



Cape Flora AGM

SA Exports and Estimates

29 August 2014

Estimate methodology

- Export estimate (theoretical):
 - no of hectares planted per cultivar
 - age distribution linked to production curve
 - previous season exports
 - informed adjustments made (producers, exporters, consultants)

Fynbos: Total area planted (ha)

Group	2012	2013
Protea	661	601
Leucadendron	200	206
Leucospermum	132	143
Greens	54	59
Total	1 047	1 009

Age Distribution

Protea	0-2 years	3-5 years	6-17 years	18-25 years	25+ years	Total
Hectares	138	118	244	90	11	601
Distribution	23%	20%	41%	15%	2%	

Leucospermum	Non-bearing	2-4 years	5-12 years	12+ years	Total
Hectares	31	71	101	3	206
Distribution	8%	17%	25%	1%	

Leucadendron	Non-bearing	2-4 years	5-12 years	12+ years	Total
Hectares	19	40	76	8	143
Distribution	13%	28%	53%	6%	



Participating Exporters:

AFG

Agriver SA

Anzet Flora

Bergflora

Bloemenkraal/Fynbloem

Cape Mountain Flora

De Mooij

FHSA

Fresh Cap Marketing

OZ Flora

Proteus Logistics

Snyman Flora

Estimate Comparison 2013/2014

	2013/2014 Est Exports	2013/2014 Act Exports	2013/2014 Estimate vs 2013/2014 Actuals	
Protea	2 850 694	2 744 375	+106 319	+3%
Leucadendron	6 611 704	6 685 323	-73 619	-1%
Leucospermum	8 166 007	7 677 705	+488 302	+6%
Total	17 628 405	17 107 403	+521 002	+3%

Fynbos Estimate 2014/2015

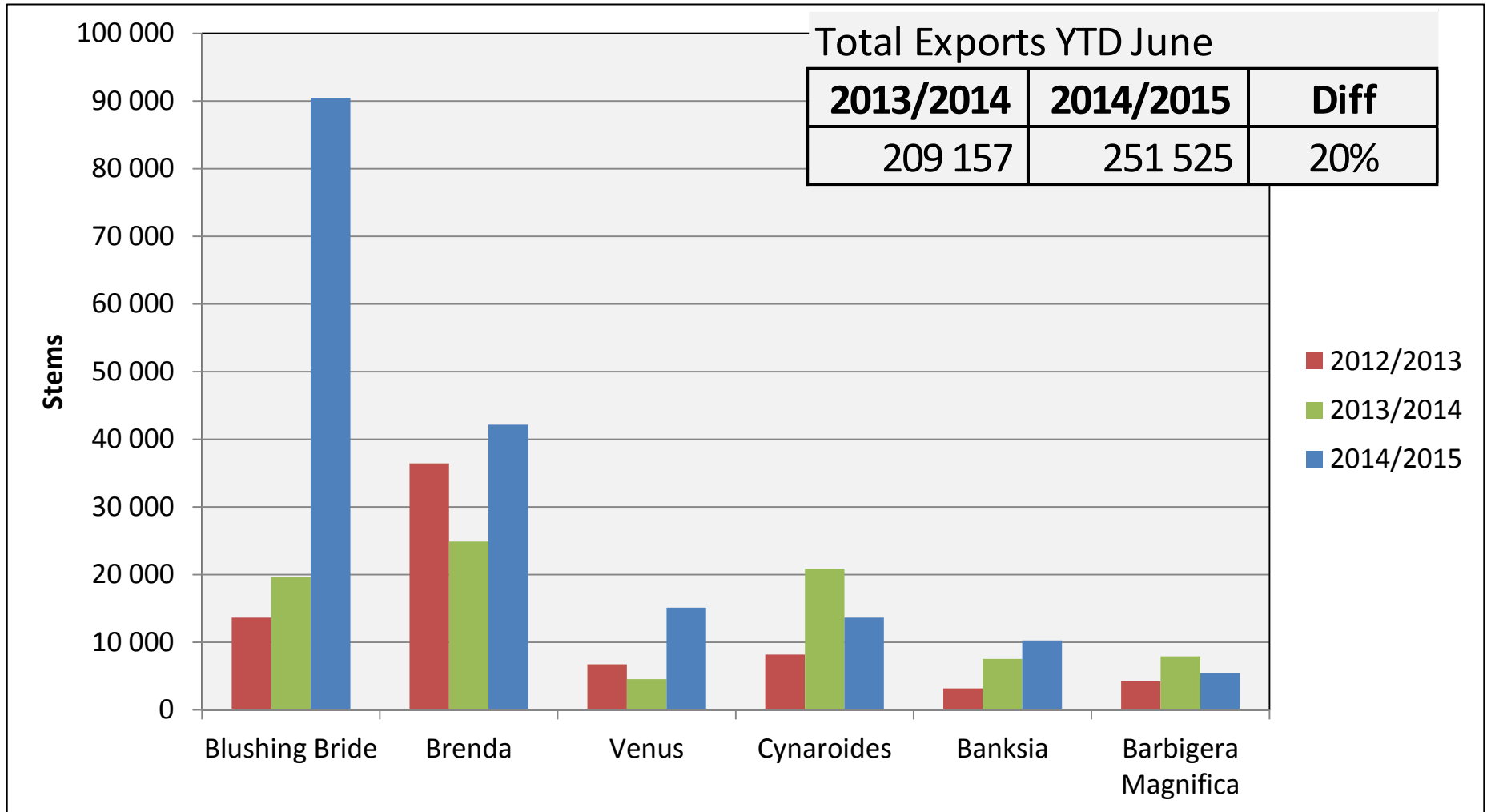
	2012/2013 Exports	2013/2014 Exports	2 yr Average	2014/2015 Est Exports	2014/2015 Estimate vs 2013/2014 Actuals	
Protea	2 586 013	2 744 375	2 665 194	3 418 177	+673 802	+25%
Leucadendron	6 173 211	6 685 323	6 429 267	7 965 056	+1 265 624	+19%
Leucospermum	6 163 366	7 677 705	6 920 536	9 596 423	+1 918 718	+25%
Total	14 922 590	17 107 403	16 014 997	20 979 656	+3 872 253	+23%

