



**Western Cape
Government**

Agriculture

BETTER TOGETHER.

MINISTERIAL PRIORITY: MARKET ACCESS

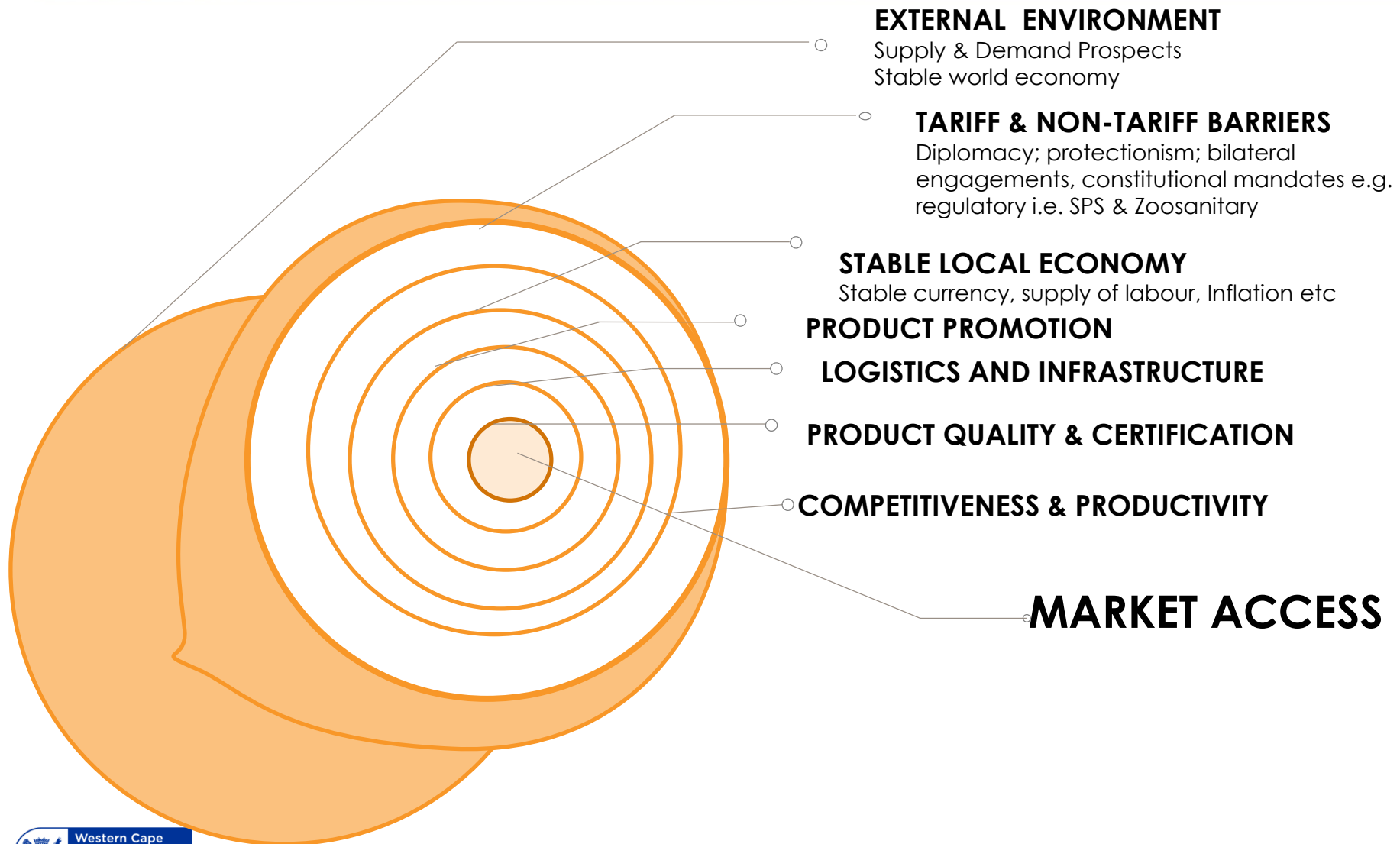
Departmental Strategic Session

B. Matoti Percheron Hall, Elsenburg 23 September 2020

Problem Statement

It is not that South African producers do not have access to markets for their products, rather the issue is limited market access as a result of various constraints within the local and export environment. Therefore, limited market access is defined in terms of all the factors that constrain South African producers' ability to export more of their products. Additionally, market access is about both retaining existing markets as well as entering new ones

