



NAMMC

Promoting market access for South African agriculture

SMALLHOLDER MARKET ACCESS ESTIMATES

September 2022

*National Agricultural
Marketing Council*

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ABBREVIATIONS

For the purpose of this report the following acronyms are used:

- NFPM National Fresh Produce Market
- FPM Fresh Produce Market
- SAUFM South African Union of Food Markets
- NAMC National Agricultural Marketing Council
- GP Gauteng
- WC Western Cape
- KZN Kwa-Zulu Natal
- NW North West
- MP Mpumalanga
- EC Eastern Cape
- FS Free State
- Joh Johannesburg
- Tsh Tshwane
- Cap Cape Town
- eTh eThekweni
- Eku Ekurhuleni
- Man Mangaung
- Matl Matlosana
- Mat Matjhabeng
- Buf Buffalo City
- Gqe Gqeberha
- MT Metric Tons

1. BACKGROUND

This report provides estimates of an ideal performance of smallholder farmers in the National Fresh Produce Markets (NFPMs) in South Africa during September 2022. This performance is estimated based on a recommendation of the NAMC's Section 7 committee report on fresh produce markets, which states that "30% of the volume traded in fresh produce markets should be through black commission market agents", starting from the year 2014. The report covers 16 fresh produce markets spread across eight provinces in South Africa. The analysis is largely limited to potatoes, onions, tomatoes, bananas and vegetables and fruits traded in the system. Monthly data for these commodities were obtained from the South African Union of Food Markets (SAUFM).

2. OVERVIEW OF THE MONTH – SEPT 22

In Sept 2022 the total mass traded from the NFPMs was 282 956 MT, generating a total revenue of R1.74 billion (see Table 1). This indicates 11% (28 124 MT) and 6% (R102 million) growth compared to the same month during the previous year. The growth of revenue and mass was expected given the country's rising population pushing high the demand for fresh produce on yearly-basis. On the other hand, this is indicative of the important role of fresh produce market system on the country's food security.

Table 1: Summary of fresh produce market statistics by top commodities in Sept 2022

Commodity	Revenue	Mass
Total	R1 743 742 731	282 956
Potatoes	R371 013 570	96 355
Onions	R230 822 158	26 982
Tomatoes	R196 141 555	20 465
Bananas	R162 772 740	31 525
Other vegetables	R391 864 645	57 316
Other fruit	R391 128 065	50 313

Source: SAUFM (2022)

Potatoes had a total mass of 96 355 MT, indicating an increase of 43% compared to the same month in the previous year. Their revenue declined by 32% during the same period to reach R371 million. The total mass for onions decreased by 21% (6 983 MT) to reach 26 982 MT in Sept 2022. But the revenue grew by 138% (R133 million) to reach R230 822 158. Tomatoes had a total mass of 20 465 MT, indicating a decrease by 12% (translated as 3 004 MT). This traded mass was matched by a total revenue of R196 million, indicating 21% increase. Bananas showed a massive increase of 63% (12 173 MT) in mass traded, matched by increase of R22 632 279 in revenue to reach R162 million in Sept 2022. Other vegetables traded in the system recorded a decrease of 8% (4 935 MT) in mass matched by an increase of 17% (R57 million) in revenue. The other fruits recorded an increase of 4% (2 091 MT) to reach a total traded mass of 50 3134 MT in Sept 2022. The revenue of these fruits also grew by 10% (R34 million) to reach R391 million over the reported period.

3. ESTIMATED SHARE OF SMALLHOLDER FARMERS

This section analyses the ideal estimated share of smallholder farmers by top four performing agricultural products including other vegetables and fruits. This is based on the 30% proposal made in the NAMC Section 7 Committee report on national fresh produce markets. This volume is assumed to be obtained or representing the share of smallholder farmers in the national fresh produce market system in South Africa.

