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## **SA OLIVE INDUSTRY APPLICATION FOR THE CONTINUATION OF STATUTORY MEASURES (ON OLIVE PRODUCTS)**

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### **NAMC REQUESTING COMMENTS / INPUTS FROM INDUSTRY ROLE PLAYERS**

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On 13 March 2020, the National Agricultural Marketing Council (NAMC) received a request from SA Olive (SA Olive Industry Association) for the continuation of statutory measures (levies, records & returns and registration) on imported and local produced volumes of olive products in terms of the Marketing of Agricultural Products Act (MAP Act) 1996. The current statutory measures will expire on 22 September 2020.

It is proposed that the following statutory measures be implemented for a new four-year period, effective from date of publication:

- Levies (in terms of Section 15 of the MAP Act);
- Records & Returns (in terms of section 18 of the MAP Act); and
- Registration (in terms of section 19 of the MAP Act).

The purpose and objective of the statutory measures relating to **records & returns and registration** are to compel DAGs (directly affected groups) in the olive industry to register with SA Olive and to provide information to SA Olive. By combining compulsory registration with the keeping of information and the rendering of returns on an individual basis, market information for the whole of the industry can be processed and disseminated and will form the basis for the collection of levies. The statutory measures relating to records & returns and registration are also necessary to ensure that continuous, timeous and accurate information is available to all role players.

The **payment of the statutory levy**, will be used to finance the following:

- Communication, consumer education and market development (40%);
- Transformation and training (20%);
- Technical research, development and transfer (15%);
- Quality control and certification (15%);
- Information and statistics (5%) and
- Administration (5%).

The proposed levy amounts applicable on both local production and imports remain the same as the current levies. The current and proposed levies are as follows:

<b>Local production and imports</b>	<b>Current statutory levy</b>	<b>Proposed new statutory levy amount (unchanged)</b>
Table olives levied on a per kilogram basis (p/kg)	8c p/kg	8c p/kg
Olive oil levied on a per liter basis (p/l)	40c p/l	40c p/l

Proposed budget for the new four (4) year period:

<b>Expenditure</b>			<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>	<b>2023/24</b>
			R	R	R	R
1	Technical research, development & transfers	15%	281 400	281 400	281 400	281 400
2	Communication, consumer education & market development	40%	750 400	750 400	750 400	750 400
3	Statistics & information	5%	93 800	93 800	93 800	93 800
4	Quality control & certification	15%	281 400	281 400	281 400	281 400
5	Transformation and Training.	20%	375 200	375 200	375 200	375 200
6	Administration	5%	93 800	93 800	93 800	93 800
<b>Total Budget</b>		<b>100%</b>	<b>1 876 000</b>	<b>1 876 000</b>	<b>1 876 000</b>	<b>1 876 000</b>

The NAMC believes that the proposed statutory measures requested are consistent with the objectives of the MAP Act (as set out in section 2 of the Act).

Directly affected groups (e.g. producers, packers, importers and processors) in the olive industry are kindly requested to submit any comments, in writing, regarding the proposed statutory measures, to the NAMC on or before 17 April 2020, to enable the Council to finalise its recommendation to the Minister in this regard.

**ENQUIRIES:**

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