



SAPPA

ISSUE 40 | 8 August

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Suid-Afrikaanse Pekanbedryf Breek Oesrekord

Die vorige rekord van 37 157 ton is amptelik aan die einde van verlede week oorskry, en ons staan tans op 39 707 ton.

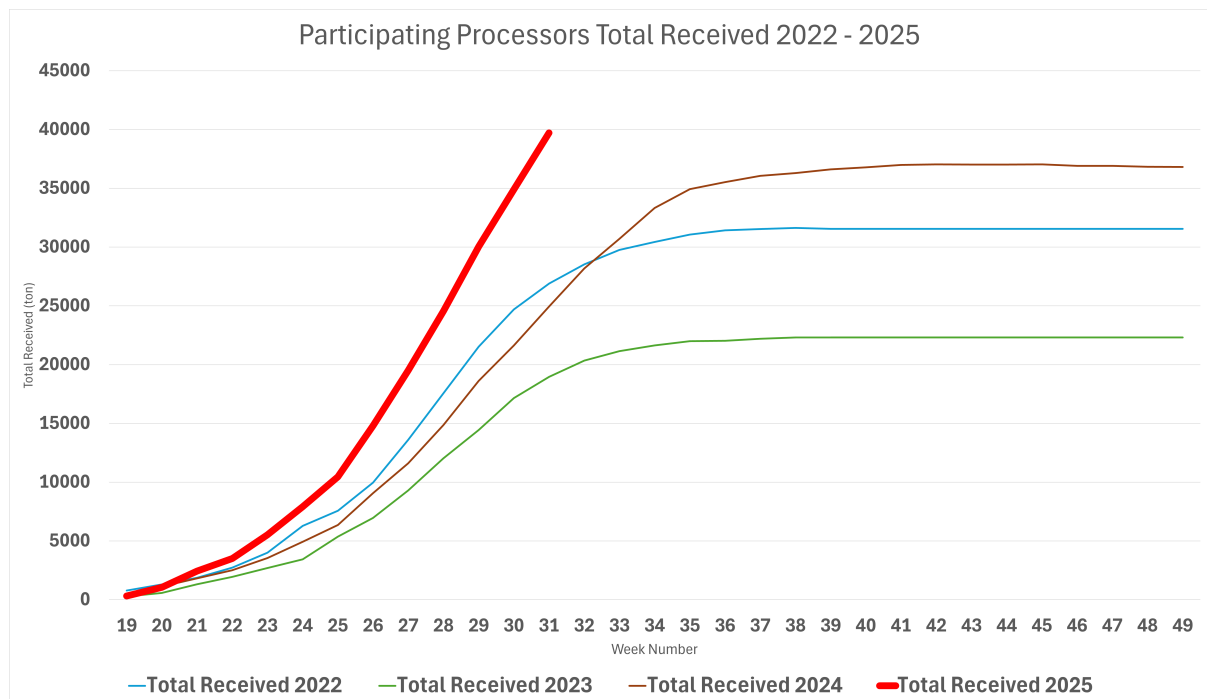
Eerstens kan ons net dankie sê vir 'n geseënde seisoen en baie Genade. Ons wil graag dankie sê aan ons besonderse produsente: julle gaan werklik van krag tot krag. Aan die begin van die seisoen het ons gevra dat Choctaws vroeër geoes en

gelewer moet word, en die terugvoer wat ons ontvang is uiters positief. Dankie dat ons kan saamwerk om die Choctaw-mark te beskerm.

'n Groot oes bring natuurlik ook heelwat uitdagings mee. Van vinniger oes, lewering, verwerking, bemarking tot uitvoer, dit blyk dat ons as industrie besonders goed saamwerk.

Tot op hede is reeds 23 231 ton uitgevoer, waarvan 97.5% 'n kernpersentasie van bo 55% het.

Terwyl ons nou die einde van die oesseisoen nader, wil ons net sê: baie dankie! Dit is 'n voorreg om deel te wees van die Suid-Afrikaanse pekanneutbedryf.