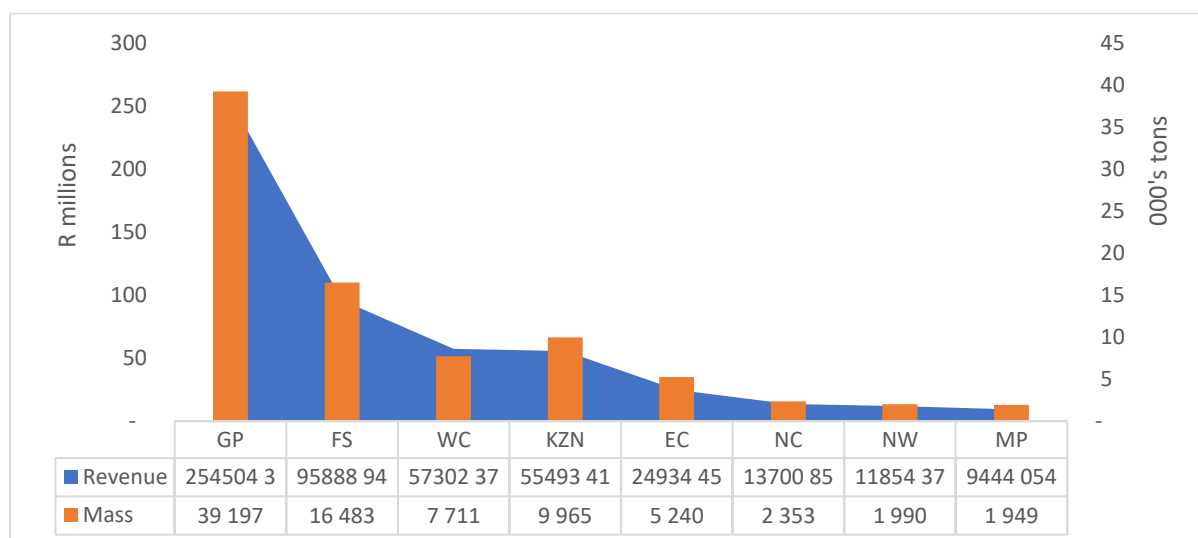


Figure 1: Summary of estimated share of smallholder farmers in different provinces by revenue and mass, Sept 2022

Source: SAUFM (2022)

For the entire month of Sept 2022, the ideal share (30%) of smallholder farmer in terms of mass and revenue was estimated at 84 887 MT and R523 122 819 million, respectively. A further analysis of this at the provincial level show that GP was leading at 39 197 MT (translated as 46%) matched by a revenue of R254 million (also interpreted as 49%) (See Figure 1). This was followed by FS at 16 483 MT (R95 million), WC at 7 711 MT (R57 million), KZN at 9 965 MT (R55 million), EC at 5 240 MT (R24 million), NC at 2 353 MT (R13 million), NW at 1 990 MT (R11 million). The MP had the lowest share from smallholder farmers at 1 949 MT (R9 million).

In terms of market analysis, the Johannesburg market commanded the list of the top ten fresh produce markets at 37 305 MT (R244 million) followed by Mangaung at 16 293 MT (R94 million), Cape Town at 7 711 MT (R57 million), eThekweni at 8 130 MT (R46 million), Buffalo City at 3 528 MT (R16 million), Sol Plaatje at 2 353 MT (R13 million), Matlosana at 1990 MT (R9 million), Mbombela at 1 935 MT (R9 million), Msunduzi at 1 835 MT (R8 million) and Gqeberha 1 414 MT (R7 million) (see table 2).

Table 2: Estimated share of smallholder markets by market measured by revenue and mass in Sept 2022

Market	Revenue	Mass (MT)
Johannesburg	244 334 129	37 305
Mangaung	94 949 199	16 293
Cape Town	57 302 378	7 711
eThekweni	46 931 381	8 130
Buffalo City	16 291 136	3 528
Sol Plaatje	13 700 854	2 353
Matlosana	11 854 373	1 990
Mbombela	9 403 763	1 935
Msunduzi	8 562 030	1 835
Gqeberha	7 253 692	1 414
Ekurhuleni	7 197 470	1 230
Tshwane	2 011 982	490
Kei	1 389 626	297
Vereeniging	960 772	171
Matjhabeng	939 743	190
eMalahleni	40 292	14

Source: SAUFM (2022)

3.1 POTATOES

Potatoes remain the largest traded agricultural product in the fresh produce market system in South Africa. The highest estimated market share of smallholder farmers in potatoes was observed in GP at R70 million derived from 18 995 MT (see Table 3). This was followed by KZN at R14 million (3 720 MT), WC at R10.9 million (2 345 MT), EC at R5.9 million (1 129 MT), FS at R5.2 million (1 361MT) and NW at R2.8 million (843 MT), NC at R1.3 million (321 MT). The MP at R182 031 (42 MT). The overall share in potatoes was R111 million (28 907 MT).

