

**DEPARTMENT OF AGRICULTURE, LAND REFORM AND RURAL DEVELOPMENT**

NO. R. 1239

20 NOVEMBER 2020

**MARKETING OF AGRICULTURAL PRODUCTS ACT, 1996  
(ACT No 47 OF 1996)****ESTABLISHMENT OF STATUTORY MEASURE: RECORDS AND  
RETURNS RELATING TO OLIVE TREES AS WELL AS DOMESTIC  
PRODUCTION AND PROCESSING OF TABLE OLIVES AND OLIVE OIL,  
AND IMPORTATION OF TABLE OLIVES AND OLIVE OIL**

I, Angela Thoko Didiza, Minister for Agriculture, Land Reform and Rural Development, acting under sections 13 and 18 of the Marketing of Agricultural Products Act, 1996 (Act No 47 of 1996), as amended, hereby establish the statutory measure set out in the attached Schedule.

**MRS AT DIDIZA, MP  
MINISTER FOR AGRICULTURE, LAND REFORM AND RURAL  
DEVELOPMENT.**

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**SCHEDULE****Definitions**

1. In this Schedule any word or expression to which a meaning has been assigned in the Act shall have that meaning, and unless the context indicates otherwise:

“Extra virgin olive oil” means olive oil which conforms to all the conditions set out by the International Olive Council (IOC) for extra virgin olive oil;

“exporter” means an entity which exports processed and or unprocessed fruits and or products of *Olea europaea*;

“fresh olives” means the unprocessed fruits of the *Olea europaea* to be used for the production of table olives, olive paste or olive oil;

“grower” means any entity involved in growing the *Olea europaea* to be sold for commercial gain, i.e. nurseries

“importer” means an entity which imports packaged product ready for retail distribution

“olive industry” means all participants and role players in the South African olive industry;

“olive oil packer” means the entity which buys in olive oil in bulk and packages the oil for resale;

“olive pomace oil” means oils that are obtained by treating olive-pomace with solvents or other physical treatments, excluding oils that are obtained by re-esterification processes and any mixture with oils of other kinds with the exception of olive oil

“olive oil processor” means the entity which extracts olive oil from fresh olives;

“olive products” means the processed products obtained from fresh olives, namely table olives, extra virgin olive oil and virgin olive oil.

“olives” means the fruits of the *Olea europaea*;

“processed olive products” means the fruits which have been processed and are ready for consumption;

“processed table olives” means olives that have been processed and are ready for consumption;

“producer” means the entity which grows olive trees to produce fresh olives for commercial gain;

“table olive packer” means the entity which buys in processed table olives in bulk and packages these olives for resale;

“table olive processor” means the entity which converts the fresh olives into product which can be consumed; and

“The Act” means the Marketing of Agricultural Products Act, 1996 (Act No 47 of 1996), as amended;

“virgin olive oil” means olive oil which conforms to all the conditions set out by the International Olive Council (IOC) for extra virgin olive oil; A person shall have a choice to register as either a producer or as an importer or as a processor. A person who is a producer as well as an importer and/or processor, must register as a producer and as an importer and/or processor.

**Purpose and aims of statutory measure and the relation thereof to the objectives of the Act**

2. The purpose and aims of the statutory measure is to compel the parties set out herein to keep records and render returns to SA Olive. This is necessary to ensure that continuous, timeous and accurate information relating to the products as defined, is available to all role players in the SA Olive Industry. Such 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, import and production information of table olives and olive oil can be processed and disseminated.

The establishment of the measure will assist in promoting the efficiency of the marketing of olive products. The viability of the olive industry should thus be enhanced. The measure will not be detrimental to the number of employment opportunities or fair labour practice. Any information obtained will be dealt with in a confidential manner and no sensitive client-specific information will be made available to any party without the prior approval of the party whose rights may be affected.

It will be administered by SA Olive, a company established in terms of the Companies Act (as amended) 2008 (Act 71 of 2008). SA Olive will implement and administer the measure as set out in this Schedule.

**Products to which statutory measure applies.**

3. This statutory measure shall apply to table olives and olive oil obtained from domestic production and/or imports.

**Area in which measure shall apply**

4. This measure shall apply in the geographical area of the Republic of South Africa.

**Records to be kept and returns to be rendered**

5. (1A) All producers, importers and processors of table olives and olive oil shall keep such records and render the returns as may be required by SA Olive relating to -
  - (a) Olive trees; and
  - (b) Volumes of table olives and olive oil.
- (1B) No records or returns will be required in terms of this measure which could be regarded as confidential or of a marketing nature. Specifically, no information which reflects amongst others contracting parties, buyers of olive products, cost of services, price of products or similar information will be required.

- (2) The National Department of Agriculture, Rural Development and Land Reform or its assignee shall render a copy of all import certificates or furnish the information required by SA Olive contained in such certificates within the period specified in sub-clause (4)
- (3) The records referred to in sub-clause (1) shall –
- (a) be recorded on a computer or with ink in a book;
  - (b) be kept at the registered premises of the person required to keep it for a period of at least three years.
- (4) The returns referred to in sub-clause (1) shall be rendered on forms obtainable free of charge for this purpose from SA Olive within 15 days after the end of the month in which the returns have been requested.
- (a) be submitted, when forwarded by post, to –  
SA Olive  
PO Box 357  
PAARL  
7620
  - (b) when delivered by hand, be delivered to –  
SA Olive  
Main Road 258  
PAARL
  - (c) when sent by telefax, be addressed to –  
021-872 2915
  - (d) when sent by e-mail, addressed to –  
[info@saolive.co.za](mailto:info@saolive.co.za)

### **Commencement and period of validity**

6. This statutory measure shall come into operation on the date of publication hereof and shall lapse 4 years later.