
GENERAL NOTICES

NOTICE 563 OF 2011

NAMC REQUESTING COMMENTS / INPUTS FROM ROLE PLAYERS

**APPLICATION FOR A STATUTORY LEVY
FOR MARKET DEVELOPMENT / CONSUMER EDUCATION PROGRAMME
ON APPLES AND PEARS (POME FRUIT)
IN TERMS OF THE MARKETING OF AGRICULTURAL PRODUCTS ACT,
ACT NO 47 OF 1996**

HORTGRO Services applied on behalf of the SA Apple and Pear Producers' Association (SAAPPA), to the Minister of Agriculture, Forestry and Fisheries, in terms of section 10 of the Marketing of Agricultural Products Act, Act 47 of 1996 (MAP Act), for the continuation of the current statutory levies on market development, to be implemented for a new four year period.

Apples and Pears:

A levy (excluding VAT) per standard 12,5 kg export carton or the equivalent rate per kilogram on all other sizes of export (all classes) cartons of apples and pears (pome), to the amount of:

- R0.30 for 2012;
- R0.32 for 2013;
- R0.35 for 2014; and
- R0.35 for 2015.

It is proposed that the current statutory levy for marketing development purposes on exported pome fruit to the United Kingdom (UK) and Europe Union (EU), which was only implemented on 11 March 2010 for a two year period, be expanded to include other markets e.g. other European countries and the Middle & Far East.

The focus will be to maintain the progress made in the key traditional UK and EU markets, but also to reach other markets in order to address the market development needs of a wider group of producers and exporters.

The particulars as required by section 10 of the Act to be included in a request for a statutory measure, are as follows:

- The statutory levies that are requested, would relate to export apples and pears.
- Producers and exporters (on behalf of the producer from which the apples and pears to be exported have been procured) will be directly affected by this measure.
- According to the applicant, the level of support for the proposed statutory measure on export pome fruit has been tested and sufficient support has been showed by directly affected groups.
- The proposed statutory levies will apply to the whole of the Republic of South Africa.
- According to the applicant, the statutory levies is needed by SAAPA to fund a market development and consumer education campaign for export apples and pears. The strategy is based on maintaining progress made in the key traditional UP en EU markets, whilst expanding to other markets in partnership with producer - and exporter groups to ensure focused market growth globally. The statutory levies applied for, will further key government objectives of job creation, food security and rural development, as well as the objectives of the MAP Act as stipulated in section 2(2) thereof.
- The measure will be administrated by HORTGRO Services, on behalf of DFPT Finance, a company incorporated under section 21 of the Companies Act, 1973 (Act 61 of 1973).
- The application is for a period of four years, to be implemented on 1 November 2011. It should be borne in mind that the levies will, in terms of the MAP Act, be subject to evaluation and review by the National Agricultural Marketing Council (NAMC) at least every two years. Furthermore, the MAP Act provides for the application to be made for the repeal of statutory measures.

Directly affected groups are hereby invited to lodge any comments regarding the proposed statutory measure to the NAMC on or before 16 September 2011, to enable the Council to finalise its recommendation to the Minister in this regard.

Submissions should be in writing and be addressed to:

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National Agricultural Marketing Council
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