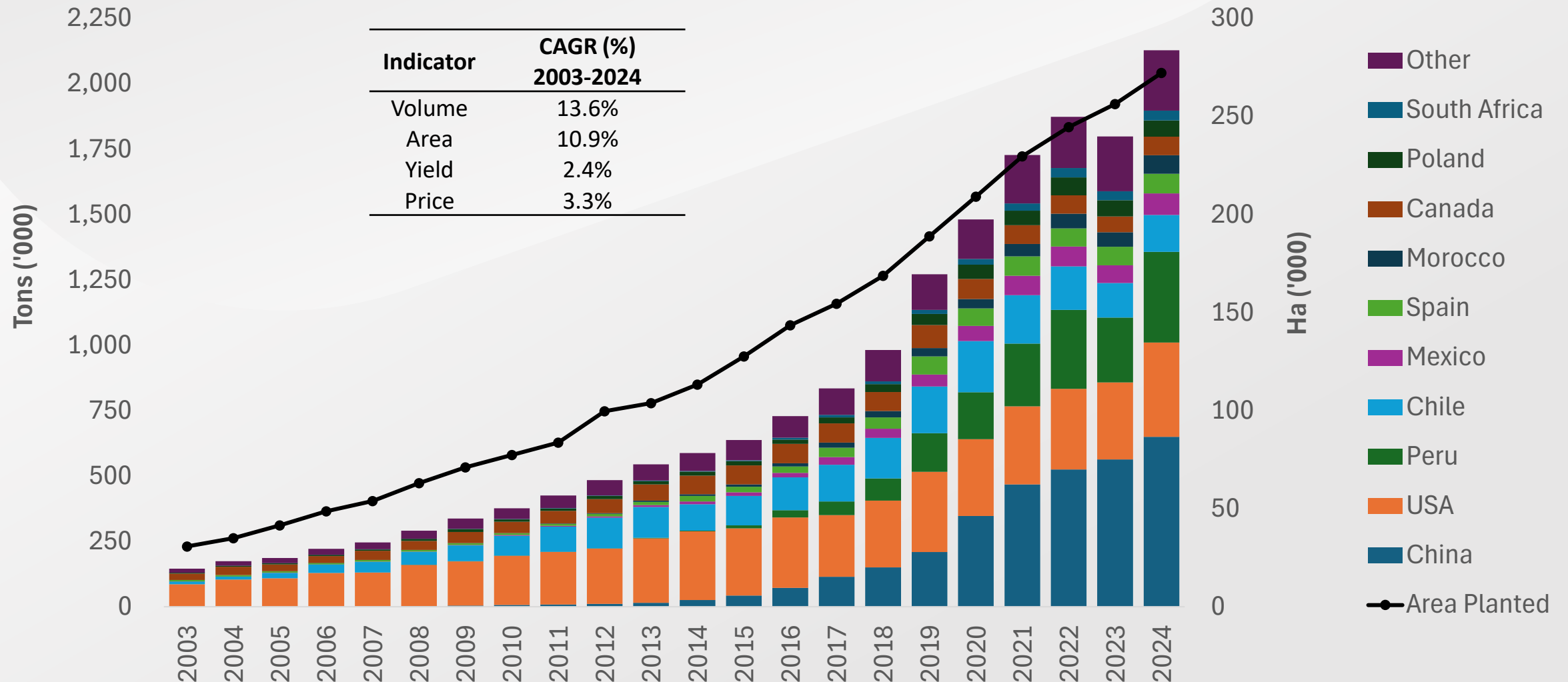
Fresh blueberry consumption is concentrated in the Northern Hemisphere

