

## DEPARTMENT OF AGRICULTURE, FORESTRY AND FISHERIES

NO. R. 1021

23 OCTOBER 2015

MARKETING OF AGRICULTURAL PRODUCTS ACT, 1996  
(ACT No. 47 OF 1996)ESTABLISHMENT OF STATUTORY MEASURE: RECORDS AND RETURNS RELATING  
TO TREES AS WELL AS PRODUCTION & MARKETING INFORMATION OF  
POMEGRANATES

I, SENZENI ZOKWANA, Minister of Agriculture, Forestry & Fisheries, acting under sections 13 and 18 of the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996), hereby establish the statutory measure set out in the Schedule.

**SENZENI ZOKWANA,**Minister of Agriculture, Forestry & Fisheries.

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**SCHEDULE****Definitions**

1. In this Schedule any word or expression to which a meaning has been assigned in the Act shall have that meaning, and unless the context otherwise indicates –

“**Exporter**” means a person who trade pomegranates for export for his own account, or acts as an agent on a commission basis on behalf of producers;

“**Importer**” means a person who imports pomegranates.

“**Pomegranate Producer**” means a producer of pomegranates intended for fresh fruit exports and/or domestic fresh consumption, as well as pomegranate juice or juice concentrate;

“**Processor**” means a pomegranate juice or concentrate manufacturer;

“**Trees**” means trees intended for the production of pomegranates; and

A person shall have a choice to register as either a producer or an exporter or an importer or a processor. A person who is a producer as well as an exporter must register as a producer and as an exporter or an importer or a processor.

**Purpose and aims of statutory measure and the relation thereof to the objectives of the Act**

2. The purpose and aims of the statutory measure is to compel the parties set out herein to keep records and render returns to POMASA. This is necessary to ensure that continuous, timeous and accurate information relating to the products as defined is available to all role players. Market information is deemed essential for all role players in order for them to make informed decisions. By prescribing the keeping of records with the rendering of returns on an individual basis, market and production information for the pomegranate industry can be processed and disseminated.

The establishment of the measure will assist in promoting the efficiency of the marketing of products. The viability of the pomegranate industry should thus be enhanced. The measure will not be detrimental to the number of employment opportunities or fair labour practice. Any information obtained will be dealt with in a confidential manner and no sensitive or potentially sensitive client-specific information will be made available to any party without the prior approval of the party whose rights may be affected.

The measure will be administered by POMASA a company established in terms of the Companies Act (as amended), 2008 (Act 71 of 2008). POMASA will implement and administer the measure as set out in the Schedule.

**Products to which statutory measure applies**

3. This statutory measure shall apply to pomegranates intended for export as well as pomegranates intended for processing of juice or juice concentrate.

**Area in which measure shall apply**

4. This measure shall apply in the geographical area of the Republic of South Africa.

**Records to be kept and returns to be rendered**

5. (1A) All producers, exporters and processors of pomegranates shall keep such records and render the returns as may be required by POMASA relating to:
- (a) tree surveys;
  - (b) the volume of pomegranates destined for domestic fresh consumption and/or export; and
  - (c) the volume of pomegranates destined for processing of juice or juice concentrate.
- (1B) No records or returns shall be required in terms of this measure which disclose confidential information of a marketing nature, and in particular, no returns disclosing, inter alia, contracting parties; purchasers of fruit; prices of services or the prices obtained for fruit, or any similar information, shall be required to be furnished.
- (2) The National Department of Agriculture, Forestry and Fisheries or its assignee shall render a copy of all export certificates or furnish the information required by POMASA contained in such certificates within the period specified in subclause (4)

- (3) The records referred to in subclause (1) shall –
- (a) be recorded on a computer or with ink in a book;
  - (b) be kept at the registered premises of the person required to keep it for a period of at least three years.
- (4) The returns referred to in subclause (1) shall be rendered on forms obtainable free of charge for this purpose from POMASA within fifteen (15) days after the end of the month in which the returns have been requested.
- (a) be submitted, when forwarded by post, to –  
POMASA  
PO Box 163  
PAARL  
7620
  - (b) when delivered by hand, be delivered to –  
POMASA  
Main Road 258  
PAARL  
7646
  - (c) when sent by telefax, be addressed to –  
021-870 2915
  - (d) when sent by E-mail, addressed to –  
[info@sapomegranate.co.za](mailto:info@sapomegranate.co.za)

#### **Commencement and period of validity**

6. This statutory measure shall come into operation on 1 January 2016 and will lapse four (4) years later.