

## GENERAL NOTICES ALGEMENE KENNISGEWINGS

### NOTICE 711 OF 2014

#### APPLICATION FOR THE IMPLEMENTATION OF STATUTORY MEASURES IN THE POTATO INDUSTRY

#### NAMC REQUESTING COMMENTS / INPUTS

On 4 August 2014, the Minister of Agriculture, Forestry and Fisheries received a request from Potatoes South Africa (PSA) for the implementation of statutory measures in the potato industry for a new term of four years). The existing statutory measures expire on 3 August 2015.

The PSA requested the introduction and promulgation of the following statutory measures in the potatoes industry:

- Section 15 of the MAP Act: Levies relating to potatoes;
- Section 18 of the MAP Act: Records and returns; and
- Section 19 of the MAP Act: Registration.

The proposed g levy over the period 2015/2016 to 2018/2019 in cents per kg:

Commodity	2014/2015 Current levy amount	2015/2016	2016/2017	2017/2018	2018/2019
Table potatoes	1.825	1,900	1,975	2,050	2,125
Seed potatoes *	0.725	0,755	0,785	0,814	0,844
Potatoes for processing	0.856	0,891	0,926	0,962	0,997
Potatoes for export	1.825	1,900	1,975	2,050	2,125
Imported potatoes	1.288	1,341	1,394	1,447	1,500

*(\* The differentiation in the levy payable by the various commodities is based on the services received. For example seed potatoes will not benefit from generic product promotion and seed producers are therefore exempted from paying for the service.)*

The proposed levy will finance:

- basic as well as applied research, including cultivar development and evaluation, and the dissemination of all relevant technical information;
- the gathering, processing, analysing and compiling of industry related information, including market statistics, and the dissemination thereof;
- Marketing, inclusive of the development of foreign markets for South African potatoes and generic product promotion;
- Transformation, inclusive of black economic empowerment, e.g. by creating market access for emerging farmers (small and medium scale) as well as development projects related to the potato production and marketing chain; and
- The levy administration services rendered by the appointed administrator.

Submitting records and returns to PSA this is necessary to ensure continuous, timeous and accurate market information.

Registration with the PSA is necessary to assist the administrator to ensure that continuous, timeous and accurate market information relating to the potato industry is available to all role players.

Directly affected groups (e.g. producers, traders, agents, processors, exporters and importers) in the potato industry are kindly requested to submit any comments, in writing, regarding the proposed implementation of statutory measures, to the NAMC on or before 19 September 2014, to enable the Council to finalise its recommendation to the Minister in this regard.

**ENQUIRIES:**

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