PC demand in the past decade = 13% p.a | Projection to 2034 = 6-7% p.a



# SOUTHERN AFRICA SUPPLY IN CONTEXT

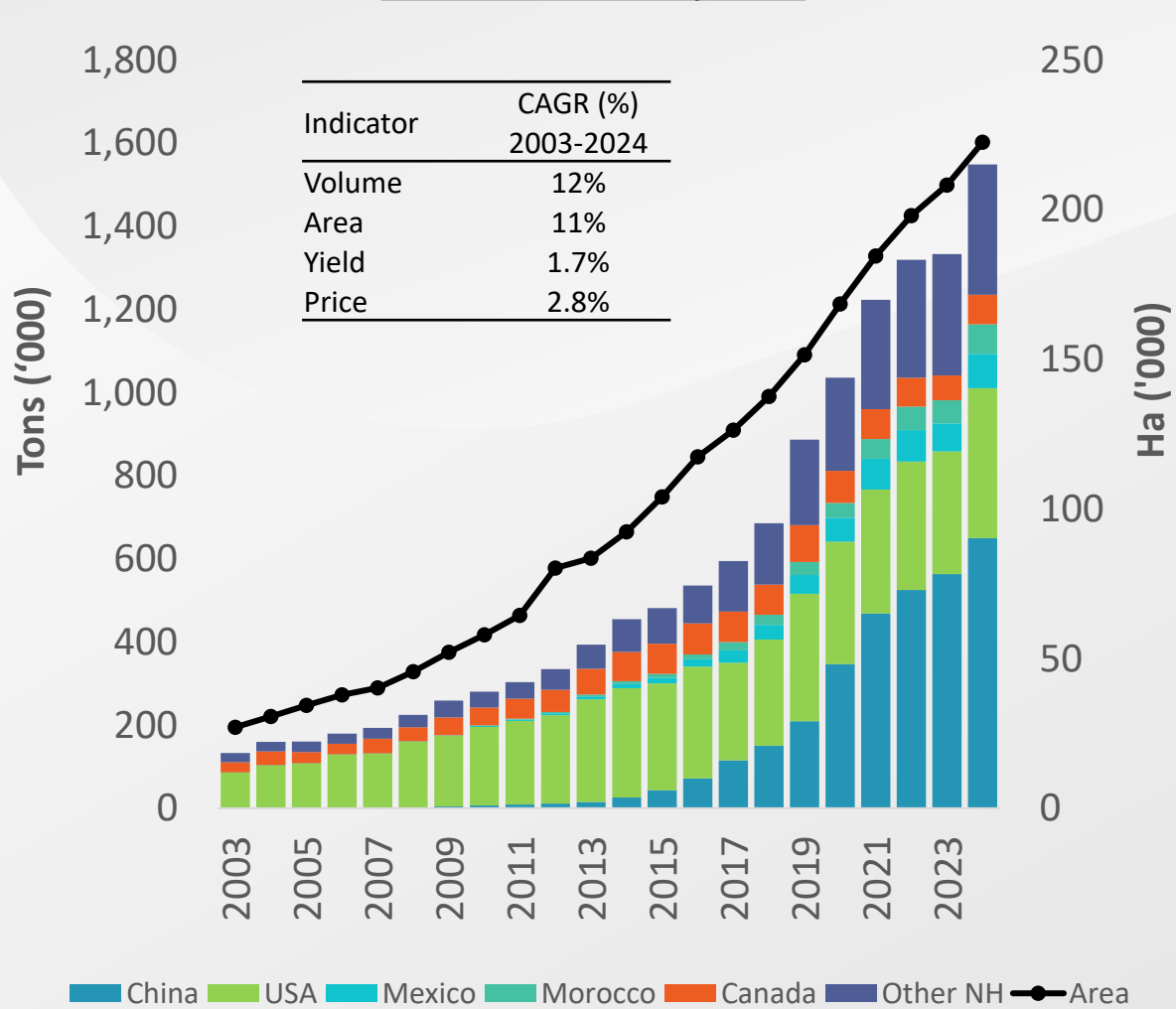
## Global Production



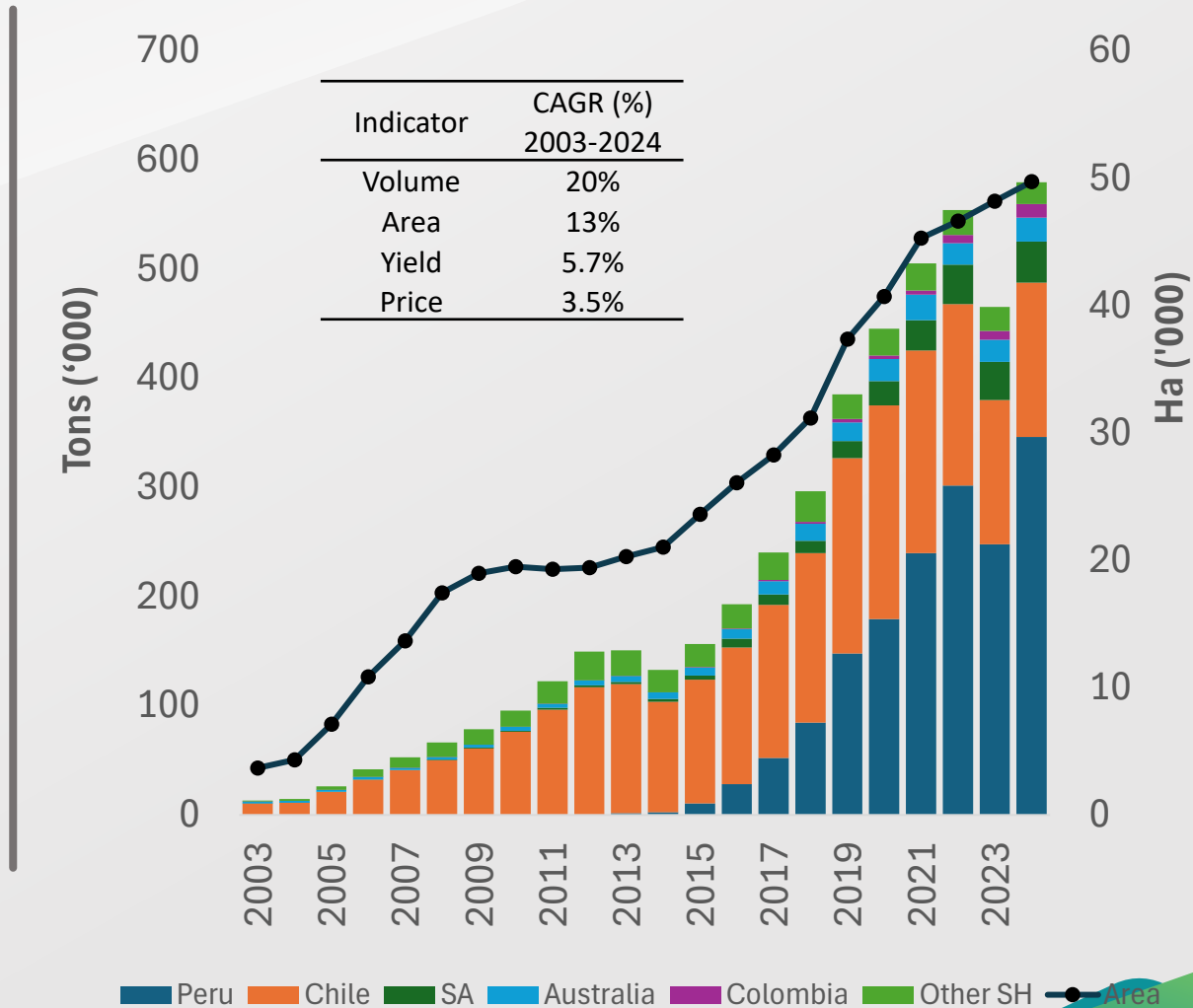