Build Resilience into your Trade Strategy

In light of recent shifts in global trade dynamics—such as changing tariffs and escalating trade tensions—it's become increasingly clear that we must prepare for uncertainty. As trade routes are redefined and the global landscape continues to shift, we should ask: What does the future hold, and how can we proactively adapt?

We have been asking this question for a while: Where else can we expand? Historically, South African pecans have been predominantly exported to China—a strong and reliable market for many valid reasons. However, global trends are now leaning toward diversification. Countries and industries alike are broadening their trade partnerships, not just as a risk management strategy but as a catalyst for growth. By spreading exposure, they're safeguarding themselves against

geopolitical instability, climate disruptions, and overreliance on specific trade relationships.

This raises an important question for us as South African Pecan producers: How can we better mitigate...

Read more: <https://www.sappa.za.org/build-resilience-into-your-trade-strategy/>

Boordsanitasie en Insekmonitering

Met die oestyd wat ten einde loop en snoeiwerk in volle swang, voel dit dalk of 'n mens nou eers 'n blaaskans kan neem voor die volgende seisoen begin. Maar kan ons regtig?

In werklikheid het die voorbereiding vir die nuwe seisoen reeds begin. Goeie boordsanitasie is die eerste stap om die volgende oes te beskerm. Die werk wat jy nou doen, sal eers oor die volgende paar maande of selfs jare sy volle vrugte afwerp, dis die aard van pekanboerdery. Jy werk vandag om in die toekoms te oes.

Hoekom boordsanitasie nou belangrik is:

Effektiewe boordsanitasie speel 'n sleutelrol in die beheer van ongewenste insekpopulasies. Die doel is om oorlewingsplekke en voedselbronne vir peste te vernietig, sodat hul lewensiklus onderbreek word en die nuwe seisoen met laer insekgetalle begin.

Hier is 'n paar praktiese riglyne...

Lees meer: <https://www.sappa.za.org/boordsanitasie-en-insekmonitering/>

Indian Dryfruits Traders visits Pecans from South Africa

Indian Dryfruits Traders is a family-run business based in Mumbai India, specialising in import and wholesale trading of nuts and dry fruits. They source the finest nuts and dry fruits from around the world and supply them to customers across India. Their clients include traditional retail stores, bakeries, chocolatiers, confectioners, ice cream makers, sweet shops, online retailers, and more.

They source high quality products from North America, South America, Europe, Iran, Afghanistan, South Africa and Australia.

India has the largest population in the world with 1.451 billion people. With +-30% of their population being vegetarian as well as daily consumers of Nuts and Dried fruit.

India's middle class is growing at an exceptional rate; the growth is fuelled by rising incomes and is expected to reshape India's consumer market. Currently India is...

Read more: <https://www.sappa.za.org/indian-dryfruits-traders-visits-pecans-from-south-africa/>

Driving Demand in China: Marketing, Buyer

Engagement & Industry Insights

SAPPA has contracted MZ Marketing Communications (MZMC), a Shanghai-based agency, to support the South African pecan industry through:

- **Business-to-Business (B2B) Marketing**
- **Business-to-Consumer (B2C) Marketing**
- **Market Intelligence** – including data, trends, and new product launches relevant to the pecan and broader nut industry in China

MZMC has established strong relationships with buyers and consumers in the dried fruit and nut sector. The campaign budget is allocated as follows: **10% for B2B, 80% for B2C, and 10% for data and market insights.**

