

Cape Flora JMF

SA Exports and Estimates

23 Feb 2016





Estimate methodology

Export estimate (theoretical):

- number 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	2014	2014 vs 2013
Protea	661	601	595	-1%
Leucospermum	200	206	201	-2%
Leucadendron	132	143	134	6%
Greens	54	59	67	+14%
Total	1 047	1 009	996	-1%

Age Distribution

Protea	0-2 years	3-5 years	6-17 years	18-25 years	25+ years	Total
Hectares	84	121	283	83	24	595
Distribution	14%	20%	48%	14%	4%	
Leucospermum	Non-bearing	2-4 years	5-12 years	12+ years	Total	
Hectares	15	72	112	3	201	
Distribution	7%	36%	56%	2%		
Leucadendron	Non-bearing	2-4 years	5-12 years	12+ years	Total	
Hectares	13	44	61	16	134	
Distribution	10%	33%	45%	12%		



Participating Exporters:

AFG

Afrex Trading

Anzet Flora

Bergflora

Cape Mountain Flora

de Mooij

FHSA

Fresh Cap Marketing

Fynbloem/Bloemenkraal

Intaba Flowers

OZ Flora

Proteus Logistics

Snyman Flora

The Flower Co

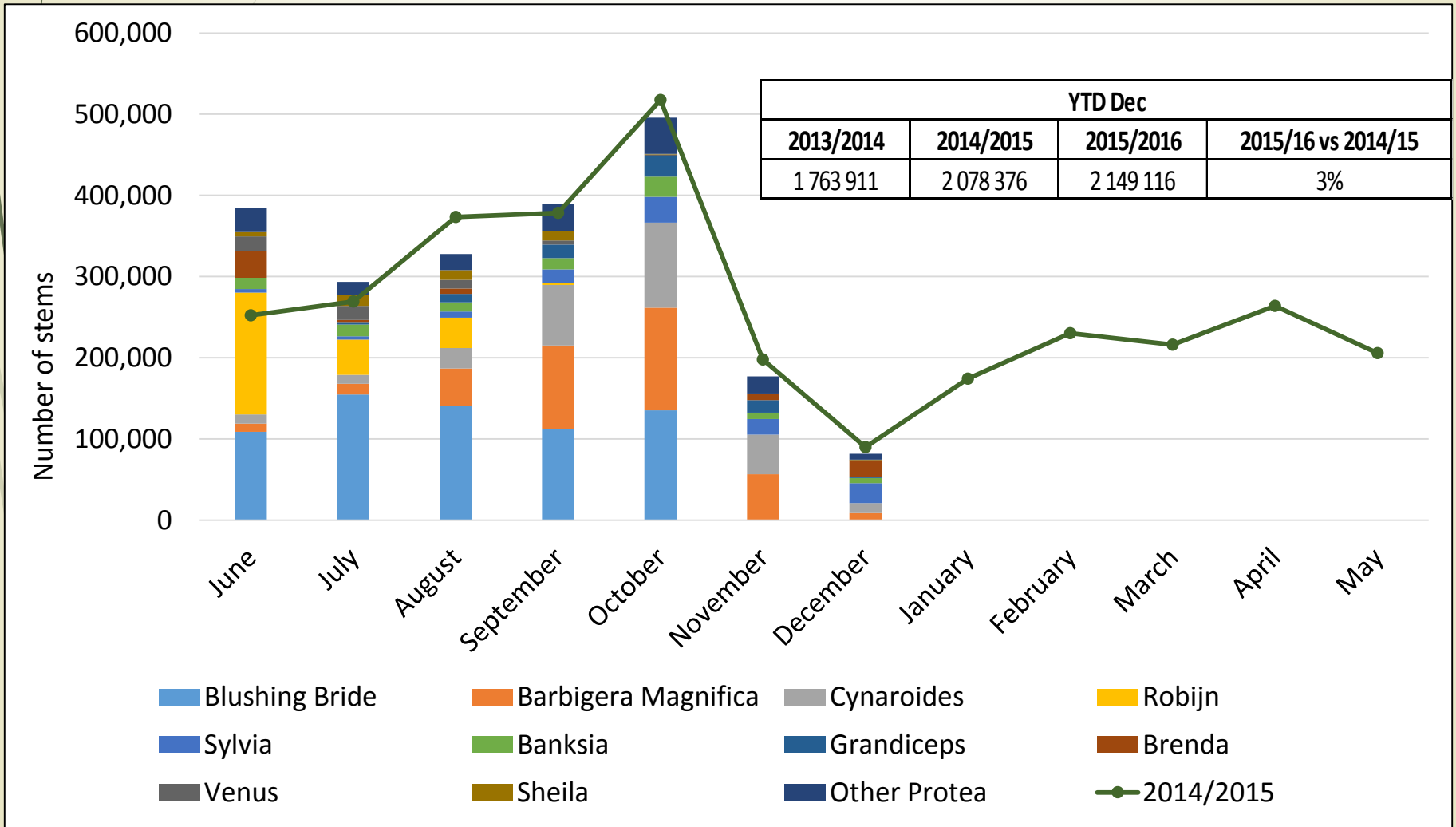
Fynbos Estimate 2015/2016

	2012/2013	2013/2014	2014/2015	3 yr Average	2015/2016 Est	2015/2016 Estimate vs 2014/2015 Actuals		YTD End of Dec 2015	Remaining for export
Protea	2 586 013	2 744 375	3 168 505	2 832 964	3 483 622	315 117	10%	2 149 116	38%
Leucadendron	6 173 211	6 684 673	6 610 872	6 489 585	6 782 925	172 053	3%	5 487 682	19%
Leucospermum	6 163 366	7 677 705	9 305 064	7 715 378	9 809 467	504 403	5%	9 451 955	4%
