



BERRIES ZA

— SUPPORTING SOUTH AFRICAN GROWERS —

INSIGHTS INTO THE SOUTH AFRICAN BLUEBERRY INDUSTRY

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Chairman Berries ZA



TIMELINE OF BLUEBERRY DEVELOPMENT IN SA

1970s



Blueberry cultivation begins in South Africa, first in Lydenburg, Mpumalanga.

Blueberry cultivation expands into the Western Cape region.

1987

Early 1990s

Some farms start growing blueberries at scale; for example, South Cape Fruit has been growing since 1992 (claiming to be the oldest commercial blueberry farm in SA.)

Hillcrest Berry Farms, outside of Stellenbosch, start producing for farm stalls and own label jams. The farm is still active today.



1990s

1992



First recorded export of South African blueberries — a shipment to Zambia valued at R9,780 (approx \$ 560).

TIMELINE OF BLUEBERRY DEVELOPMENT IN SA

1994



The first blueberries were supplied to major SA Retailers, including Woolworths.

2000

First imports of non-exclusive genetics from Fall Creek entered RSA.

2001

Eurafruit was established by Trevor McKenzie, which will become instrumental in supplying local retail and the export market.

1997



WOOLWORTHS

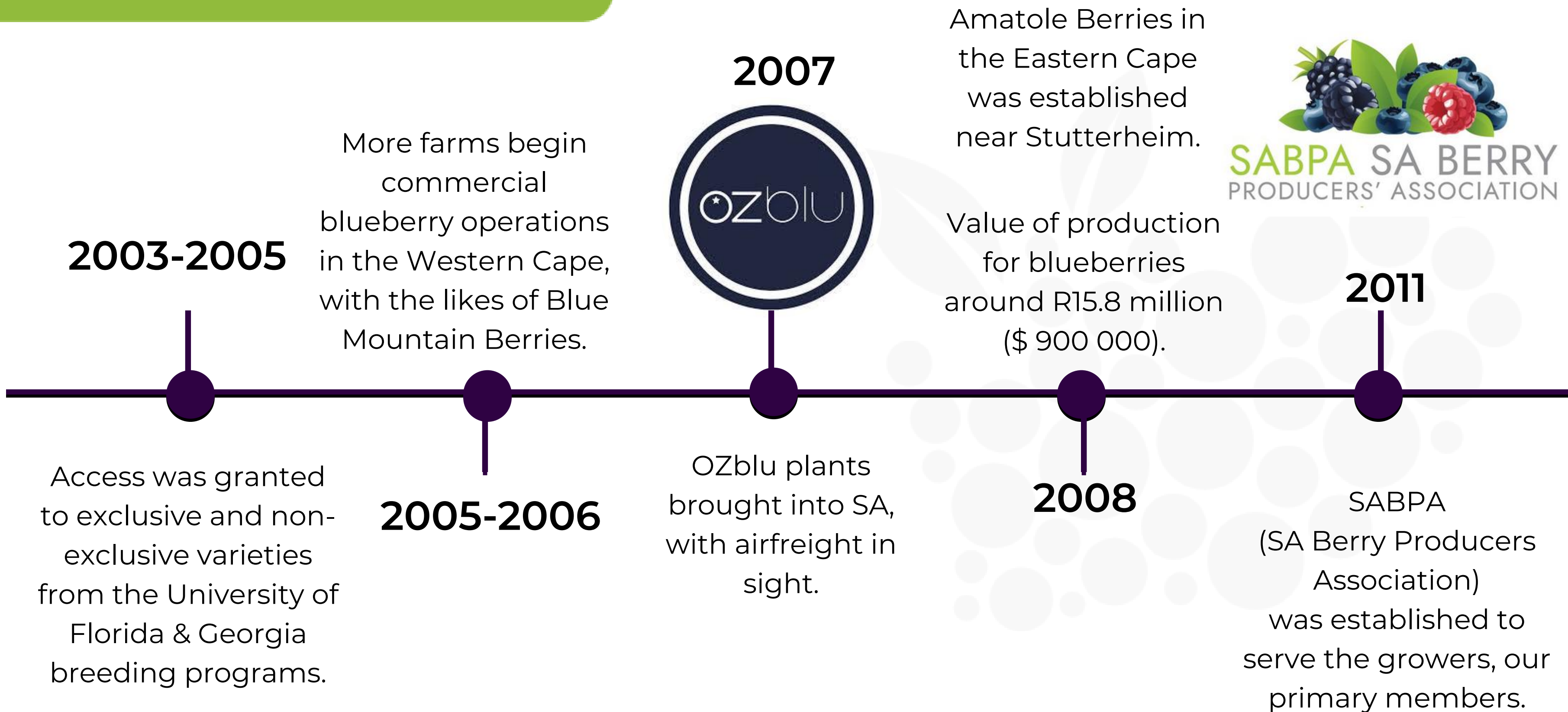
2003



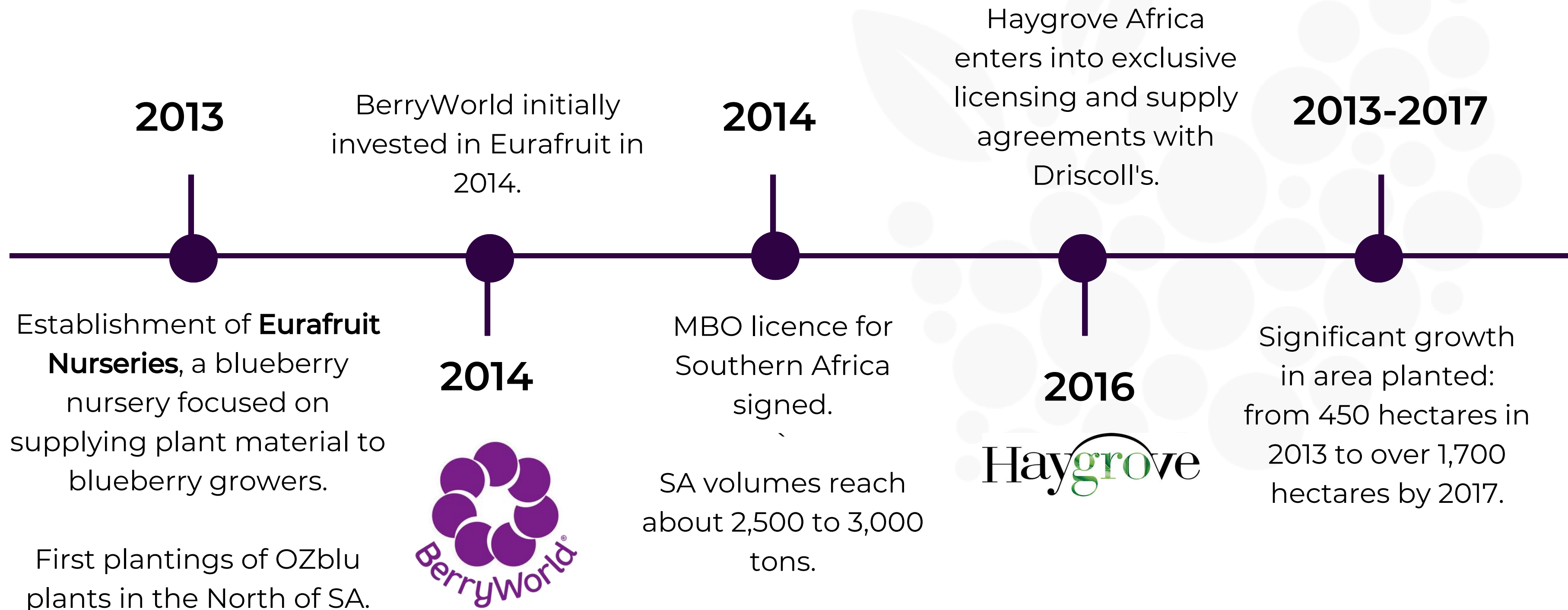
Blueberry export value rises to about R5 million (\$ 290 000).

Eurafruit Nursery was established as the first blueberry-focused genetics company.

TIMELINE OF BLUEBERRY DEVELOPMENT IN SA



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2017

The Costa License agreement were entered into by Haygrove Africa.

Elzette Schutte joined the body as the first official employee, still with us today.

2017

2018



Blueberry industry value reaches approximately R1.25 billion (\$ 72 million).

The most notable growth occurred during this period, with rapid expansions throughout the country.

2018-2020

2019



Fall Creek establishes its nursery in Paarl, Western Cape.

TIMELINE OF BLUEBERRY DEVELOPMENT IN SA

2020



Fall Creek's first plants left the nursery at the end of the year.

Berries ZA was established, with a name change from SABPA to be more inclusive for all berries.



2021

2021

2,500 hectares under blueberry cultivation.
Total production 27,000 tonnes. Local consumption increasing from 314 tonnes in 2012 to 3,200 tonnes in 2021.

