

Sainsbury's has been awarded the "South African Stone Fruit Retailer of the Year" for the 2019-20 season.

South African grower's association [Hortgro gives the prize to an exceptional retailer each year](#).

General manager of trade and markets at Hortogro Jacques de Preez stated: "Sainsbury's have consistently supported the campaign and achieved growth, regardless of a difficult season due to the drought in South Africa. We are delighted to present Sainsbury's with the award this year."

Jessica Graham, buyer for Sainsbury's, said that the stone fruit team is "thrilled to receive" the award.

The retailer promoted South African through various efforts. For example, it advertised stone fruit on [sainsburys.co.uk](#) and [sainsburysmagazine.co.uk](#) through recipe videos. It also created MPU's, banners and included full-page advertorials in their consumer magazine.

Hortgro's forecasts for 2019-20 stone fruit season

The stone fruit season begins in November and ends in May.

Expected total South African stone fruit exports for the 2019-20 season are up 17% for nectarines, 6% for peaches and 15% for plums.