# SOUTHERN AFRICA SUPPLY IN CONTEXT

## North vs South Production

Northern Hemisphere



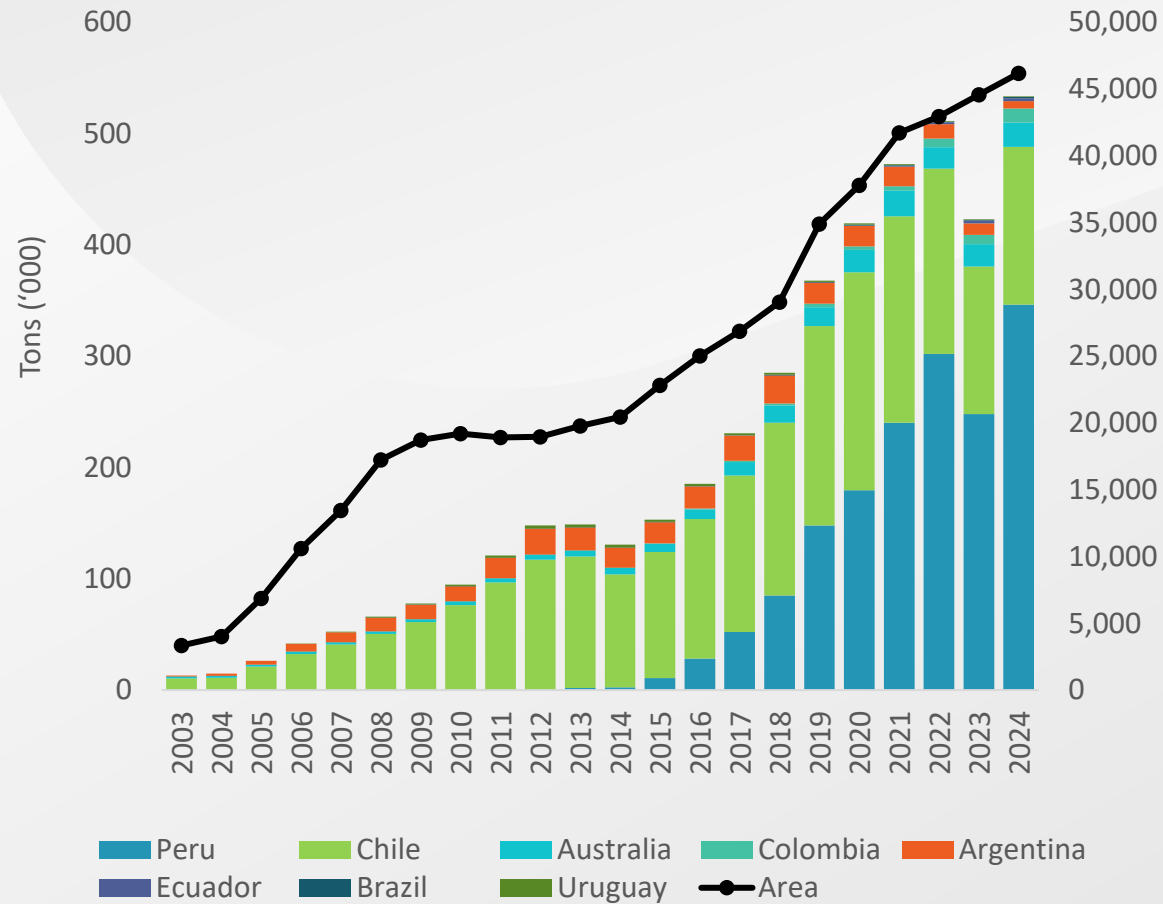
Southern Hemisphere



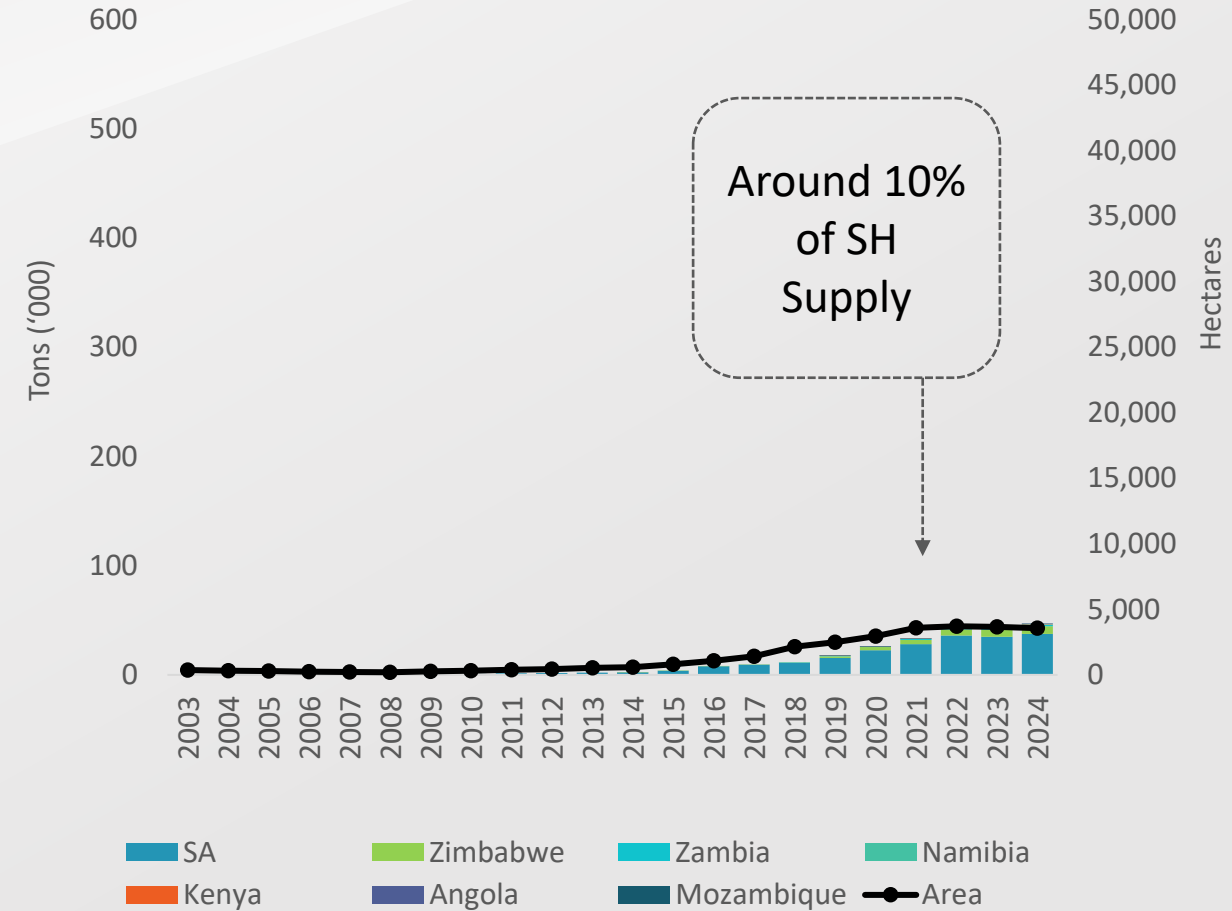
# SOUTHERN AFRICA SUPPLY IN CONTEXT

## Southern Hemisphere and Southern Africa

Rest of SH



