

GENERAL NOTICES

NOTICE 744 OF 2012

DECIDUOUS FRUIT INDUSTRY

APPLICATION FOR THE CONTINUATION AND EXTENSION OF THE STATUTORY LEVY ON STONE FRUIT TO FUND MARKET DEVELOPMENT PROGRAMMES

REQUESTING COMMENTS / INPUTS FROM THE INDUSTRY

The Minister of Agriculture, Forestry and Fisheries received a request from Hortgro Services (Hortgro) for the implementation of the continuation and extension of the statutory levy on stone fruit (plums, peaches, nectarines and apricots), in terms of the Marketing of Agricultural Products Act (MAP Act), Act No. 47 of 1996.

Export market development

Hortgro applied on behalf of SASPA (SA Stone Fruit Producers' Association) for the implementation and administration of the statutory levy. It is believed that such a programme will not only grow and develop the relevant export markets, but will support the international "footprint" of SA fruit.

The continuation of the following statutory levies funding the market development programme on the following stone fruit exported (the levy amounts remains the same and is not increased for the new levy period 2012 – 2016):

Product	Amount levied per standard carton	Period
Apricots	R0.50 per 4.75kg	Four year period
Peaches	R0.50 per 2.5kg	Four year period
Nectarines	R0.50 per 2.5kg	Four year period
Plums	R0.50 per 5.25kg	Four year period

The levy per export carton will only be applicable on the above mention fruit kinds (all sizes and all classes) exported and used specifically to fund the market development / consumer education programmes planned in Europe and the Middle and Far East.

Council Members: Ms N Msimang (Chairperson), Mr A M Cronje, Ms M Gill, Dr L Magingxa, Dr J L Purchase, Ms M van der Merwe, Mr AD Young, Ms T E Zimu

Local market development

During 2012, the plum industry successfully implemented a small scale local market consumer education campaign targeting informal consumers as well as testing concepts and the market potential in the formal market.

The implementation of the following statutory levies on stone fruit (all sizes and all classes), delivered to the local market, funding the market development programme on the South African domestic stone fruit market, are proposed:

Product	Amount levied per standard carton	Period
Peaches	R0.10 per 2.5kg	Four year period
Nectarines	R0.10 per 2.5kg	Four year period
Plums	R0.10 per 5.25kg	Four year period

Apricots are excluded due to small volumes.

This campaign entails increasing the demand and consumption of South African stone fruit domestically and will be for the local market.

Requesting comments

Directly affected groups (e.g. producers, traders, agents, exporters and export inspection bodies) in the deciduous fruit industry are kindly requested to submit any comments, in writing, regarding the proposed statutory levy, to the NAMC on or before 28 September 2012, to enable the Council to finalise its recommendation to the Minister in this regard.

ENQUIRIES:

National Agricultural Marketing Council

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