



MALUMA GLOBALLY AND
THE STRATEGY:
SETTING THE PACE
FOR UPCOMING CULTIVARS
Dr. AA Ernst

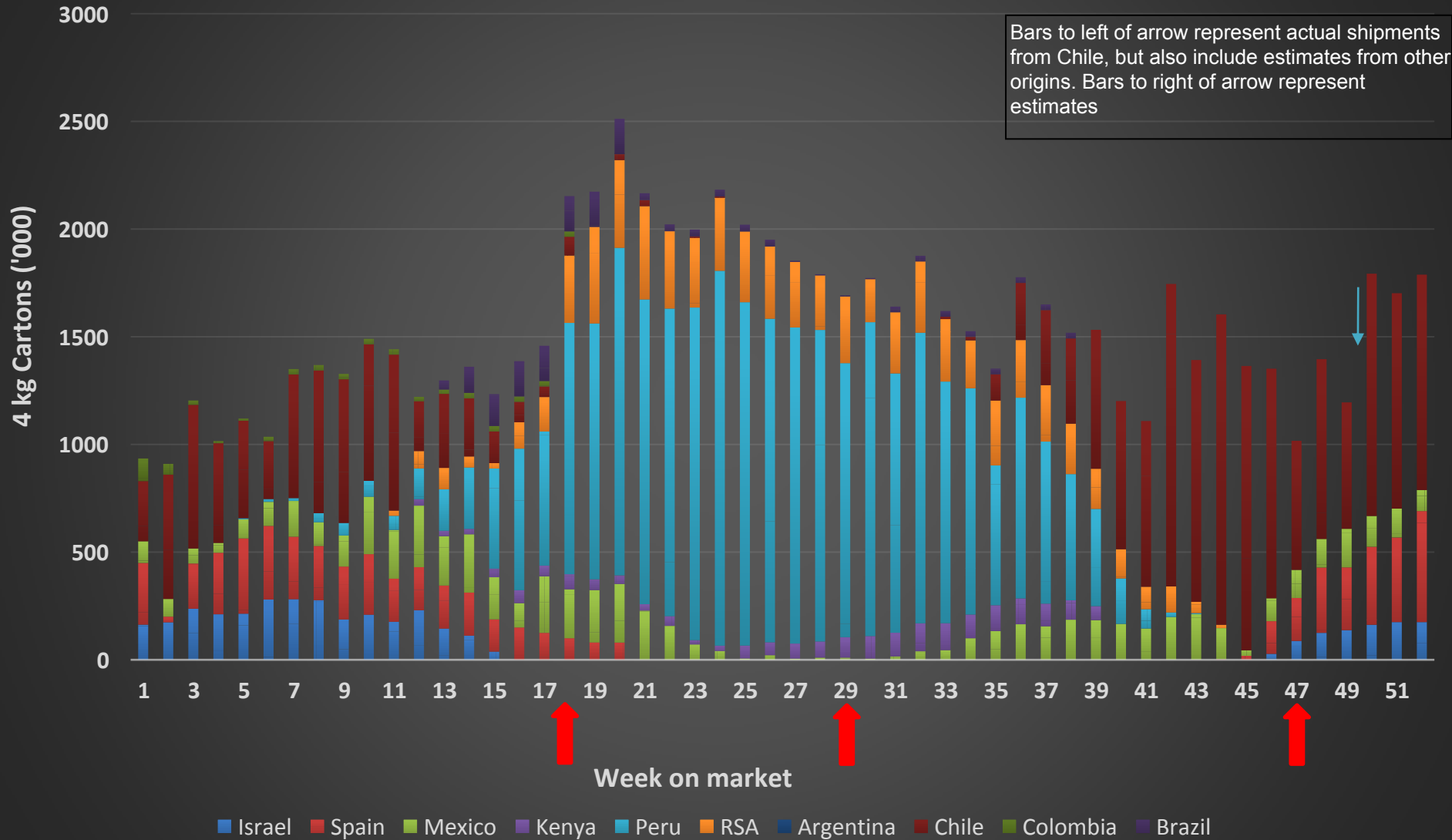
7de
jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery. Kweekery. Padstal
90 PASSIEVOLLE JARE

 Maluma
avo

2016 EU Hass supply (updated 25/11/2016)

SAAGA



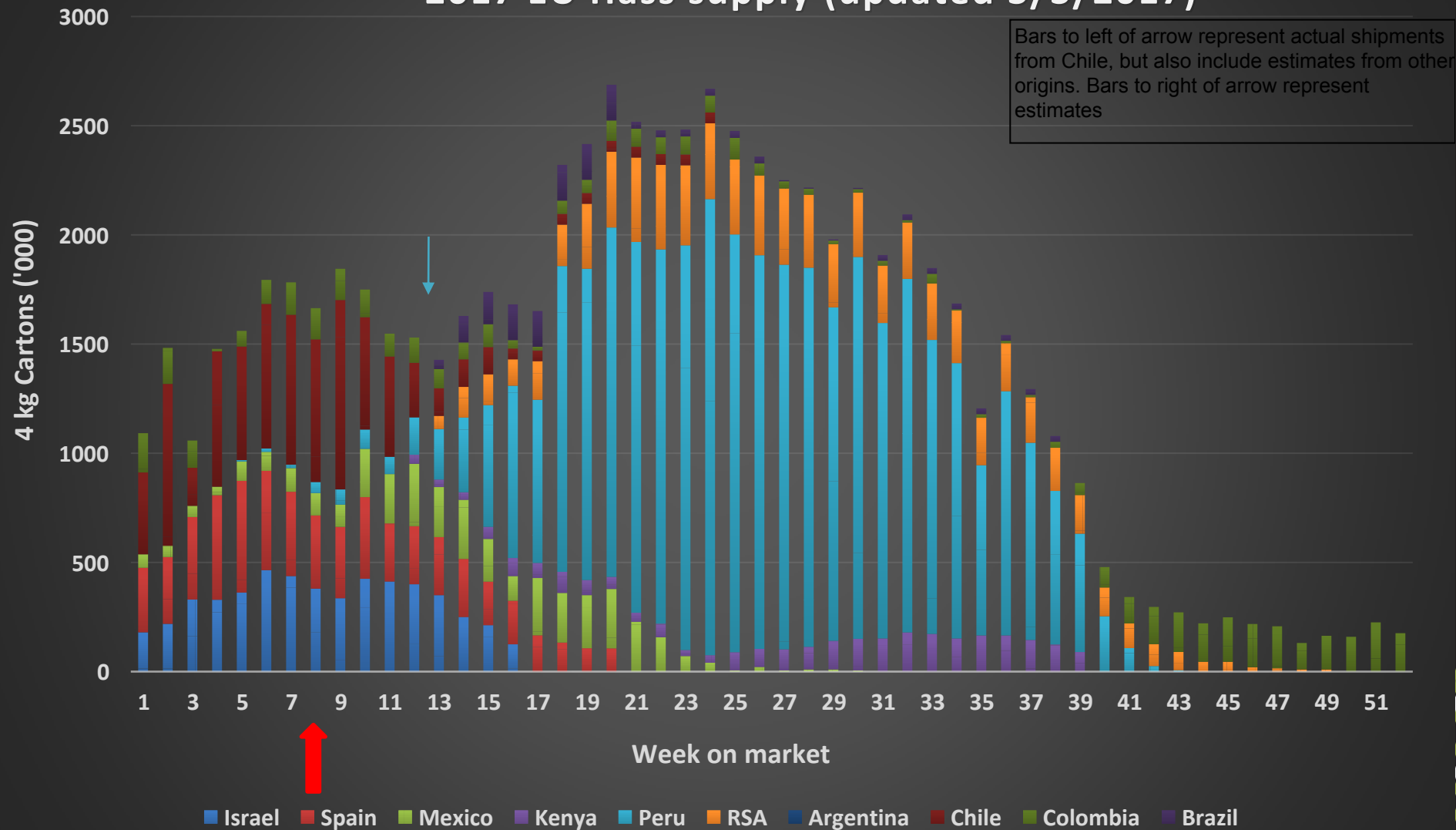
7de jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery. Kweekery. Padstal
90 PASSIEVOLLE JARE

