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## GENERAL NOTICES ALGEMENE KENNISGEWINGS

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### NOTICE 297 OF 2009

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

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#### POULTRY INDUSTRY -

- REQUEST FOR THE ESTABLISHMENT OF STATUTORY MEASURES RELATING TO LEVIES, REGISTRATION AND RECORDS & RETURNS
  - DIRECTLY AFFECTED GROUPS ARE INVITED TO FORWARD ANY COMMENTS REGARDING THE PROPOSED STATUTORY MEASURES
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It is hereby made known that in terms of section 11 of the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996), the Minister of Agriculture has received a request from the poultry industry for the establishment of statutory measures relating to levies, registration, the keeping of records and the rendering of returns. On 2 February 2009 the Southern African Poultry Association (SAPA), on behalf of the directly affected groups in the poultry industry applied to the Minister for the establishment of these statutory measures for a period of four years.

The purpose of the statutory measure relating to registration is to compel breeders of female parent broiler chickens sold, and suppliers of packaging material for the packaging of eggs, to register with SAPA while the purpose of the statutory measure relating to records & returns is to compel breeders of female parent broiler chickens sold and suppliers of packaging material for the packaging of eggs, to render records and returns to SAPA. These two statutory measures are necessary to ensure that continuous, timeous and accurate information relating to chickens bred and marketed as well as packaging material supplied is available to all role players. Market information is deemed essential for all role players in order for them to make informed decisions. By prescribing the keeping of records with the rendering of returns on an individual basis, market information for the whole of the industry can be processed and disseminated. The establishment of these statutory measures should assist in promoting the efficiency of the marketing of poultry products.

The proposed statutory levies (excluding VAT) per female parent broiler chicken sold and per dozen packed eggs, will be as follows:

(a) Per day old female parent broiler chicken sold or placed

From date of implementation until December 2010	R1.32
From January until December 2011	R1.45
From January until December 2012	R1.60
From January until December 2013	R1.76

(b) Per one dozen packaged eggs sold

From date of implementation until December 2010	2.23 cents
From January until December 2011	2.45 cents
From January until December 2012	2.70 cents
From January until December 2013	2.97 cents

The estimated income from the levies would be approximately R21 million per annum. The proposed statutory levies will finance the following functions, namely –

- Black economic empowerment;
- Consumer education;
- Consumer assurance;
- Research and development; and
- Communication and liaison

As the proposed statutory measures requested by SAPA are *prima facie* consistent with the objectives of the Marketing of Agricultural Products Act, No 49 of 1996, the Minister requested the National Agricultural Marketing Council on 4 March 2009 to investigate the possible implementation of the relevant statutory measures and to report back to her within 60 days.

Directly affected groups in the poultry industry are kindly requested to submit 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:

National Agricultural Marketing Council

Private Bag X 935

PRETORIA

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