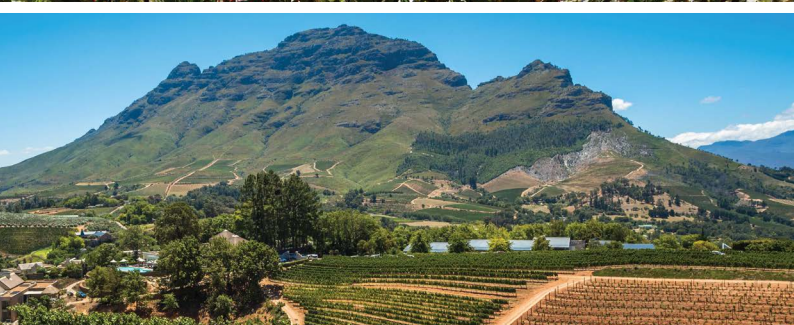




WESTERN CAPE AGRICULTURE AT A GLANCE

Uniquely Western Cape: Agriculture's Add on Culture



**Western Cape
Government**
FOR YOU

www.westerncape.gov.za



WESTERN CAPE DEPARTMENT OF AGRICULTURE

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Find out more

Overview

The Western Cape is South Africa's leading agricultural province, contributing significantly to the country's economy, food security and export performance. With its Mediterranean climate, fertile soils and unique biodiversity, the Western Cape is globally recognised for its world-class wines, deciduous fruit, table grapes, citrus and indigenous niche products such as rooibos, honeybush and buchu.

The sector is characterised by strong institutions, robust research capacity and highly skilled farmers committed to sustainable and innovative practices. With well-established global supply chains and a reputation for compliance with international standards, the Western Cape agricultural sector is an ideal partner for trade, investment and collaboration.



Message from the Minister

The Western Cape is a place of excellence and opportunity. Our agricultural sector is not only a cornerstone of food security and rural development, but also a vital driver of international trade. Through innovation, sustainability and partnership, our province continues to produce products of exceptional quality that are celebrated around the world.

This profile reflects the strength, diversity and potential of our agricultural sector. I invite you to explore the opportunities presented here and to partner with us as we grow markets, strengthen value chains, and ensure that agriculture remains a vibrant force for economic growth and shared prosperity.



DR IVAN MEYER
Minister of Agriculture,
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Message from the Head of Department

The Western Cape Department of Agriculture is committed to enabling a thriving, inclusive and resilient agricultural sector. By working closely with industry partners, research institutions, and international markets, we ensure that our producers remain competitive and future-ready.

Our province's reputation for world-class products is underpinned by rigorous quality assurance, innovation in agri-technology and a steadfast commitment to sustainability.

As you engage with this profile, you will find not just commodities, but stories of excellence, heritage and opportunity.



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Head of Department

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Western Cape Department of Agriculture

The Western Cape Department of Agriculture provides a wide range of development, research and support services to the agricultural community in the Western Cape.

The department's administrative headquarters is situated on the historic Elsenburg farm, near Stellenbosch, while new and commercial farmers are accommodated at research farms, ASD training centres, extension offices and state veterinary offices.

The agricultural sector not only stimulates economic growth in the province, it also plays a major role in creating sustainable job opportunities.

SERVICES ARE DELIVERED THROUGH SEVEN PROGRAMMES:

- Sustainable Resource Use and Management
- Agricultural Producer Support and Development
- Veterinary Services
- Research and Technology Development Services
- Agricultural Economic Services
- Agricultural Education and Training
- Rural Development

SECTOR PROFILES





Berries ZA



Berries ZA represents South Africa's fast-growing berry industry, with the Western Cape as a leading production hub for blueberries, raspberries, blackberries, and strawberries. The province's climate, soils, and advanced farming practices ensure premium quality fruit with exceptional flavour and shelf life.

The industry is highly export-oriented, with the majority of production destined for Europe, the Middle East, and Asia. Berries ZA supports growers and exporters through research, innovation, sustainability initiatives, and market development, ensuring compliance with international food safety and phytosanitary standards.

As global demand for berries continues to rise, the Western Cape is well positioned as a trusted supplier of fresh, healthy, and sustainably produced berries that meet the expectations of discerning consumers worldwide.