Maluma
avo



2017 EU Hass supply (updated 3/3/2017)



Israel Spain Mexico Kenya Peru RSA Argentina Chile Colombia Brazil

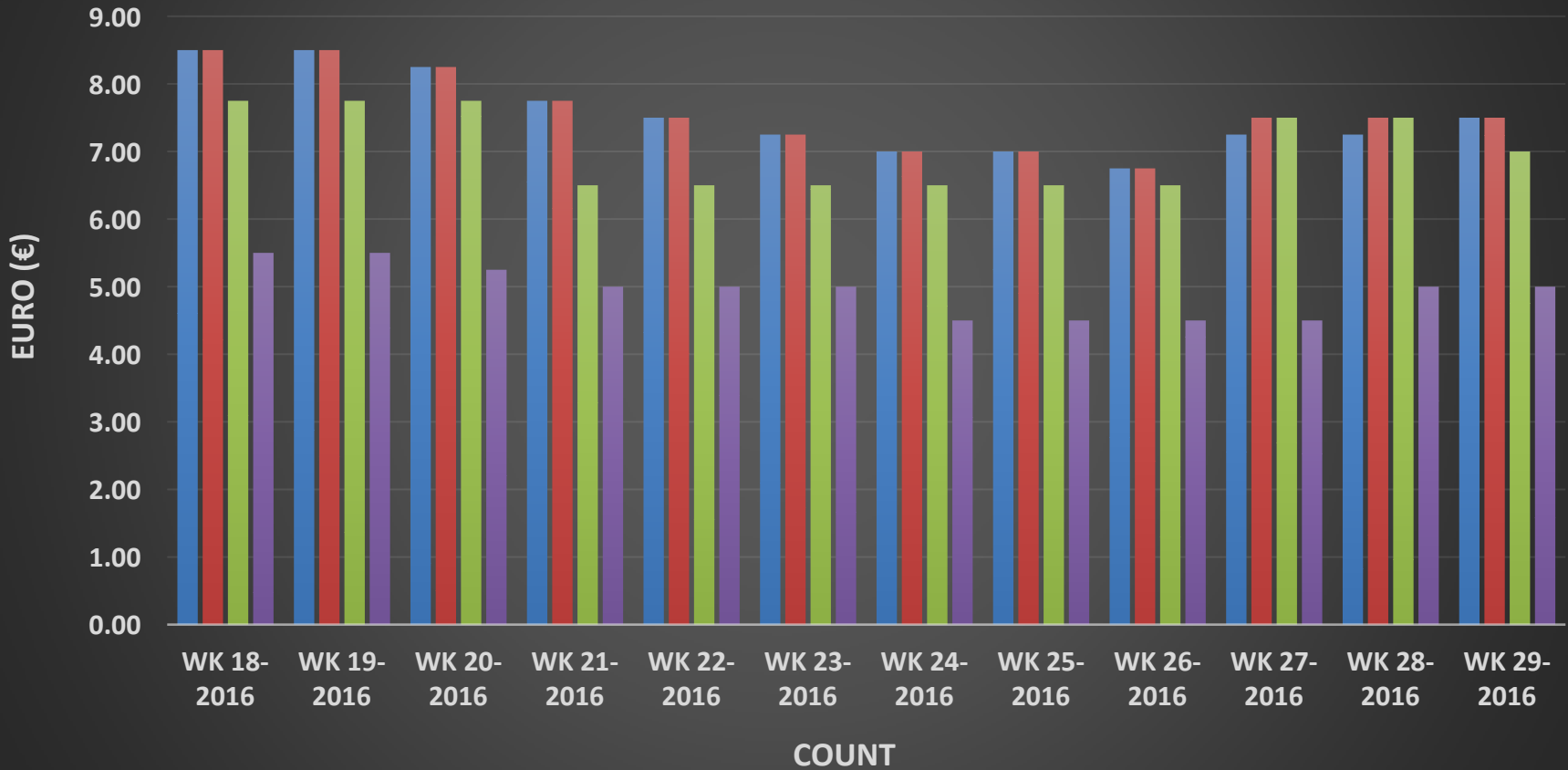


HASS PRICE COMPARISON PER COUNT

EU MARKET

2016 (WEEK 18 TO 29)

