

ESTABLISHING NEW CULTIVARS AND THE VALUE OF THE MALUMA BRAND ZR Ernst



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Maluma Australia

- Maluma was introduced to Australia in 2010
- DBC Farming planted their first trial of 30 trees in Dimbulah in 2010 and continued in 2011 till 2013 having up to date 12 500 Maluma trees
- Maluma planted all over Australia - mostly trial plantings more commercial plantings are arising
- 2017/2018 orders for Maluma is around **25 000**

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Maluma Australia



Maluma Avo in branded boxes

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Maluma Australia

- **PROS:**
- **Good fruit size, avg. 18 -23 (5kg)**
- **Seed to flesh ration**
- **Goes black when ripe**
- **Stress tolerant**
- **Bigger lenticels help to reduce insect bites, eg. Spotting bug, and helps to hold on to chemicals, less run off**
- **Thick skin**
- **Low maintenance tree**
- **Great for HD plantings**
- **Easy to harvest**
- **Self stresses (more GA) to push out more flower and set fruit**
- **Less use of Growth regulators**
- **Great for harsh environments**
- **Colours up great with ripening**
- **Good shelf life**

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Maluma planting DBC Farming Dimbullah



Shepard seed



Maluma seed





Maluma Business
Overview



costa
fresh is our passion



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 (See graph on next slide)
- 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



DBC FARMING

costa
fresh is our passion

The Costa/DBC Farming Maluma Business – Next steps

- GS1 Barcoding
 - Full traceability back to grower and farm (See below Right)
 - Display Maluma brand and commence variety independence
 - Be Industry leaders through on farm traceability and fruit quality.
- Start Maluma Marketing Association
 - A more focused marketing group towards the variety
 - A grower and corporate marketing business combination
 - Utilise infrastructure across Costa Network and marketing expertise. Utilise grower in sites with the supported through Andre and team
 - The group will set out a 3 year, 5 year and 10 year marketing plan on how to sell more Maluma within Australia.
- Build on Maluma Branding through independent fruit stores through Costa wholesale network



DBC FARMING

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Future of Maluma in Australia

- Current customer mix is Coles – Victoria (Takes whole crop in 3 weeks)
- Future marketing Opportunities is Coles, Woolworths and Aldi nationally
 - Coles 774 stores nationally
 - Woolworths 850 stores nationally
 - Aldi 380 stores nationally
- Asian Export markets into Singapore, Malaysia and Hong Kong
- High independent fruit stores in Brisbane, Melbourne and adelaide.



The essence of a Brand?



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Essence of branding

Perception based on **experience or influence** is what makes you prefer one product to another. Brands are masters in creating and reinforcing perceptions about their product. If you can perceive something to be different it is different does not matter how and can therefore be branded.

Essence of branding

What multinational corporations use to try and get consumers to buy essentially the same product as the other corporations have but for more money

Kellogs Corn Flakes or PicknPay cornflakes - they're both flakes of corn but one will cost twice the price - guess which one

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So can commodities be branded??



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Brand...

Serves as **identification tool**, Mark of **quality**,

Mark of **differentiation**, Brand **preference**

Association, “Coolness” factor

Instills consumer **confidence**



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Growers Club advantages

Marketing Control

Quality assurance, standards and improvements

Consolidated effort

Marketing control and positioning

Research benefits

Production support

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Fruit brands

One unique challenge & opportunity

In this case the brand has **dual purpose and targeting**, the **consumer** as well as the producer / **Farmer**. And additionally often **throughout the supply chain**. The brand is **not only** aimed **one-dimensionally at the consumer** alone.

Confidence and positioning at multiple levels, often with different messages

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Consumer brands

Do consumers really know what they want??

Consumers want to be “wowed” – Amazed even. They want their expectations to be exceeded. You don’t do that by giving them what they want you do that by giving them what they never even realised is possible

The only given is that they have expectations in terms of **quality and consistency in fruit** that is often defined by offering, competition and marketing

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Producer brands

Fellowship

Assurance

Camaraderie

Joined goal and objective

The start and basis quality and thus brand Value

Overcoming previous barriers

Assistance

Advantages of Working together

Collaboration

Fruit example



Criteria for the specifications include sugar content, firmness, blemishes and colour