Protea Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2 yr Average	2014/2015 Est Exports	2014/2015 Estimate vs 2013/2014 Actuals	
Barbigera Magnifica	394 986	532 297	463 642	680 403	148 106	28%
Cynaroides	496 203	507 919	502 061	719 206	211 287	42%
Sylvia	261 576	282 845	272 211	379 864	97 019	34%
Robijn	278 375	218 745	248 560	218 745	-	-
Venus	83 335	136 419	109 877	154 719	18 300	13%
Banksia	100 217	134 687	117 452	140 257	5 570	4%
Ivy		120 725	120 725	120 725	-	-
Carnival	80 360	117 455	98 908	144 302	26 847	23%
Grandiceps	75 357	104 941	90 149	144 463	39 522	38%
Blushing Bride	38 069	94 000	66 035	121 986	27 986	30%
Susara	65 150	93 859	79 505	129 630	35 771	38%
Mundii	223 590	87 422	155 506	87 422	-	-
Other/Private	488 795	313 061	340 566	376 455	63 394	20%
Total Protea	2 586 013	2 744 375	2 665 194	3 418 177	673 802	25%

Protea Exports: 3 Year Comparison

YTD June

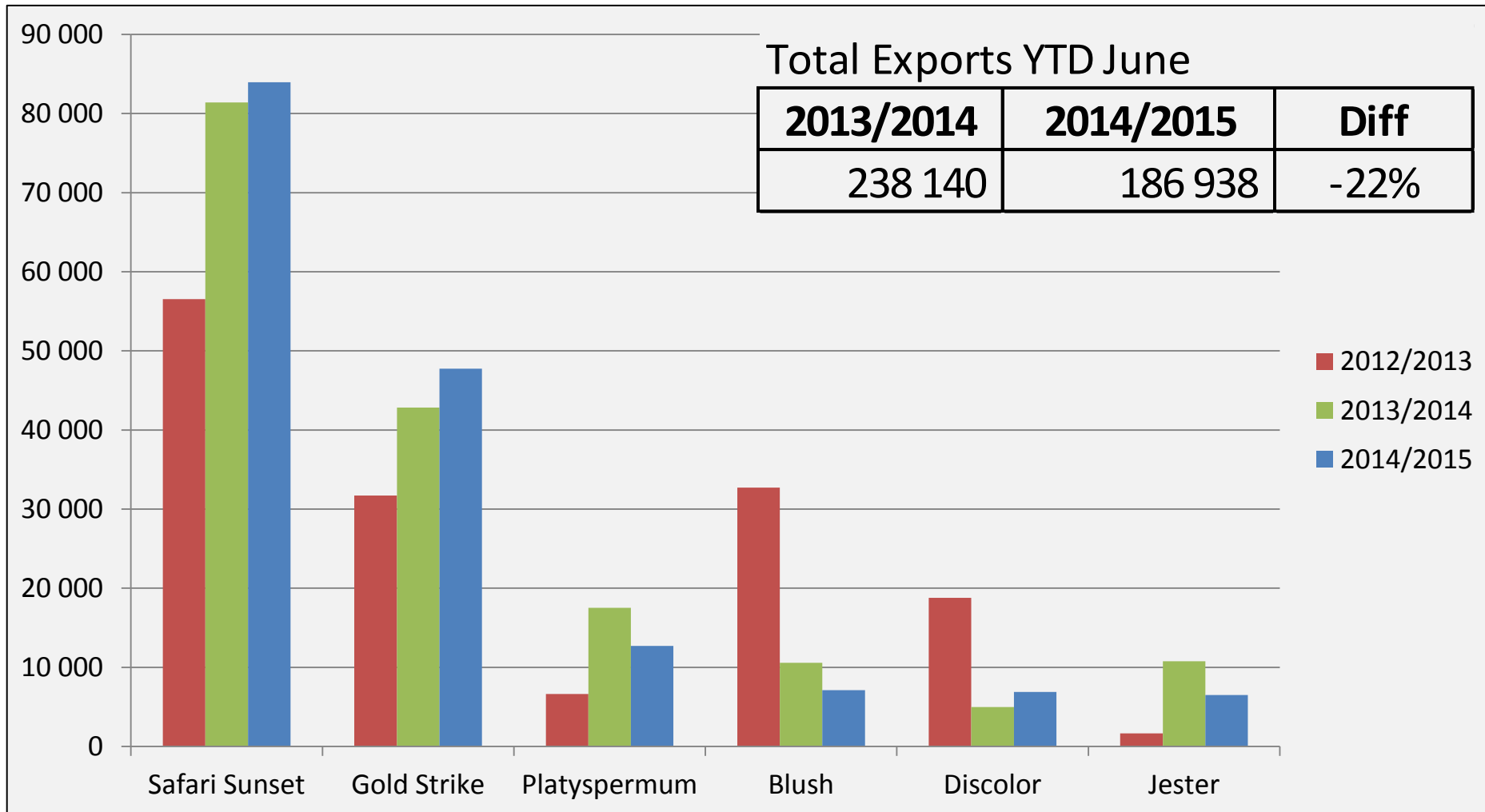


Leucadendron Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2 yr Average	2014/2015 Estimate	2014/2015 Estimate vs 2013/2014 Actuals	
Rosette	808 816	1 132 819	970 818	1 428 610	295 791	26%
Safari Sunset	1 397 932	1 008 310	1 203 121	1 430 845	422 535	42%
Discolor	453 592	545 136	499 364	545 136	-	-
Plumosum Female	208 770	508 816	358 793	508 816	-	-
Blush	305 716	317 090	311 403	389 568	72 478	23%
Chameleon	256 620	312 390	284 505	490 899	178 509	57%
Gold Strike	229 913	273 253	251 583	343 518	70 265	26%
Laurel Yellow	225 960	228 325	227 143	280 514	52 189	23%
Jubilee Crown	260 310	198 180	229 245	198 180	-	-
Platyspermum	141 441	192 204	166 823	192 204	-	-
Galpinii	110 473	180 226	145 350	228 936	48 710	27%
Other/Private	1 773 668	1 802 683	1 781 121	1 927 831	125 148	7%
Grand Total	6 173 211	6 685 323	6 429 267	7 965 056	1 265 624	19%