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Buchu Association

buchu
ASSOCIATION

Buchu (*Agathosma betulina* and *Agathosma crenulata*) is an indigenous medicinal plant unique to the Western Cape's fynbos biome. It has been used for centuries for its unique fragrance and health-promoting properties and today is exported globally primarily as an essential oil for use in the flavour and fragrance industry, but also in extract and dried forms for use in the nutraceutical and cosmetic industries. The buchu industry is niche but growing, with strong potential in natural product markets. Sustainability, traceability and compliance with international regulations are key pillars of the sector's development.

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Cape Brandy



Cape Brandy is South Africa’s premium brandy, crafted exclusively from grapes grown in the Western Cape’s renowned winelands. With a heritage dating back over 300 years, Cape Brandy reflects the artistry and tradition of the region’s distillers. It is made from 100% South African wine, double distilled in copper pot stills, and matured for a minimum of three years in oak casks - meeting the highest international standards.

The Cape Brandy Producers Association promotes the authenticity, quality, and global recognition of Cape Brandy as a unique, world-class spirit. With growing demand in premium spirits markets across Europe, Asia, and North America, Cape Brandy is positioned as a distinctive export product that combines heritage, craftsmanship, and innovation.

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Cape Flora SA (Proteas and Fynbos Industry)



The Western Cape is home to the Cape Floral Kingdom, one of the world’s richest biodiversity hotspots. Cape Flora SA represents producers and exporters of cut flowers and ornamental fynbos, including the iconic protea. The industry exports to Europe, the Middle East and Asia, with products valued for their uniqueness, freshness and long vase life. The sector is deeply rooted in biodiversity conservation and offers high-value niche exports.

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Cape Wools SA



The Western Cape is a major contributor to South Africa's wool industry, which is the world's second-largest exporter of apparel wool. Cape Wools SA represents producers and promotes South African wool in global markets. Known for its high quality, natural sustainability and versatility, South African wool is used in fashion, interiors and industrial applications. With strong demand from Europe and Asia, the sector continues to expand its international footprint.

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Citrus Growers' Association (CGA)



The CGA supports citrus growers across South Africa, with the Western Cape producing a significant portion of the country's soft citrus and navel oranges. South Africa is the second largest citrus exporter globally, with the Western Cape recognised for its high-quality fruit, phytosanitary standards and reliable supply. The industry continues to grow its global footprint, underpinned by sophisticated logistics, regulatory compliance and investment in market access. CGA's strategic partnerships and commitment to sustainability make citrus one of the country's strongest export commodities.

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South African Honeybush Tea Association



Honeybush (*Cyclopia* spp.) is an indigenous herbal tea grown in the fynbos-rich regions of the Western Cape. Known for its naturally sweet taste and health benefits, honeybush has gained strong traction in Europe, Asia and North America. The sector combines traditional knowledge with scientific research, focusing on sustainable cultivation, biodiversity conservation and export readiness. Honeybush is marketed as a premium, caffeine-free herbal infusion with increasing demand in health-conscious markets.

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Hortgro

HORTGRO 
Growing Fruit IQ

Hortgro represents South Africa's deciduous fruit industry, covering apples, pears, stone fruit, and more. Based in the Western Cape, the industry is driven by world-class research, robust quality assurance and sustainable production practices. Export markets are central to the industry's success, with over 45% of fruit produced destined for global markets. With a proven track record in compliance, innovation and cultivar development, Hortgro is committed to supporting trade and maintaining South Africa's position as a preferred fresh produce exporter.

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Karoo Lamb Consortium



Karoo Lamb is a registered Geographical Indication (GI) product, reflecting the unique origin and quality of lamb raised in the Karoo region. The natural grazing of aromatic fynbos gives the meat its distinct flavour, making it highly sought after in both domestic and international markets. With strict quality assurance, traceability systems and certified branding, Karoo Lamb represents South Africa's heritage and premium red meat offering. It has strong potential for positioning as a luxury export product.

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Mohair South Africa



MOHAIR

SOUTH AFRICA

South Africa is the world’s largest producer of mohair, with the majority originating in the Karoo regions of the Eastern and Western Cape. South Africa also processes approximately 80% of the world’s mohair, before it is exported. Mohair South Africa supports producers, brokers, processors & spinners and promotes mohair Internationally and locally as a luxury fibre prized for its lustre, durability and natural origin. The industry is highly export-oriented, with Europe and Asia as key markets. Sustainability and ethical production practices underpin the industry’s reputation.

