

MARKETING FORUM RECORD OF DECISIONS

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THE MARKETING FORUM HELD ITS SITTING IN THE EASTERN CAPE RURAL DEVELOPMENT AGENCY OFFICES IN EAST LONDON DURING APRIL 2017. Below are some of the key issues that we discussed during the meeting.

Mentorship available to markets such as the East London Fresh Produce Market

It was indicated that the Tshwane Fresh Produce Market is available to provide assistance and mentorship to Fresh Produce Markets across the country, including the East London Fresh Produce Market if required.

Storage infrastructure for SA-GAP certification programme

A preliminary feedback on the development and piloting of small scale storage infrastructure for farmers was tabled by the PPECB on behalf of the ARC. It was agreed that the DAFF and PPECB must supply names and locations of farms where the ARC will do the piloting of the structures.

Quarterly progress report of the SA-GAP certification programme

A quarterly progress report on the implementation of the SA-GAP was tabled by the PPECB. All provinces were urged to assist farmers to sort out the non-conformances, especially soft issues like record keeping.

Progress regarding Agri-BEE funding of marketing infrastructure business plans

The forum members raised their concerns regarding the suspension of the fund. It was agreed that Ms. Sibelekwana will draft a takeover letter that will be presented to the provinces regarding the projects

which could not be supported due to suspension of the fund.

Pork 360 Farm Standard

A detailed presentation on Pork 360 standard was provided by Mr. Hoffman. It was indicated that DAFF will assist the provinces in identifying the suitable service provider to help with the livestock standard and further assist in facilitating the signing of SLA between the service provider and provinces.

Tourism BBBEE portal and awareness

The DAFF must provide the contact details of transformation managers for various commodities to the Department of Tourism for the purpose of their awareness campaign. All provinces were requested to submit a list of their semi-commercial and commercial black farmers that could be registered on the portal.

Agricultural Marketing Capacity Building

All provinces were urged to assist with the review of translation of all training manuals into 11 official languages. The DAFF will communicate with provinces to elevate the training to the officials, which will help them in their work to assist farmers.

Marketing Information System:

The MIS user education workshops must be extended to farmers, agribusinesses and other interested parties across provinces.

DATE OF NEXT MEETING

The next meeting will be held in the North West province and the date will be communicated to the Forum members in due course.

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