TWMC



■ COUNT 10 - 16
 ■ COUNT 18 - 20
 ■ COUNT 22
 ■ COUNT 24 - 26

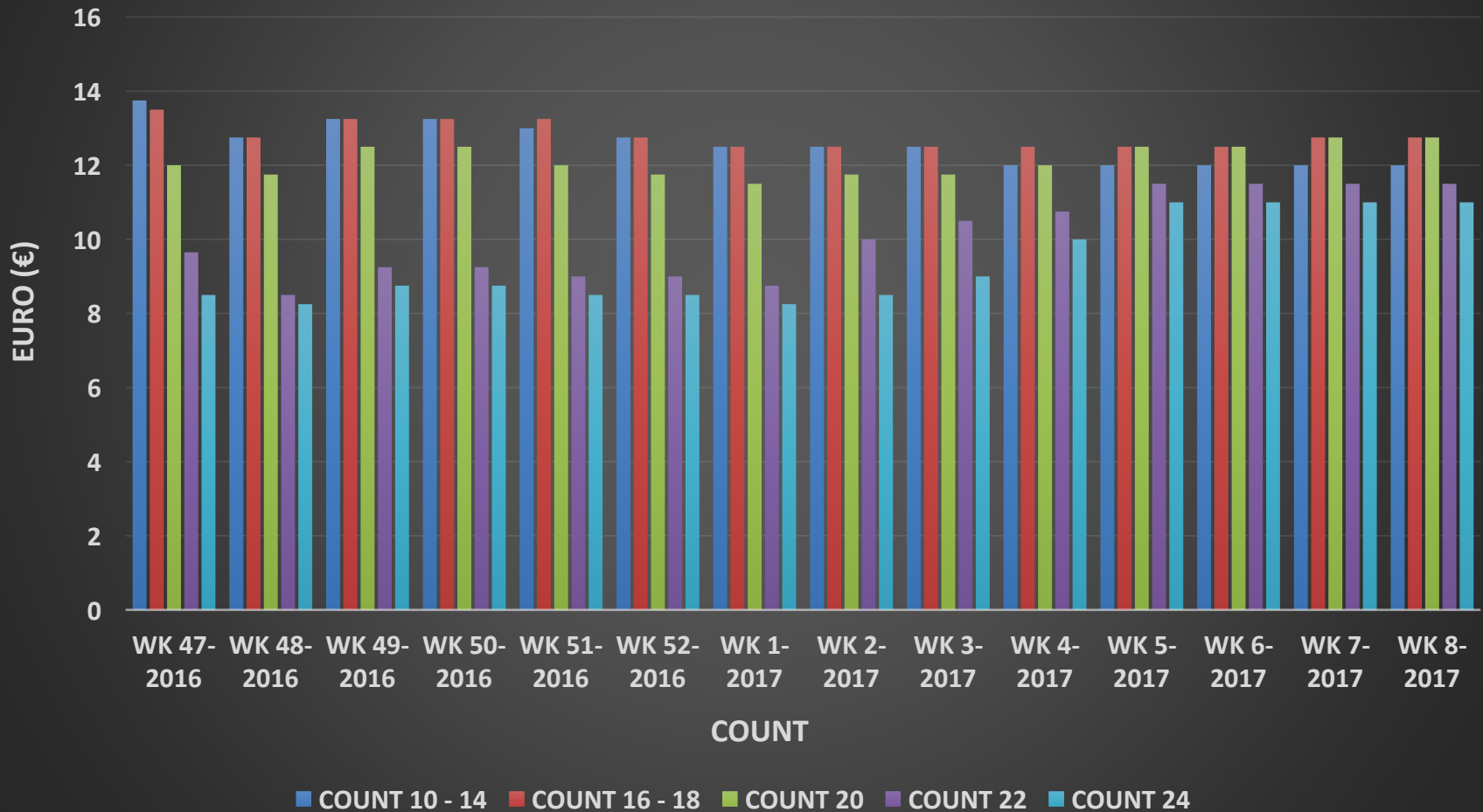
7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij. Koekeery. Padstal
90 PASSIEVOLLE JARE

Maluma
avo

HASS PRICE COMPARISON PER COUNT EU MARKET 2016 (WEEK 47 - 52) AND 2017 (WEEK 1 - 8)

TWMC



7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij, Koekeery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

FRUIT SIZE DISTRIBUTION

Size	Weight Range	Percentage
10	366-460	4.9%
12	306-365	22.0%
14	266-305	32.3%
16	236-265	17.5%
18	211-235	9.9%
20	191-210	8.1%
22	171-190	2.7%
24	156-170	1.3%
26	146-155	0.4%
28	136-145	0.4%
30	125-135	0.4%

MALUMA TALSA PERU DATA



FRUIT DRY MATTER % VS % OIL

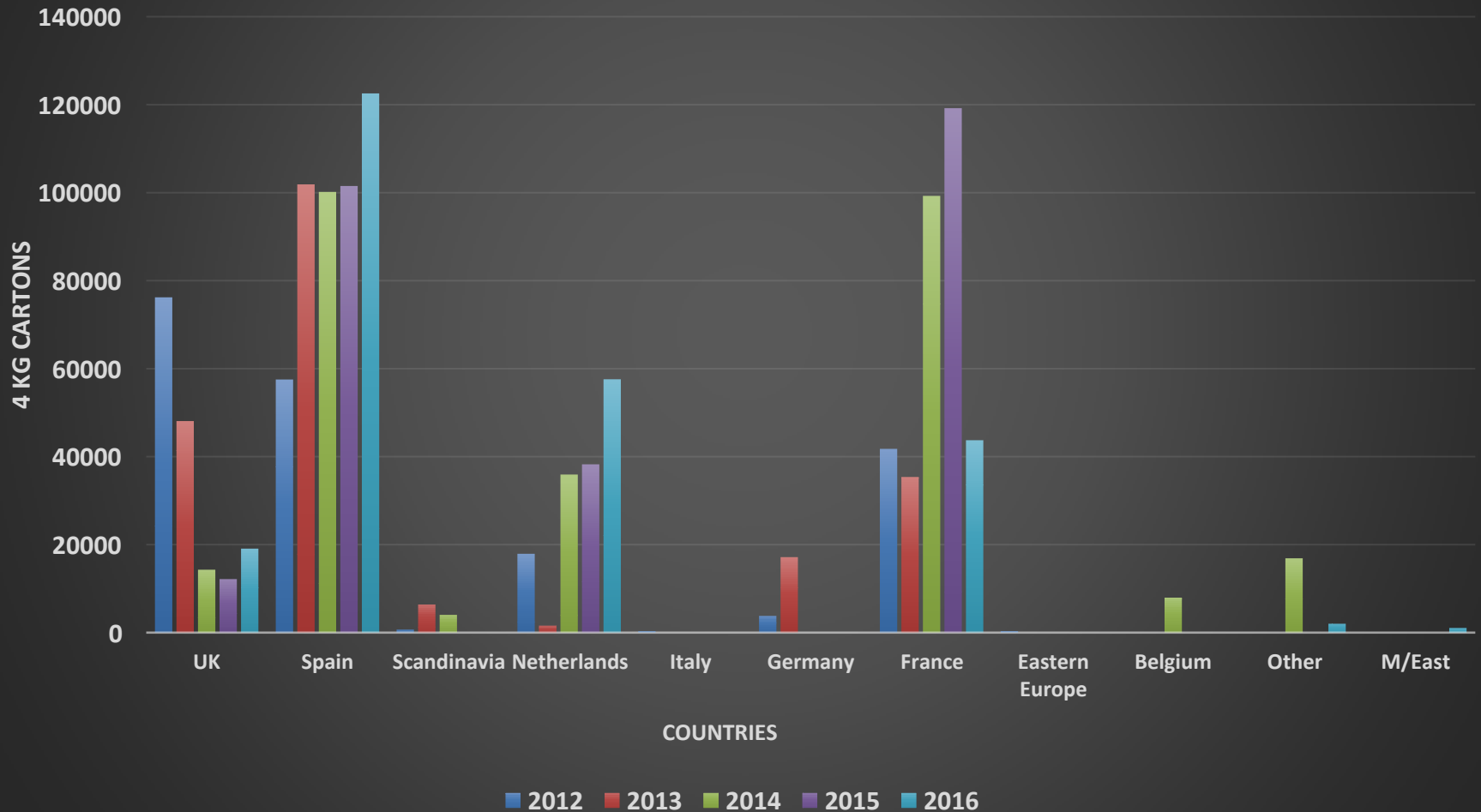
% MATERIA SECA	15	16	17	18	19	20	21	22	23	24	25	26	27
% ACEITE	3.90%	6.70%	6.60%	7.00%	8.20%	9.90%	10.30%	10.90%	12.00%	--	14.30%	16.10%	17.30%

