

GOVERNMENT NOTICES
GOEWERMENTSKENNISGEWINGS

DEPARTMENT OF AGRICULTURE
DEPARTEMENT VAN LANDBOU

No. 739

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NATIONAL AGRICULTURAL MARKETING COUNCIL
MARKETING OF AGRICULTURAL PRODUCTS ACT, 1996
(ACT No. 47 OF 1996)

DECIDUOUS FRUIT INDUSTRY -
REQUEST FOR THE IMPLEMENTATION OF A NEW TERM OF STATUTORY
MEASURES RELATING TO TABLE GRAPES

It is hereby made known in terms of section 11 of the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996) that the Minister of Agriculture has received, in terms of section 15 of the said Act, a request for the implementation of a new term of statutory measures relating to table grapes in the deciduous fruit industry.

The DFPT (Deciduous Fruit Producers Trust) acting on behalf of the, SAT (South African Table Grape Producers' Association) a Section 21 Company, a directly affected group in the deciduous fruit industry applied for the implementation of this new term.

The following statutory measures are currently in place in the deciduous fruit industry:

- Keeping of records and returns in terms of section 18 of the MAP Act
- Registration of persons in terms of section 19 of the MAP Act
- Payment of levies in terms of section 15 of the MAP Act:

Table grapes expiring 31 October 2004;

Stone fruit (plums, apricots and peaches and nectarines) expiring 30 October 2007;

Pome fruit (apples and pears) expiring 30 October 2007.

The DFPT's request for the implementation of a new term of statutory measures in the deciduous fruit industry applies to the keeping of re records and returns, registration of

producers and exporters, as well as the payments of a levy of 5c/kg on export volumes of table grapes.

It is proposed that this request will be for a new four-year period, to coincide with the start of the new (2004/05) deciduous fruit season, to ensure a smooth roll over from the current measures into the new period, with effect from date of publication to 30 September 2008.

Registration and records and returns

In terms of registration (of producers and exporters) and records and returns, it is argued that the maintenance of macro industry statistics and market information is critical for long-term planning relating to production, orderly marketing and infrastructural capacity by the industry (producers and exporters), Government and service/input suppliers.

Levy

The requested levy of 5c/kg (unchanged) levels applicable on export volumes of table for the funding and provision of:

a) Trade related and market access issues;

Four key aspects have been identified as being required to address trade related and market access issues. These are:

- Technical requirements and legal framework;
- Lobbying and networking;
- Trade restrictions; and
- Market development.

Various sanitary and phytosanitary (SPS) restrictions, special market protocols and Pest Risk Analysis (PRA's), coupled to food safety, tracking and tracing, as well as maximum residue limits (MRL's) resulting in a systems approach to ensure conformance to market demands (a much broader approach to quality issues than ever

before) continue to be a major challenge for the industry. Close co-operation with the National and Provincial Departments of Agriculture, Trade and Industry and Foreign Affairs, as well as with exporting agents, the PPECB and third countries is maintained in this regard.

In addition trade restrictions needs to be addressed, whilst the development of key core markets via dedicated capacity are required to ensure that South African table grapes could be marketed in any market of choice.

b) Information and communication;

The availability of macro industry and market information is vital to enhance short, medium and long-term decision making in the industry. The following elements needs to be addressed:

- Statistics to identify trends and opportunities, to enhance planning and the optimal utilisation of logistical infrastructure and fruit movement;
- Market intelligence on developments in the various market segments and competing producer countries;
- Short-term fruit flow information; and
- Dissemination/Communication of information on these aspects to producers, exporters and other stakeholders in and around the industry.

Non-proprietary information is regarded as critical for long term planning relating to production, orderly marketing and infrastructural capacity by the industry (producers and exporters), Government and service/input suppliers.

The statutory measures requested herewith, are required that the various role players indicated above, render returns on an individual basis so that market and production information for the whole of the country can be processed and disseminated. Obligatory registration will ensure that the statutory measures relating to records and returns, as well as levies, can be administered successfully and cost-effectively.