Total	14 922 590	17 106 753	19 084 441	17 037 928	20 076 014	991 573	5%	17 088 753	15%

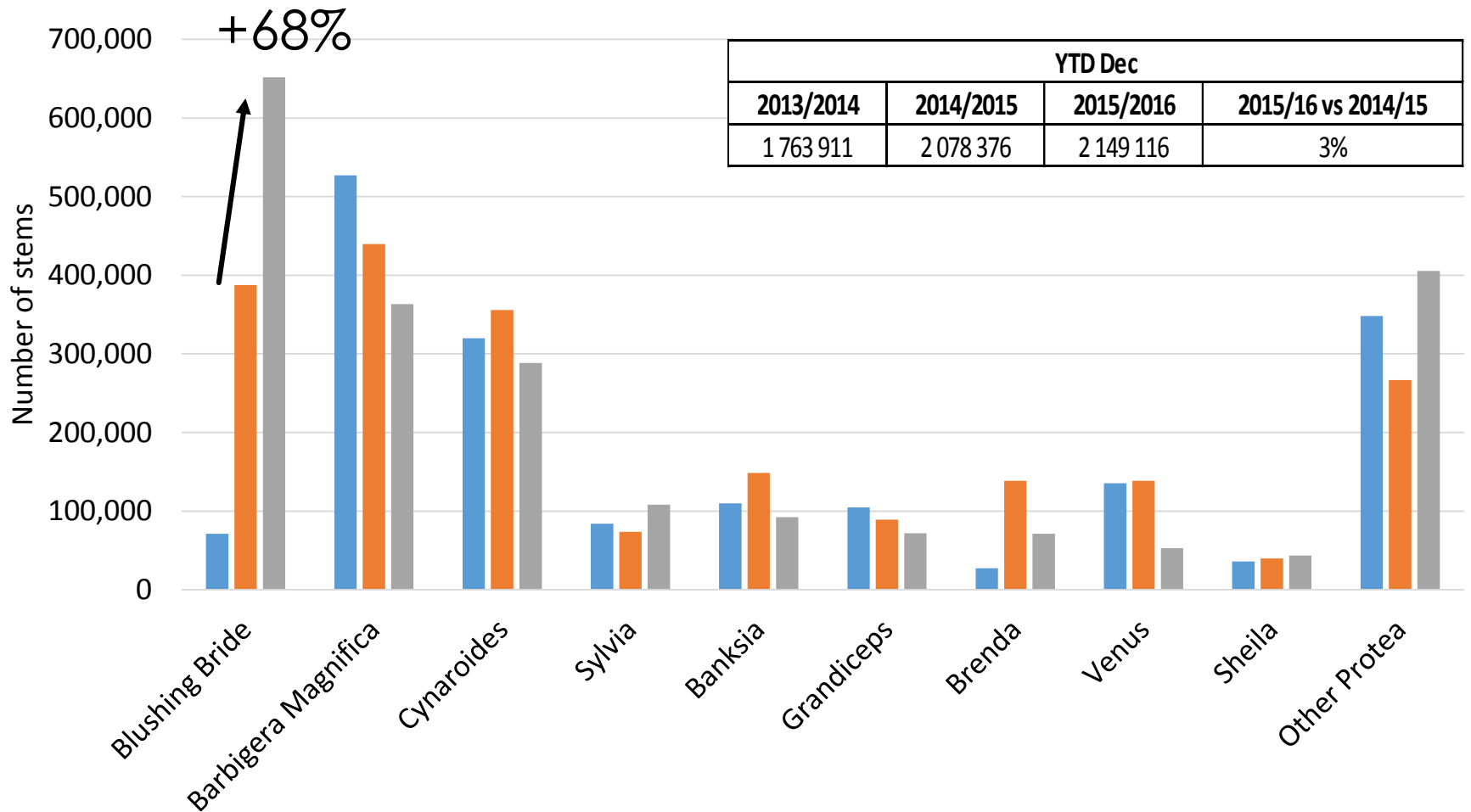
Protea Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est Exports	Adjusted 2015/2016 Est Exports	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD
Cynaroides	496 203	507 919	609 131	537 751	683 073	603 073	-6 058	-1%	288 544
Barbigera Magnifica	394 986	532 297	444 314	457 199	450 063	400 063	-44 251	-10%	363 393
Blushing Bride	38 069	94 000	407 740	179 936	547 776	671 758	264 018	65%	651 758
Sylvia	261 576	282 845	242 345	262 255	277 870	277 870	35 525	15%	108 116
Brenda	108 640	71 425	191 149	123 738	225 536	185 536	-5 613	-3%	71 140
Banksia	100 217	134 687	174 466	136 457	174 466	154 466	-20 000	-11%	92 186
Robijn	278 375	218 745	164 900	220 673	164 900	293 338	128 438	78%	233 338
Venus	83 335	136 419	144 975	121 576	154 760	104 760	-40 215	-28%	52 929
Mundii	223 590	87 422	102 300	137 771	102 300	102 300	0	0%	0
Carnival	80 360	117 455	102 307	100 041	108 752	108 752	6 445	6%	7 167
Grandiceps	75 357	104 941	89 100	89 799	138 316	100 316	11 216	13%	71 931
Ivy	-	120 725	79 261	66 662	79 261	79 261	0	0%	720
Other/Private	445 305	335 495	417 067	399 289	462 128	402 128	-14 939	-4%	207 892
Total Protea	2 586 013	2 744 375	3 169 055	2 833 148	3 569 201	3 483 622	314 567	10%	2 149 116

