

NOTICE 1401 OF 2009



**National Agricultural
Marketing Council**

Strategic positioning of South African Agriculture
in dynamic global markets

DECIDUOUS FRUIT INDUSTRY

**APPLICATION FOR A NEW STATUTORY LEVY
ON STONE AND POME FRUIT EXPORTED TO FUND THE
JOINT CONSUMER EDUCATION / MARKET DEVELOPMENT PROGRAMME**

COMMENTS REQUESTED

The Minister of Agriculture, Forestry and Fisheries received a request from the Deciduous Fruit Producers' Trust (DFPT) for the implementation of a new statutory levy on stone and pome fruit (excluding plums), in terms of the Marketing of Agricultural Products Act (MAP Act), Act No. 47 of 1996.

The DFPT applied on behalf of SASPA (SA Stone Fruit Producers' Association) and SAPPAA (South African Apple and Pear Producers' Association) for the implementation and administration of the statutory levy. The success of the plum marketing campaign in the UK and Germany at the beginning of 2009 motivated the other fruit kinds (apples, pears, apricots, nectarines, peaches) to apply for this new levy. It is believed that such a programme will not only grow and develop these markets, but will support the international "footprint" of SA fruit.

The following statutory levies are proposed:

Product	Amount levied on expxort carton	Period
Apples	R0.35 per 12.5kg equivalent export carton	Two year period
Pears	R0.35 per 12.5kg equivalent export carton	Two year period
Nectarines	R0.50 per 2.5kg equivalent export carton	Four year period
Peaches	R0.50 per 2.5kg equivalent export carton	Four year period
Apricots	R0.50 per 5kg equivalent export carton	Four year period

Council Members: Ms N Msimang (Chairperson) Dr M Karaan (Vice Chairperson), Ms M Gill, Prof H van Schalkwyk, Mr AD Young, Prof J Kirsten, Ms L Moolman, Ms C Molo, Mr D Montshwe, Ms M Manny

The levy per export carton will only be applicable on the above mention fruit kinds exported and used specifically to fund the development / consumer education programme planned in the UK and Germany.

Directly affected groups (e.g. producers, traders, agents, exporters and export inspection bodies) in the deciduous fruit industry are kindly requested to submit any comments, in writing, regarding the proposed statutory levy, to the NAMC on or before 6 November 2009, to enable the Council to finalise its recommendation to the Minister in this regard.

ENQUIRIES:

National Agricultural Marketing Council

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