7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij, Koekeery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

2012 - 2016 Comparison of the total Maluma Hass exported to the different EU countries

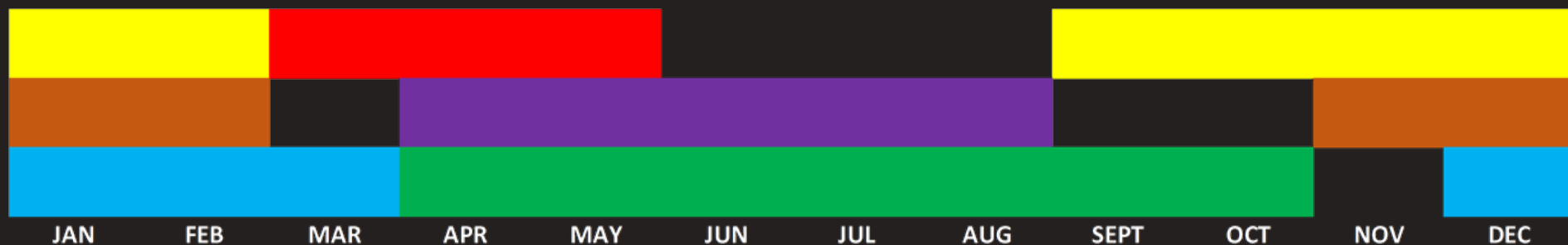


7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij. Koekeery. Padstal
90 PASSIEVOLLE JARE

Maluma
avo

MALUMA: ANTICIPATED 12 MONTHS EU SUPPLY



ON THE MARKET



7de
jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery. Kweekery. Padstal
90 PASSIEVOLLE JARE

Maluma
avo



© 2007 Geology.com

7de Jaarlijkse
Maluma
dag 2017

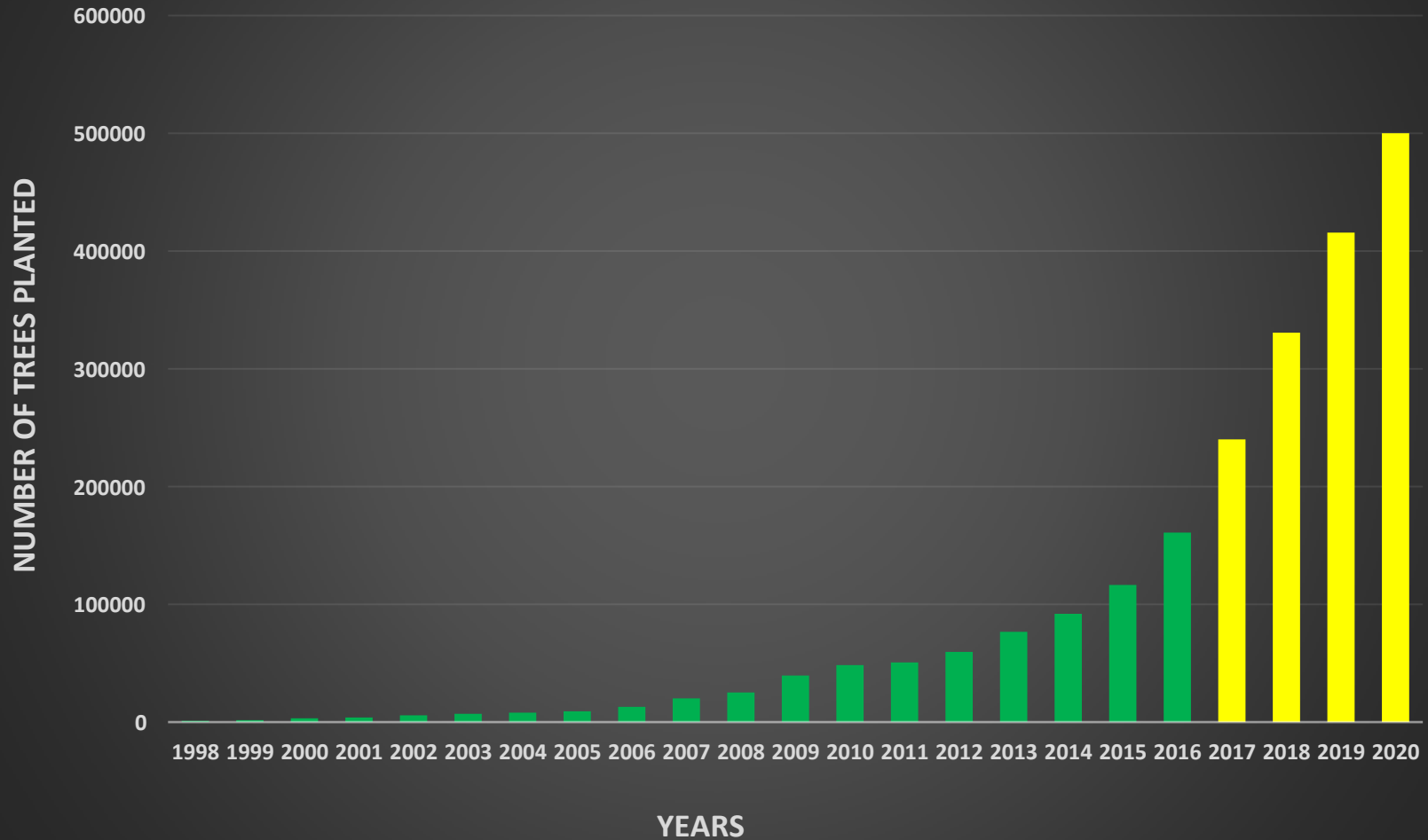
allesbeste
Boerderij, Koekeery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

