



agriculture, forestry & fisheries

Department:
Agriculture, Forestry and Fisheries
REPUBLIC OF SOUTH AFRICA

MARKETING FORUM RECORD OF DECISIONS Bulletin No. 2 of 2016 July 2016

THE MARKETING FORUM HELD ITS SECOND SITTING OF 2016 AT ELANGENI LODGE, KWAMHLUSHWA, MPUMALANGA PROVINCE.

The provisions of the Marketing Policy for Agriculture, Forestry and Fisheries are being implemented through the approved Integrated Marketing Strategy in collaboration with Provinces and Commodity Associations. Below are some of the key intervention areas that seek to facilitate access to markets.

RECORD OF DECISIONS

The Marketing Forum had a sitting on the 27th and 28th of July 2016 at Elangeni Lodge, Kwamhlushwa and decided on the following resolutions.

SA-GAP quarterly progress report by PPECB:

A quarterly progress report on the implementation of the SA-GAP programme was tabled by the PPECB. Commitment, co-operation and progress have been noted from some of the provinces on certification program.

AgriBEE Funding Status:

It was reported that funding of Moradu Farming has been put on hold pending long term lease agreement from the DRDLR. It was also re-emphasized that financing of 10% own contribution by the farmer is a requirement at Land Bank.

Marketing Infrastructure program:

It was resolved that provinces must identify potential farms/ projects for SA-GAP program, particularly

those farms that are producing food for the country. DAFF must also be consulted during identification of potential farms for the program.

Agricultural Marketing Capacity Building program:

It was agreed that DAFF (Marketing) must also consult PANSALB regarding assistance with language translation of brochures. It was also resolved that the Agricultural Research Council (ARC) must link DAFF (Marketing) with ARC Grain Institutes for possible collaboration on grain marketing and capacity building issues.

Marketing Information System:

Free State province volunteered to work in close collaboration with DAFF to investigate the possibility of generating/collecting marketing information at the provincial level for the purpose of contributing to the Provincial Info Hub. Commodity Associations were also encouraged to provide inputs and specify their marketing information needs in the system.

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

The Mpumalanga province shared its experiences in the implementation of the Integrated Marketing Strategy for Agriculture, Forestry and Fisheries products in the Republic of South Africa.

DATE OF NEXT MEETING

The date of the next meeting is 23rd to 24th of November 2016, 09h00 in the Northern Cape Province.

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