Table 3: Summary of estimated share of smallholder farmers in potatoes at provincial level, Sept 2022

Province	Revenue	Mass
GP	R70 674 618	18 995
KZN	R14 046 120	3 720
WC	R10 970 416	2 345
EC	R5 951 273	1 279
FS	R5 249 467	1 361
NW	R2 857 748	843
MP	R1 372 398	321
NC	R182 031	42

Source: SAUFM (2022)

Figure 2 shows the potatoes estimated share of smallholder farmers in the top 10 markets. Johannesburg led at 11 921 MT (41%), followed by Tshwane at 5 046 MT (17%), eThekweni at 2 917 MT (10%), Cape Town at 2 345 MT (8%) and Ekurhuleni at 1 724MT (6%). Other markets in the top ten included, Matlosana (843 MT), Msunduzi (803 MT) and Buffalo City (795 MT) all at 3%. The Mangaung (713 MT) and Gqeberha (566 MT) had the least share in potatoes among the top ten markets at 2%.

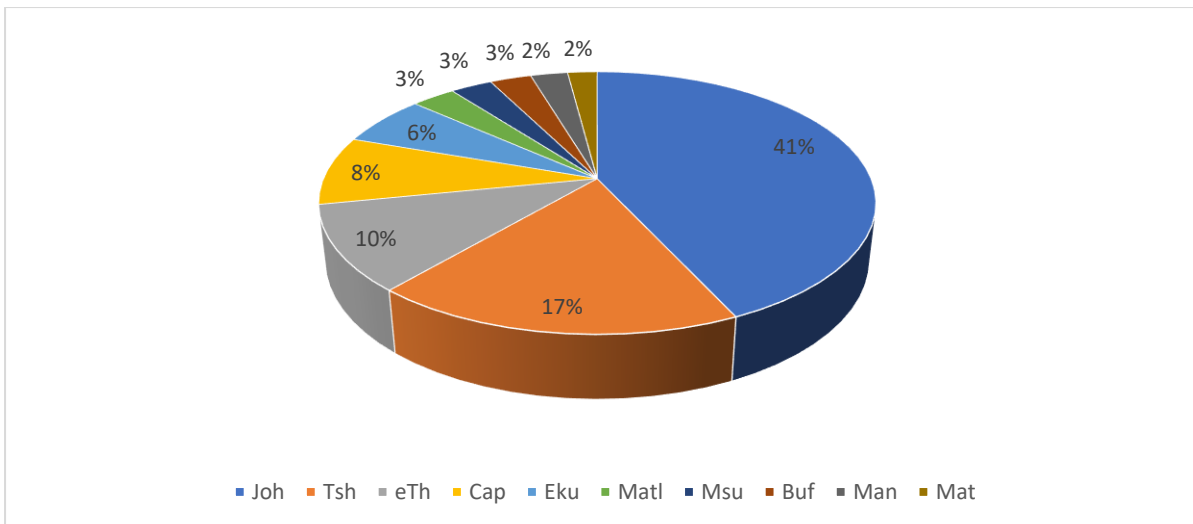


Figure 2: Estimated share in top 10 markets by mass for potatoes, Sept 2022

Source: SAUFM (2022)

The estimated share by revenue in potatoes for top 10 markets is presented in Figure 3. The Johannesburg led at R44 million (40%) followed by Tshwane at R18 million (17%), eThekweni at R11 million (10%), Cape Town at R10 million (10%) and Ekurhuleni at R6 million (5%). The Buffalo City (R3.42 million), Mangaung (R3.07 million), Msunduzi (R2.88 million) and Matlosana (R2.86 million) had the same share at 3%. Gqeberha (2.54 million) commanded the least share of smallholder farmers in potatoes among the top ten at 2%.