MALUMA: S.A CUMILATIVE TREES PLANTED

ACTUAL SOLD: 1998 - 2016

ORDERS: 2017 - 2020



7de
jaarlikse
Maluma
dag 2017

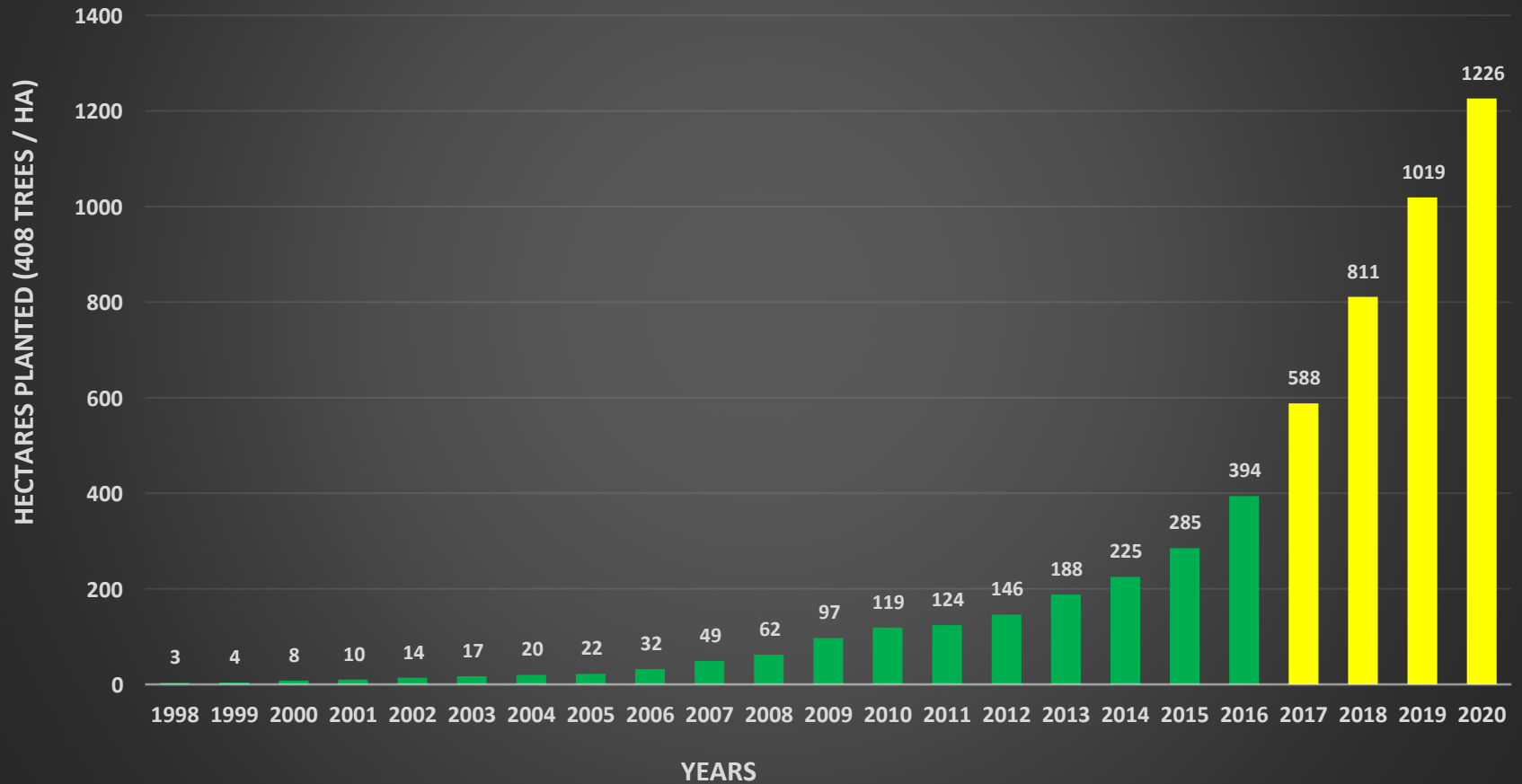
90
allesbeste
Boerdery. Kweekery. Padstal
90 PASSIEVOLLE JARE

