

SUBTROP BULLETIN

VOLUME 7
April 2021



INDUSTRY NEWS

- SAAGA's video on Sustainable Avocado Production in SA: [Watch here](#)
- New phytophthora resistant rootstock released by Australian avocado industry – [Hort Innovation](#)
- An Avocado a Day May Keep Your Gut Microbes Happy, Study Shows - [University of Illinois](#)
- New chair for Fruit South Africa - [Eurofruit](#)
- New opportunities for South African agriculture: the African Continental Free Trade Area - [Econ3x3](#)
- SA Fruit Journal - [February / March 2021](#)
- Seasonal Climate Watch: March to July 2021 - [SAWS](#)
- 2021 SAAGA Research Symposium presentations: [Watch here](#)

PROMOTIONS

Avocado publicity


- **SABC EXPRESSO**
 - o 8 inserts booked, provisional dates:
21 April, 7 May, 28 May, 1 June, 18 June, 1 July, 22 July, 4 August
 - o Investigating to broadcast from the culinary school that was placed first in 2020 Student Chefs competition
 - o Investigating to broadcast from restaurant to promote social media competition
- **AVO AMBASSADOR**
 - o 2020 Avo Ambassadors announced via video presentation to all entrants
 - o Winners were:
Kym Argo from Get It Magazines on behalf of all editors
Buhle Mbonambi & Lutho Pasiya from Independent Online (joint entry)
 - o 2021 Avo Ambassador to be launched early May
 - o One winner only for 2021

- **SOCIAL MEDIA**

...follow [iloveavocadoSA](#) for the latest local marketing initiatives

Facebook

- o Followers: increased from 46 273 to 46 982, up 709
- o 8 Posts, 3 726 people reached
- o 301 Engagements – 211 Reactions, 18 Shares, 13 Comments (low due to less activity out of season)

 [iloveavocadoSA](#)

Instagram

- o Followers: increased from 2 025 to 2 036, up 11
- o 7 Posts
- o 155 Engagements (low due to less activity out of season)

 [instagram.com/iloveavossa](#)



Mango publicity



- ...follow SAMangoes for the latest local marketing initiatives

Facebook

- o For the period 1 March to 28 March
 - Followers: increased from 7 599 to 7 637, growth of 38
 - Likes increased from 7 556 to 7 594, growth of 38
 - 9 408 people reached
 - 1 901 people engaged

 [SAMangoes](#)

Instagram

- o For the period 1 March to 28 March
- o Followers increased from 207 to 224, growth of 17

 [instagram.com/mangoessa](https://www.instagram.com/mangoessa)





SAMGA social media competition




Selection of #MangoMatch entries

#MangoMatch tell us what your favourite mango combo is:

1 049 reach

376 reactions

119 comments

141 shares









SALGA SAMGA



ASSOCIATION NEWS

SAAGA Board Meeting held 16 February 2021 & SAAGA AGM 18 February 2021

- **Clive Garrett has been appointed as chairman of the SAAGA Board.**
 - o He replaces Sizwe Magagula who very ably served in the position for the 2-year term stipulated in SAAGA's constitution.
 - o Sizwe will remain on the SAAGA Board for a further 2-year period as outgoing chairman.
 - o Clive Garrett has served on the SAAGA Board for a number of years and was previously vice-chairman. Clive Garrett also represents SAAGA on the World Avocado Organisation Board and is the Chairman of the PPECB.
- **SAAGA levies**
 - o The following SAAGA levies for 2021 were approved at the SAAGA AGM on 18 February 2021
 - **Export sales: 22.5c/kg (90c/4kg carton) – Unchanged**
 - **Sales on the National Fresh Produce Markets: 1% of the gross sales price – down by 0.5%**
 - **Direct Sales: 20c/kg – up by 5.5c/kg**
 - All of the above levies exclude VAT.
 - o Adjustments to the National Fresh Market and Direct Sales levies were made to ensure that the levy amount is similar in both categories.
 - o "Direct sales" include:
 - Sales to retailers, ripeners, prepackers, wholesalers and traders.
 - There is no levy on "Bakkie Market" sales and fruit sold to processors.
 - o The National Fresh Produce Markets, Exporters and Local marketers have been provided with a list of SAAGA members and will deduct and pay over SAAGA levies on behalf of SAAGA grower members.
 - o Grower members that sell directly to a retailer or wholesaler without making use of an intermediary such as an exporter or packhouse, which would usually deduct the SAAGA levy, are requested to contact Johan Benadé at Subtrop to make arrangements for payment of levies on these fruit.
 - Tel: 015 307 3676; johan@subtrop.co.za
- **Bid to host the World Avocado Congress in 2027**
 - o SAAGA hosted the first ever World Avocado Congress (WAC) in Pretoria in 1987. The congress which takes place every 4 years, has since been held in the USA, Israel, Mexico, Spain, Chile, Australia, Peru and Colombia. At each WAC, countries interested in hosting the next event make a bid and delegates vote to decide which country will next host the event. In Colombia in 2019, New Zealand won the bid to host the WAC in 2023.
 - o SAAGA will be making a bid at the WAC in 2023 to host the event in 2027. Hosting the WAC in 2027 will reinforce South Africa's position as a key role player in the global avocado industry.



