



**MARKETING FORUM
RECORD OF DECISIONS
Bulletin No. 1 of 2016
April 2016**

**THE MARKETING FORUM HELD ITS SITTING IN
GLEN AGRICULTURAL COLLEGE,
BLOEMFONTEIN, FREE STATE PROVINCE
DURING APRIL 2016**

The Agricultural Marketing Policy for South Africa makes provision for policy instruments that should be used in addition to the limited interventions in agricultural markets provided for in the Marketing of Agricultural Products Act, No. 47 of 1996. In order to ensure and facilitate implementation of the provisions of the policy, the Integrated Marketing Strategy for Agriculture, Forestry and Fisheries products for the RSA has been developed and approved for implementation.

RECORD OF DECISIONS

The Marketing Forum had a sitting on the 20th and 21st April 2016 at Bloemfontein and decided on the following resolutions.

Financial Record Keeping programme of the Western Cape Dept of Agriculture:

Provinces must engage with Western Cape Dept of Agriculture on financial record keeping programme, individually. The Western Cape Dept of Agriculture is willing to assist provinces in piloting the FRK programme nation-wide.

SAGAP quarterly progress report by PPECB:

An annual progress report on the implementation of the SA-GAP programme was tabled by the PPECB. It was agreed that DAFF must disseminate audit reports on SA-GAP programme to the Northern Cape province.

AgriBEE Funding:

It was agreed that the DAFF: Directorate: Cooperatives and Enterprise Development must remove both Siyavuselela Tomato Agriculture Co-operative and Ripplemead Citrus farm from AgriBEE Fund programme due to tender processes by EC-DRDAR that are delaying funding of the two business in the Eastern Cape province. It was also agreed that DAFF must communicate with Gauteng province regarding slow participation/ involvement of Korema Farms in the SA-GAP certification programme.

ARC presentation on water testing and quality:

It was resolved that the Marketing Forum must wait for six weeks for ARC to get accreditation of their laboratories through SANAS. It was also agreed that ARC and PPECB must assist with the lists of accredited laboratories in South Africa to explore partnership opportunities for SA-GAP programme.

Implementation of the Integrated Marketing Strategy (Experience of FS Province):

The FS province shared its experiences in the implementation of the Integrated Marketing Strategy.

Mangaung Fresh Produce Market visit:

It was resolved that Tshwane FPM must be approached to assist Bloemfontein Market with the development of Standard Operating Procedures. It was further agreed that DAFF must share a report on preliminary findings and the scorecard results with both market agents and market management at Bloemfontein.

DATE OF NEXT MEETING

The date of the next meeting is 27th to 28th July 2016, 09h00 in the Mpumalanga Province.

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