Maluma
avo

MALUMA: S.A. CUMULATIVE HECTARES PLANTED

ACTUAL PLANTED: 1998 - 2016

ORDERS: 2017 - 2020

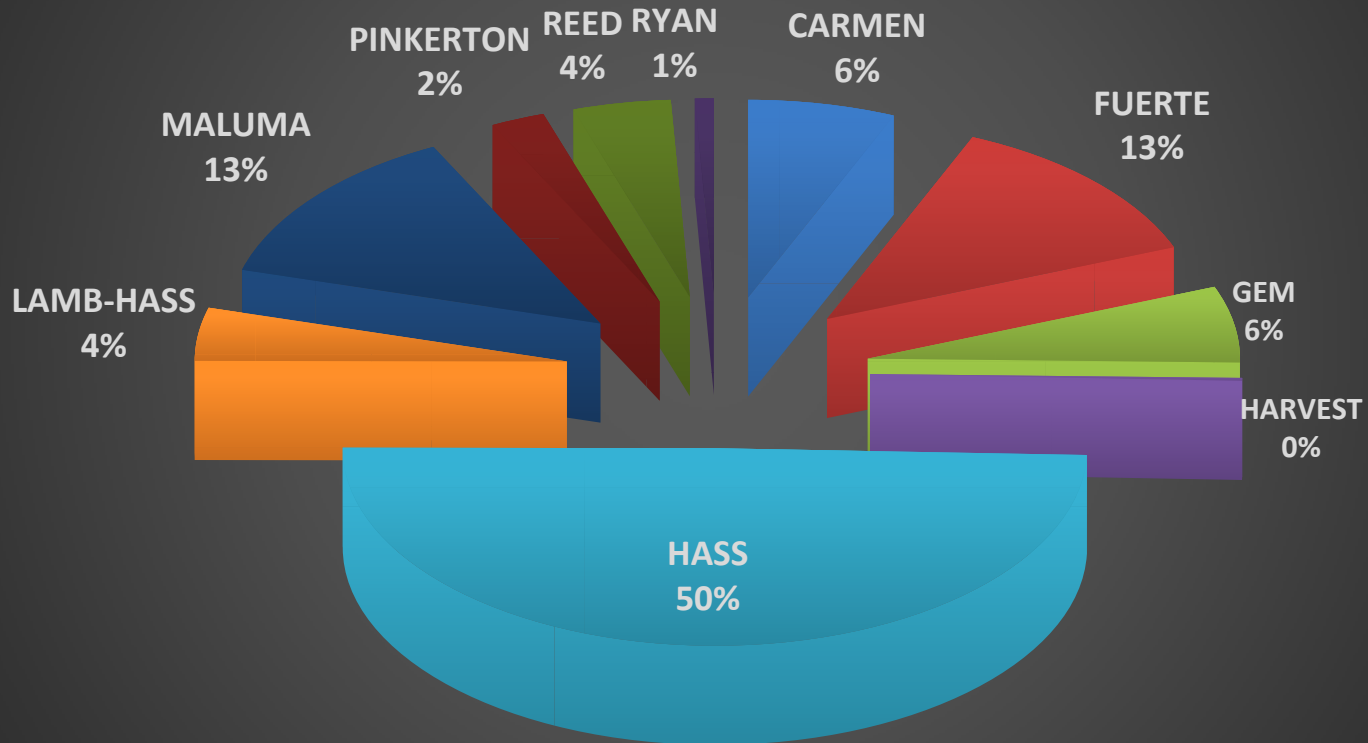


7de
jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery, Kweekery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

AVOCADO TREE SALES IN SOUTH AFRICA CULTIVAR % OF TOTAL SALES 2015-2016



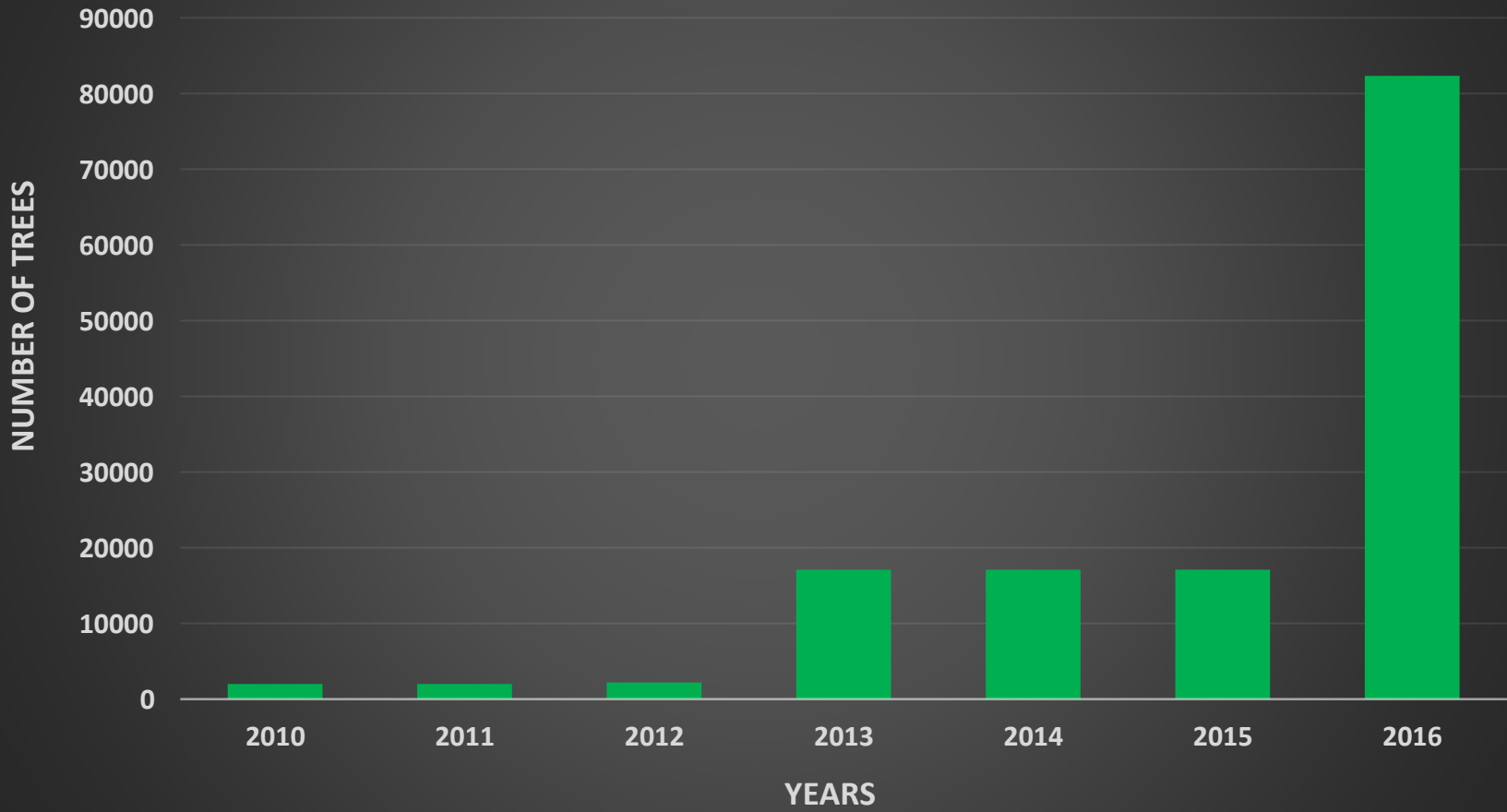
CARMEN FUERTE GEM HARVEST HASS LAMB-HASS MALUMA PINKERTON REED RYAN

7de
jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery, Kweekery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

PERU: MALUMA CUM TREES PLANTED



7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij. Koekeery. Padstal
90 PASSIEVOLLE JARE

 Maluma
avo



MALUMA PLANTED TO 16 SITES:

- TOTAL PLANTED TREES : 401
 - TOTAL TOP GRAFTED TREES: 290
 - OLD MALUMA TREES (4 YEARS): 4
- DNA Identified



MALUMA TRAIL SITES

- GALIL (NORTHERN ISRAEL)
 - GAATON
 - AFEK
 - AKO
 - KFAR HANASI
- GRANOT AREA
 - EIN SHEMER
 - MAABAROT
 - MAANIT
 - NORDIYA
- MEHADRIN COMPANY
 - MEHADRIN HADERA
 - MEHADRIN PARDESIA
 - MEHADRIN ZUR
- JORDAN VALLEY
 - KIBUTZ MAAGAN
 - KIBUTZ KINERET
- HAIFA AREA
 - RAMAT HASHOFET

ISRAEL

SUB LICENSED NURSERIES

- OREN NURSERY
- DVORI-OR (Bracha & Amos)
- RAHAN MERISTEM (Rosh Hanikra)



SPAIN: VIVERO BLANCO



FIRST COMMERCIAL PLANTING

- 2016: 5284 TREES



7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij, Kweekery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo

