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GOVERNMENT NOTICES
GOEWERMENTSKENNISGEWINGS

No. 1657

14 November 2003

NATIONAL AGRICULTURAL MARKETING COUNCIL
MARKETING OF AGRICULTURAL PRODUCTS ACT, 1996
(ACT No. 47 OF 1996)

**REQUEST FOR THE INCREASE OF A STATUTORY MEASURE IN THE WINE
INDUSTRY**

It is hereby made known in terms of section 11 of the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996), that the Minister of Agriculture has received in terms of section 15 of the said Act a request for the increase of the wine export generic promotion statutory levy on drinking wine exported from the Republic of South Africa.

Currently the following statutory measures are applicable in the wine industry

- ◆ Section 15 of the Marketing of Agricultural Products Act: Levies
 - Information levy, introduced December 2001 (and amended on 13 August 2003).
 - Research and development levy introduced in December 2001 (and amended on 13 August 2003)].
 - Wine export generic promotion levy introduced in December 2001. (increase requested for 0.4c/l from 7 c/litre to 7.4c/l).
- ◆ Section 18 of the Marketing of Agricultural Products Act: Records and Returns.
- ◆ Section 19 of the Marketing of Agricultural Products Act: Registration.

Wine export generic promotion

The industry in conjunction with the Department of Agriculture has developed an electronic system known as Wine-on-Line, which will improve export efficiency. It allows for the electronic submission of documentation necessary for export certification. This will improve operation efficiencies and service levels resulting in the considerable improvement of

turnaround times. The increase of 0.4c/l of the wine export levy will fund the balance of the capital costs and the ongoing maintenance and support of the system. The project will be in operation from November 2003, and will be available to the whole industry, free of charge.

The SAWB has requested an increase in the wine export generic promotion levy applicable on bulk or packaged drinking¹ wine at 7,4 cents/litre (currently at 7 cents/litre) and, if approved, will be applied for the remainder of the period, expiring October 2005.

Directly affected groups in the wine industry are kindly requested to submit any comments or objections regarding the proposed increase in the wine export generic promotion statutory levy to the National Agricultural Marketing Council in writing within 14 days of the publication hereof, to enable the Council to formalise its recommendation to the Minister in this regard.

Submissions should be in writing and be addressed to:

The Chairperson

National Agricultural Marketing Council

Private Bag X 935

PRETORIA

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¹ Product only levied once either in bulk form or in packaged form.