

## **AN OVERVIEW OF THE SOUTH AFRICAN AVOCADO INDUSTRY**

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The South African Avocado industry consists of 12 000 ha of commercial avocado orchards, the majority of which are situated in the North Eastern part of the country in the Limpopo and Mpumalanga provinces. Avocados are also grown commercially in certain areas on KwaZulu-Natal Province. Annual production is the region of 90 000 t, of which 40 000 t is exported the Europe and the United Kingdom. The remainder of the crop is consumed domestically and approximately 10% is processed (oil and purée). The South African Avocado Growers' Association (SAAGA) has a voluntary membership accounting for 85% of export production. The aim of the association is to improve the profitability and sustain the viability of growing avocados in South Africa. SAAGA's activities are funded by its members and include technical research, extension services, generic promotion to develop the local and export market, and the provision of marketing information.