Protea Monthly Exports 2015/2016



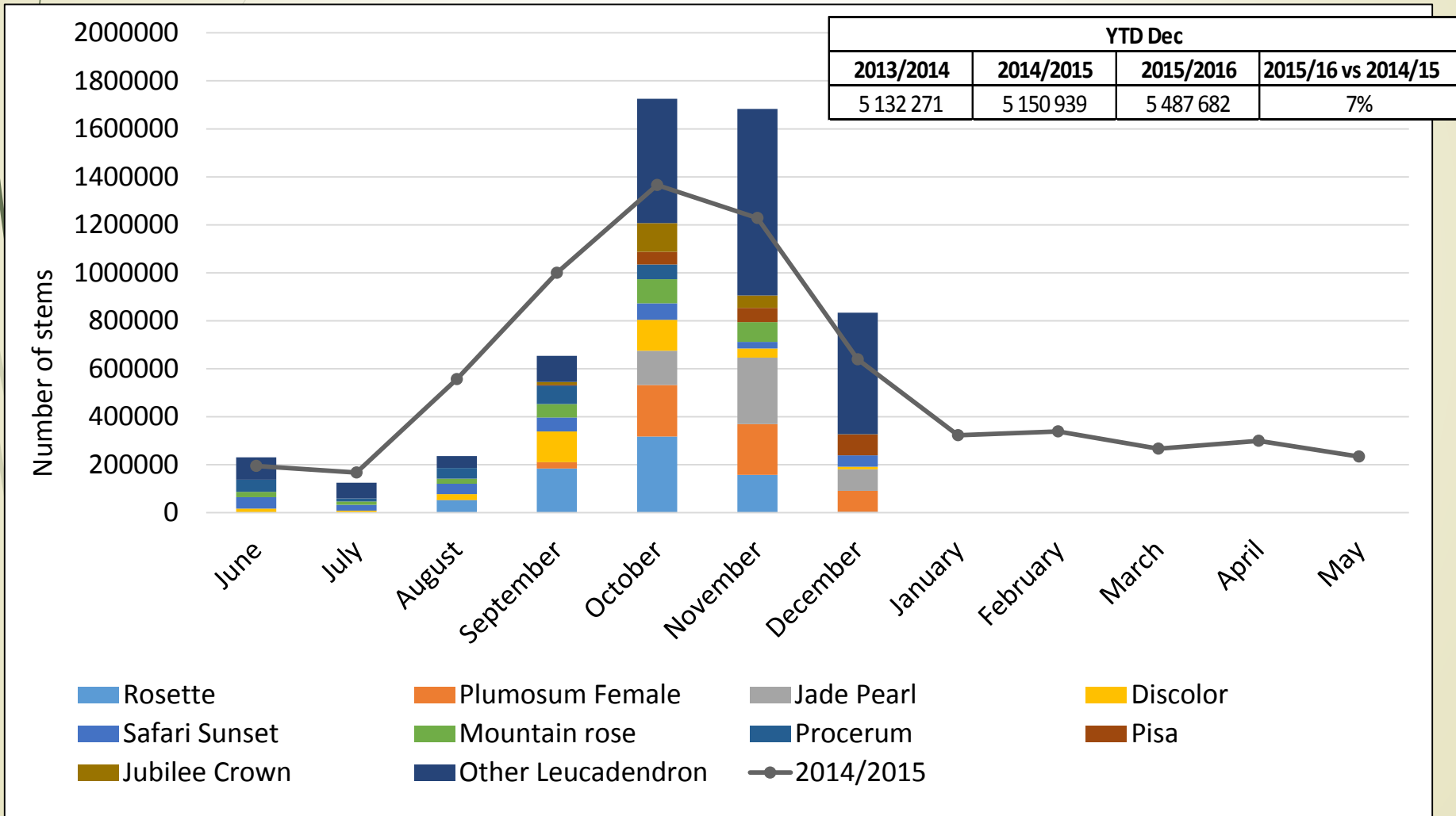
Protea Exports: 3 year comparison



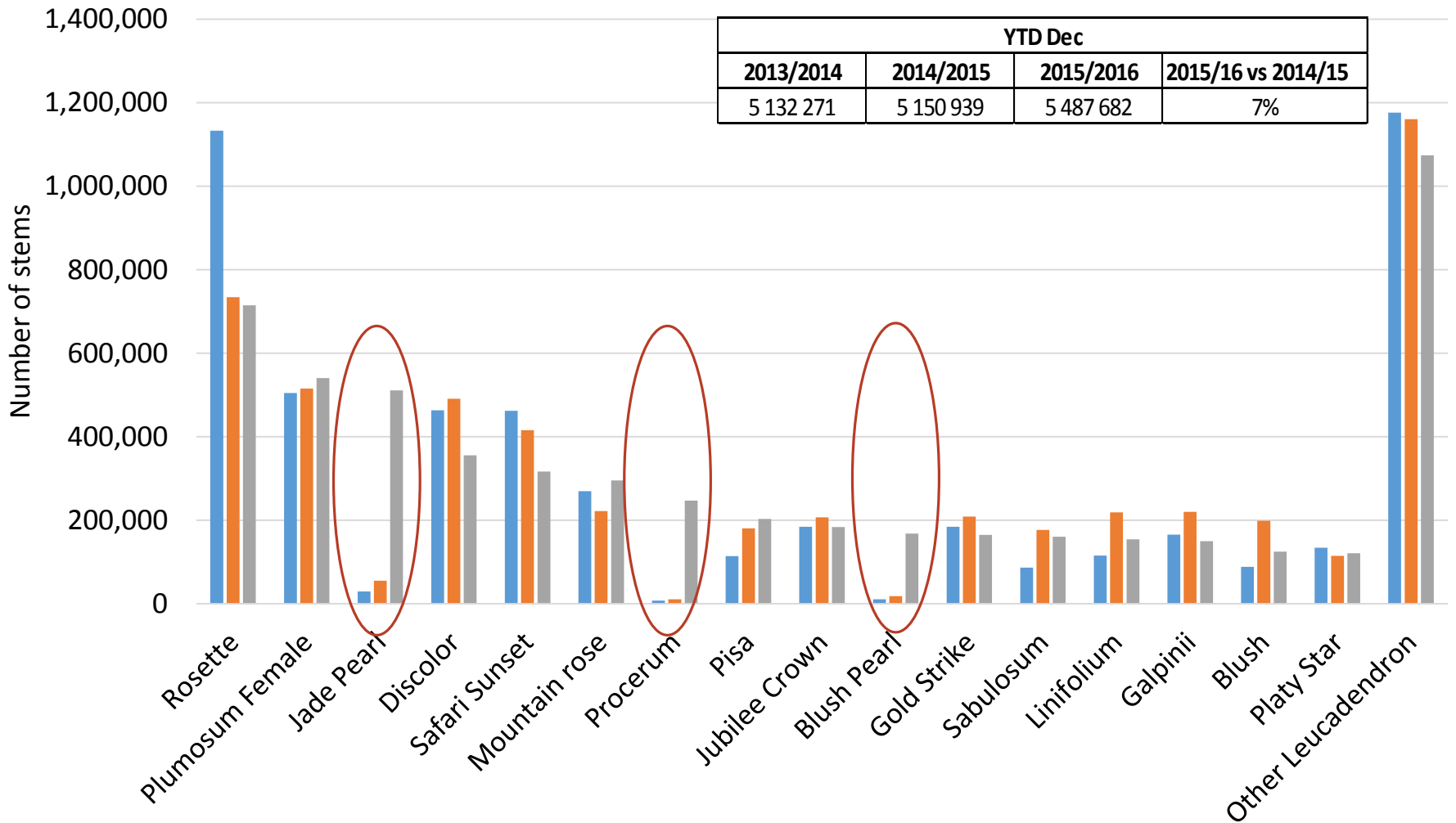
Leucadendron Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est	Adjusted 2015/2016	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD
Safari Sunset	1 397 932	1 008 310	1 038 516	1 148 253	1 088 442	988 442	-50 074	-5%	316 669
Rosette	808 816	1 132 819	734 223	891 953	768 066	718 066	-16 157	-2%	714 986
Discolor	453 592	545 136	568 729	522 486	568 729	468 729	-100 000	-18%	355 837
Plumosum Female	208 770	508 816	518 653	412 080	518 653	540 483	21 830	4%	540 483
Blush	305 716	317 090	349 511	324 106	350 175	275 175	-74 336	-21%	125 220
Gold Strike	229 913	273 253	333 620	278 929	360 656	300 656	-32 964	-10%	165 016
Jade Pearl	190 940	164 032	297 601	217 524	297 601	510 999	213 398	72%	510 999
Mountain rose	281 934	274 399	288 950	281 761	288 950	295 613	6 663	2%	295 613
Galpinii	110 473	180 226	228 444	173 048	228 444	178 444	-50 000	-22%	149 996
Jubilee Crown	260 310	198 180	206 875	221 788	220 874	200 874	-6 001	-3%	184 007
Chameleon	256 620	312 390	191 480	253 497	191 480	191 480	0	0%	14 892
Other/Private	1 668 195	1 770 022	1 854 270	1 764 162	1 930 790	2 113 964	259 694	14%	2 113 964
Total Leucadendron	6 173 211	6 684 673	6 610 872	6 489 585	6 812 860	6 782 925	172 053	3%	5 487 682