Southern Africa

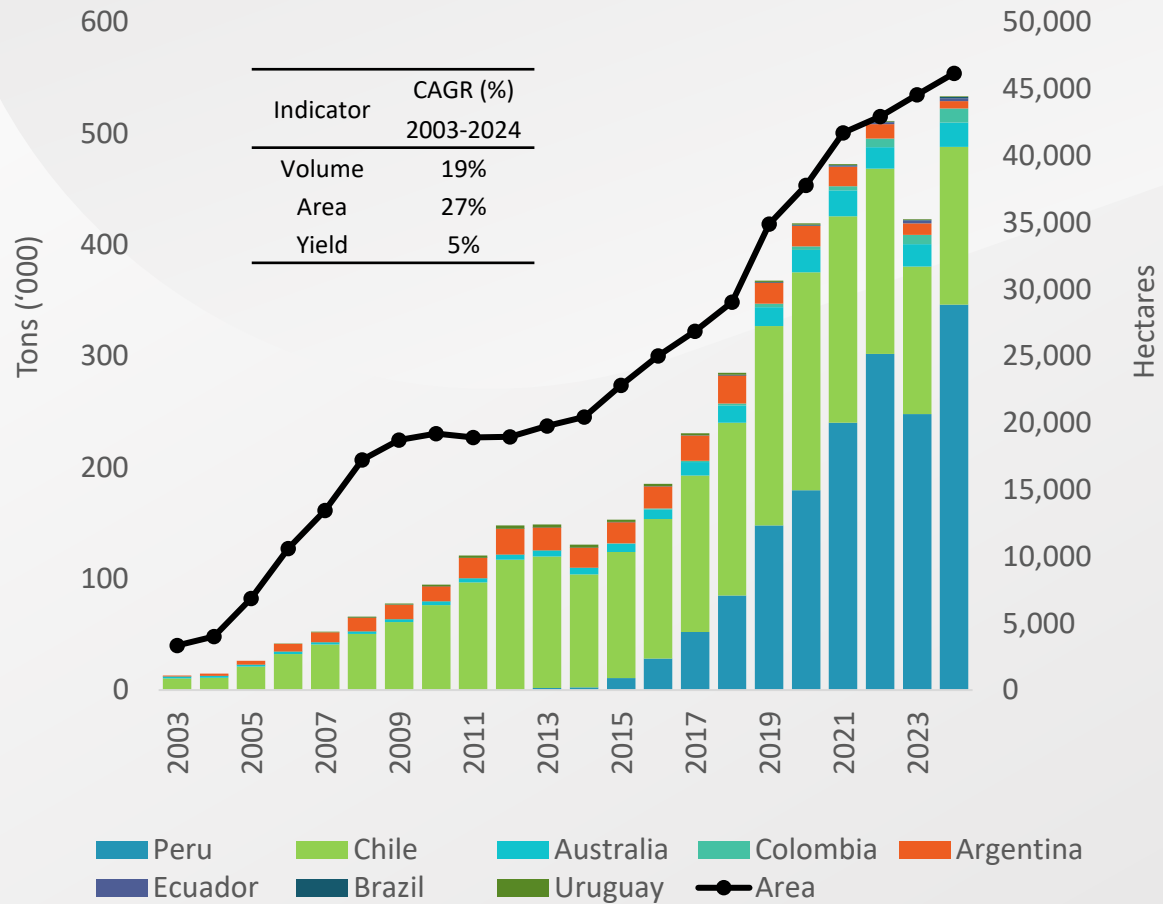


# SOUTHERN AFRICA SUPPLY IN CONTEXT

## Southern Hemisphere and Southern Africa

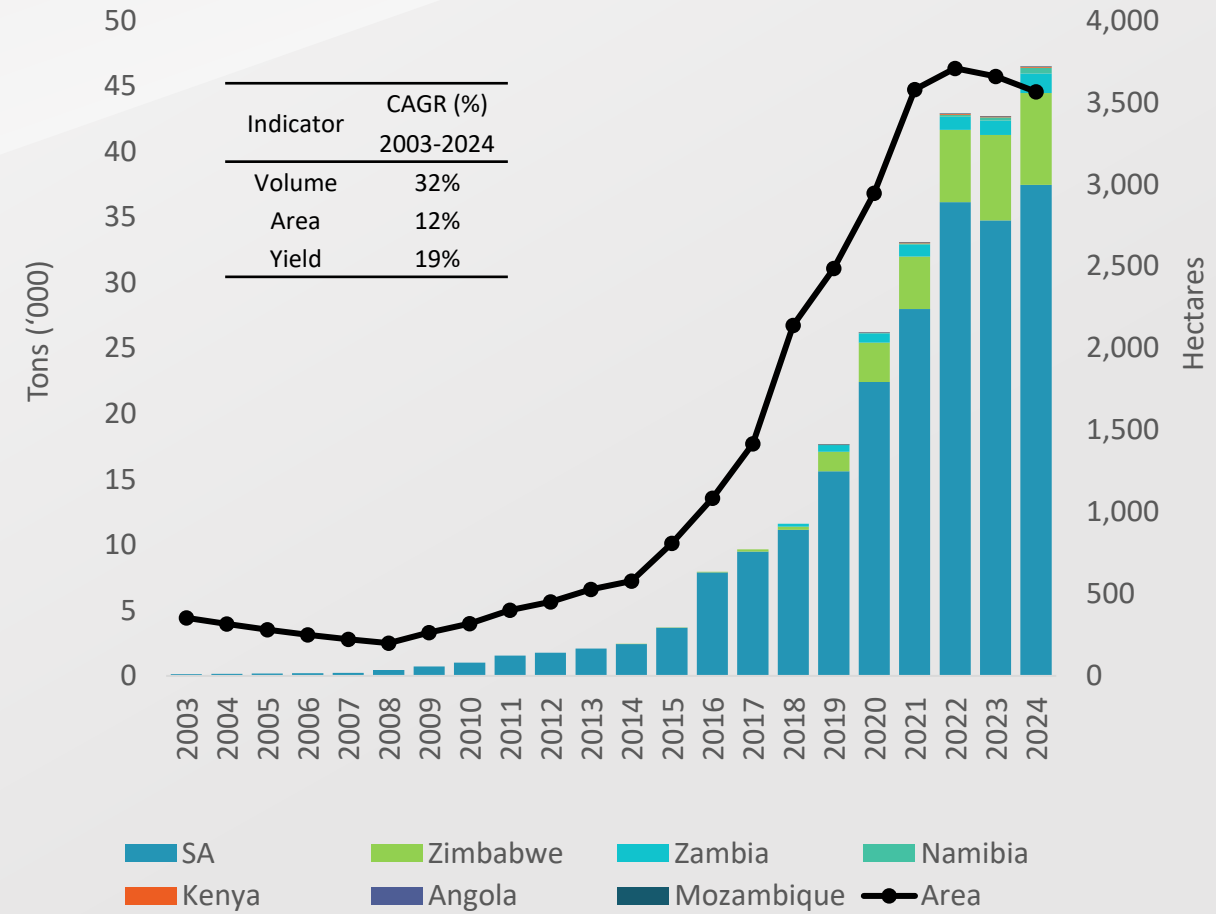
### Rest of SH

Indicator	CAGR (%) 2003-2024
Volume	19%
Area	27%
