

---

## GENERAL NOTICES • ALGEMENE KENNISGEWINGS

---

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

#### GENERAL NOTICE 1916 OF 2023



Block A | 4th Floor | Meintjiesplein Building | 536 Francis Baard Street | Arcadia | 0002  
Private Bag X935 | Pretoria | 0001  
Tel: 012 341 1115 | Fax: 012 341 1811/1911  
<http://www.namc.co.za>

---

### POMEGRANATE INDUSTRY APPLICATION FOR THE CONTINUATION OF STATUTORY MEASURES ON POMEGRANATES

---

#### NAMC REQUESTING COMMENTS

---

On 30 June 2023, the Minister of Agriculture, Land Reform and Rural Development received a request from the Pomegranate Association of South Africa (POMASA) for the implementation of statutory measures (levies, records and returns and registration) in the pomegranate industry for four years effective from 1 January 2024.

POMASA requested for the introduction and promulgation of the following statutory measures in the pomegranate industry, namely -

- Section 15 of the Marketing of Agricultural Products Act (MAP): Levies;
- Section 18 of the MAP Act: Records and returns; and
- Section 19 of the MAP Act: Registration.

POMASA indicated that the proposed statutory levy will finance the following functions, namely –

- Research projects, information, and technology transfer;
- Market information, statistics, and logistical efficiencies;
- Trade and market access issues;
- Communication;
- Transformation and Training; and
- Administration.

The proposed statutory measures relating to records & returns and registration of the relevant role players with POMASA is necessary to assist the administrator to ensure that continuous, timeous and accurate market information relating to the pomegranate industry is available to all role players.

The proposed statutory levy amount:

Pomegranates	Current 2023	2024	2025	2026	2027
Fresh extra class and class 1 Export, import and local sales	16c/Kg	17c/K	17c/Kg	18c/Kg	18c/Kg
Processing class and class 2 Export, import and local sales	10c/Kg	11c/Kg	11c/Kg	12c/Kg	12c/Kg

Pomegranates estimated production (kg):

Pomegranates	2024	2025	2026	2027	Total
Extra class and class 1	2 700 000	3 024 000	3 386 880	3 793 306	12 904 186
Processing and class 2	6 300 000	7 056 000	7 902 720	8 851 046	30 109 766
Domestic	20 000	22 400	25 088	28 099	95 587

POMASA's estimated annual income for the four-year period 2024 to 2027:

Income per year:	2024	2025	2026	2027
Class 1 & 2 exports	R459 000	R514 080	R609 638	R682 795
Class 1 & 2 imports	R693 000	R776 160	R948 326	R1 062 126
Processed	R 2 560	R2 867	R3 462	R3 878
<b>Total income</b>	<b>R1 154 560</b>	<b>R1 293 107</b>	<b>R1 561 427</b>	<b>R1 748 798</b>

POMASA's proposed budget:

Expenses	2024	2025	2026	2027	%
Technical Research, development and transfer	R346 368	R387 932	R468 428	R524 639	30%
Statistic and information	R115 456	R129 311	R156 143	R174 880	10%
Transformation and training	R230 912	R258 621	R312 285	R349 760	20%
Market access and development	R346 368	R387 932	R468 428	R524 639	30%
Administration	R115 456	R129 311	R156 143	R174 880	10%
<b>Total</b>	<b>R1 154 560</b>	<b>R1 293 107</b>	<b>R1 561 427</b>	<b>R1 748 798</b>	

Directly affected groups in the pomegranate industry, are kindly requested to submit any comments, in writing, regarding the proposed statutory measures, to Mathilda van der Walt

([mathildavdw@namc.co.za](mailto:mathildavdw@namc.co.za)) on or before 4 August 2023, to enable the Council to finalise its recommendation to the Minister in this regard.