MALUMA STATUS IN CHILE

2016

MATERIAL RELEASED FROM QUARANTINE – JULY 2015

MALUMA TREES GRAFTED AND PLANTED

Tree Type	Location	N° of Trees	Remark
Quarantine Trees	La Cruz (Cesar Nagel's Farm)	33	Planted in Sept 2015
Quarantine Trees	Naltagua (Agricom Farm)	30	Planted in Nov 2015
Nursery Trees	Pocochay (San José Nursery)	160	Grafted from May 2016 to Aug 2016

7de
jaarlikse
Maluma
dag 2017

90
allesbeste
Boerdery, Kweekery, Padstal
90 PASSIEVOLLE JARE

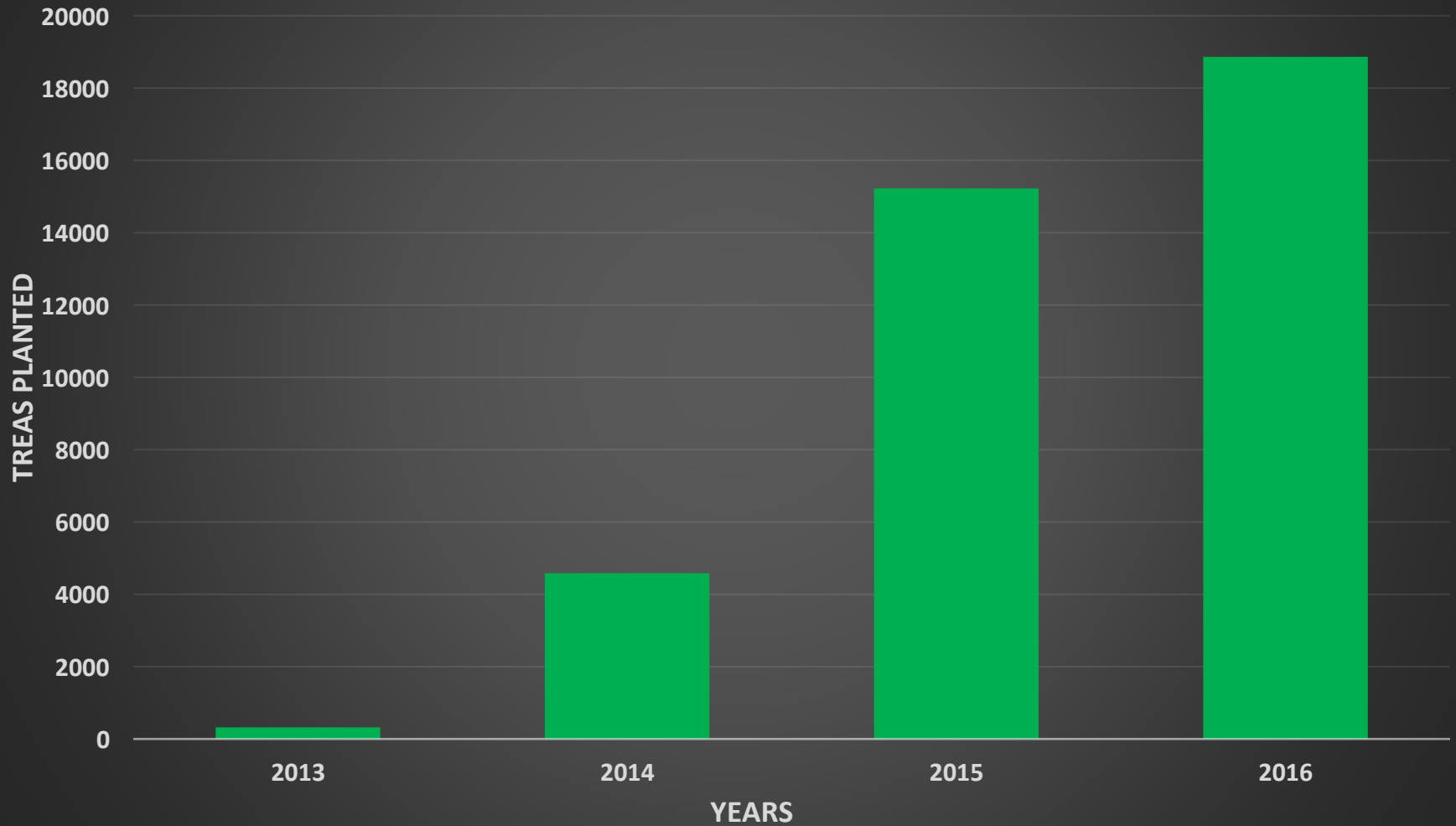
Maluma
avo

Maluma Trees Naltagua Farm October 2016



Maluma young tree already with some flowers.
Trees flushing well and healthy looking.
Trees well established and very good growth expected from now on.