Maluma
Suid-Afrika

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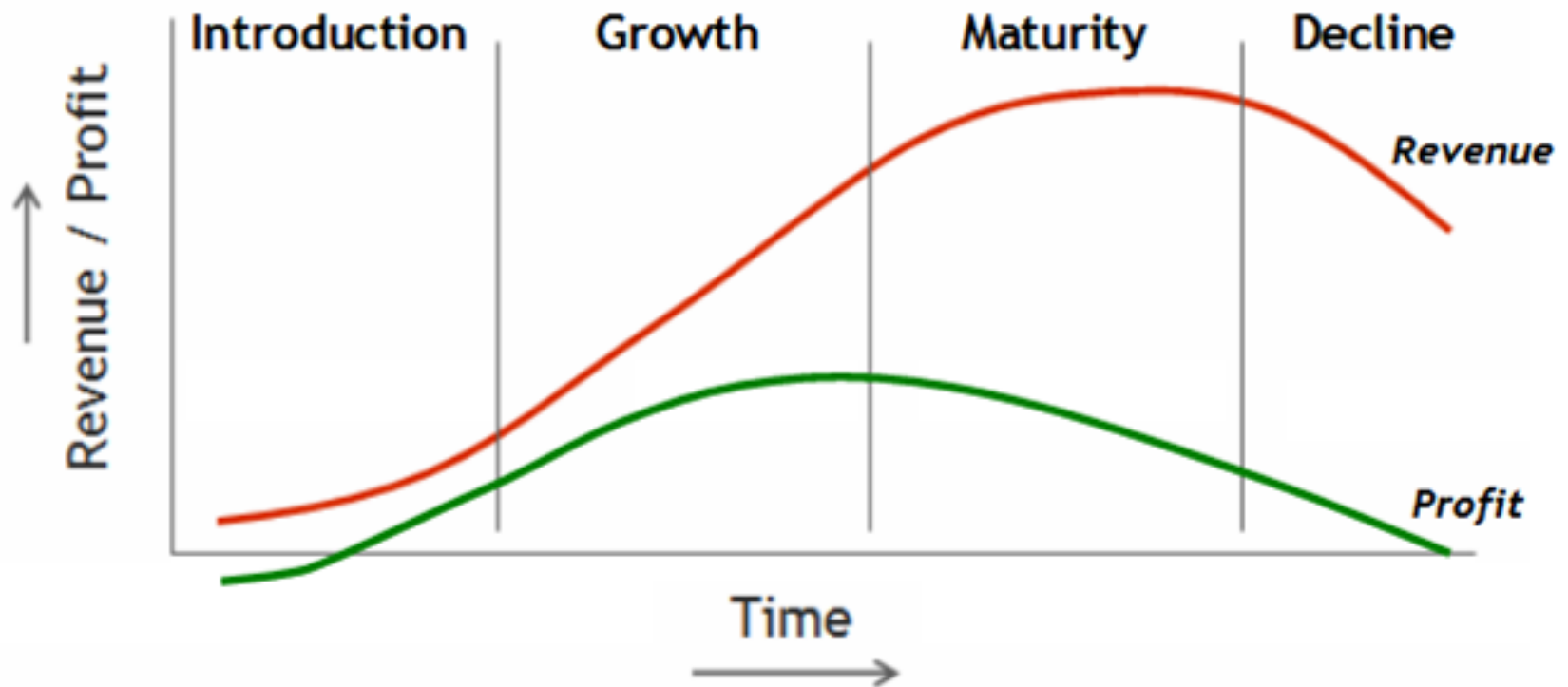
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Suid-Afrika

Product Life Cycle





Maluma
Suid-Afrika

1. Market introduction stage	<ol style="list-style-type: none">1. costs are very high2. slow sales volumes to start3. little or no competition4. demand has to be created5. customers have to be prompted to try the product6. makes little money at this stage
2. Growth stage	<ol style="list-style-type: none">1. costs reduced due to economies of scale2. sales volume increases significantly3. profitability begins to rise4. public awareness increases5. competition begins to increase with a few new players in establishing market6. increased competition leads to price decreases

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Key objectives

- Grow awareness of Maluma
- Consumer, retailer and other intermediary education
- Grow Demand for Maluma to match future supply
- Create collaborative environment for like-minded people
- Ensure quality product through strict protocols
- Ensure sustainability of production
- Strategic Promotion
- Establish Maluma Trademarks and Brands as Quality assurance
- Technical support to members to improve and maintain / improve quality



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Key objectives

TRANSPARENCY

Maluma SA (Pty) Ltd

Creating an auditable company with
continuity



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THE CURVEBALL...

To establish an organisation that improves, develops and tests new genetic material (although it doesn't own it), and responsibly releases these varieties as commercial cultivars to the Members.



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Maluma
Suid-Afrika

- Group of like-minded Farmers
- Membership is voluntary
- Marketing technical support no longer free for all
- Quality feedback and support no longer free for all

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Farmers Meeting:

Thursday 9 March

14:00

Merensky High School

Those who can not attend

Please email:

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