

JOBURG MARKET FARMER DAY: MARKET ACCESS OPPORTUNITIES

Johannesburg. 28 October 2021

South Africa's largest fresh produce market, the Joburg Fresh Produce Market, proudly hosted a farmer's day, attended by more than 100 farmers at City Deep.

Just in 2021, amidst the covid 19 regulations, the market witnessed close to 10 000 people entering through its gates, registering more than R8,6 billion in revenue.

Executive Mayor of the City Cllr Mpho Moerane labelled the event significant, particularly in the environment of ensuring smallholder farmers comply with the market requirements.

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“This is through breaking down barriers of market access, financing, professional capacity, Agri business skills, potential partners and opportunities,” Moerane said.

The Farmers Day event comes after calls and requests made by ordinary farmers to directly engage with political and senior market access principles.

Joburg Market Fresh Produce is an integral part of the price making, distribution, and marketing system of the fresh produce in the region and beyond.

“It is here that prices for fresh produce are discovered/ determined, and these prices serve as benchmark, and these prices serve as a benchmark or reference prices used everywhere else in the country” opined Dr Ndiadvha Tempia, Senior Manager of Markets and Economic Research Centre (MERC) at NAMC.

NAMC’s participation in the discourse of National Fresh Produce Markets comes a long way, having conducted a Section 7 Committee Report Investigation into fresh produce market, mainly on smallholder farmer market access.

MEC for Economic Development, Agriculture, Environment and Rural Development, Parks Tau, praised the Joburg Market economic strength in contributing to national food security and that off neighbouring countries.

“I am sure you will agree with me that Gauteng should be regarded as the Fresh Produce Trading Hub of the country. Gauteng is not regarded in many circles as a major production area of fresh produce” he said.

The Minister of Agriculture, Land Reform and Rural Development, Thoko Didiza said smallholder farmers contributed immensely to the country’s food security. According to the Minister, this was evidenced by the various government programmes and policy interventions at both local, provincial and national level.