

AVOCADOS



MARCH 2017

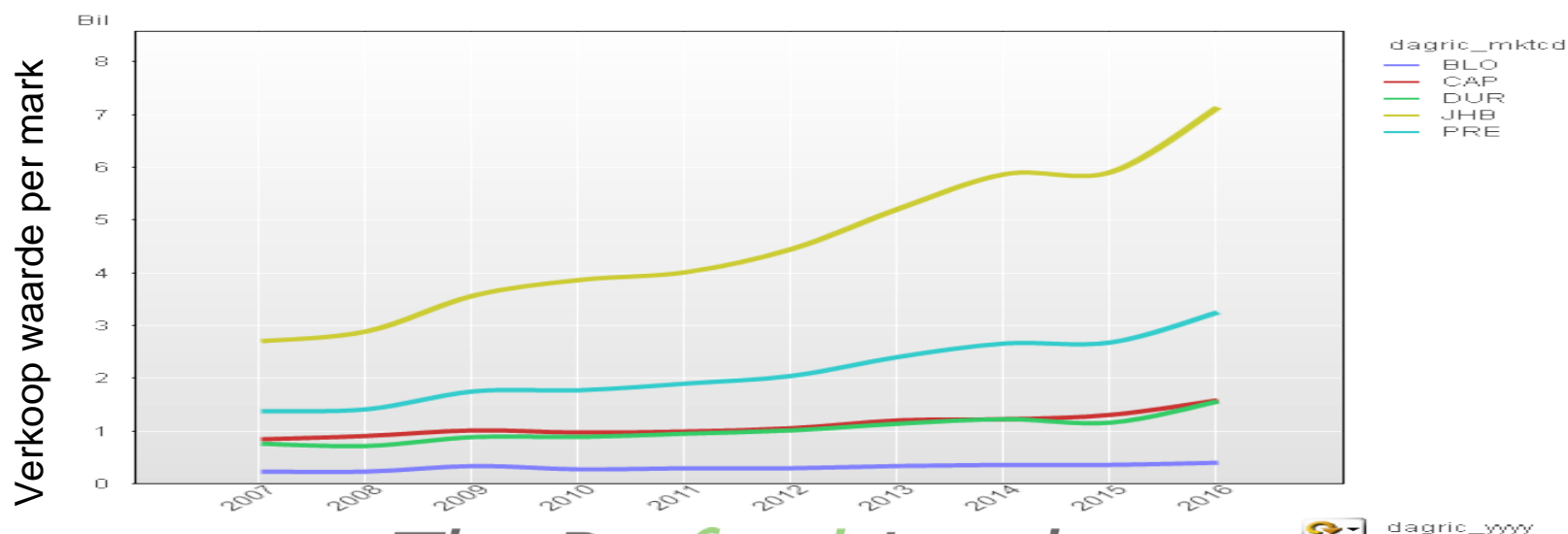
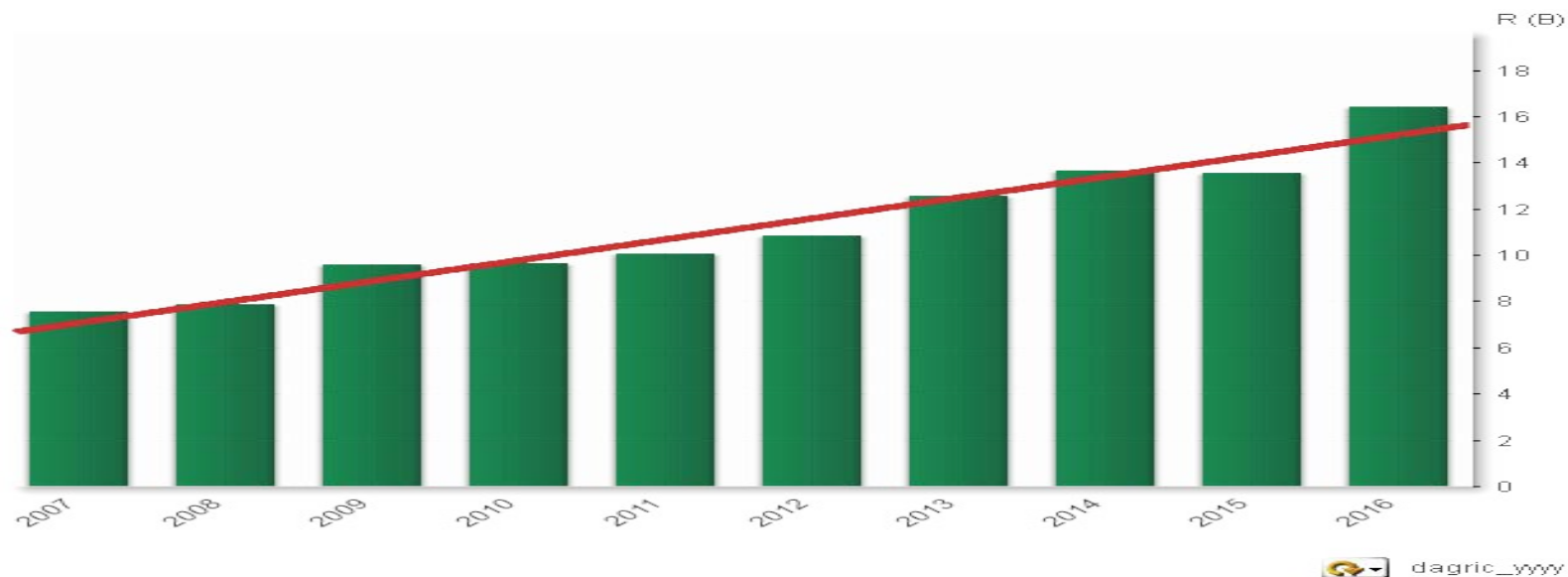
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NATIONAL SALES