TRANSFORMATION INITIATIVES

Emerging avocado grower business training



- Grower education and training forms an important part of SAAGA's transformation activities. Recently SAAGA, in collaboration with the NAMC (National Agricultural Marketing Council) arranged a business training course for 20 Avocado growers in the Vhembe region.
 - o The course was provided by experts from Buhle Farmers' Academy.
 - o The course was attended by:
 - 11 senior male and 9 senior female famers
 - 8 young (under 35) female and 8 young male farmers
 - o Training focused on farm and business aspects relating to Business development, planning, decision making, financial management and value chain management.
 - o Equipped with the knowledge gained, these growers will be in a better position successfully to establish, expand and manage orchards, manage their farm infrastructure and arrange for bulk or group buying – all of which will help them along the road to becoming fully fledged commercial growers.



TECHNICAL

Orchard management in April

Avocado

- **Harvesting**
 - Conduct sufficient maturity tests, over a couple of weeks, before you decide to start harvesting – the fruit should be mature before picking it.
 - Coordinate your picking schedule with your packhouse/exporter and stick to the daily or weekly quota.
 - Lenticel damage is a serious quality problem for SA fruit – most damage can be prevented by not picking when orchards are wet and ensuring that labourers are trained to handle fruit gently.
 - Fruit must not be left lying in the sun – once lugs are full, they should be kept in the shade and then covered with shade cloth while being transported to the packhouse.
- **Phytophthora**
 - Trees should be treated with phosphonates as soon as the summer leaf flush has hardened off and active root growth has taken place.
 - Application time will be determined by the picking time and product's withholding period.
 - Early cultivars and/or orchards in early areas should receive Phytophthora treatment immediately after picking time.
 - Areas where harvesting is late can be treated before the picking time if it is done in time to clear the withholding period.
 - Diseased trees can receive a second treatment in October.
- **Pests**
 - Most damage caused by coconut bugs, stink bugs, fruit flies and false codling moth occurs as soon as the fruit begin to ripen.
 - Treat the fruit only with registered chemicals when the economic threshold value of monitoring is exceeded.
- **Soil & Leaf samples**
 - Soil and leaf analyses must be done between February and April.
 - Take 2 leaf samples from 20 trees per block. Sample the tree from both sides of the row.
 - Take the samples of spring leaf growth (leaves of 6-8 months old without fruit and without signs of new leaf growth).
 - Take samples in the morning, but not after heavy rain.
 - Keep samples cool and send to a laboratory within 48 hours.
 - Take soil samples under the same trees as leaf samples – soil samples should not be taken immediately after fertilization.
 - Use the same trees and sampling method every year and send the samples to the same laboratory(ies) so that results are comparable to previous years.
- **REMINDER – *Bactrocera dorsalis* (Bd) Removal permits**
 - Ensure that you have obtained your Bd removal permit before transportation of any fruit.
 - Application forms and information relating to Bd removal permits can be obtained using the following link: <https://avocado.co.za/docs/fruit-flies/>
- *More management information is available on the SAAGA website under “[Technical info](#)” or the **Avocado Production Guide** app on your mobile device: avoproductionguide.co.za*

Mango

- **Mango Blossom Malformation**
 - Start Lima 400 SL application in September when the first spring flush is evident. **Should not be used on fruit destined for export.**
 - Continue with application monthly in October, November and December if possible, depending on the "withholding period" as specified (50 days).
- **Orchard sanitation**
 - Remove dead wood, flower panicles and fallen fruit. Protect new flush against infection.
- **Pruning**
 - Prune immediately after harvest. Lower tree height and open inter-rows. Remove pruned material from orchard. Spray copper oxychloride (250 g/100 L water) after pruning.
- **Irrigation**
 - Full irrigation until the hardening of first growth flush after harvest. Thereafter slowly reduce irrigation until the trees show signs of flowering. Continue again with full irrigation.
- **Fruit fly**
 - Monitor populations and spray accordingly with registered chemicals.
- **Fertilizer applications**
 - Foliar sprays (B & Zn)
 - Foliar sprays on new flush.
 - Nitrogen (N)
 - 50% N directly after harvest.
 - Calcium (Ca)
 - Apply 45% Ca according to analysis.
 - Magnesium (Mg)
 - 50% after harvest.

Litchi

- **Flush control**
 - Control late autumn flush with Ethephon.
 - Girdling for flush control after last desired post-harvest flush hardened (optional).
- **Soil & Nutrition**
 - Apply mulch to conserve soil moisture through the dry season.
 - Lime, Gypsum, Magnesium: maintenance program according to analyses.

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