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SA Ostrich Business Chamber (SAOBC)



The Western Cape is home to the global centre of ostrich production, with Oudtshoorn recognised as the “Ostrich Capital of the World.” The South African Ostrich Business Chamber (SAOBC) supports the industry, which produces premium ostrich meat, leather and feathers. Ostrich products are exported worldwide and highly valued for their sustainability, quality and uniqueness. The sector is export-driven, adhering to strict EU standards and constantly innovating to enhance its global competitiveness.

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Red Meat Producers' Organisation (RPO)



The RPO serves as the voice of South Africa's red meat producers, promoting sustainable and profitable red meat value chains. The Western Cape boasts disease-free zones and high production standards, making it an attractive source of premium lamb and beef. The industry adheres to strict biosecurity measures, animal welfare standards and traceability systems. With growing global demand for high-quality, ethically produced red meat, the sector is well-prepared to meet international trade requirements and expand into new markets.

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Rooibos Council



The South African Rooibos Council represents the rooibos industry -an iconic, indigenous product grown exclusively in the Cederberg region of the Western Cape. Rooibos is renowned globally for its unique flavour profile, health benefits and sustainable farming practices. The industry is well-established, with rigorous quality control systems and growing investments in research, market access and sustainability. With strong demand in Europe, Asia, and North America, the rooibos sector is fully export-ready and continues to position itself as a premium herbal tea on the global stage.

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SA Olive Association



The Western Cape is South Africa's premier olive-producing region, known for its extra virgin olive oils and table olives that consistently win international awards. The SA Olive Association represents growers and producers, supporting industry growth through quality assurance, consumer education and market access initiatives. With a focus on Mediterranean-style cultivation, sustainability and premium branding, the South African olive sector is well positioned for global export markets.

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South African Table Grape Industry (SATI)



SATI leads the development and promotion of South Africa's globally competitive table grape industry. The Western Cape is a key production region, known for its quality fruit, innovation in cultivars and good logistics infrastructure. The sector exports over 90% of its production annually to top importing countries around the globe.

With strong investment in sustainability, compliance and market development, SATI supports growers and exporters in remaining responsive to market trends and expanding South Africa's position as a trusted supplier of fresh, high-quality grapes.

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*Alto Wine Estate photo credit:
KleinJan Groenewald – Flink Studios*

South Africa Wine



South Africa Wine represents a sector that is both a cultural treasure and a strategic economic asset. Rooted in centuries of tradition yet driven by innovation, the wine and brandy industry contributes nearly R51 billion to the national GDP and supports over 245 000 jobs across farming, cellars, logistics, tourism, and trade.

While the Western Cape remains the heart of production with more than 84 000 hectares under vine, 502 cellars, and over 2 000 grape producers, vineyards are also established in the Northern Cape and other provinces, together bringing the national footprint to more than 86 500 hectares and 512 cellars. This diversity of terroirs positions South Africa among the world's top 10 wine-producing nations. With exports reaching more than 120 global markets, generating R10.3 billion in 2024 alone, and wine tourism adding further economic and reputational value, the sector is a key contributor to South Africa's global brand.

Through sustainable viticulture, internationally accredited production, and inclusive value-chain development, South Africa Wine, through its services, ensures that this industry delivers world-class products and drives rural development, job creation, and trade competitiveness.

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Why invest in the Western Cape?

Key Facts and Figures (GDP contribution, employment, export stats, hectares under production).

- Agriculture contributes 12% to the Western Cape's GDP and employs over 302,604 people.
- Over 54% of South Africa's agricultural exports originate from the Western Cape.
- Key export destinations: Europe, UK, USA, Middle East, and Asia.
- Major products: wine, citrus, table grapes, deciduous fruit, rooibos, ostrich, olives, wool, mohair and aquaculture products.

Investment Opportunities (why invest in the Western Cape agricultural sector).

- Expansion of niche indigenous products (rooibos, honeybush, buchu).
- Development of value-added processing (olive oil, wine tourism, fruit processing).
- Growth in sustainable aquaculture (abalone, oysters, trout).
- Strengthening of luxury fibres (wool, mohair).
- Scaling up GI-branded products (Karoo Lamb, Rooibos).

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