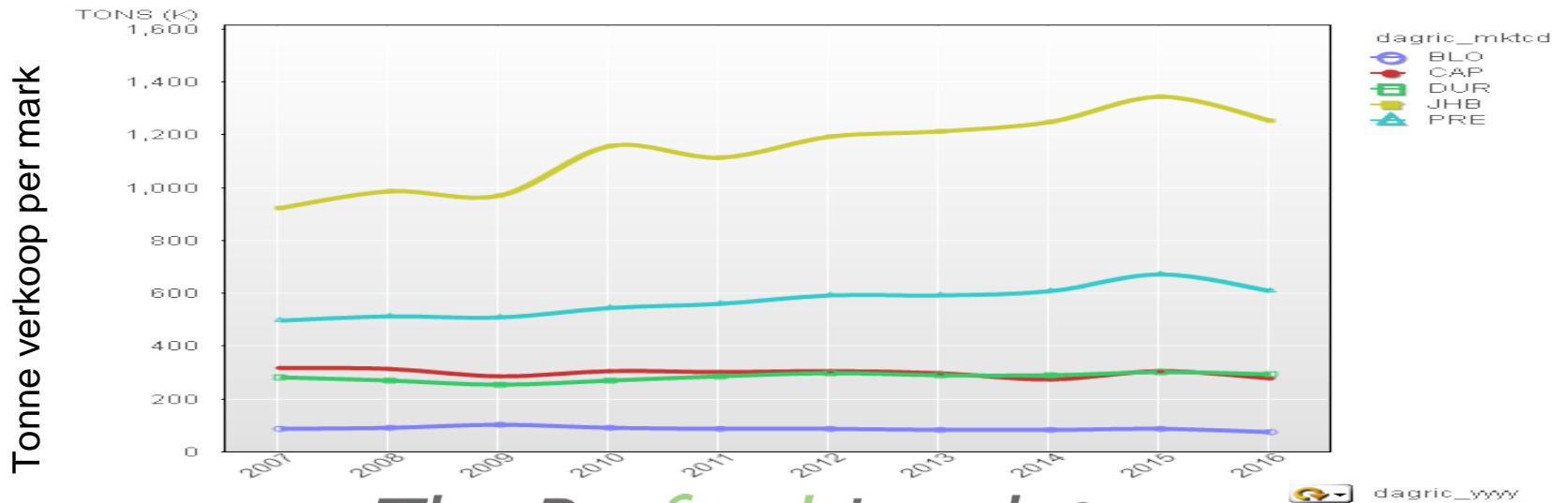
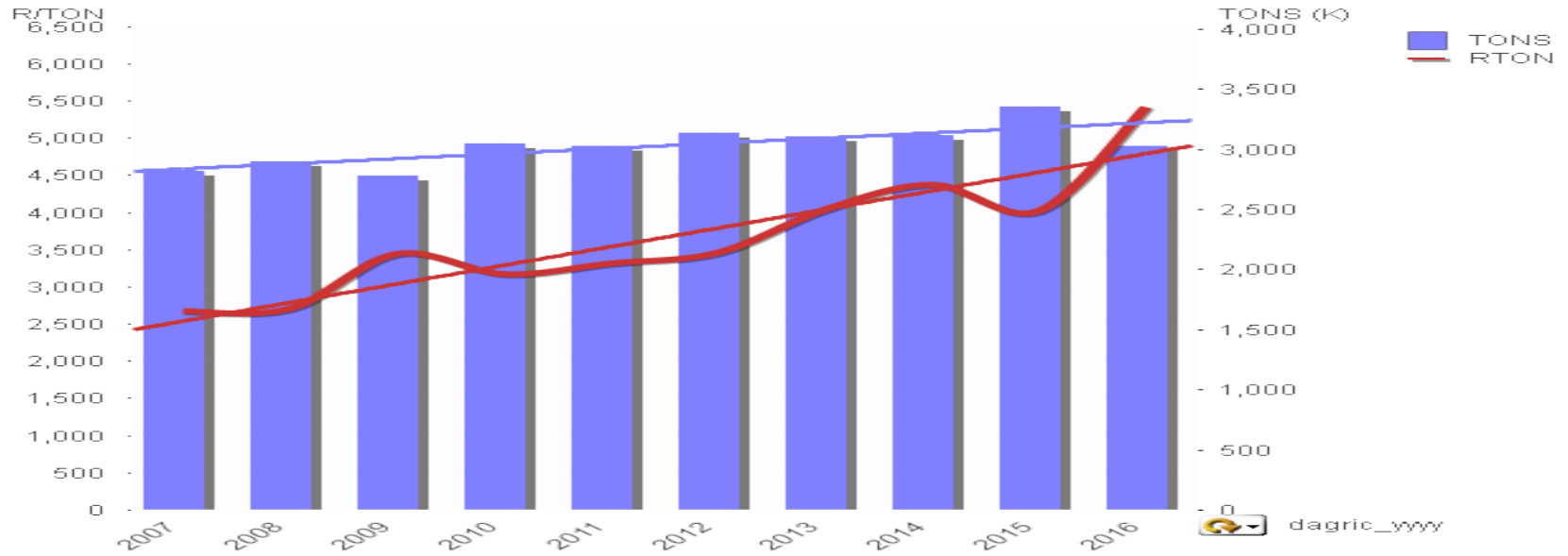
All Markets
All Products

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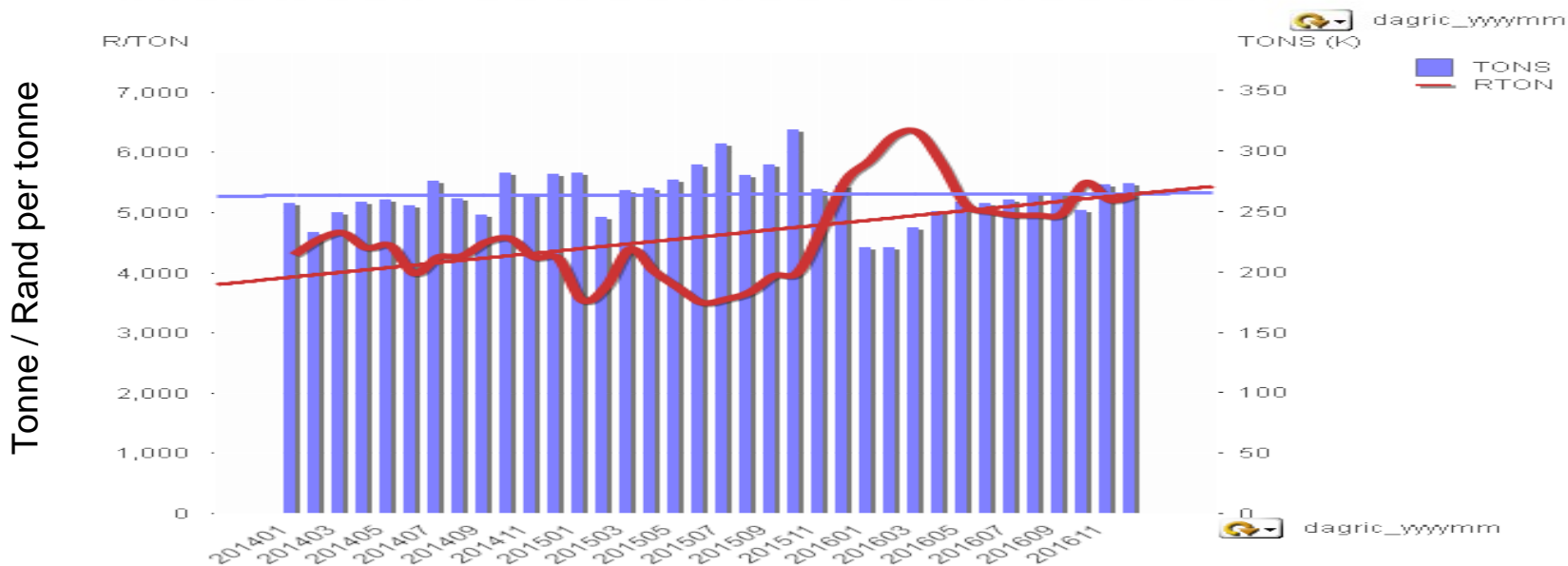
Sales per annum: All Fruit



