



HOW FRUIT EXPORTS CONTRIBUTE TO LOCAL FOOD SECURITY

Prepared for:



Media Day

Mecia Petersen, CEO

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By Mecia Petersen

JOURNEY TO SARABI

Self-funding my MBA



Self-funding my MBA required determination, commitment and a belief strong enough that I would compel my dream to become reality. The experience taught me that we are more resourceful than we give ourselves credit for and when we believe in ourselves, others do too.

I exhausted numerous avenues, including applying to international scholarship schemes and corporate scholarships. I even wrote to globally renowned women's development advocates, such as Meghan Markle and Oprah Winfrey. After these bore no fruit I decided to rely on my inherent strengths – networking, marketing and relationship building.



During the course of my MBA, I was approached by the Business School to become an MBA Ambassador. I worked part time, liaising with prospective MBA students from around the world, and this income contributed to my sustenance.

I participated in a global sustainability-focused competition run by the United Nations and, competing against 29 teams from 13 global universities, was elated to be part of the winning team. We received \$2,000 (£1,500) in prize money, and this income covered my living expenses for a semester.

The journey to shattering my glass ceiling sharpened my awareness of the many women facing similar challenges – women with knowledge and passion who, lacking resource or support, watch their dreams pass them by. My focus evolved.

*The quest for my MBA became the quest for **our** MBA.*

*My journey became **our** journey.*



“We stand on the shoulders of giants”

Previous SATI CEOs



Elaine Alexander
2004 - 2014



Willem Bestbier
2014 - 2022



AJ Griesel
2022 - 2024

WHO WE ARE?

WHO WE REPRESENT, OUR VISION, MISSION AND FOCUS?

WHO IS SATI

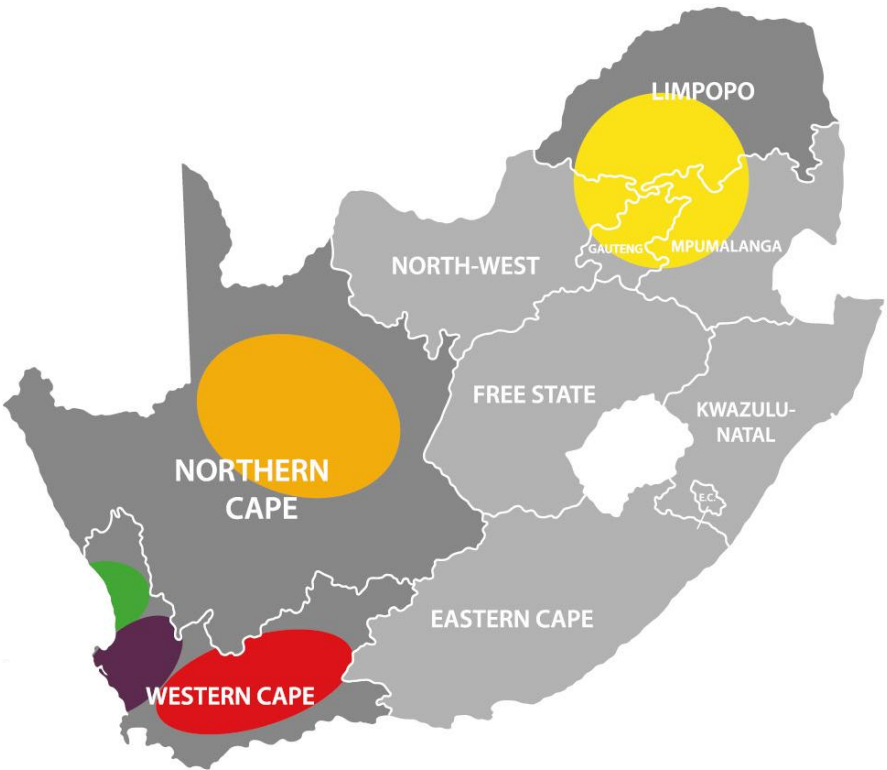
The South African Table Grape Industry (SATI) is the industry association of table grape producers in South Africa – **an industry that has proudly been exporting table grapes to discerning world markets for over 130 years.** SATI represents growers on key government and industry initiatives aimed at creating more opportunities from ownership to accessing new markets in a sustainable way.