Leucadendron Monthly Exports 2015/2016



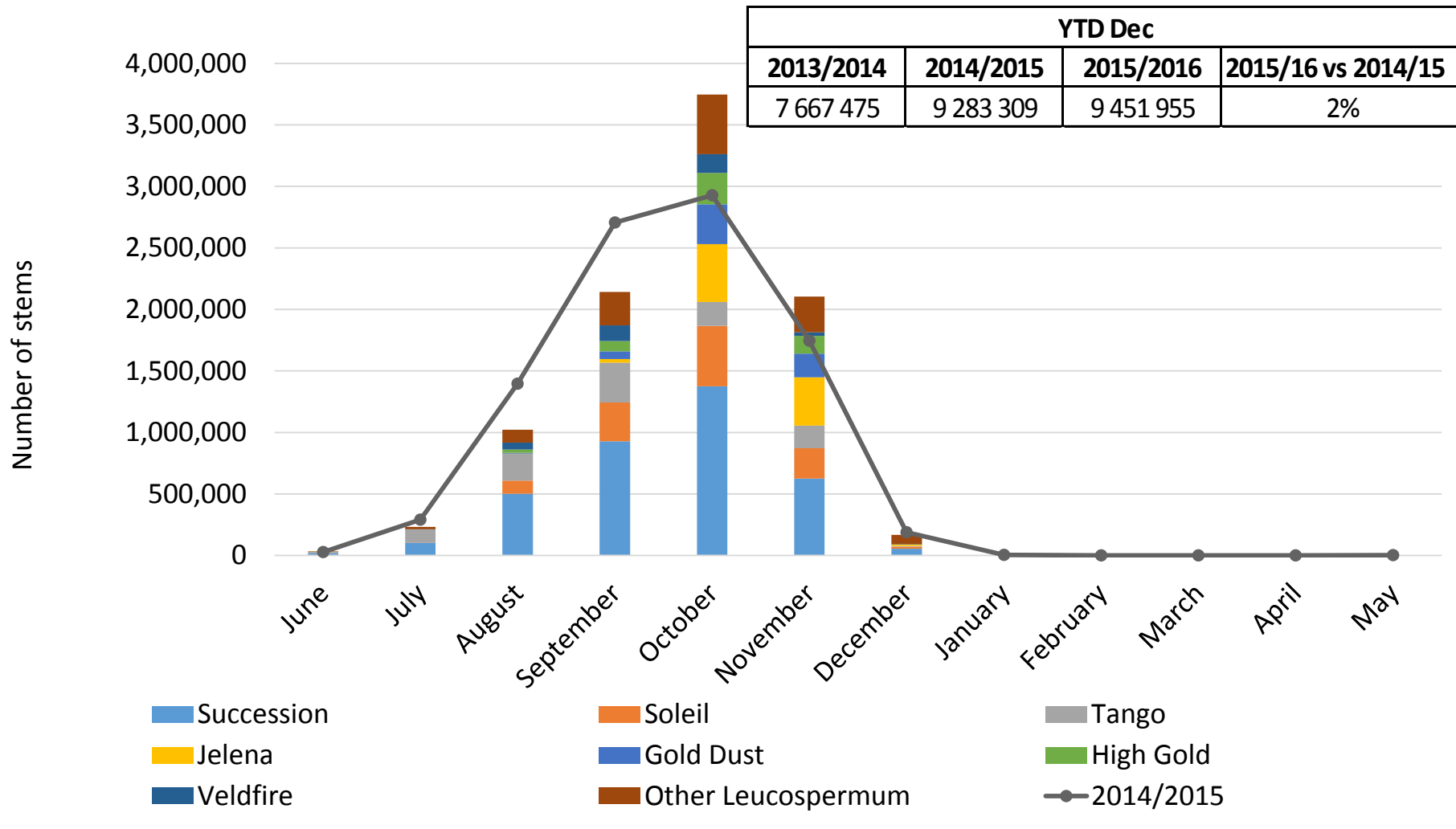
Leucadendron Exports: 3 Year Comparison



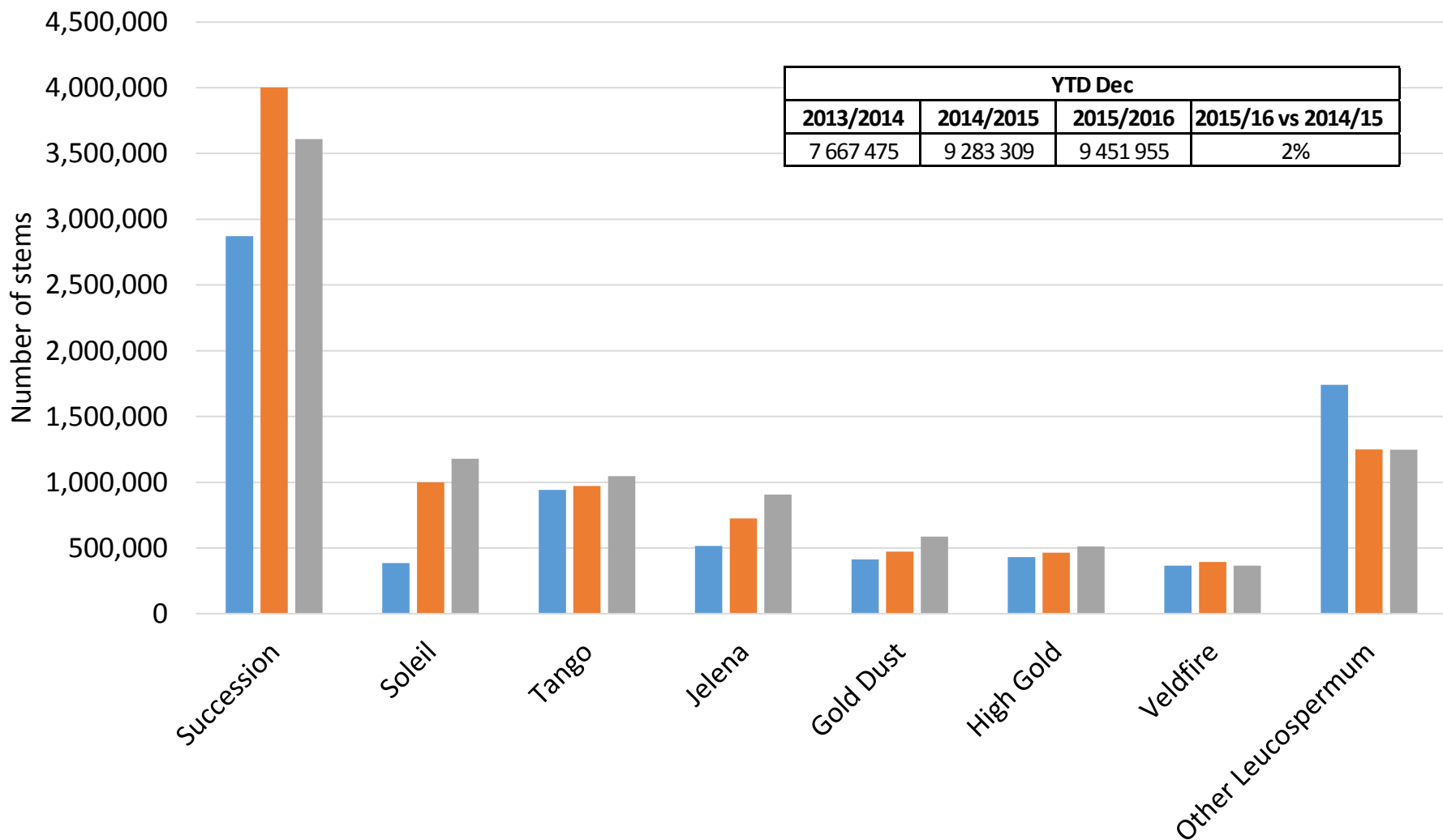
Leucospermum Estimates

Variety	2012/2013 Exports	2013/2014 Exports	2014/2015 Exports	3 yr Average	Original 2015/2016 Est Exports	Adjusted 2015/2016 Est Exports	2015/2016 Estimate vs 2014/2015 Actuals		2015/2016 Actuals YTD
Succession	2 316 611	2 879 932	4 011 117	3 069 220	4 267 300	3 867 300	-143 817	-4%	3 609 819
Soleil	339 315	386 485	994 916	573 572	994 916	1 177 857	182 941	18%	1 177 857
Tango	736 745	943 170	981 877	887 264	1 128 073	1 078 073	96 196	10%	1 045 904
Jelena	427 365	515 305	727 276	556 649	725 986	906 115	178 839	25%	906 115
Gold Dust	437 475	413 855	473 421	441 584	473 421	587 792	114 371	24%	587 792
High Gold	367 159	430 765	464 888	420 937	496 949	511 174	46 286	10%	511 174
Veldfire	444 931	366 427	394 265	401 874	394 265	364 987	-29 278	-7%	364 987
Goldie	147 170	334 645	311 559	264 458	348 878	251 545	-60 014	-19%	249 295
Rigoletto	202 119	124 475	132 256	152 950	141 908	101 908	-30 348	-23%	88 498
Vlam	165 150	123 025	111 705	133 293	111 705	100 705	-11 000	-10%	85 636
Jyoti/Super Gold	125 305	165 416	91 550	127 424	96 285	96 285	4 735	5%	95 839
Cordifolium	56 655	70 250	55 280	60 728	55 280	55 280	0	0%	18 593
Other/Private	397 366	923 955	554 954	625 425	655 660	710 446	155 492	28%	710 446
Total Leucospermum	6 163 366	7 677 705	9 305 064	7 715 378	9 890 626	9 809 467	504 403	5%	9 451 955