Volume per annum: All Fruit

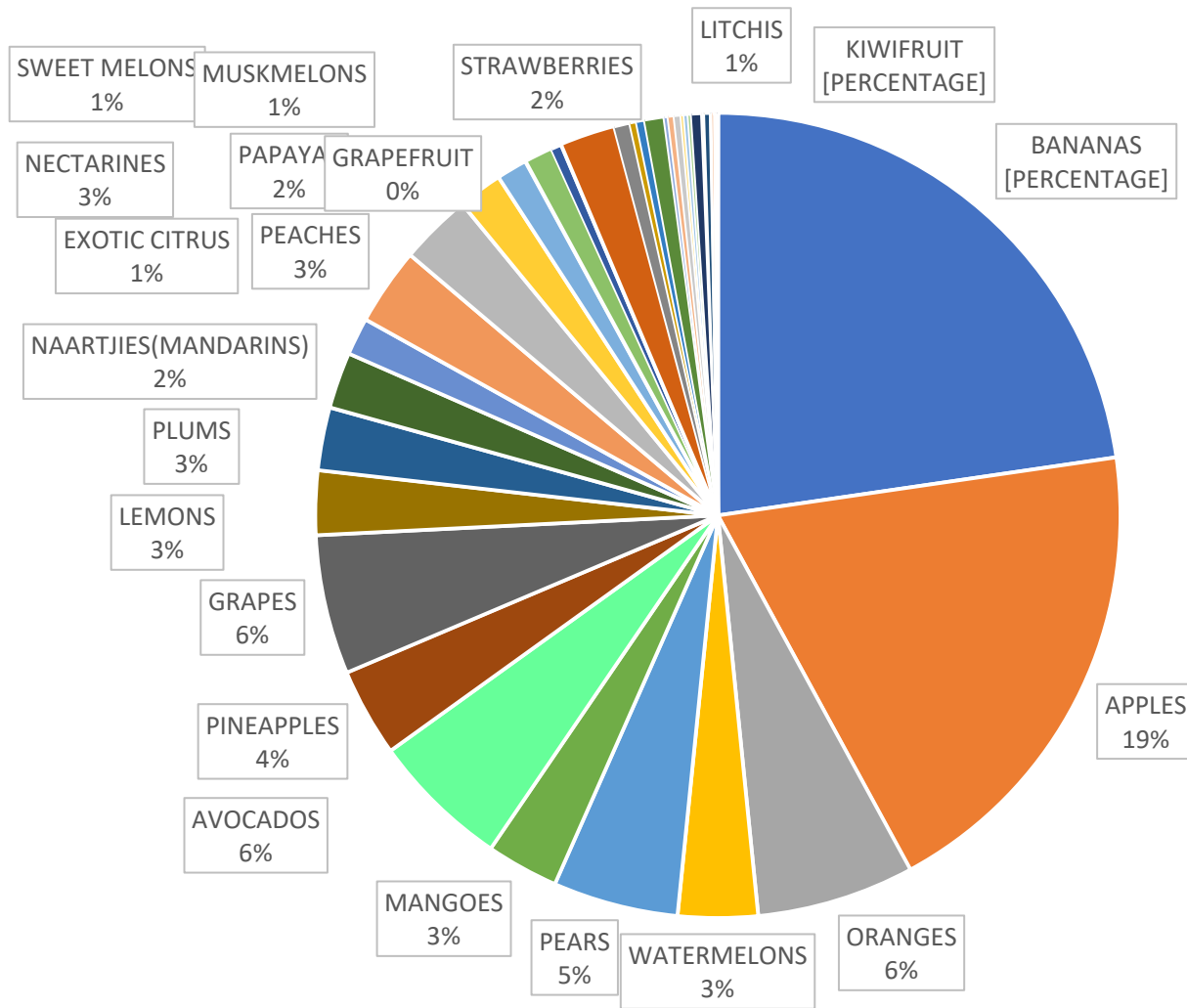


Annual sales: 2014 - 2016



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Fruit Sale Comparison



National Sales

AVOCADOS