More genetics and new varieties are introduced to the country, expanding the offerings and the harvest season.

2022

Driscoll's re-acquire the license from Haygrove.



2022

TIMELINE OF BLUEBERRY DEVELOPMENT IN SA

2022



Brent Walsh joined as CEO and is still at the helm of the industry body.

A big transition leading up to sea freight from predominantly airfreight.



2022

2022



Transnet strike driving the industry to its knees and resulted to some growers exiting the industry.

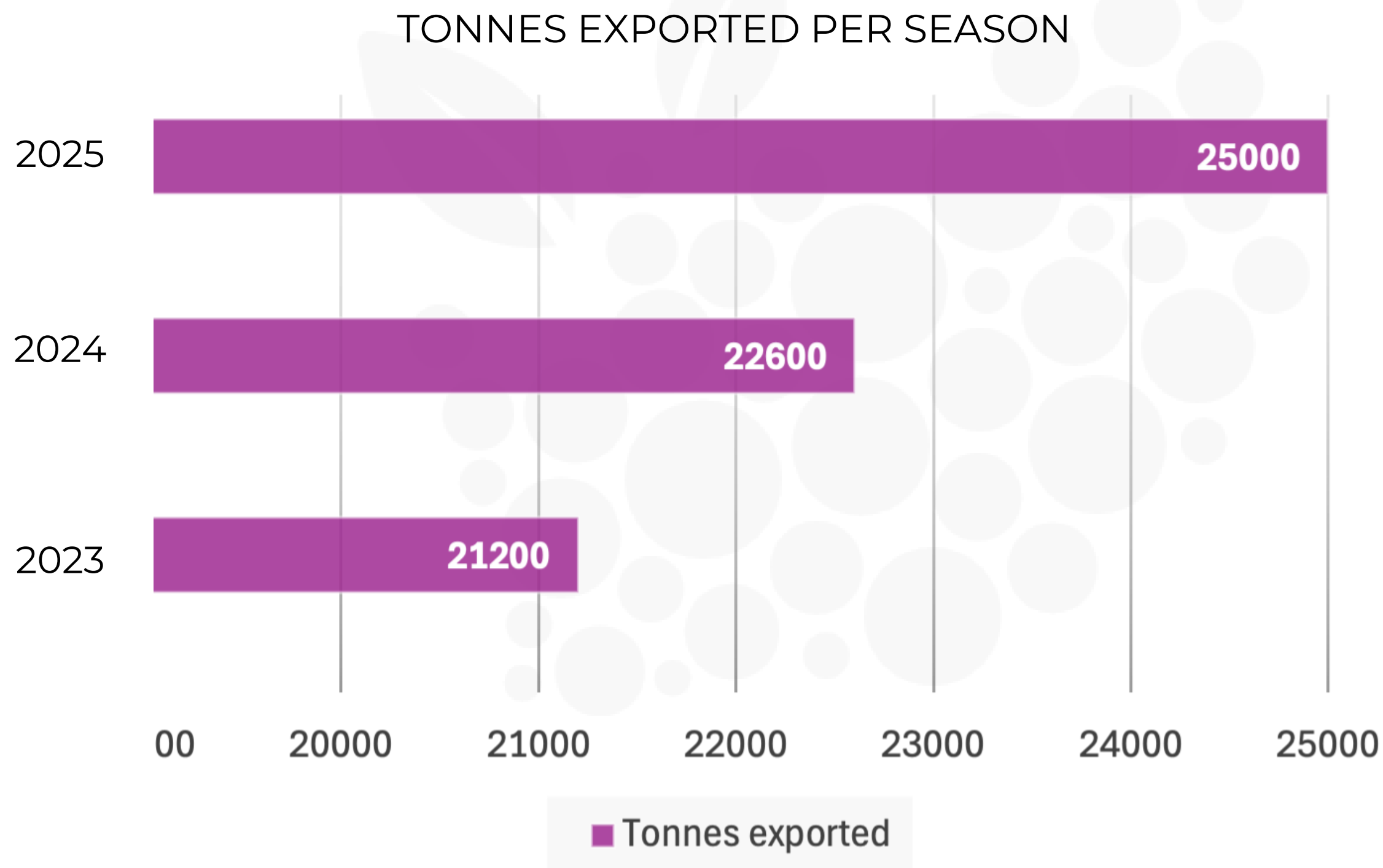
As it stands...

2024



AS IT STANDS...