FOCUS

SATI assists growers with crucial industry information, technical market access and development, transformation, statistics, research, technology and technical transfer as well as training and education with the aim of **establishing South Africa as the Preferred Country of Origin for the world's best tasting grapes.**

VISION

South Africa is the **Preferred Country of Origin** for quality table grapes and will provide every table grape producer with as wide a choice as possible of profitable markets.



19,404 TABLE GRAPE HECTARES	312 TABLE GRAPE PRODUCERS
5 TABLE GRAPE REGIONS	105k EMPLOYED NATIONALLY

HIGH LEVEL STATISTICS 2024/25

NATIONAL LEVEL INSPECTION & EXPORT VOLUMES



EXPORT DATA

EXPORT STATISTICS



78 172 935

Cartons Exported
COMPARED TO
74 149 581 LAST SEASON
(4.5 kg equivalent)



351 778

Tons Exported
COMPARED TO
333 673 LAST SEASON



21 715

Containers Exported
COMPARED TO
20 597 LAST SEASON

GRAPE VARIETY GROUP

VS SEASON 2023-2024 (4.5 KG EQUIVALENT CARTONS). MIL = MILLION



33.6 mil

RED SEEDLESS
↑ **+4%** VS 23-24



33.4 mil

WHITE SEEDLESS
↑ **+10%** VS 23-24



9 mil

BLACK SEEDLESS
↓ **-3%** VS 23-24

**78.9 MILLION
CARTONS**

INSPECTED FOR EXPORT
IN THE 2024/25 SEASON
(4.5 kg equivalent)