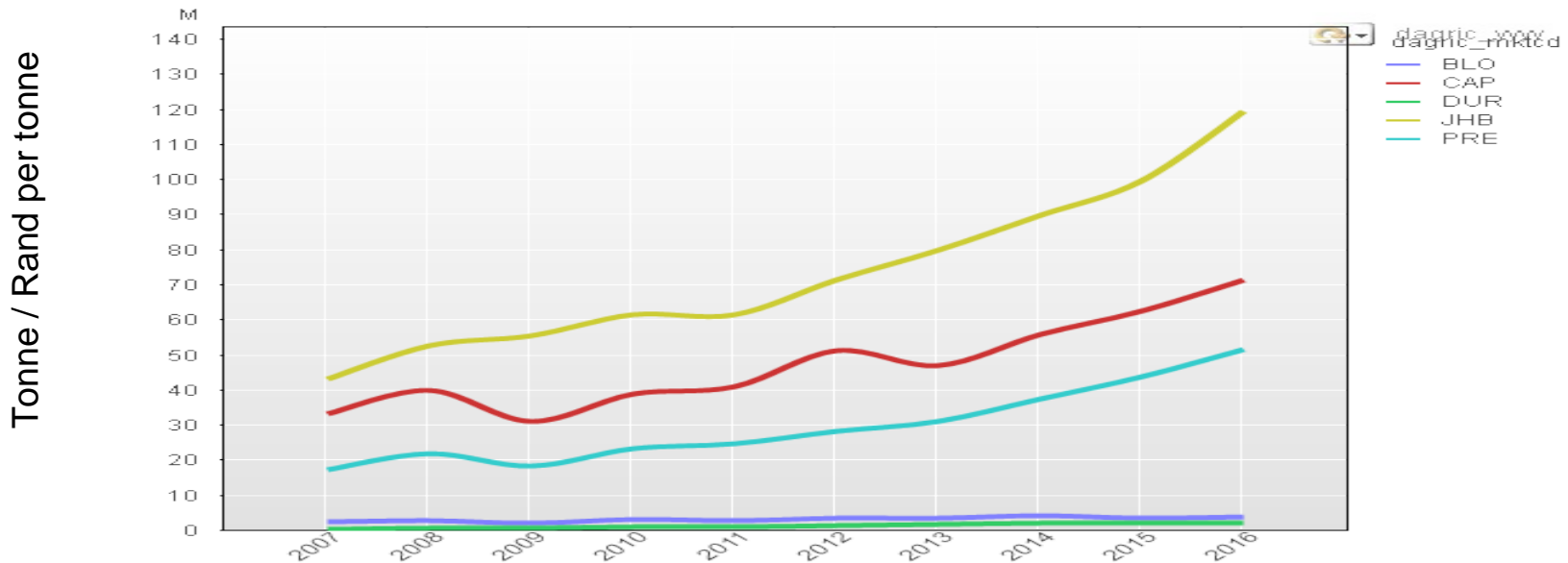
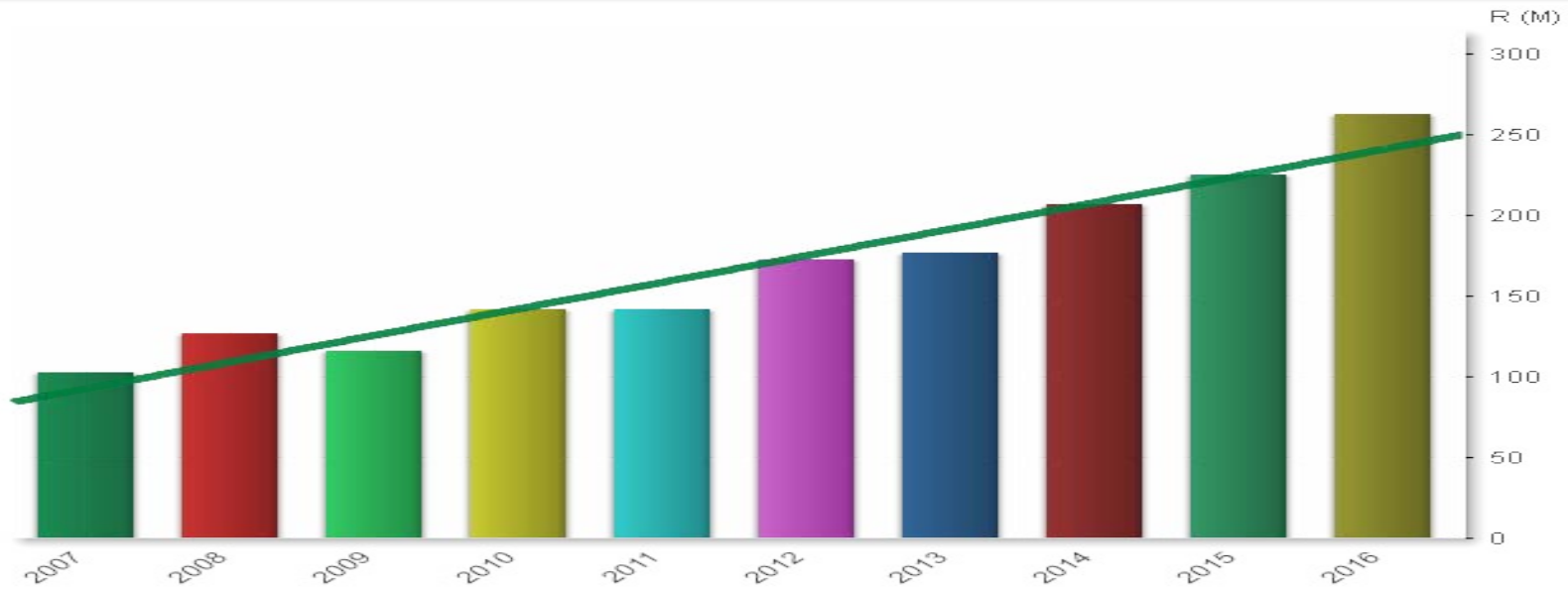
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Avocado Varieties

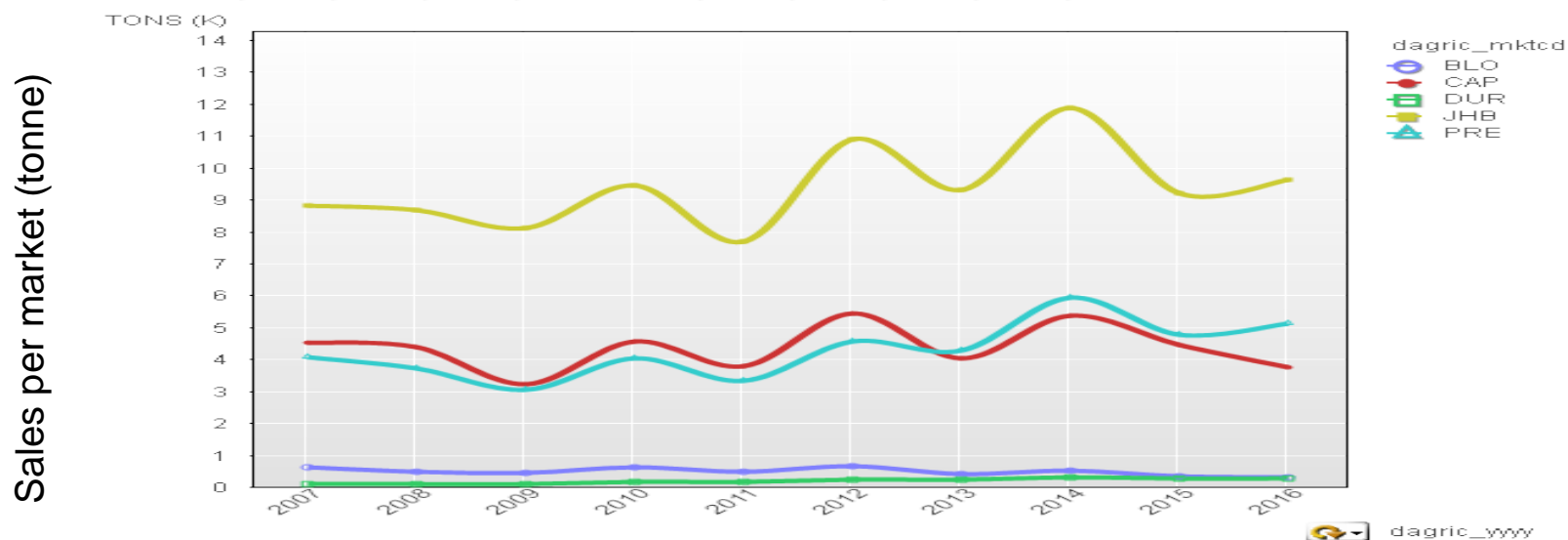
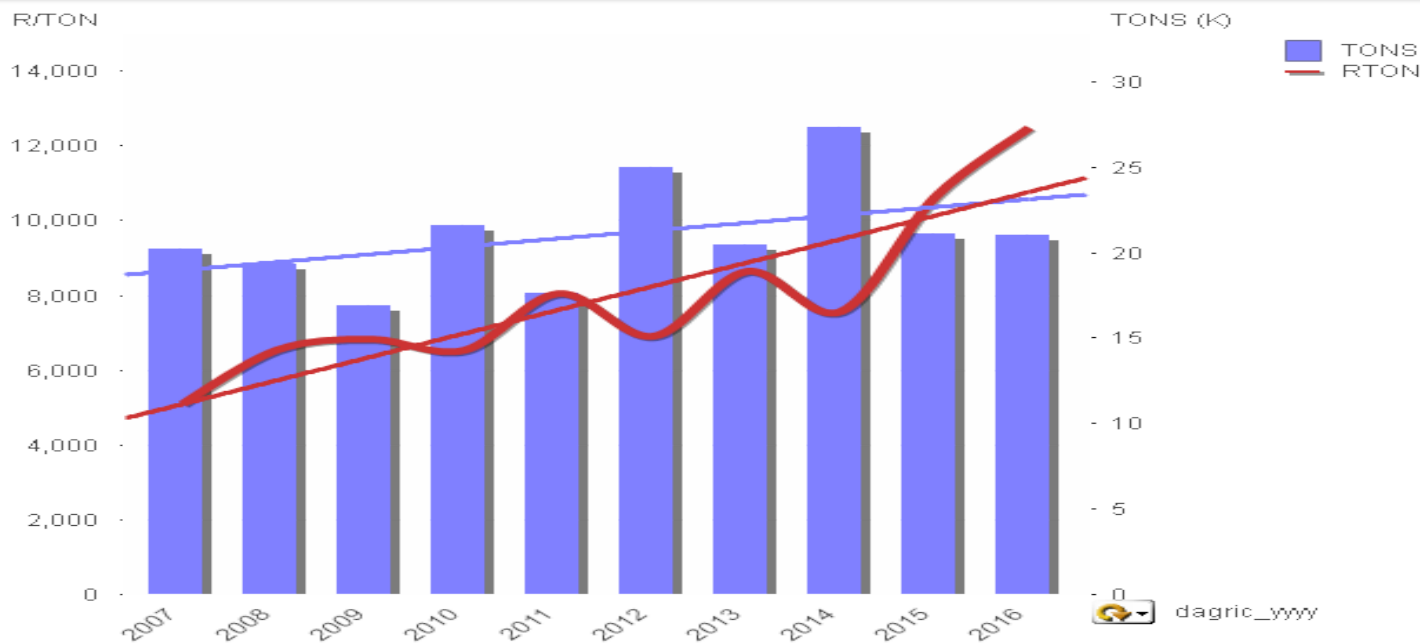