Yield	5%



### Southern Africa

Indicator	CAGR (%) 2003-2024
Volume	32%
Area	12%
Yield	19%

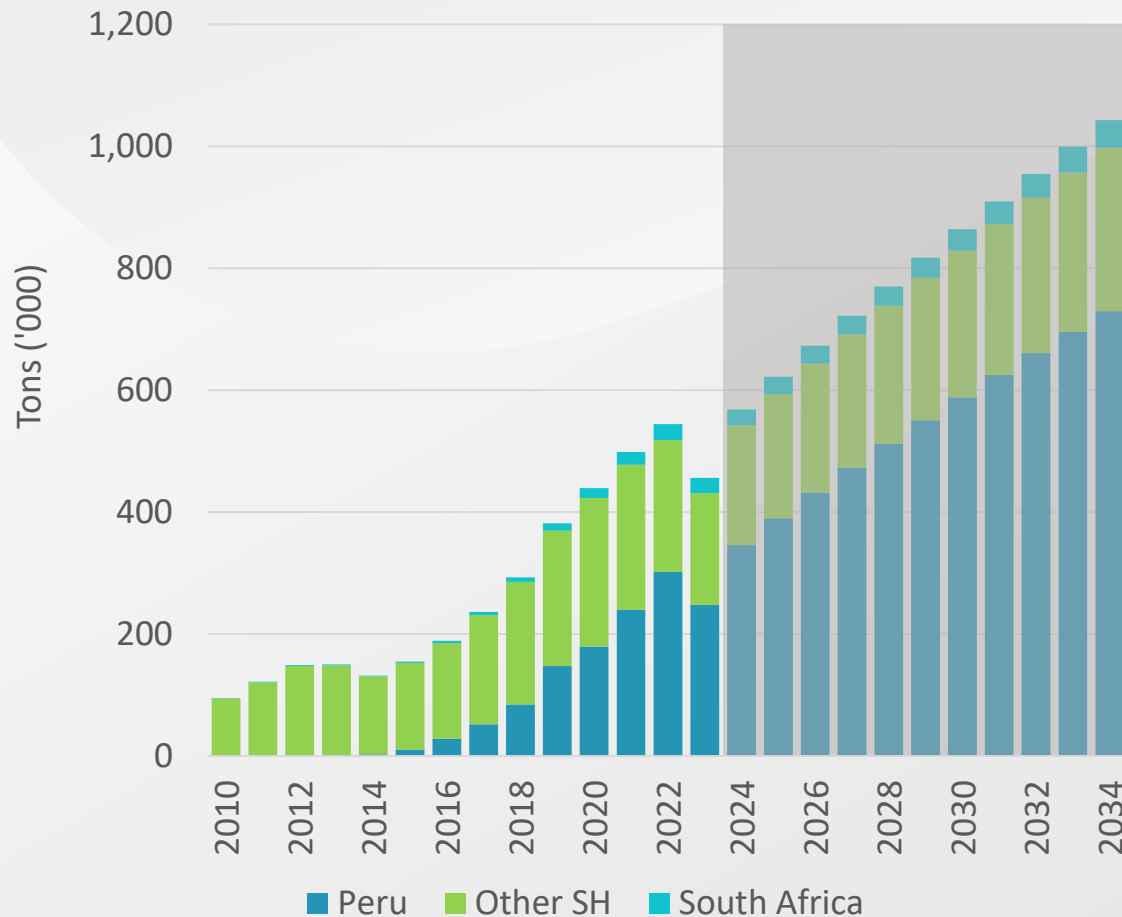




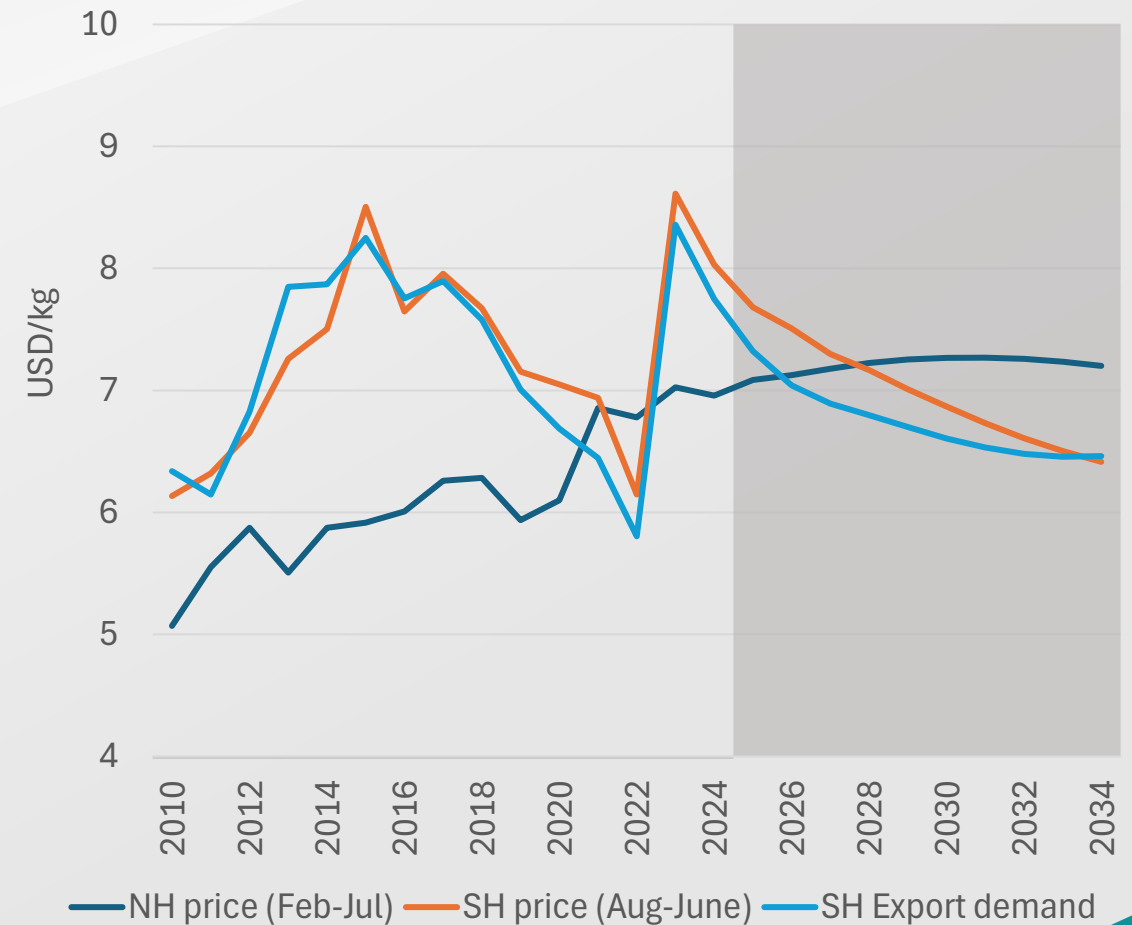
# OUTLOOK & PRICES

Strong supply growth from SH production and consistent demand growth are projected to mean prices will decline for the SH.

## SH Production



## Global CIF Prices



# KEY QUESTIONS FOR THE DISCUSSION

Will the Southern African region rise to greater heights as a significant production region able to compete with Peru and others?

- 1) Provide an update on the blueberry industry within your country (SA, Zim, Nam)?
- 2) List a key opportunities and challenges that are unique to farming blueberries in Africa?
- 3) Looking ahead, what growth can we expect from Southern African region?
- 4) What will be the key enablers to unlock greater growth?

**Questions or Comments?**





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# Thank you!

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