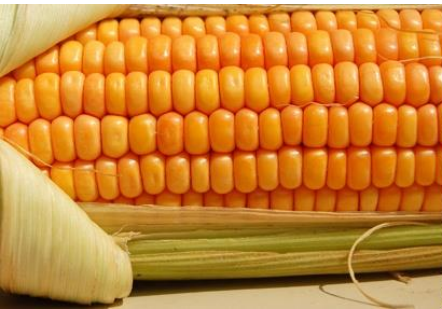




National Agricultural
Marketing Council
Promoting market access for South African agriculture

The VALUE OF CONSUMER EDUCATION/PROMOTION FOR SOUTH AFRICA'S PORK INDUSTRY

Moses H Lubinga, Garry Griffith, Simphiwe Ngqangweni and Ndumiso Mazibuko



Presentation outline

- Objective of the study
- Statutory measure (Pork industry)
- Levy income
- Levy expenditure by function

Study objective(s)

- **Overall:**

To evaluate the benefits of the consumer education/promotion initiative for South Africa's pork industry

- **Specifically;**

- To ascertain how producers and consumers benefit from the consumer education/promotion initiative

Statutory levies in the Pork industry

- The pork industry collects levies as provided for by the MAP Act, No. 47 of 1996
- A statutory levy is a charge/unit of an agricultural commodity at any point in the marketing chain between the producer and the consumer, to finance given functions (NAMC, 2015)
- Levies are administered by Red Meat Levy Administrators (RMLA) on behalf of South African Pork Producers Organisation (SAPPO).

Levy structure

- The statutory levy per head of pig slaughter at abattoirs and pigs exported live has been reviewed from R7.00 to;
- R8.50 per pig - 1 Nov. 2013 to 31 Oct. 2014
- R8.93 per pig - 1 Nov. 2014 to 31 Oct. 2015
- R9.38 per pig - 1 Nov. 2015 to 31 Oct. 2016

Financial summary by allocation

Year	Levy income (R million)	Levy expenditure (R million)	Admin (%)	Transformation (%)	Research (%)	Info. & industry liason (%)	C. Education (%)	Quality control
2014	20.859	17.282	5,5	19	6,6	4,6	37,4	9,8
2013	18.071	16.488	6	25	4	5	51	9
2011	16.775	15.955	8	19	3	10	51	9
2010	14.559	14.082	6	17	4	4	62	8
Average	17.566	15.952	6,375	20	4,4	5,9	50,35	8,95

END