+5.4% Y-O-Y

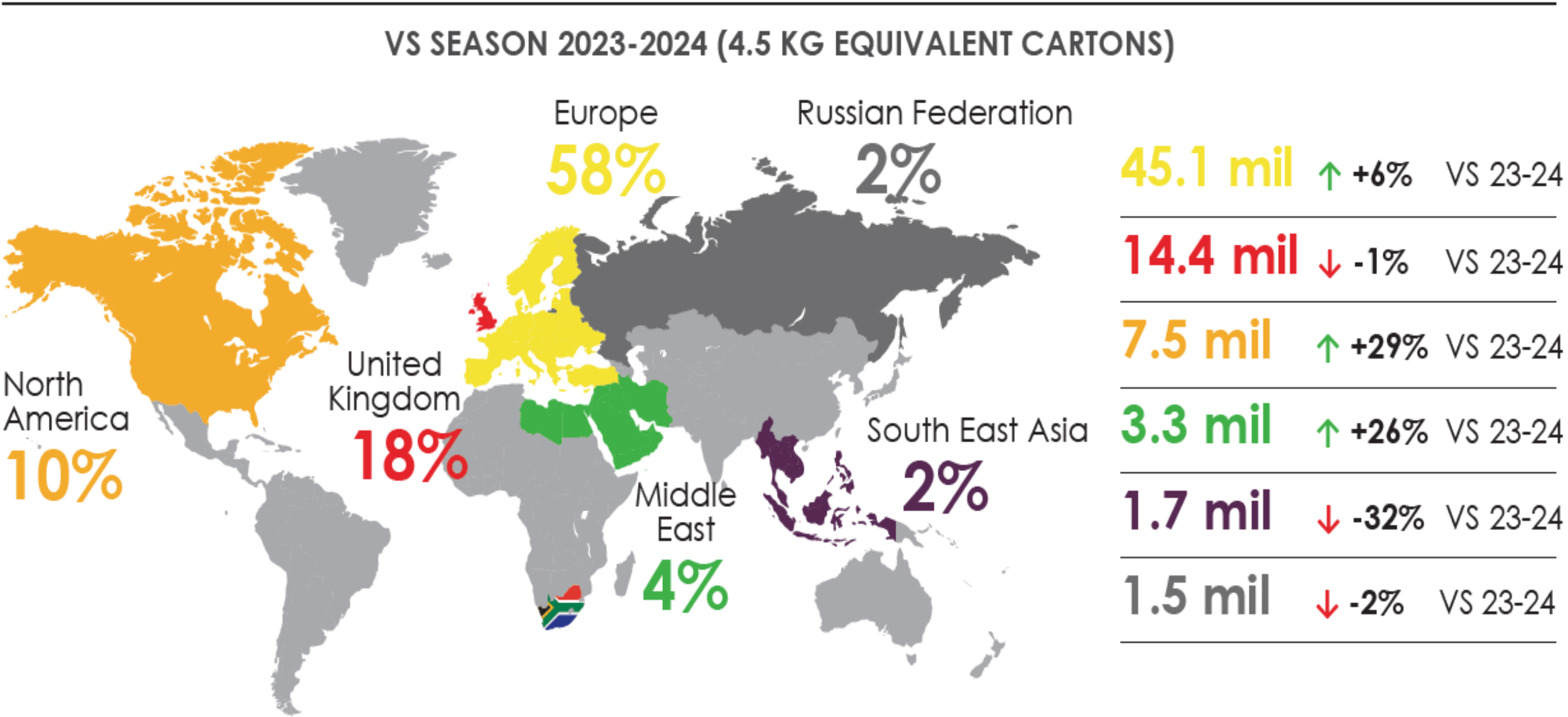
**79.4 MILLION
CARTONS**

ESTIMATED
IN THE 2025/26 SEASON
+0.6% Y-O-Y

SEASON OVERVIEW 2024/25

KEY EXPORT STATISTICS 2024/25 SEASON

MARKET SHARE & GROWTH BY DESTINATION



More than 95% of South African table grape production is exported.



FRUIT SOUTH AFRICA

UMBRELLA ORGANISATION



Fruit South Africa latest trade market access available online:
<https://fruitsa.co.za/trade-market-access/>



GLOBAL FOOD SECURITY