Leucadendron Exports: 3 Year Comparison

YTD June

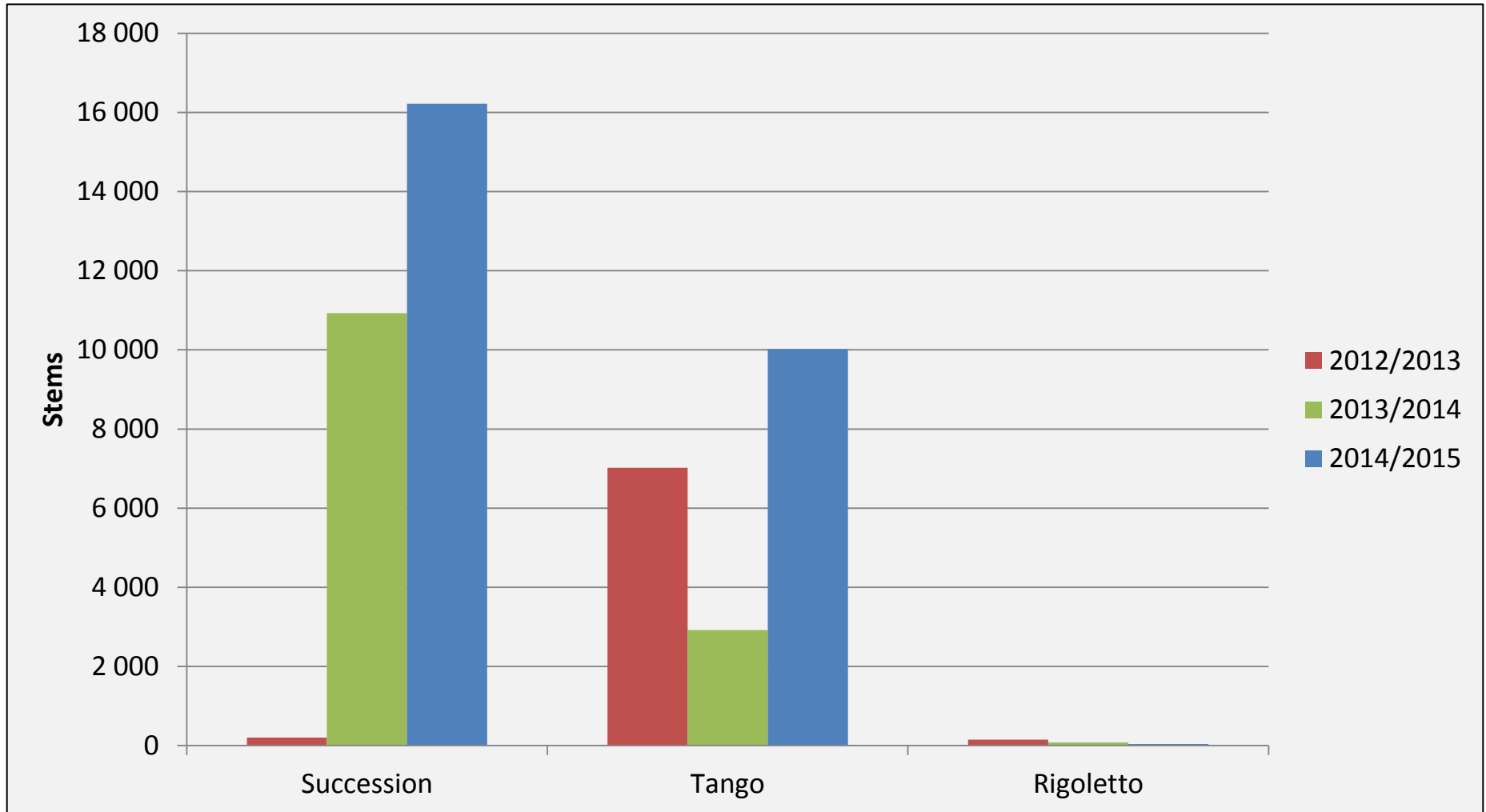


Leucospermum Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2 yr Average	2014/2015 Estimate	2014/2015 Estimate vs 2013/2014 Actuals	
Succession	2 316 611	2 879 932	2 598 272	3 704 845	824 913	29%
Tango	736 745	943 170	839 958	1 226 121	282 951	30%
Jelena	427 365	515 305	471 335	515 305	-	-
High Gold	367 159	430 765	398 962	552 680	121 915	28%
Gold Dust	437 475	413 855	425 665	465 234	51 379	12%
Soleil	339 315	386 485	362 900	503 939	117 454	30%
Veldfire	444 931	366 427	405 679	433 278	66 851	18%
Goldie	147 170	334 645	240 908	415 132	80 487	24%
Jyoti/Super Gold	125 305	165 416	145 361	264 666	99 250	60%
Rigoletto	202 119	124 475	163 297	152 926	28 451	23%
Vlam	165 150	123 025	144 088	147 477	24 452	20%
Cordifolium	56 655	70 250	63 453	70 250	-	-
Other/Private	397 366	923 955	660 661	1 144 571	220 616	24%
Grand Total	6 163 366	7 677 705	6 920 536	9 596 423	1 918 718	25%