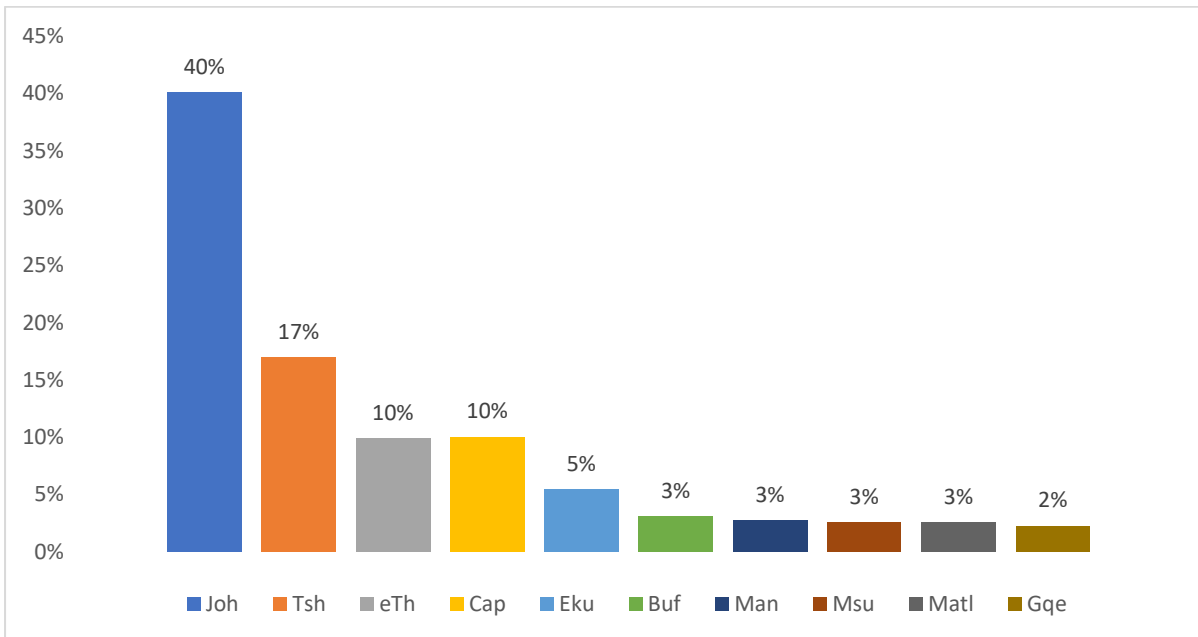


Figure 3: Estimated shares in revenue by top 10 markets for potatoes, Sept 2022

Source: SAUFM (2022)

3.2 ONIONS

Table 4 presents onions estimated share of smallholder farmers in eight provinces. The GP was the leading province with R 49 million in revenue, derived from 6 021 MT in mass, followed by KZN at R8 million (853 MT), WC at R6 million (640 MT), EC at R2 million (243 MT), FS at R1.9 million (209 MT), NW at R824 412 (90 MT) and NC at R297 897 (38 MT).

The MP at R7 978 (1 MT) had the lowest share of smallholder farmers in onions. The overall share was R69 million and 8 095 MT.

Table 4: Summary of estimated share of smallholder farmers in onions at provincial level, Sept 2022

Province	Revenue	Mass
GP	R49 286 977	6 021
KZN	R8 174 852	853
WC	R6 240 379	640
EC	R2 462 309	243
FS	R1 951 843	209
NW	R824 412	90
NC	R297 897	38
MP	R7 978	1

Source: SAUFM (2022)

Onions were the second largest traded commodity in fresh produce markets in terms of mass in July 2022. The results presented in Figure 4 show that the Johannesburg market commanded the largest share of smallholder farmers at 4 596 MT (57%). It was followed by Tshwane at 1 235 MT (15%), eThekweni at 745 MT (9%), Cape Town at 640 MT (8%), and Ekurhuleni at 182 MT (2%). Other markets included Buffalo City (158 MT) and Mangaung (134 MT) all at 2% while Msunduzi (108 MT) and Matlosana (90 MT) were both at 1%. The Gqeberha (86 MT) had the least share of smallholder farmers in onions among the top ten markets at 1%.