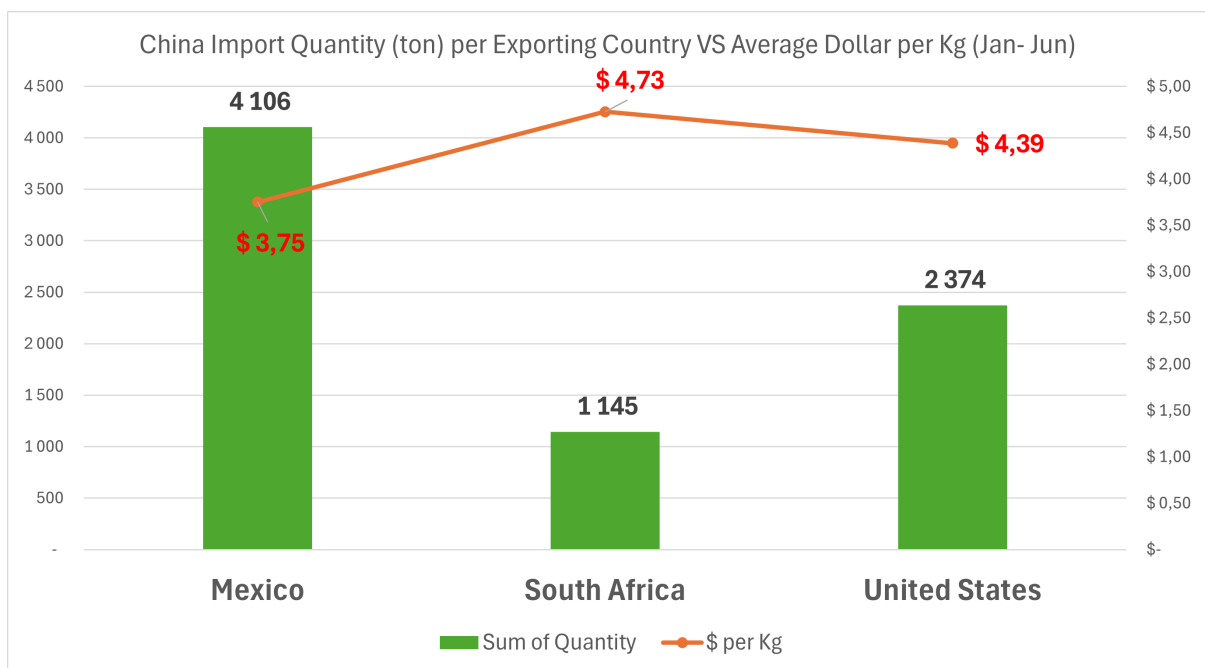
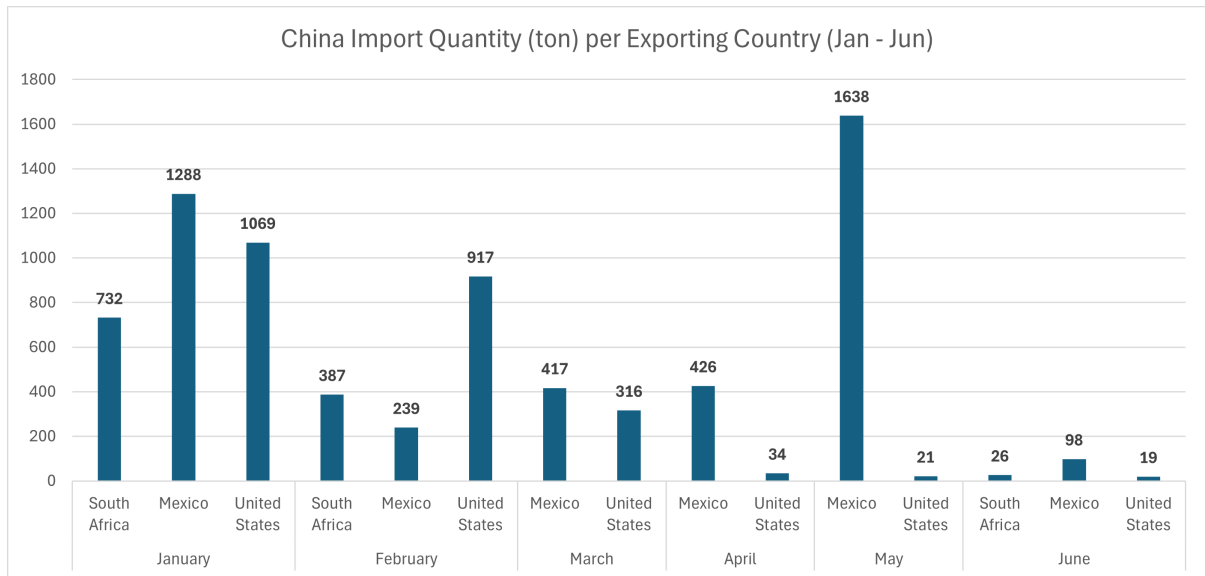
The main objective of this partnership is to raise awareness of **South African pecans** among both Chinese consumers and buyers.

