



**MARKETING FORUM  
RECORD OF DECISIONS  
Bulletin No. 3 of 2016  
November 2016**

**THE MARKETING FORUM HELD ITS THIRD SITTING OF 2016 AT IKAIA GUEST HOUSE, KEIMOES, NORTHERN CAPE PROVINCE.**

The provisions of the Marketing Policy for Agriculture, Forestry and Fisheries are being implemented through the approved Integrated Marketing Strategy in collaboration with Provinces and Commodity Associations. Below are some of the key intervention areas that seek to facilitate access to markets.

**RECORD OF DECISIONS**

The Marketing Forum had a sitting on the 23<sup>rd</sup> and 24<sup>th</sup> of November 2016 at Ikaia Guest House, Keimoes and the following resolutions were taken:

**Quality management systems in the Fresh Produce Markets:**

The DAFF will facilitate a visit by the ARC to one of the NFPM's after which the ARC must prepare another presentation that will provide a product flow to identify potential risks and critical points and also provide guidance on how food safety management systems on the FPM's may be developed and implemented.

**Accreditation of ARC's methodologies on microbiological water quality testing for SA-GAP farmers:**

Water samples must be taken at the point of irrigation and delivered to SANAS accredited labs within 24 hours. The SLA between the DAFF and ARC will be developed and signed by end of January 2017 and will provide for 25 DAFF officials to be trained on taking of water samples.

**Storage infrastructure for SA-GAP certification programme:**

The Engineering Division of ARC will be invited to the next Forum sitting to come and provide more info on small-scale storage infrastructure options.

**SA-GAP quarterly progress report by PPECB:**

Provinces must assist in sorting out non-conformances in affected farms so that farms can be SA-GAP certified. The FS, NC, and WC provinces committed to assist their selected farms with outstanding issues.

**Progress on identification of farms for SA-GAP certification programme by provinces:**

Provinces committed to work towards taking over the implementation of the SA-GAP certification programme by 2020, and work in the various provinces is continuing.

**Progress on AgriBEE Funding of marketing infrastructure business plans:**

It was reported that the application for Easy Farms could not be considered further because the farmer is not willing to pay own contribution. The Forum expressed its displeasure on the non-utilisation of the AgriBEE Fund by some provinces as this disadvantages their farmers. The new application form and checklist will be circulated to all Forum members via the Secretariat. The Northern Cape must submit the business plan for Eksteenskuil to the DAFF for AgriBEE funding. The Western Cape must submit the business plans for De Wet Farming and Chamomile Farming to the DAFF for AgriBEE funding. Gauteng province must be linked (through Mr. Manthata at DAFF) with the Engineering Division within the DAFF to assist with the designing and development of engineering plans for the Korema Farm packhouse. The PPECB must be consulted from the onset so that the structure can be SAGAP compliant. The Free State province must submit the business plan of the identified enterprise (butchery/ meat processing facility) to the DAFF for AgriBEE funding; and the Western Cape Province must assist Mpumalanga province to source quotations and suppliers for marketing infrastructure (e.g. packhouses, packlines, and controlled atmospheric rooms).

**Farm visit- Blocuso Vineyard Project:**

It was agreed that DAFF, PPECB and the NC must assist the project with the implementation of SA-GAP certification programme.

**Implementation of the Integrated Marketing Strategy (Experience of Northern Cape Province):**

DAFF must work with the province on the implementation of market linkage and marketing capacity building programmes. The Forum also urged the province to professionalise the projects that are being supported so that they may be treated as business entities.

**Tourism BBBEE Portal and Awareness programme:**

It was agreed that the National Department of Tourism (NDT) should consider all the issues raised by the Forum and customise the portal as recommended. The DAFF must provide contact details of

transformation managers of various commodity associations to the NDT for awareness purposes.

**Alternative markets:**

The forum appreciated the work done thus far and urged the DAFF to continue work in this regard for presentation of the draft report during the next Forum sitting.

**Black-owned food retail chain- concept proposal:**

It was agreed that the drafting team must continue with work in this area and report back to the Forum as work progresses. The team must also consider undertaking a benchmarking exercise among some African countries such as Zimbabwe where similar initiatives have been implemented successfully.

**DATE OF NEXT MEETING**

The date of the next meeting will be communicated to the Forum members in due course.

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