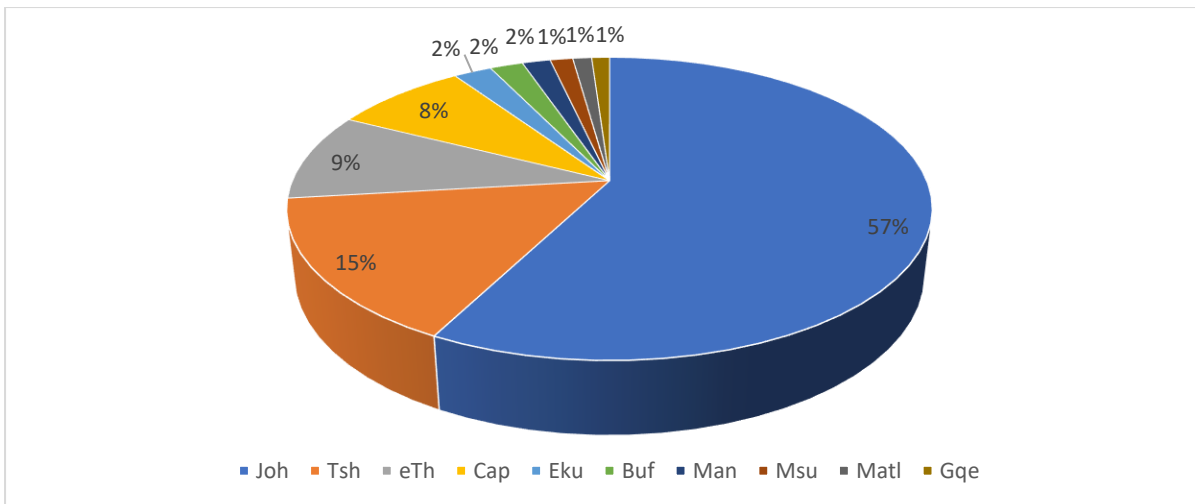


Figure 4: Estimated shares in top 10 markets by mass for onions, Sept 2022

Source: SAUFM (2022)

The estimated shares of smallholder farmers by revenue in onions in top 10 markets, measured in percentages, are presented in Figure 5. Leading the list of the top 10 markets was Johannesburg at 54% (R37 million), followed by Tshwane at 14% (R9 million), eThekweni at 10% (R7 million), Cape Town at 9% (R6 million) with Buffalo City (R1.62 million), Ekurhuleni (R1.54 million) and Mangaung (R1.28 million) at 2%. On the other hand, Msunduzi (R967 289) and Gqeberha (R839 571) had the same share at 1%. The Matlosana (R824 411) had the lowest share of smallholder farmers in onions at 1% among the top ten markets.

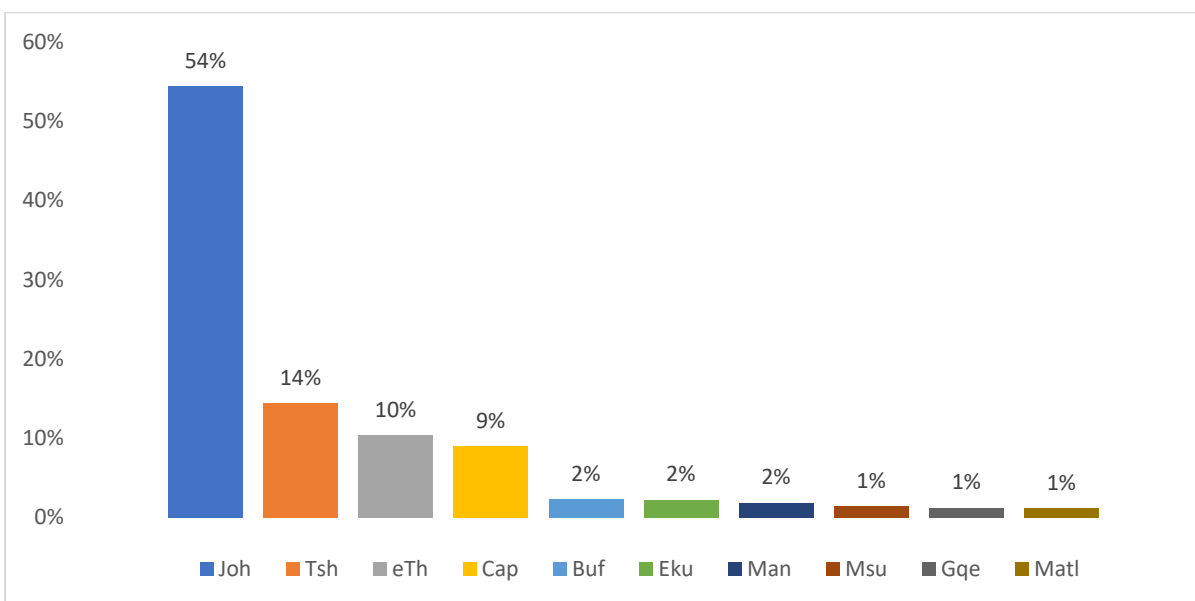


Figure 5: Estimated shares in revenue by top 10 markets for onions, Sept 2022

Source: SAUFM (2022)