So far, the results have been promising:

- Our first B2B article received over **1,800 views**
- The *“Pecans from South Africa”* banner was featured in **four additional dried fruit and nut articles**, each receiving around **1,000 views**

Below are two graphs illustrating **Chinese import data** provided by MZMC, derived from Chinese Customs.

Please note: the South African exports reflected early in the year refer to shipments placed in **bonded warehouses**.



Out with the Old In with the New

SAPPA's logo has been around the block and it was time for a new updated fresher look and feel.

You have not been hacked it still the same SAPPA serving the pecan industry only a logo change.

Over the coming months be on the lookout for the transitioning from the old logo to our new logo.

We are excited to share with you our new logo:



Are You Ready for SAPPA's Information Day?

 **Date:** 7 November 2025

 **Theme:** *The Pecan Farmer of the Future*

Join us for a powerful and insightful day designed to equip you for the future of pecan farming. Here's a sneak peek at two exciting sessions you won't want to miss:

Climate Risk Mitigation

Presented by: Chris Barnard – Agronomist with over 30 years of experience across various crops



“As an agronomist, I'm not a specialist in a single crop or region- I work to integrate core principles that apply to all farming systems. As a full-time farmer myself, I understand the difference between what's *nice to have* and what's *necessary*.

I strive to implement the latest technologies, but I still believe that footprints in the orchard are the real 'high-tech' of agriculture. My priorities are clear: manage water, nutrition, and light- these are the basics.

Identify your top three risks to profitability, and focus on doing those things right. Every season brings its own challenges. Manage each year with objectivity, adaptability, and a willingness to change.”

Getting Ahead of the Game: Through the Lens of Mental Toughness

Presented by: Dr Steve Harris – Performance strategist and former Springbok Rugby mind coach and team manager



Dr Steve Harris brings 35 years of experience at the intersection of academic research and high-performance practice. With an MBA from UCT focusing on business performance and a PhD exploring *Mental Toughness* as a driver of individual and team success, he has coached corporate leaders, athletes, educators, and professionals to achieve peak mental performance.

Career highlights include:

- CEO of eta College
- Former GM at a multinational FMCG group
- Playwright (*Borderline* – National Arts Festival)
- Former world champion in surf lifesaving
- Mind coach and team manager to the Springbok Rugby team

📅 Reserve Your Seat Today

Don't miss out on this future-focused event. **Register online now to qualify for our early bird discount!**

Follow the link below to complete your online registration and secure your spot.

<https://form.jotform.com/252022972291555>

💛 Interested in Sponsoring or Exhibiting?

Ensure your brand stands out at the event. Contact **Leilani le Roux** at admin@sappa.za.org to discuss sponsorships or stand bookings.

📌 Sponsorship deadline: 13 September 2025

Know What You're Buying: A Simple Guide to

Agricultural Remedy Labels

This easy-to-use guide outlines the essential information every producer should look for on an agricultural remedy label — from registration numbers and active ingredients to safety instructions and usage guidelines. It is designed to help you ensure product compliance, safe application, and effective pest and disease control.

Compiled by the South African Bioproducts Organisation (SABO) for SAPPA, this guide is a valuable reference for making informed decisions when purchasing and using agricultural inputs.

Download here:

<https://sappaza.sharepoint.com/:b:/s/SAPPA/Eeqkgfr1xvFOjmEiAfQi8lUB2Vo4AdgngWiCafLhjQLsqg?e=URg1zn>



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