FOOD INSECURITY & FOOD WASTE

- We live in a time of unequal abundance
- **14% of food produced is lost** before it can be sold, and another **17% is wasted** after being sold

(this amounts to total loss of about 30% of food produced)

- Meanwhile, roughly **1 in 10 people in world face hunger** each day
- In **sub-Saharan Africa** this increases to about **1 in every 4** people

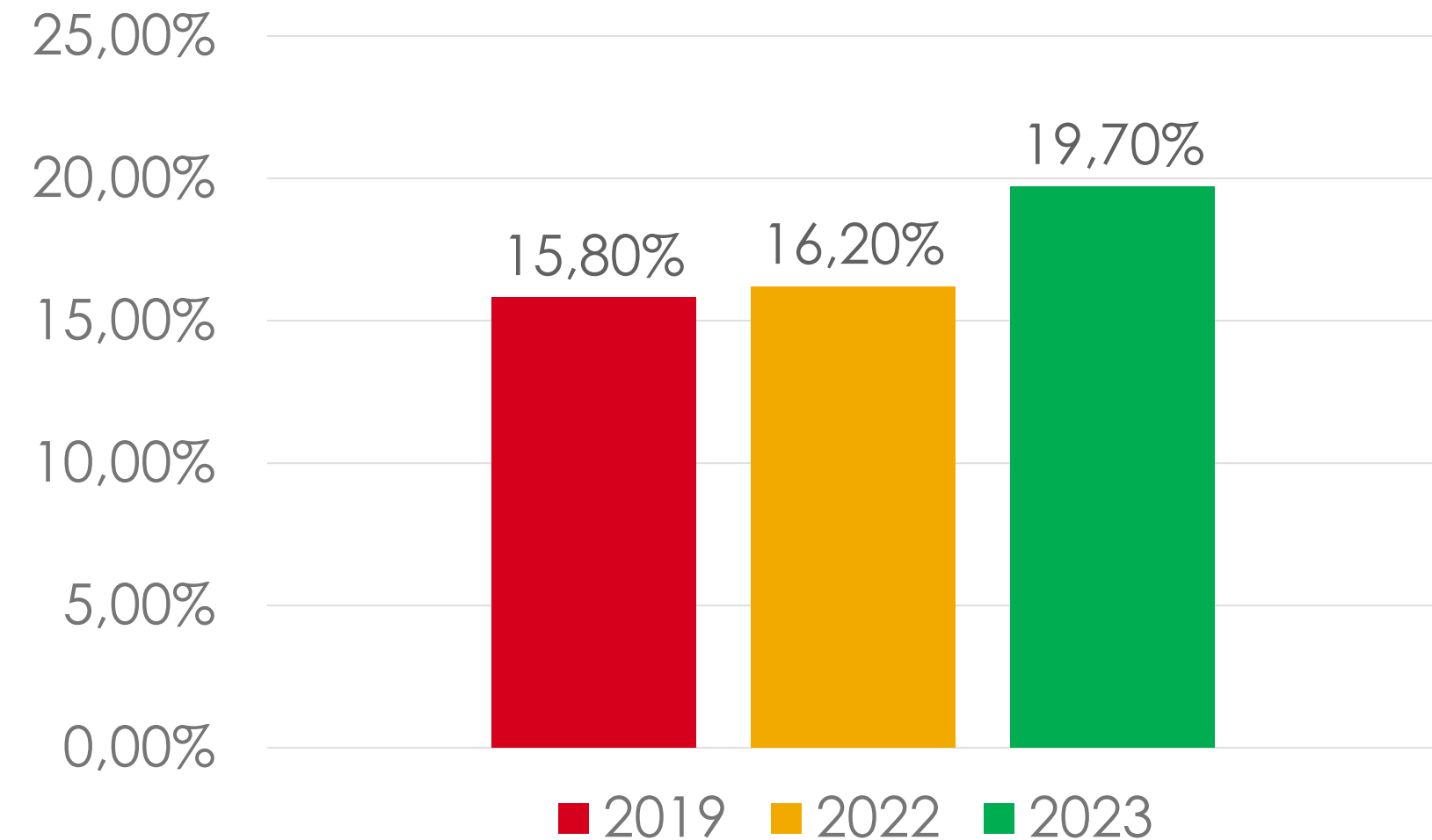
Sources: FAO (2025), UNIDO (2025)