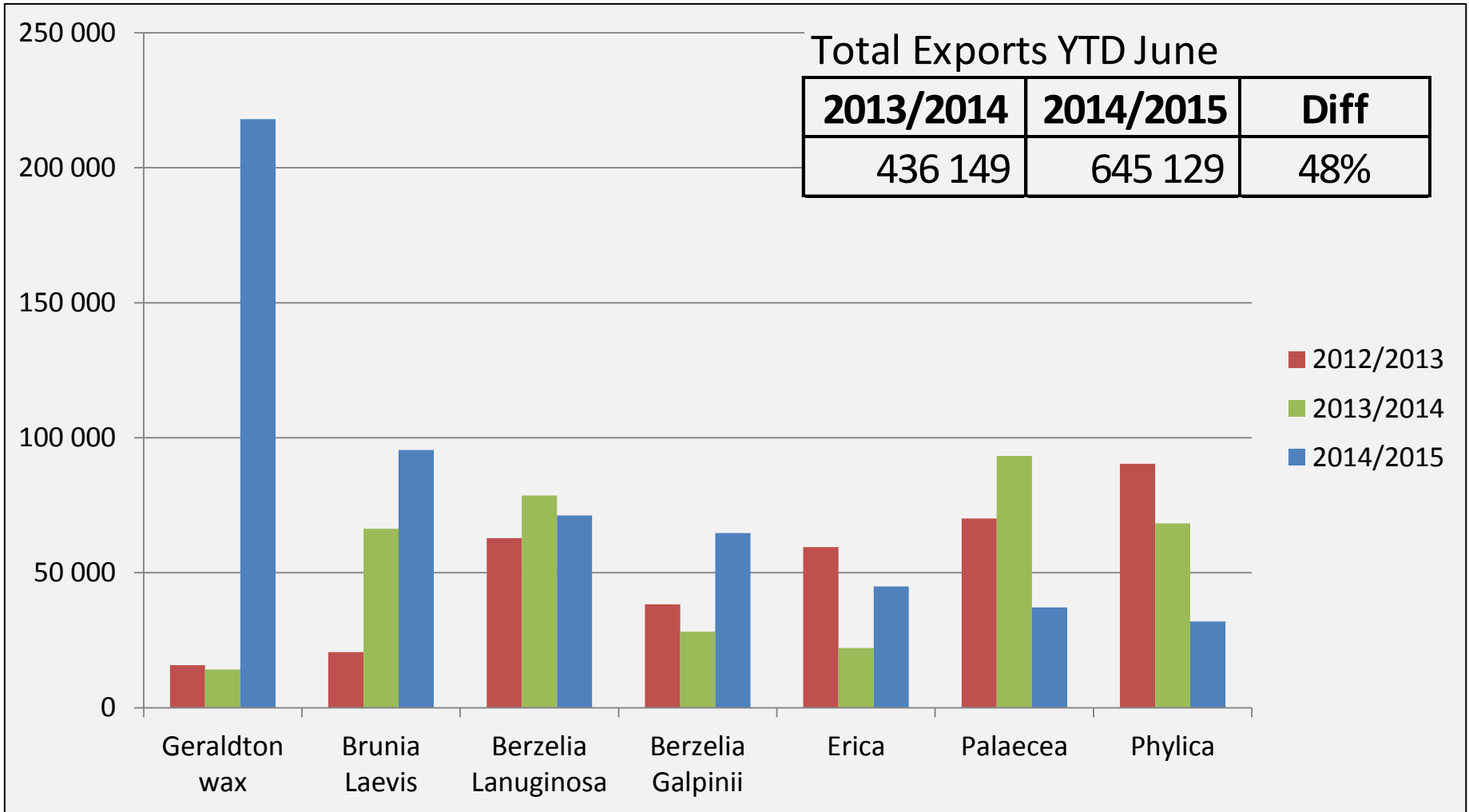
Leucospermum Export: 3 Year Comparison

YTD June



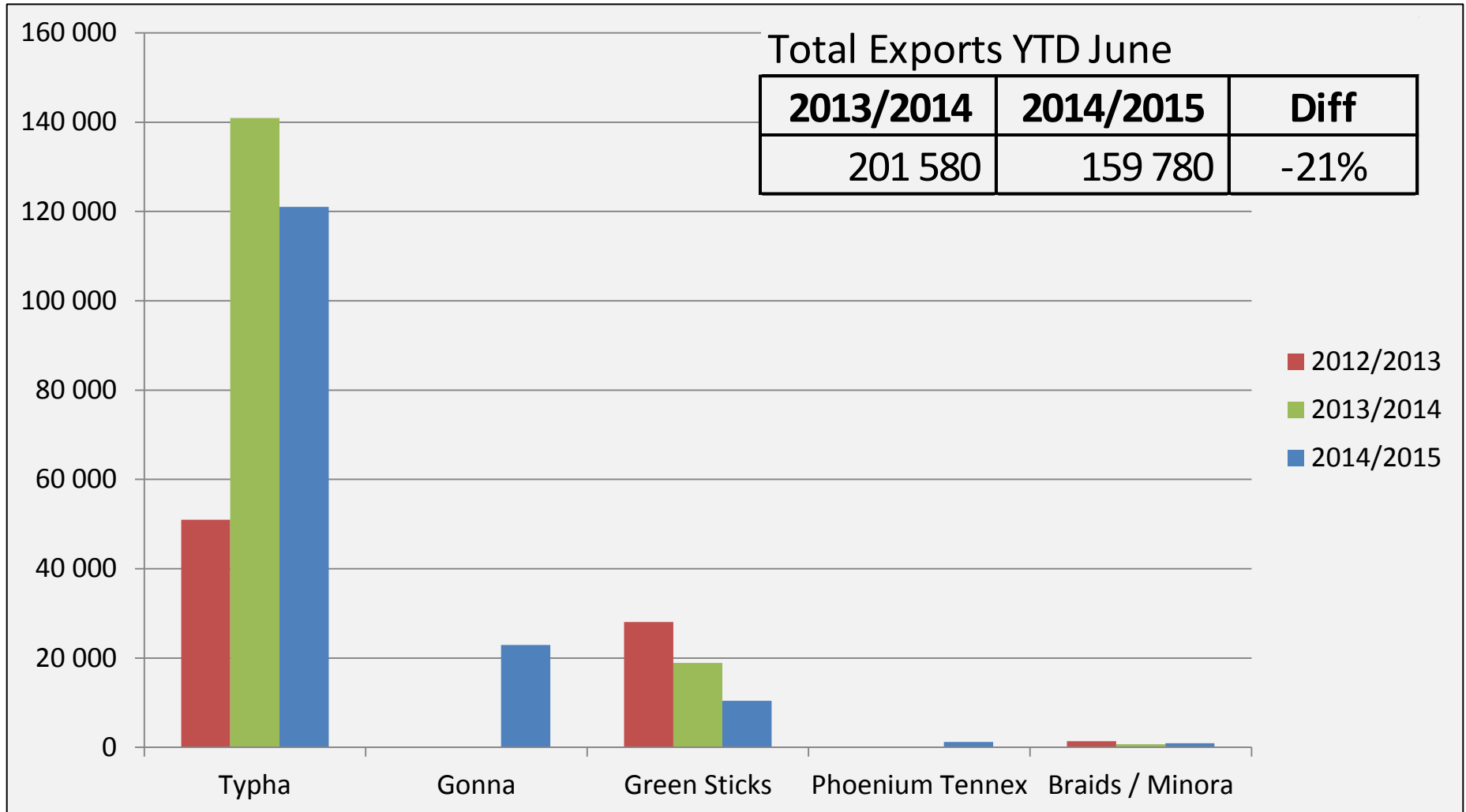
Greens Exports: 3 Year Comparison

YTD June



Grasses Exports: 3 Year Comparison

YTD June



Bouquet Exports: 3 Year Comparison

YTD June