Fuerte	Maluma
Edranol	Hass
pinkerton	Gem
Ryan	Lamb Hass
Rinton	Reed
Simmons	Bacon
Ettinger	Bacon
Collinson	Linda
Osmeria	Carmen - Hass
Itzamna	

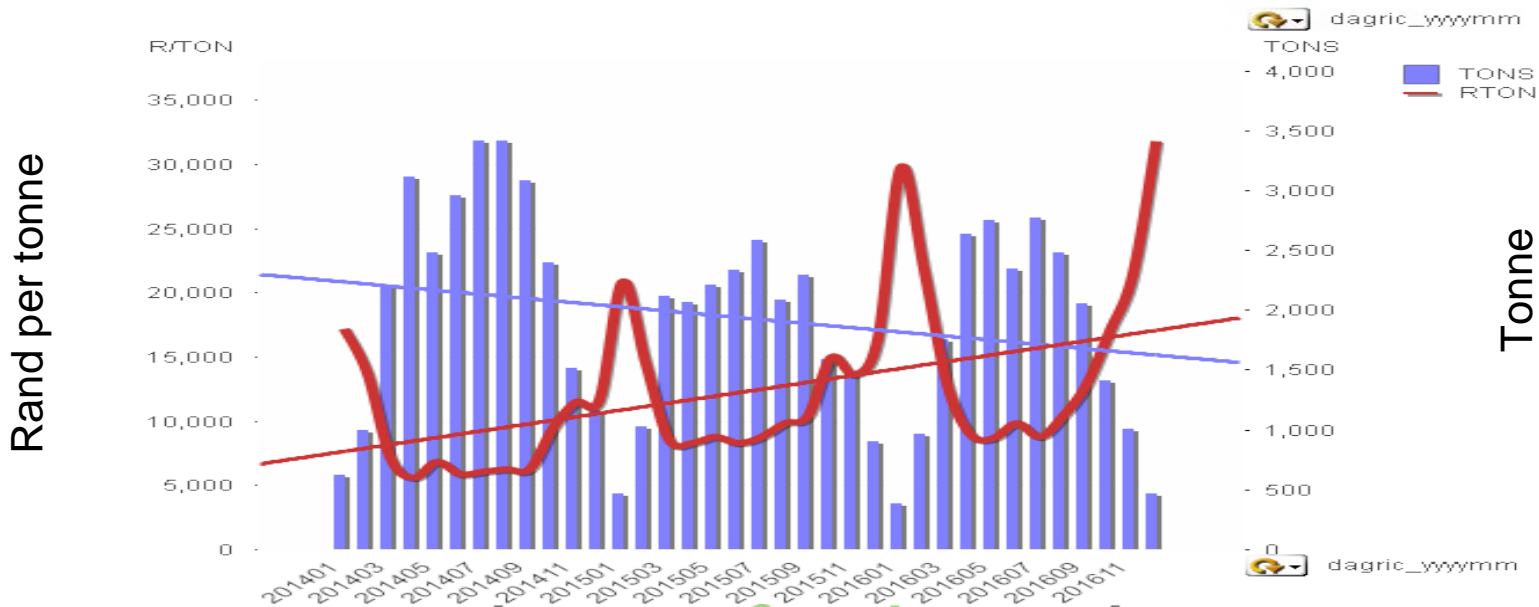
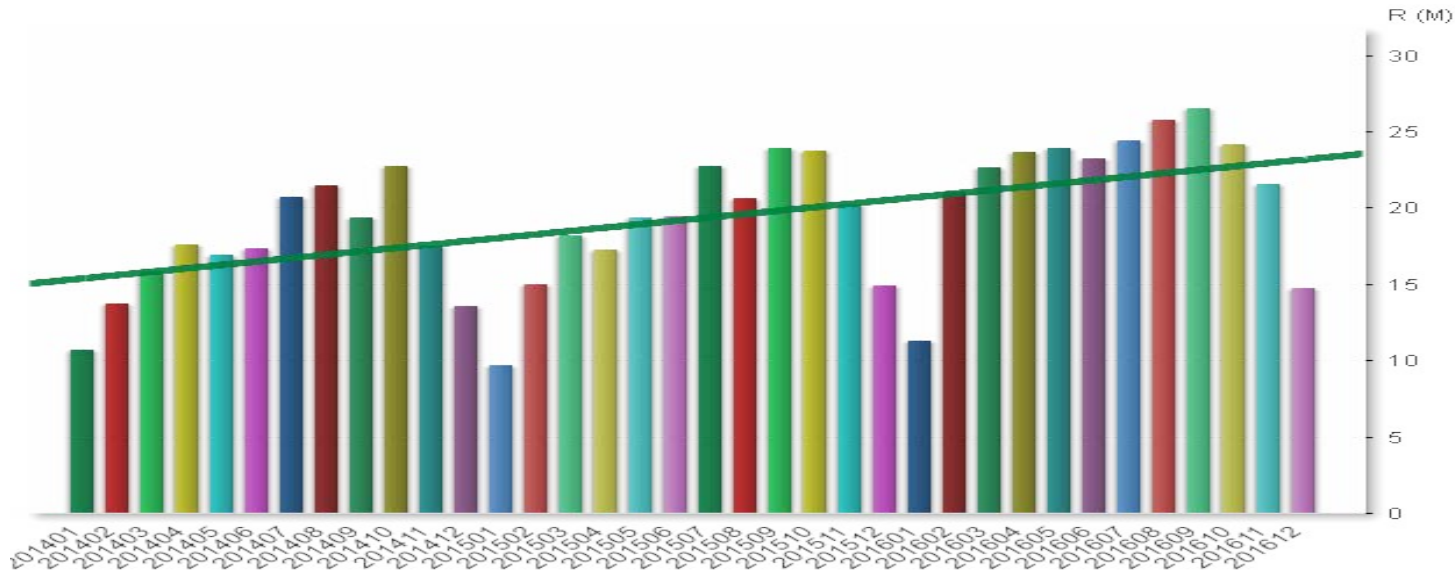
Sales per annum: Avocados



