
GENERAL NOTICES

NOTICE 24 OF 2010



National Agricultural
Marketing Council

Strategic positioning of South African Agriculture
in dynamic global markets

GENERAL NOTICE - 22 JANUARY 2010

CITRUS INDUSTRY

APPLICATION FOR A NEW STATUTORY LEVY ON GRAPEFRUIT EXPORTED TO FUND A MARKETING CAMPAIGN FOR GRAPEFRUIT IN JAPAN AND THE UNITED KINGDOM

THE NAMC REQUEST COMMENTS / INPUTS

The Minister of Agriculture, Forestry and Fisheries received a request from the Citrus Growers' Association (CGA) for the implementation of a new statutory levy on grapefruit exported, in terms of the Marketing of Agricultural Products Act (MAP Act), Act No. 47 of 1996.

The CGA applied on behalf of the grapefruit producers' for the implementation and administration of the statutory levy. The success of the plum marketing campaign in the United Kingdom (UK) and the European Union at the beginning of 2009 motivated the grapefruit producers to apply for this new levy.

The following statutory levy on grapefruit is proposed:

Year	Levy amount per 15 kg carton exported
2010	R0.60
2011	R0.65
2012	R0.70
2013	R0.75

The levy per carton will only be applicable on grapefruit exported and be used specifically to fund the development / consumer education programme planned in Japan and the UK.

Currently, the following statutory measures are applicable in the citrus industry:

- Keeping of records and returns in terms of section 18 of the MAP Act;
- Registration of persons in terms of section 19 of the MAP Act; and
- Payment of a statutory levy on citrus fruit exported in terms of section 15 of the MAP Act.

The proposed levy will be an additional levy payable by the grapefruit producers', but funding a specific campaign namely the development / consumer education programme planned in Japan and the UK, as indicated in the table below:

Statutory levies in the grapefruit industry:

Citrus	Current levy (excluding VAT) 15 kg carton	New levy (excluding VAT) 15 kg carton
2008	R0.32	-
2009	R0.38	-
2010	R0.39	R0.60
2011	R0.40	R0.65
2012	R0.41	R0.70
2013	-	R0.75

Directly affected groups (e.g. producers, exporters and export inspection bodies) in the citrus industry are kindly requested to submit any comments, in writing, regarding the proposed statutory levy, to the NAMC on or before 5 February 2010, to enable the Council to finalise its recommendation to the Minister in this regard.

ENQUIRIES:

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