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GOVERNMENT NOTICES

DEPARTMENT OF AGRICULTURE

No. 169

13 February 2004

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

CITRUS FRUIT INDUSTRY -

- **REQUEST FOR THE IMPLEMENTATION OF A NEW TERM OF STATUTORY MEASURES**
 - **DIRECTLY AFFECTED GROUPS ARE INVITED TO FORWARD ANY COMMENTS REGARDING THE PROPOSED STATUTORY MEASURES**
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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 implementation of statutory measures relating to fresh citrus fruit intended for export.

The Citrus Growers Association of Southern Africa (CGA), who applied for the implementation of the statutory measures, represents South African producers of fresh citrus fruit for export. All citrus growing regions have representation on the Board of Directors of the CGA. In addition, the CGA has built close relationships with other bodies in the citrus industry, such as the Fresh Produce Exporters Forum, S.A. Citrus Nurserymen's Association, PPECB, Citrus Southern Africa and the National Department of Agriculture.

The following **statutory measures**, expiring end of March April 2005, are **currently in place** in the citrus fruit 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
- Statutory measures in terms of section 15 of the MAP Act; (a 21cent per 15 Kg carton levy payable on fresh citrus fruit to be exported)

It is proposed that the *requested implementation of statutory measures* will be for a new four-year period, effective from the envisaged implementation date (1 April 2004) expiring 4 years from date of implementation.

Registration and records and returns

- a. Direct that the producers and exporters agents must keep records and returns with regard to the products as specified herein, and direct that such records and returns be furnished to the CGA; and
- b. Direct that such records and returns be kept for the period and furnished to the Citrus Growers Association as required to ensure payment of levies and informed decision-making.
- c. The registration of persons in terms of section 19, by notice in the Government Gazette, direct that, the persons who produce or export the products specified herein, must register with the Citrus Growers Association.

Levy

It is proposed that the levy amount be increased from 21 cents per 15kg carton to 32 cents per 15 Kg carton. This is an 11 cents increase. The bulk of this is accounting for inflation (4 cents) and transformation (3 cents).

The CGA strategic objectives is as follows:

- Gain and maintain market access.
- Fund and control research and development.
- Set fruit quality standards.
- Communicate effectively.
- Drive citrus industry transformation.

According to the CGA the levy will fund the following programs:

1) Citrus Improvement Programme (CIP)

This programme will include an assessment of market needs, the breeding of new cultivars to meet assessed needs, development of better rootstocks and the evaluation of cultivars and rootstocks. In addition quarantine issues will be addressed, in particular through the shoot tip grafting process.

2) Crop and Fruit Quality Management Research

This programme will include yield manipulation, fruit size, external appearance, rind condition and internal quality. These projects will enable the South African producer to meet the demanding standards set by the major export markets.

3) Disease Management Research

Projects will cover graft transmissible diseases, soil borne diseases, fruit and foliar diseases, biological control, packhouse procedures and the cold chain.

4) Integrated Pest Management Research

Projects include Thrip, red scale, sporadic and disruptive pests, non-target effects, False Codling Moth and fruit fly. These projects will change as new threats develop.

5) Market Access Coordination

Projects include residues, coordination of market access diseases research, market access pest's research, disinfestation treatments, risk analysis and mitigation. In addition, economic analysis on the profitability of markets, elements of the cost chain and access to new markets are included.

6) Technology Transfer/Communication

It is imperative that research results reach those who will apply them. To this end the holding of research symposiums, grower workshops and field days, the development of a website and production of newsletters is undertaken.

Within Citrus Research Institute an Extension Manager has been appointed. Who links into collaboration groups in all citrus growing regions – in order to transfer technology. Growers have indicated a need to increase the extension personnel.

7) Representation

It is essential that funders of research have representation on the bodies determining the spending of these funds. In an industry as widespread as the citrus industry it is essential that all citrus growing regions be represented on the policy-making bodies and in the setting of research programs and projects. In addition it is important that the growers as a whole are represented in any discussions, forums or bodies dealing with the citrus industry.

8) Transformation

Growers have accepted responsibility for driving transformation in the citrus sector. To this end a Transformation Manager has been appointed to champion this process. An audit of black involvement has been conducted by the CGA. This was followed by a transformation workshop attended by key decision makers influencing the citrus industry. The workshop report has guided the key performance areas of the Transformation Manager. Ten percent of the levy funds will be utilised to facilitate the three key areas identified – being land reform, human and skills development and access to resources.

Directly affected groups in the citrus fruit industry are hereby invited to forward any comments regarding the proposed statutory measures to the National Agricultural Marketing Council within 14 days of the publication hereof.

Submissions must be in writing and be addressed to:

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