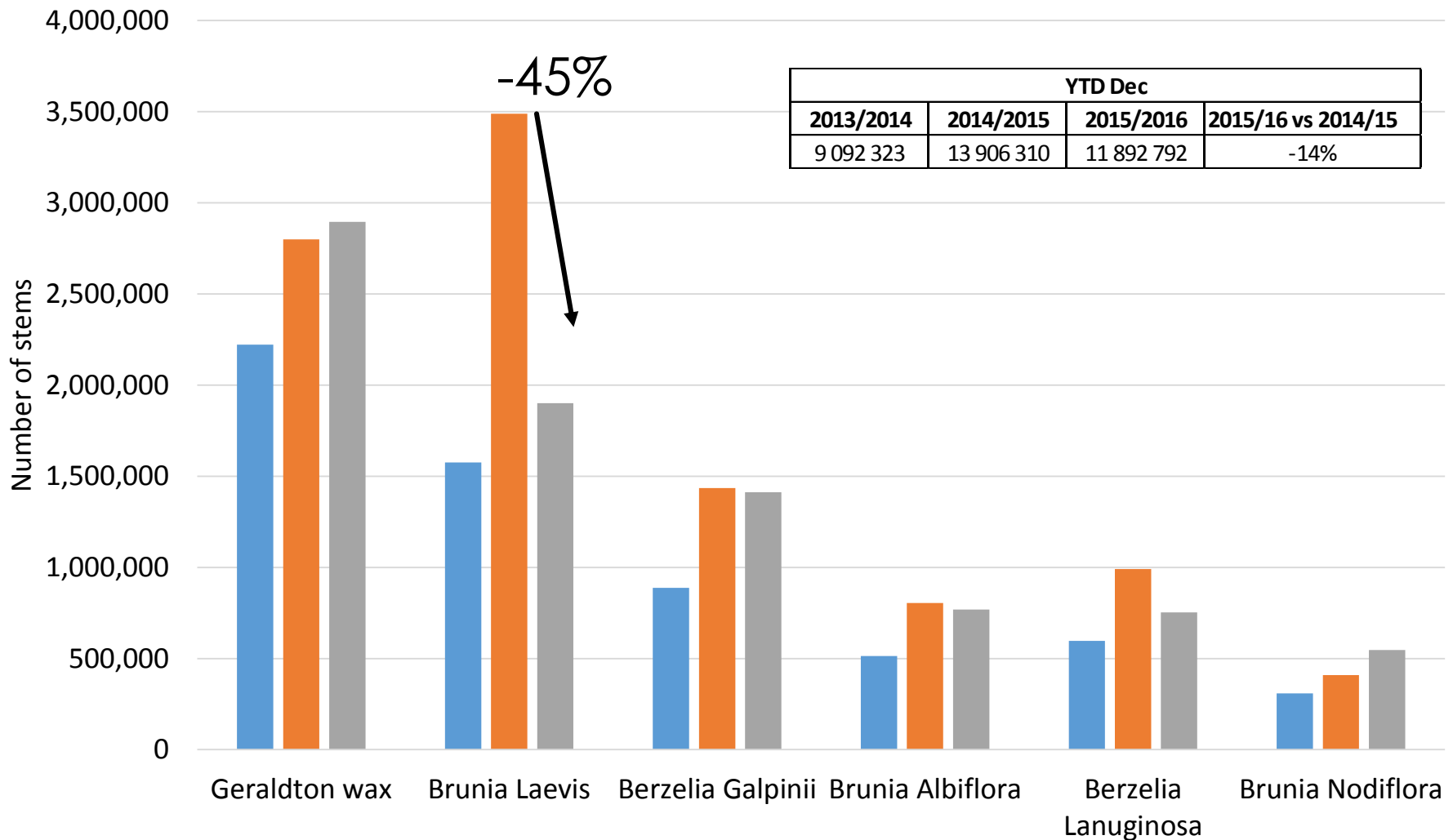
Leucospermum Monthly Exports 2015/2016



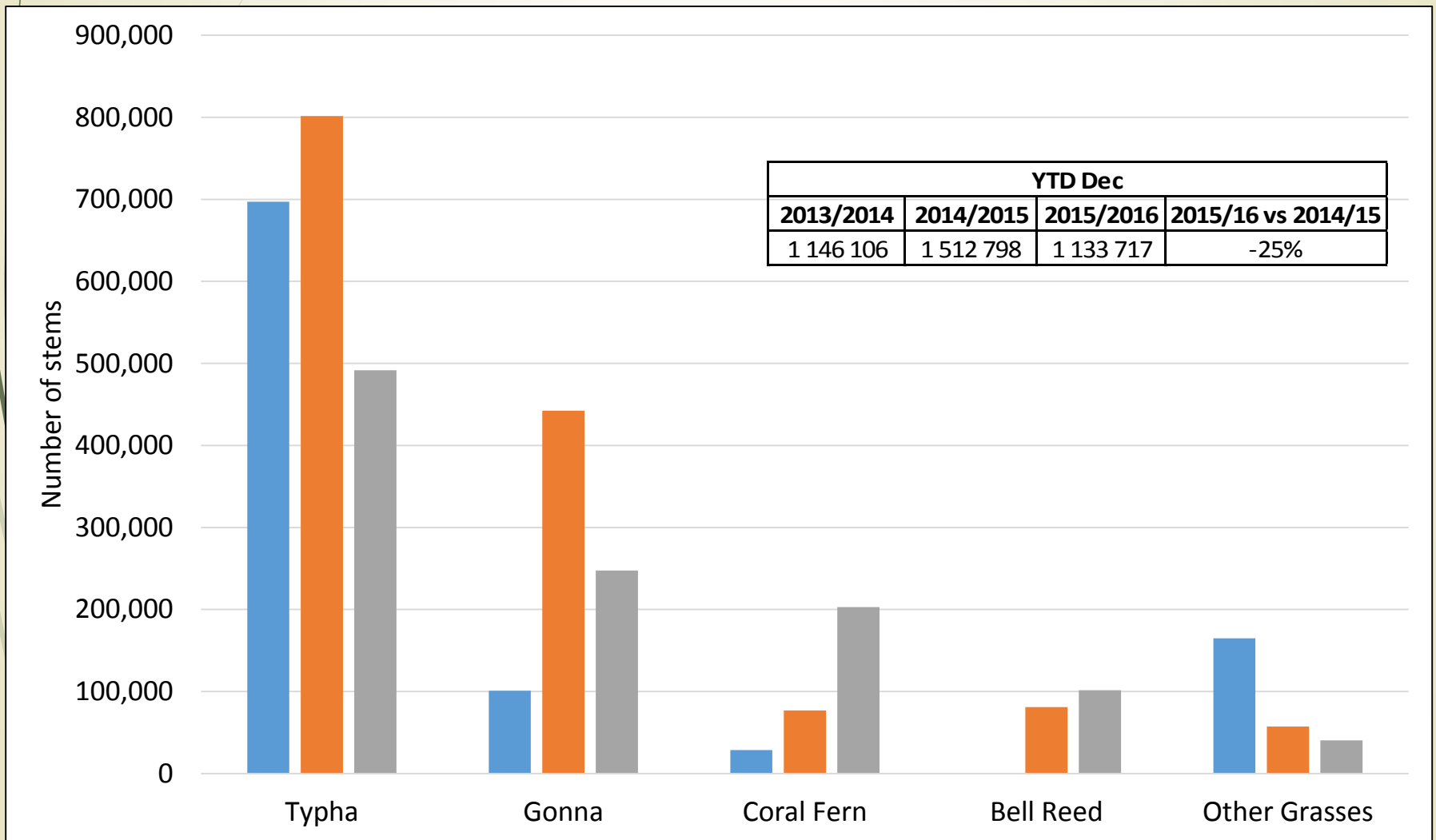
Leucospermum Export: 3 Year Comparison



Greens Exports: 3 Year Comparison



Grasses Exports: 3 Year Comparison



Bouquet Exports: 3 Year Comparison