Volume per annum: Avocados



Volume sold per month: Avocados



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Demand for ripe Avocados



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- Packaging
- Variety
- Piped and ready – Quality ripened!
- Catering and restaurants – ripe and ready!
- Fruit age and maturity - Discipline
- Having good ‘brands’ on board

- Size of Fruit (demand is mostly for sizes 12 - 20)
- Taste
- Pulp %
- Colour

Biggest Concerns:

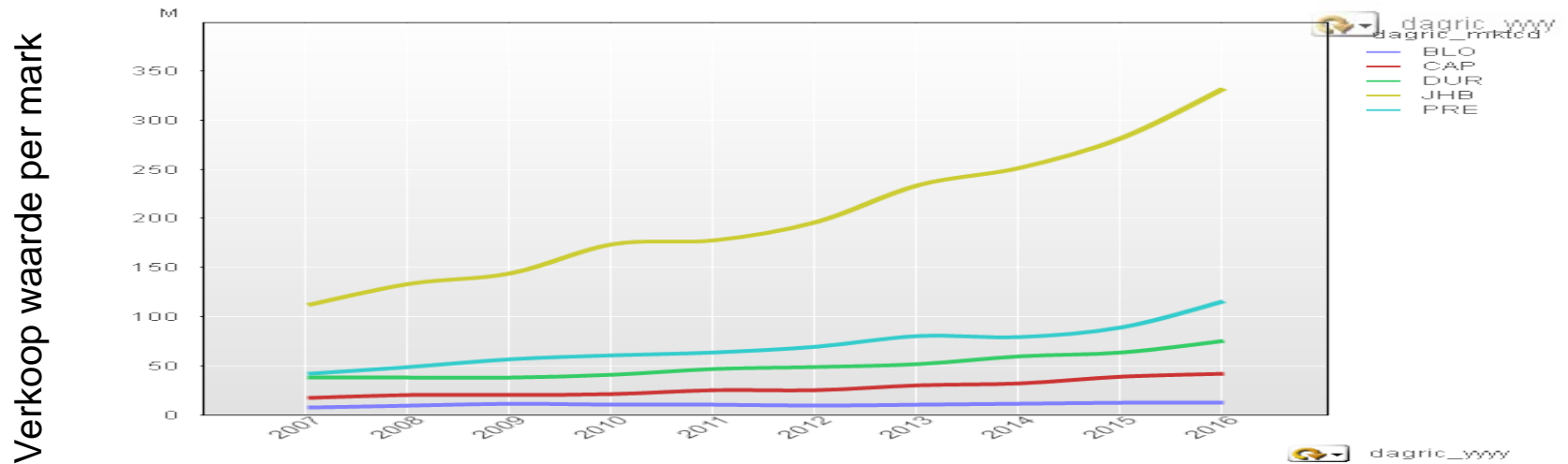
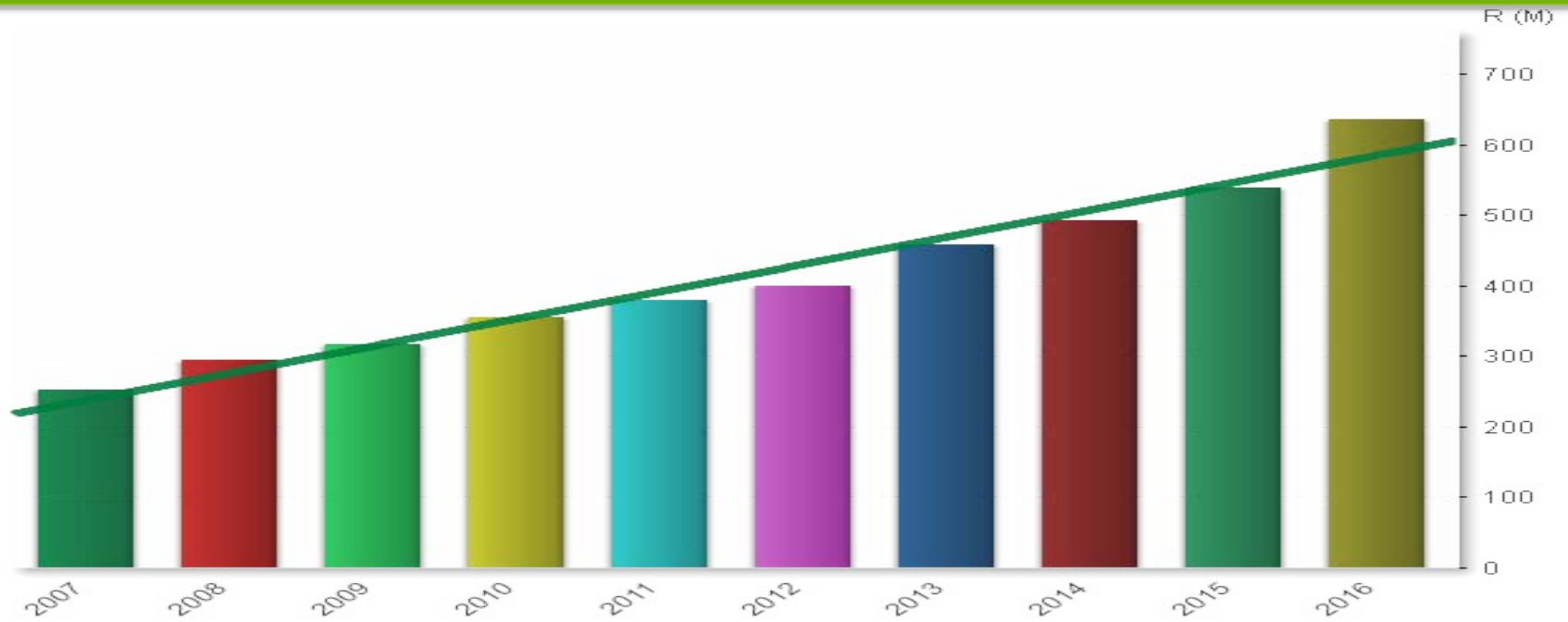
- Constant supply of produce