MARKET ACCESS COMPLEXITY



Key activities planned for 2020/21 and 2021/22

- Commissioning of the Chemical Residue Testing Lab
- Accreditation of the CRT facility
- Digitising export processes (develop Export Certification System (eCOS) – piloted in Pork industry)
- Institutionalising virtual auditing of facilities
- Preventative vaccination campaigns on province's entry points to protect emergence of Rabies in the Province
- Export promotion in China
 - Focus on fresh produce, food, alcoholic (wine and other alcoholic) and non alcoholic beverages
 - Food and Hotel China Hybrid exhibition
 - Offline to online WOSA trade shows, reaching 10 cities
 - SATI China campaign
- Export promotion in African markets
 - Trade, media, and consumer events in Kenya, Uganda, Ghana & Angola

Key activities planned for 2020/21 and 2021/22

- Opportunity to collaborate with various commodity associations on marketing activities
- Investment promotion and facilitation through AIU
 - Companies combine trade with investment to organise the supply of inputs, to expand in new markets, to access knowledge, and to provide services to consumers
-  effort in Domestic Market
 - Product promotion
 - Market Readiness Programme
 - e-commerce (small holders and development of the BOB's platform)
 - Compliance support, (Food safety, social and environmental)
- Market Research
- Intensify agri-processing support through Agri-Hub and collaborative efforts
 - Provide a better export mix

Indicator targets for 2021/22

Outcome	Indicator	Target
<ul style="list-style-type: none"> • The Provincial Agricultural Sector increase its export by at least 5% over the next 5 years from R68,2 billion) in 2018 to R71.6 billion in 2024 ✓ Volumes exported, per major agriculture-based commodity (wine, fresh fruit, processed fruit) ✓ Value increased per major agriculture-based commodity exported 	<ul style="list-style-type: none"> • Number of agribusiness supported with marketing services • Number of activities supported to promote Western Cape products • Number of market information outputs disseminated • Number of growers registered as members of ethical trade programmes • Numbers of participants attended the ethical trade training • Number of export control certificates issued 	<ul style="list-style-type: none"> 70 4 30 2000 900 17 000

Indicator targets for 2021/22

Outcome	Indicator	Target
<ul style="list-style-type: none"> • The Provincial Agricultural Sector increase its export by at least 5% over the next 5 years from R68,2 (R63 billion) billion) in 2018 to R71.6 billion in 2024 	<ul style="list-style-type: none"> • Number of export establishment audits conducted • Number of clients serviced for animal and animal products export control • Number of laboratory tests performed according to prescribed standard • Number of samples tested for chemical residues 	<p>160</p> <p>220</p> <p>190 000</p> <p>500</p>
<ul style="list-style-type: none"> ✓ Volumes exported, per major agriculture-based commodity (wine, fresh fruit, processed fruit) 		
<ul style="list-style-type: none"> ✓ Value increased per major agriculture-based commodity exported 		

Challenges

- Limited policy space on market access BUT an opportunity to intensify market development
- Lack of resources especially funding for some activities
- Fragmentation and contestation of mandates
- Disruptions resulting from disasters (e.g. COVID-19)
- Tariff barriers e.g. SPS measures
- Landmine of escalating private standards
- Very slow access to new markets
- Shifting geo-political landscape (Trump vs Jinping even with Biden no one knows where it will go)

Role Players



Aspired Destination



Streamlined processes and logistics for industries/commodities to increase Trade

Contact Us



Western Cape
Government

Agriculture

BETTER TOGETHER.

Name

Bongiswa Matoti

Tel: +27 (0)21 808 5213 **Fax:** +27 (0)21 808 5386

bongiswam@elsenburg.com

www.elsenburg.com

Thank you
Dankie
Enkosi