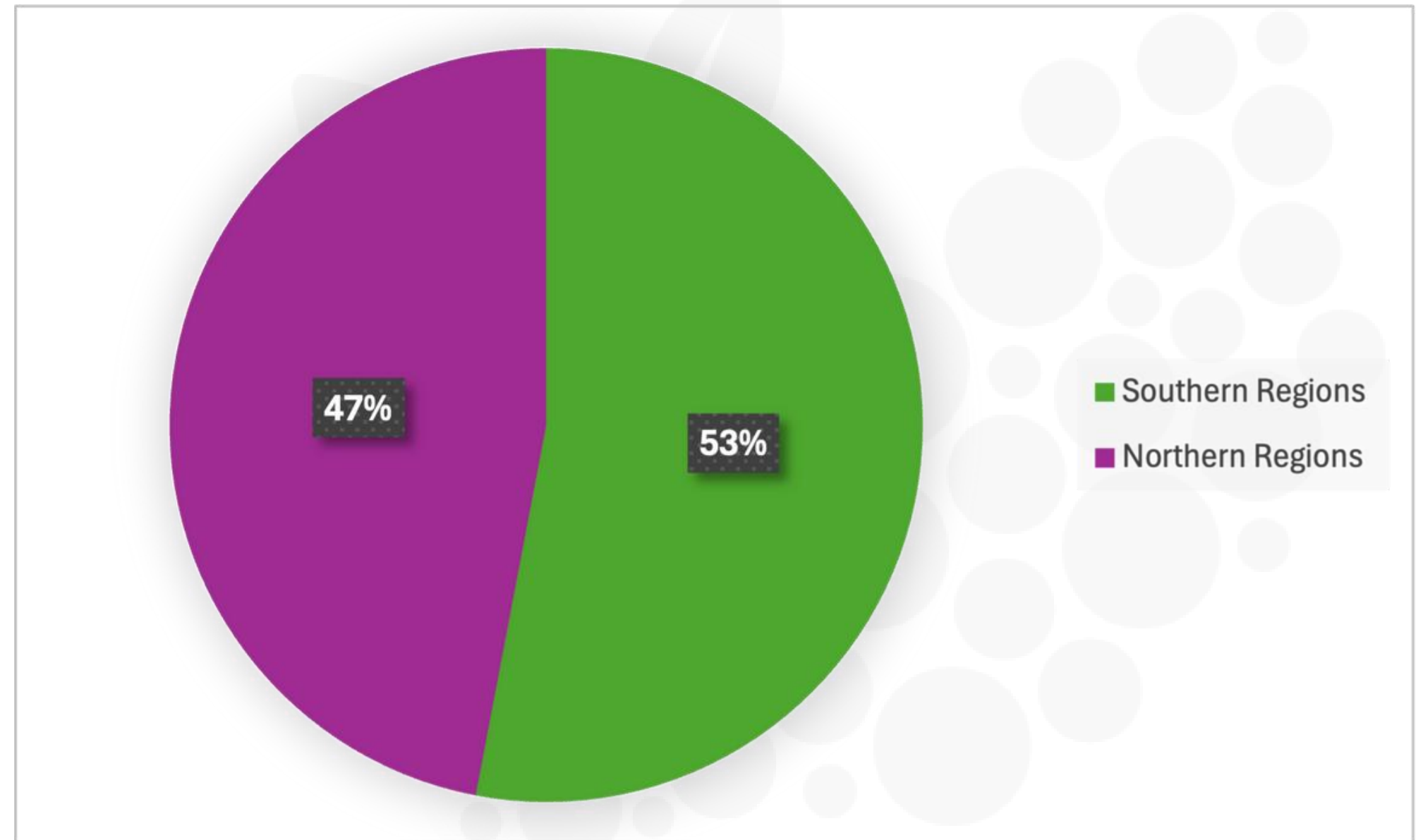
- We exported 22600 tonnes (60/40 sea air freight) in the 2024 season (compared to 21200 tonnes in 2023), with just under 25000 tonnes (24374 to be exact) estimated for this season.



AS IT STANDS...

- There are **2610 hectares** (53/47 South/North) planted, and we see a renewed uptake from growers with the latest genetics being available.

REGIONAL BLUEBERRY PLANTATIONS



AS IT STANDS...

- **This industry grew to \$167m in 2023.**
 - Exporting to over **30 countries** around the globe, with the UK/EU still holding 80% of the market share.
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THANK YOU

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SOUTH AFRICA

2025

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