FOOD SECURITY IN SOUTH AFRICA

HIGH LEVEL STATISTICS

- The latest Stats SA (2025) data indicates that **food insecurity has worsened** in South Africa, **increasing by about 22%** between 2022 and 2023
- This was partly driven by the impact of COVID-19 and rapid food price inflation
- While 1 in 5 people in South Africa face some form of food insecurity, about **1 in 10 face severe hunger**
- The **Northern Cape is worst affected** with about 35% of the population facing food insecurity

HOUSEHOLDS FACING FOOD INSECURITY IN SA

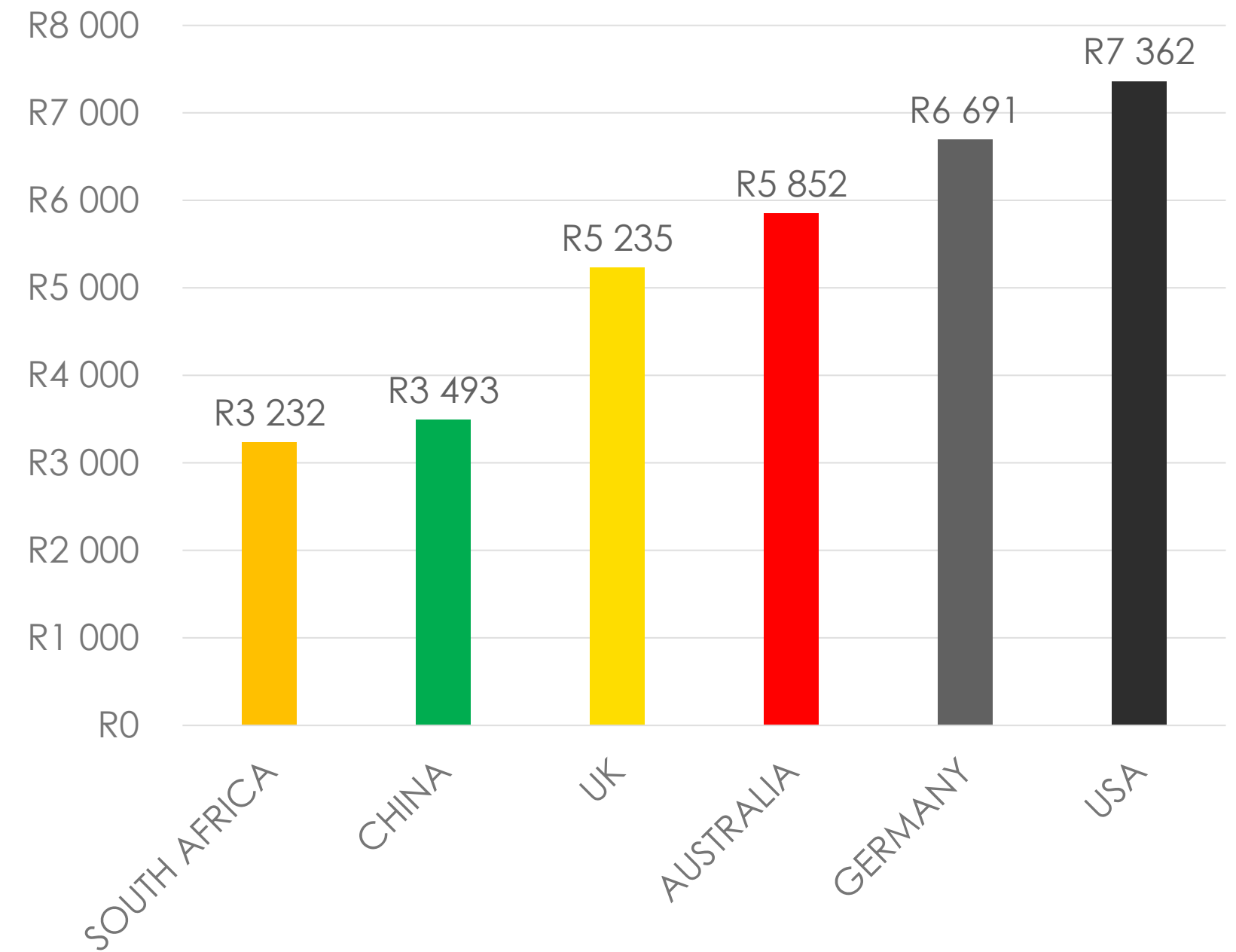


FOOD SECURITY IN SOUTH AFRICA

COST & AVAILABILITY

- South Africa is food secure at a national level – the country produces enough food – but there is **significant household-level food insecurity**
- Food prices in South Africa are competitive compared with other countries, **BUT** South Africans generally must spend a larger share of their income on food