3.3 TOMATOES

Table 5 presents tomatoes estimated share of smallholder farmers in eight provinces of South Africa. The GP was the leading province at R38 million in revenue derived from a total mass of 4244 MT, followed by KZN at R8 million (707 MT), WC at R4 million (542 MT), EC at R2 million (298 MT), FS at R1.99 million (168 MT), NW at R1.18 million (128 MT) and MP at R383 377 (39 MT). The NC province was at R123 026 (15 MT), thus making it the lowest contributor to smallholder farmers' share in tomatoes among the top ten markets. Nonetheless, the overall estimated share of smallholder farmers in tomatoes was R58 million and 6 141 MT.

Table 5: Summary of estimated share of smallholder farmers in tomatoes at provincial level, Sept 2022

Province	Revenue	Mass
GP	R38 827 555	4244
KZN	R8 462 316	707
WC	R4 894 213	542
EC	R2 973 431	298
FS	R1 991 001	168
NW	R1 187 549	128
MP	R383 377	39
NC	R123 026	15

Source: SAUFM (2022)

Tomatoes were the fourth largest traded commodity in terms of mass at fresh produce markets in September 2022. The Johannesburg Market commanded the largest share of smallholder farmers at 48%, translated as 2 942 MT (see Figure 6). This market was followed by Tshwane at 1 026 MT (17%), Cape Town at 707 MT (12%), eThekweni at 495 MT (8%), Ekurhuleni at 4% (245 MT) and Mangaung at 3% (175 MT). Other markets among the top ten included Matlosana (128 MT) and Mat (123 MT) both at 2% while Gqeberha (87 MT) and Buffalo City (81 MT) had the least share of smallholder farmers in tomatoes among the top ten markets at 1%.

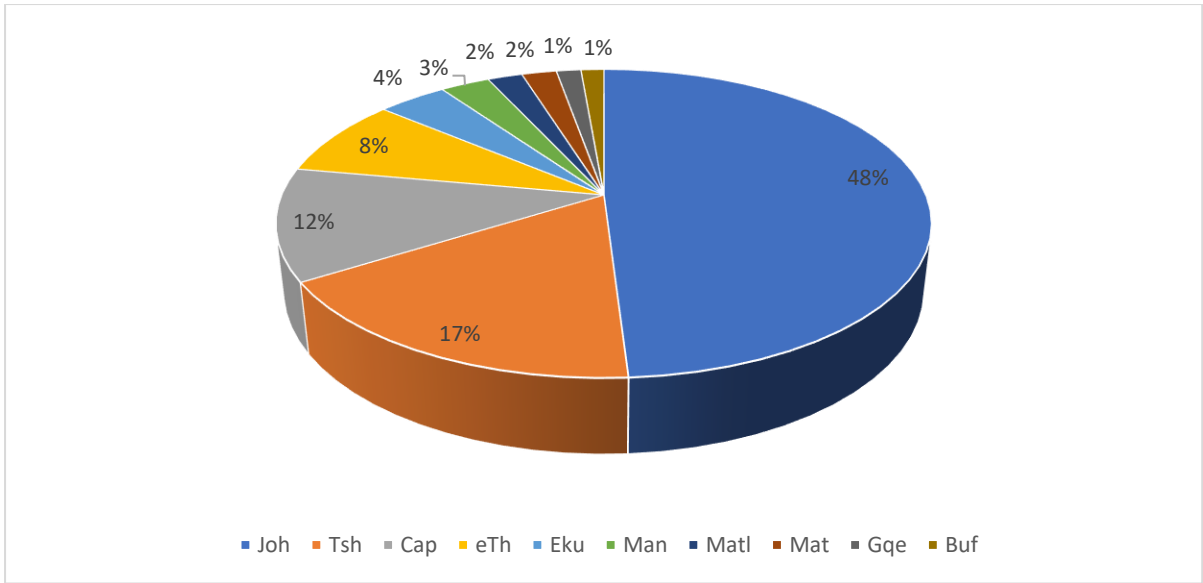


Figure 6: Estimated share in top 10 markets by mass for tomatoes, Sept 2022

Source: SAUFM (2022)

The estimated share of smallholder farmers by revenue in tomatoes for top 10 markets, measured in percentages is presented in Figure 7. Leading the list of the top 10 markets was Johannesburg at 46% (R25 million), Tshwane at 16% (R8 million), Cape Town at 14% (R6 million), eThekweni at 7% (R3 million), Ekurhuleni at R1.64 million (3%) and Mangaung at 3% (R1.54 million). The Matlosana (R1.14 million), Matjhabeng (R1.05 million) and Gqeberha (R795 798) had the same share at 2%. Buffalo City (R707 333) had the lowest share of smallholder farmers in tomatoes among the top ten markets.