National Sales

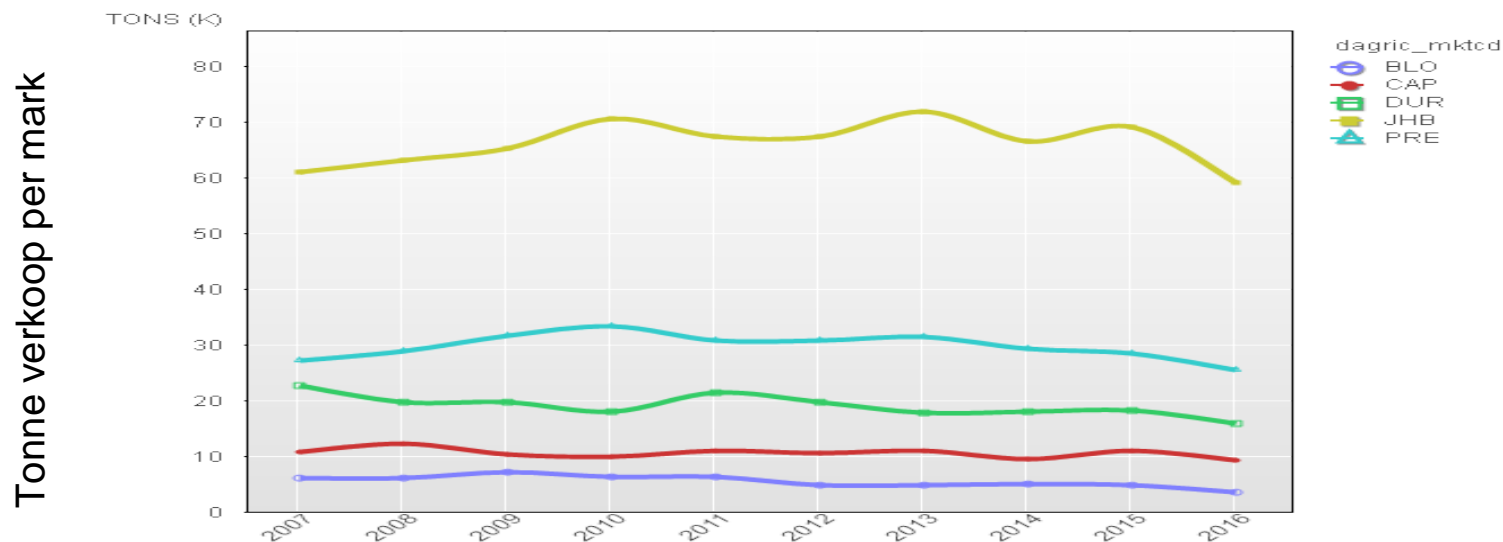
CITRUS

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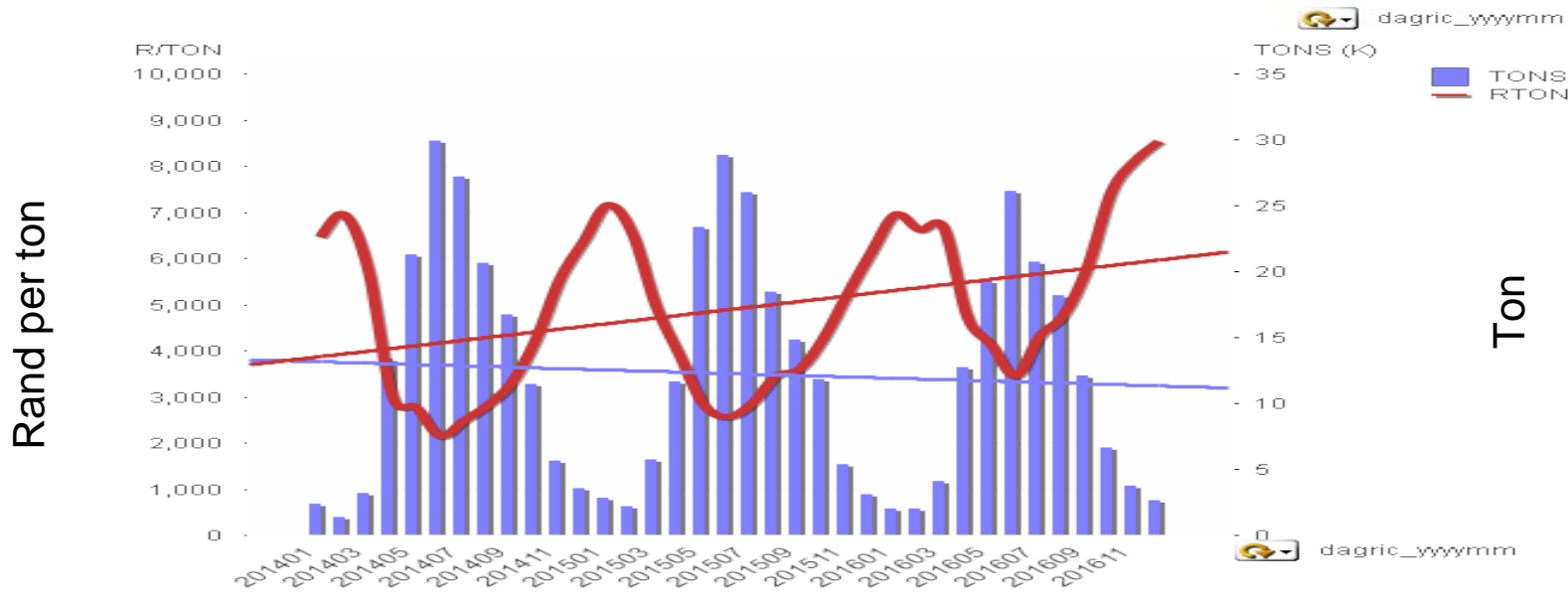
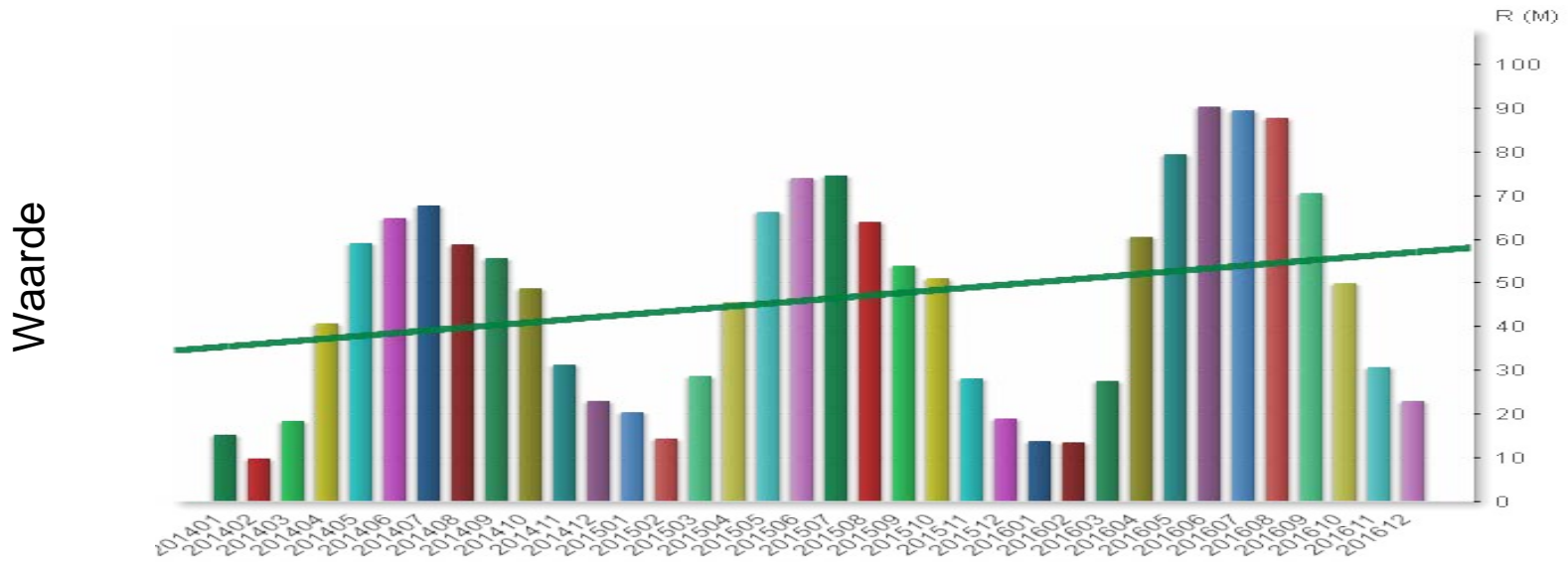
Sales per annum: Citrus