Monthly recommended minimum amount of money for food per person



UNEMPLOYMENT & POVERTY

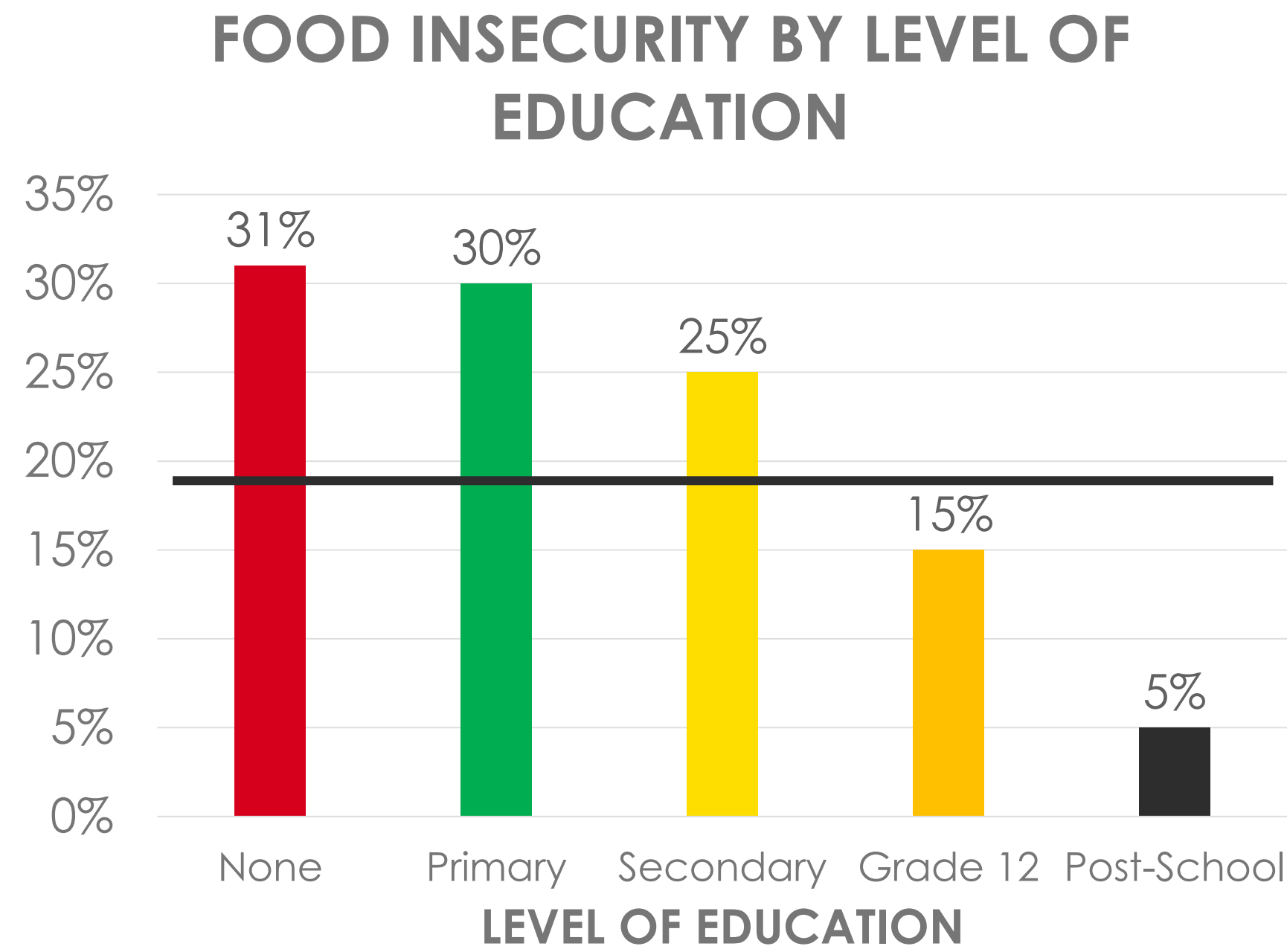
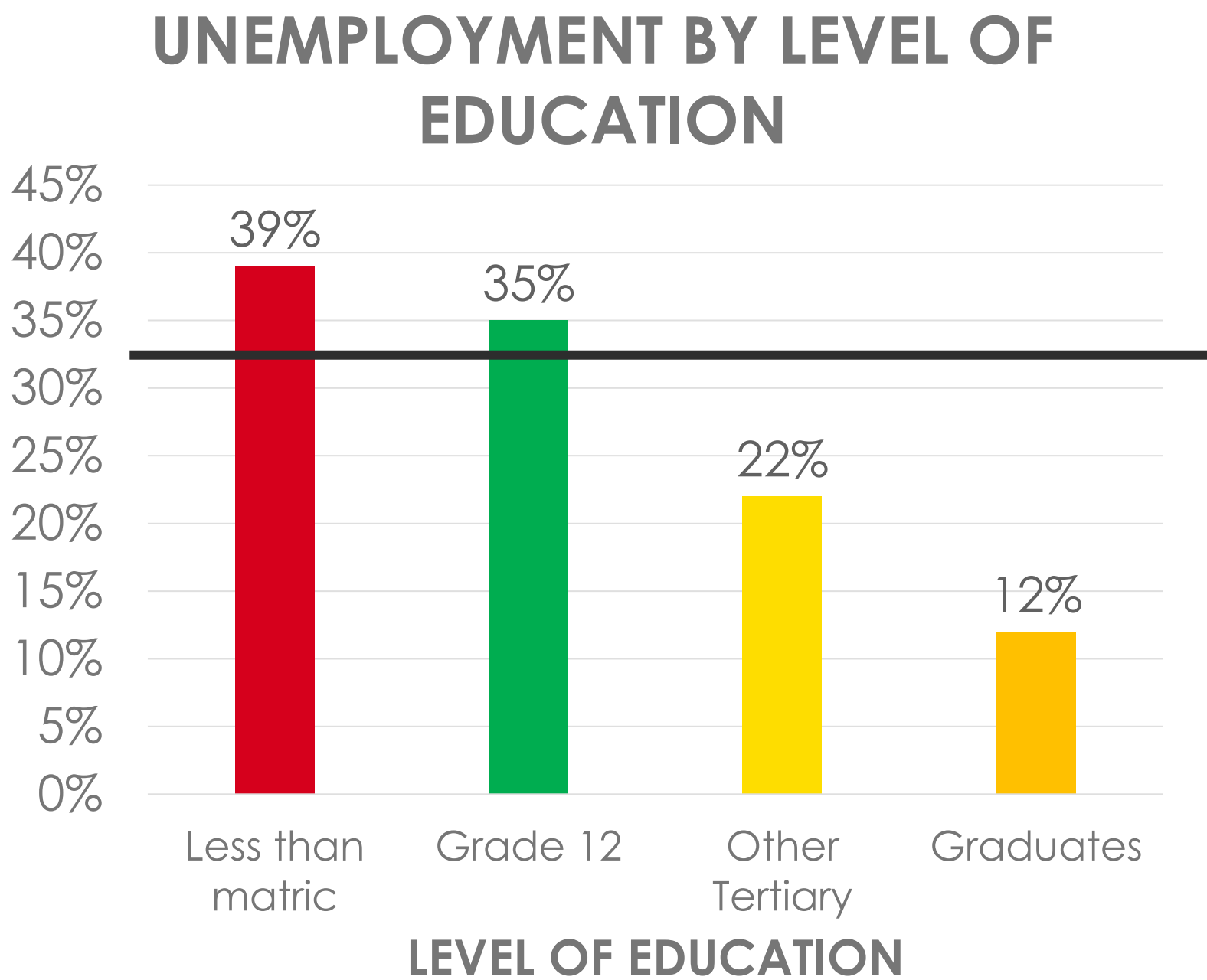
DRIVERS OF FOOD INSECURITY