MALUMA PLANTED BY MOZ-AVO IN MOZAMBIQUE 2013 -2016

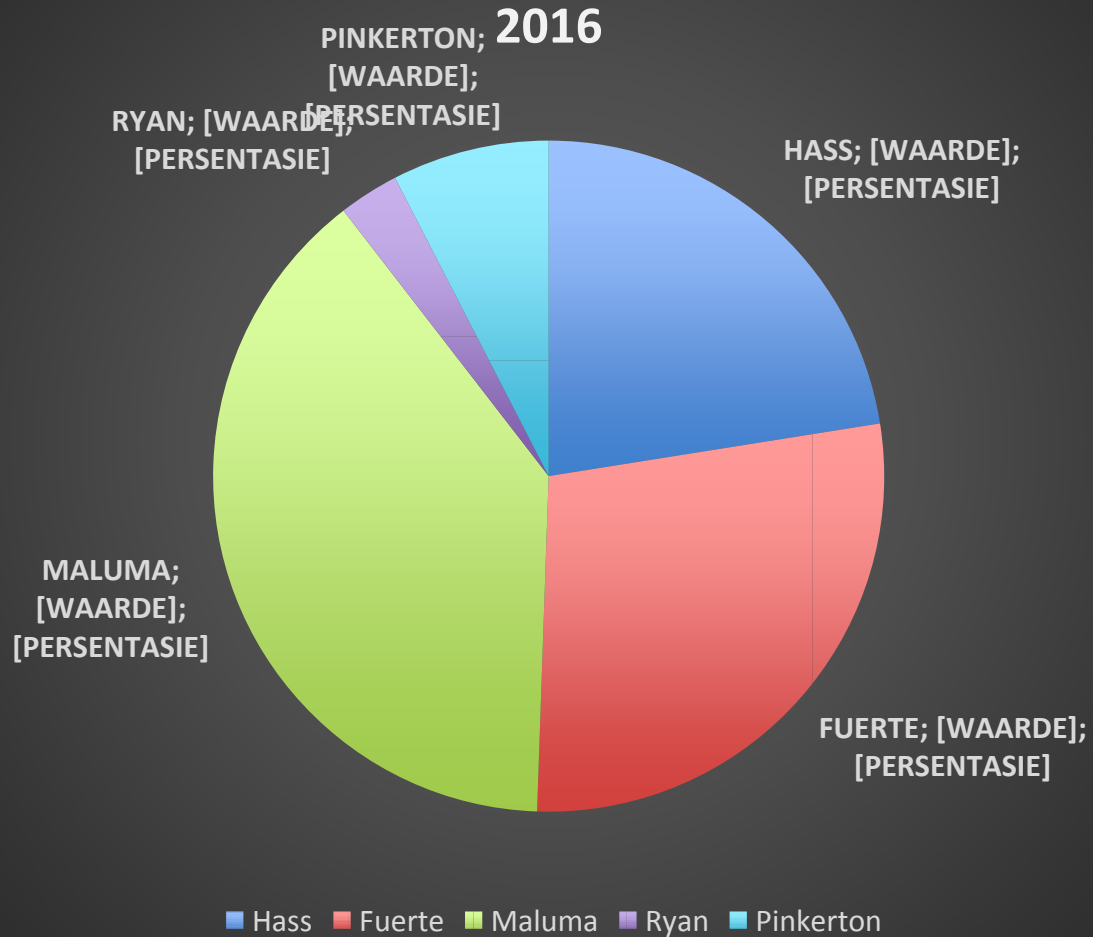


7de
jaarlikse
Maluma
dag 2017

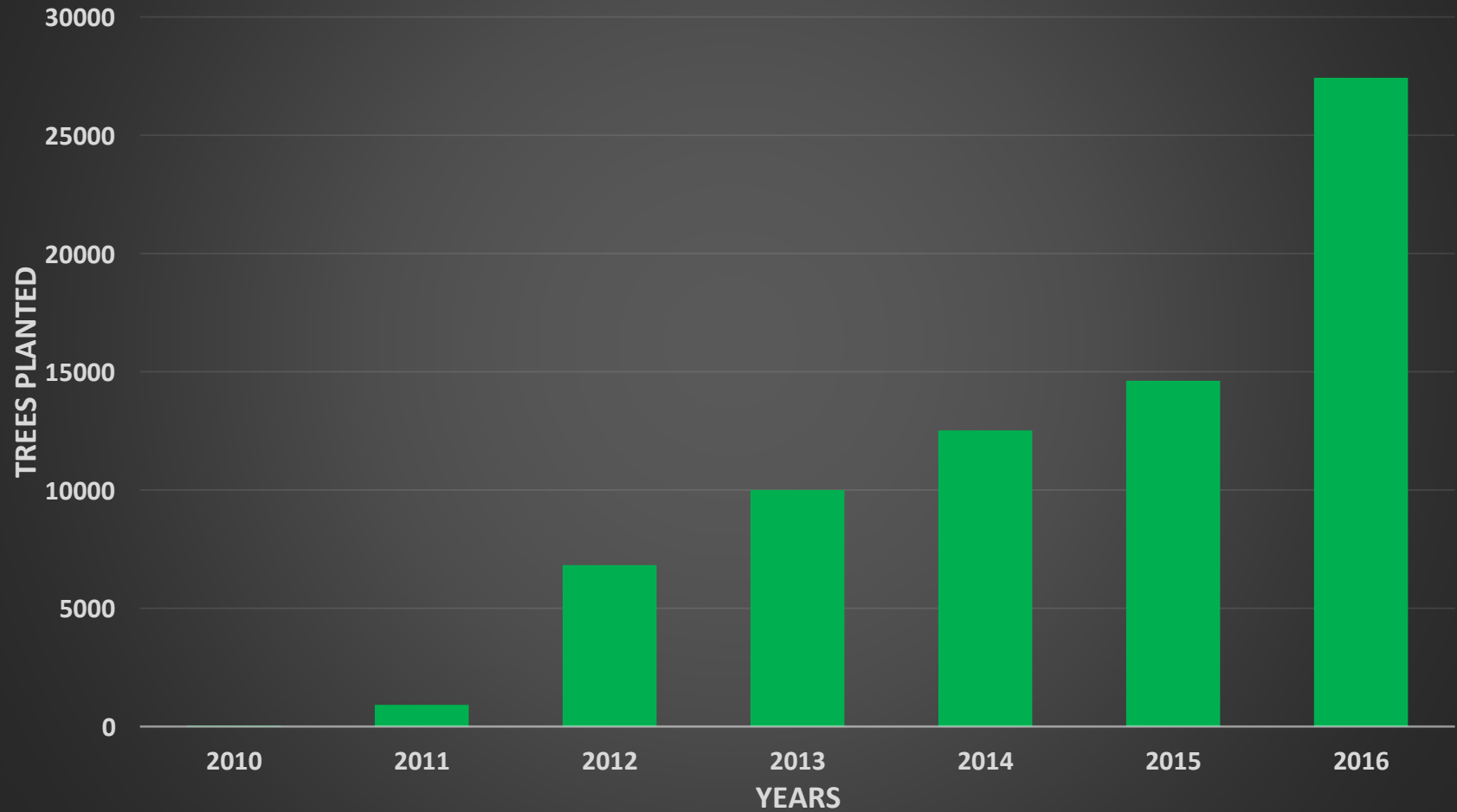
90
allesbeste
Boerdery. Kweekery. Padstal
90 PASSIEVOLLE JARE

 Maluma
avo

MOZ-AVO: AVOCADO CULTIVAR SPREAD



AUSTRALIA: MALUMA TREES PLANTED 2010 - 2016



7de
jaarlijkse
Maluma
dag 2017

90
allesbeste
Boerderij. Koekeery. Padstal
90 PASSIEVOLLE JARE

 Maluma
avo

The Costa/DBC Farming Maluma



Business



- Costa began marketing DBC Farming's Maluma in 2013.
 - First Maluma harvested from Dimbulah North Queensland
- Maluma presented an opportunity in March because Australian market is primarily Shepards
- In 2014 Coles Supermarket acknowledge the variety and committed to range fruit in their stores.
- Benefits of Maluma in Australia
 - Early season (Particularly in North Queensland)
 - Small seed
 - Large fruit
 - Presents well on shelf
 - Great substitute for Shepards
 - Offers solution to "dedicated" Hass consumer



7de
jaarlijkse
Maluma
dag 2017

allesbeste
Boerderij, Koekeery, Padstal
90 PASSIEVOLLE JARE

Maluma
avo