Volume per annum: Citrus

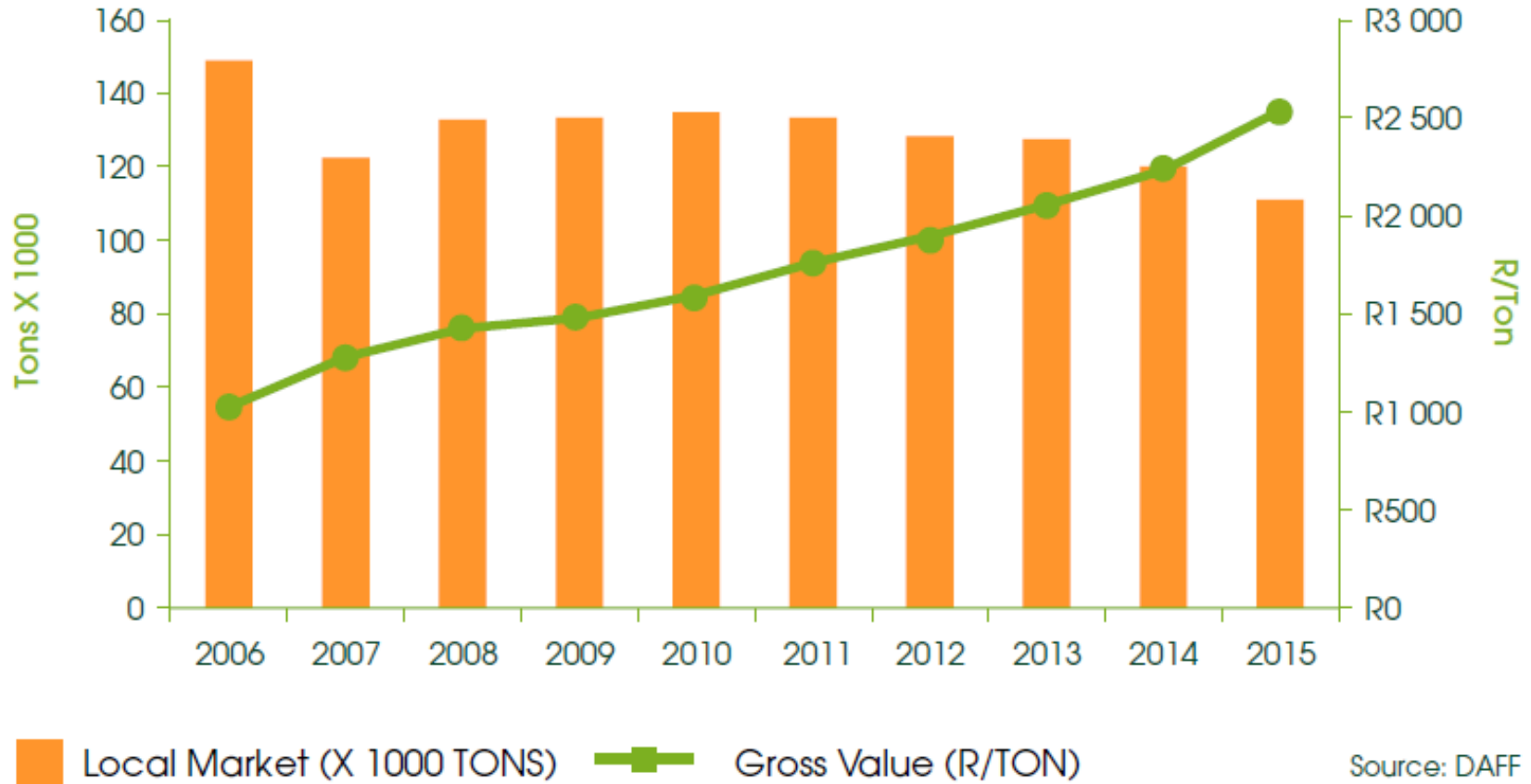


Monthly Sales: Citrus



Sales per annum: Citrus

LOCAL



Thank you!

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