- South Africa's **unemployment rate** remains amongst the highest in the world – increasing from 28.5% in 2019 to **33% in Q2:2025**
- About half of the population live below the upper-bound poverty line, and about **a quarter live below the food poverty line**
- South Africa's GDP growth rate average less than 1% over the last decade
- Over this period the average population growth rate has been about 1.3%
- Over the last ten years (measures in constant 2015 prices) **South Africa's GDP per capita has decreased by about 6%**

Sources: Stats SA & World Bank Group

FOOD INSECURITY BY LEVEL OF EDUCATION

DRIVERS OF FOOD INSECURITY



Sources: Stats SA



FRUIT INDUSRY SOUTH AFRICA

HIGH LEVEL INDUSTRY STATISTICS

- The fruit industry is predominantly export focussed with only 10% of fruit produced sold as fresh fruit on the local market
- This does not mean that the industry doesn't play an important role in food security
- Through economic, employment and social development contributions the fruit industry contributes where it matters most!

SOUTH AFRICAN FRUIT INDUSTRY MARKETS



SOURCE: NUMBEO.COM

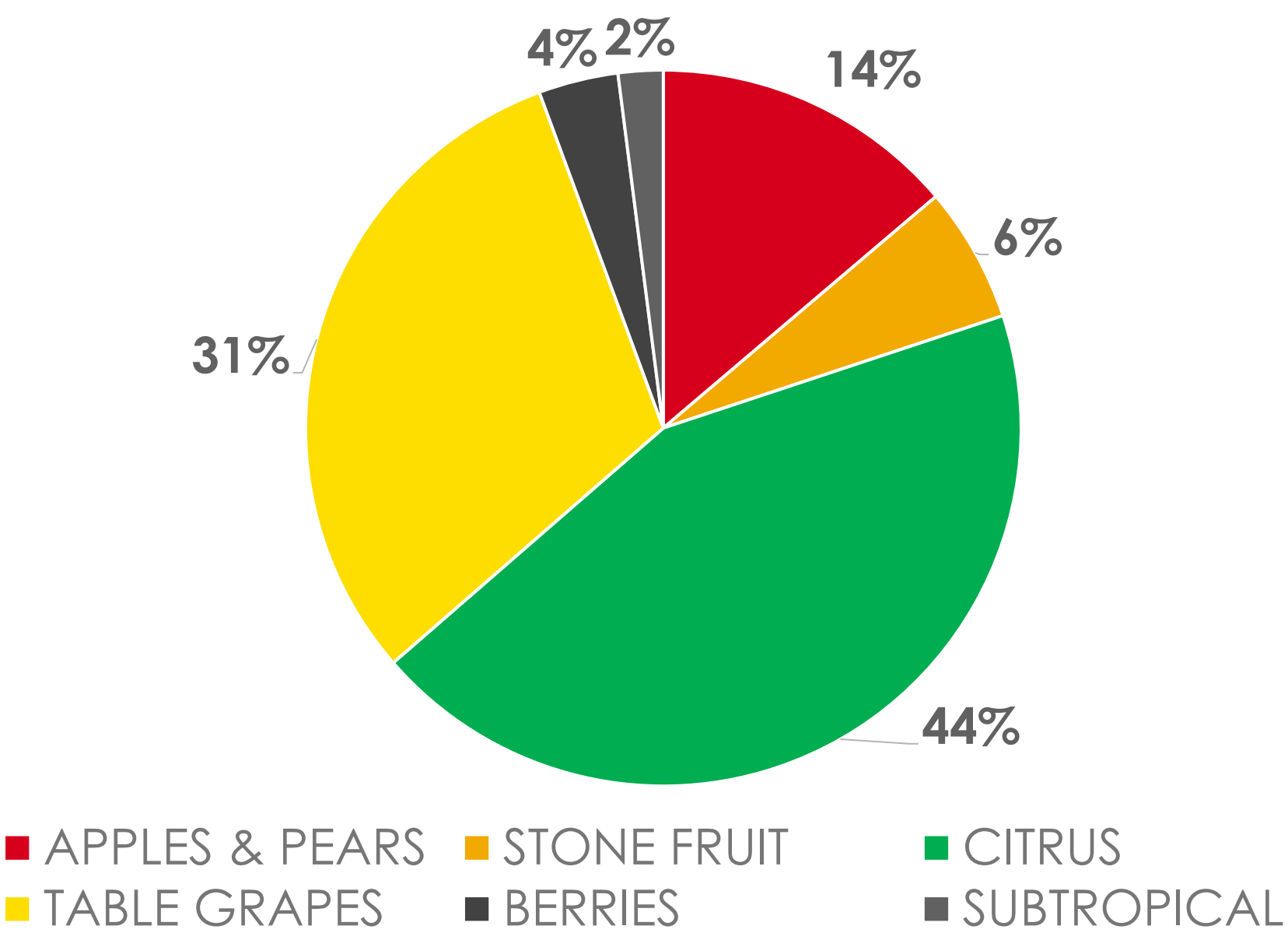
FRUIT INDUSTRY EMPLOYMENT IMPACT

HIGH LEVEL EMPLOYMENT STATISTICS

- The fruit industry employed about **320,000** people in 2024
- This accounted for **35% of total agricultural employment**
- And about **2% of total employment** in South Africa
- The **320,000** people employed by the fruit industry supported **1.28 million dependents**

Sources: Fruit SA (2025), Stats SA (2024)

ON-FARM EMPLOYMENT 2024



FRUIT INDUSTRY ECONOMIC IMPACT

2024/25 FIGURES

ECONOMIC CONTRIBUTION

The Gross Value Add (GVA) of Agriculture in SA contributed about ZAR207 billion to the economy (3% of GDP) from a Gross Value of Production (GVP) of ZAR460 billion. In terms of contribution to GVP:

- Horticulture contributed about ZAR145 billion (31% of Agriculture),
- The Fruit industry contributed about ZAR88 billion (61% of Horticulture),
- **Table Grapes** contributed about ZAR15 billion (10% of Horticulture & 3% of Agriculture).

FRUIT INDUSTRY SOCIAL DEVELOPMENT IMPACT

FOCUS ON EDUCATION

Many producers invest in education for the children on their farms and in their communities by providing on-farm daycares, aftercare and learning centres. They support **maintenance projects as local schools and offer bursaries for tertiary education.**

Some examples:

Several members are investors and collaborators of the **AmazingBrainz** early childhood development programmes:

- Specialised brain stimulation programmes for 0-5-year-olds Works with pre-school educators in marginalised communities
- Focus on skills development and creative problem-solving

Waitrose Foundation SA

- Aftercare centre at De Vlei in the Hex River Valley



COMBATTING FOOD LOSS AND WASTE

DRIVING EFFICIENCY

- **Precision Farming:** Implementing precision farming techniques to optimise production practices and reduce waste
- **Cold Chain Management:** Improving cold chain management on farms and in storage facilities to maintain optimal temperatures and humidity levels, extending shelf life and reducing waste
- **Supply Chain Optimisation:** Enhancing supply chain efficiency to reduce transit times and minimise damage to grapes/fruit during transportation
- **Packaging Innovations:** Improvements in packaging techniques and materials to extend shelf life
- **Collaboration and Knowledge Sharing:** Industry stakeholders working together to share best practices and research findings to reduce food loss and waste



IN CONCLUSION



**Local Industry,
Global Reach**

**Power of
Collaboration**

THANK YOU



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[in linkedin.com/company/satgi](https://www.linkedin.com/company/satgi)



A scenic view of a South African vineyard. In the foreground, rows of grapevines with lush green leaves are visible, some supported by wooden trellises. A dirt path leads through the vines towards a large, flat vineyard in the middle ground. In the background, there are rolling hills and mountains under a bright, hazy sky. The overall atmosphere is warm and sunlit.

SOUTH AFRICA **QUALITY ON ROOT**