

MARKETING FORUM RECORD OF DECISIONS

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THE MARKETING FORUM HELD ITS SITTING IN THE ORION SAFARI LODGE AT RUSTENBURG DURING JULY 2017. The following issues were discussed during the meeting.

Progress on the implementation of agricultural marketing capacity building programme

The DAFF is currently working on the pork and poultry marketing manuals and all provinces were urged to provide their inputs on the translated manuals for both grain and fresh produce. Pork SA indicated that they will send the pork marketing manual to DAFF by end of August 2017.

Provincial feedback on the use of MIS

The North West province have several display screens in their province which can be used for MIS. All provinces were urged to share information with regard to the dates and prices of their livestock auctions for display on the MIS.

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. It was indicated that if the farmers requires the SA-GAP certification, all requests should be forwarded to DAFF.

Implementation of Marketing programmes under CASP

A detailed presentation on the implementation of marketing programmes under CASP was provided

by Mr. Manthata and Mr. Pheme from the DAFF. The DAFF will engage provinces to make sure they implement the plans and thereafter report back to the forum.

Citrus Value Chain Development - Operation Phakisa

It was resolved that the secretariat should circulate the old CGA situational analysis report, action plan for the finalisation of implementation plans per initiative, and the survey questionnaire to the forum members.

Tourism BBBEE portal and awareness

The National Department of Tourism (NDT) will consult their IT section regarding the challenges encountered by forum members when login to the BBBEE portal. The NDT will send their awareness schedule to the secretariat once it has been finalised.

DATE OF NEXT MEETING

The next meeting will be held in KwaZulu Natal province on the 23rd and 24th of November 2017 and all details will be communicated to the Forum members in due course.

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