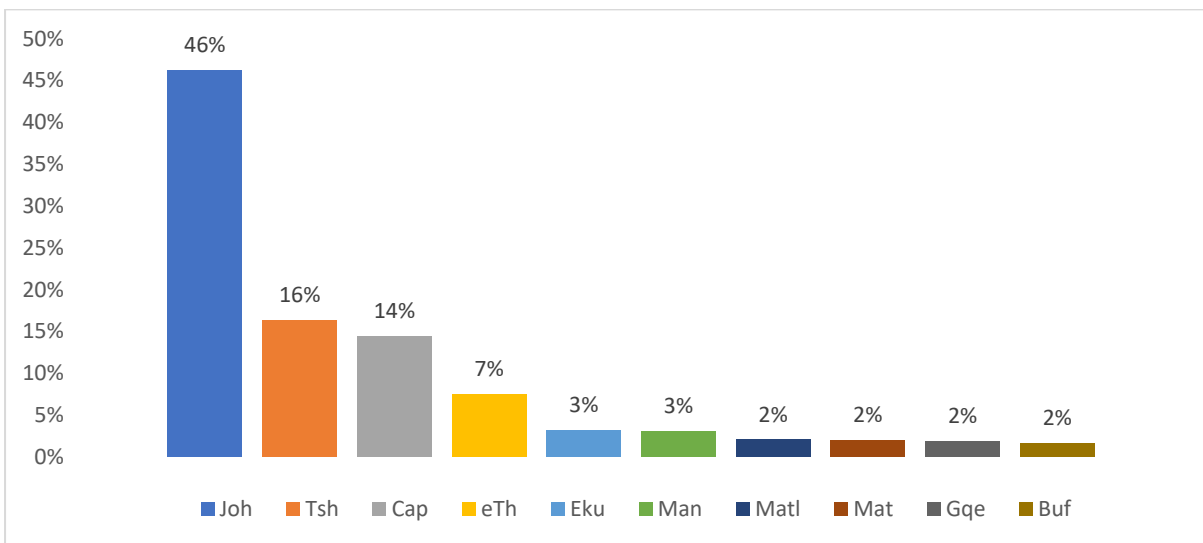


Figure 7: Estimated share in revenue by top 10 markets for tomatoes, Sept 2022

Source: SAUFM (2022)

3.4 BANANAS

Table 6 presents bananas estimated share of smallholder farmers in eight provinces of South Africa. The GP was the leading province led at R28 million derived from a total mass of 5 519 MT, followed by KZN at R6 million (1 508 MT), WC at 7 million (1 279 MT), EC at R3 million (507 MT), FS at R2 million (412 MT) and NW at R974 451 (182 MT).

The share of smallholder farmers in bananas in MP was estimated at R277 937 (51 MT) while NC contributed a zero share of smallholder farmers in bananas with R0 and 0 MT over the reported month. The estimated overall smallholder share for bananas was R48 831 822 million and 9 458 MT.

Table 6: Summary of estimated share of smallholder farmers in bananas at provincial level, Sept 2022

Province	Revenue	Mass
GP	R28 342 868	5 519
KZN	R6 760 066	1 508
WC	R7 051 755	1 279
EC	R3 257 102	507
FS	R2 167 643	412
NW	R974 451	182
MP	R277 937	51
NC	R0	0

Source: SAUFM (2022)

Bananas constituted the most traded fruit on the fresh produce market system in September 2022. The Johannesburg market commanded the largest share of smallholder farmers at 32% (2 988 MT) (see Figure 8). It was followed by Tshwane at 22% (2 089 MT), Cape Town at 14% (1 279 MT), eThekweni at 12% (1 144 MT) with Ekurhuleni (386 MT), Msunduzi (365 MT) and

Buffalo City (347 MT) at 4% while Mangaung (288 MT) at 3%. The Matlosana (182) and Gqeberha (161 MT) both stood at 2%, thus commanding the least estimated share of smallholder farmers.

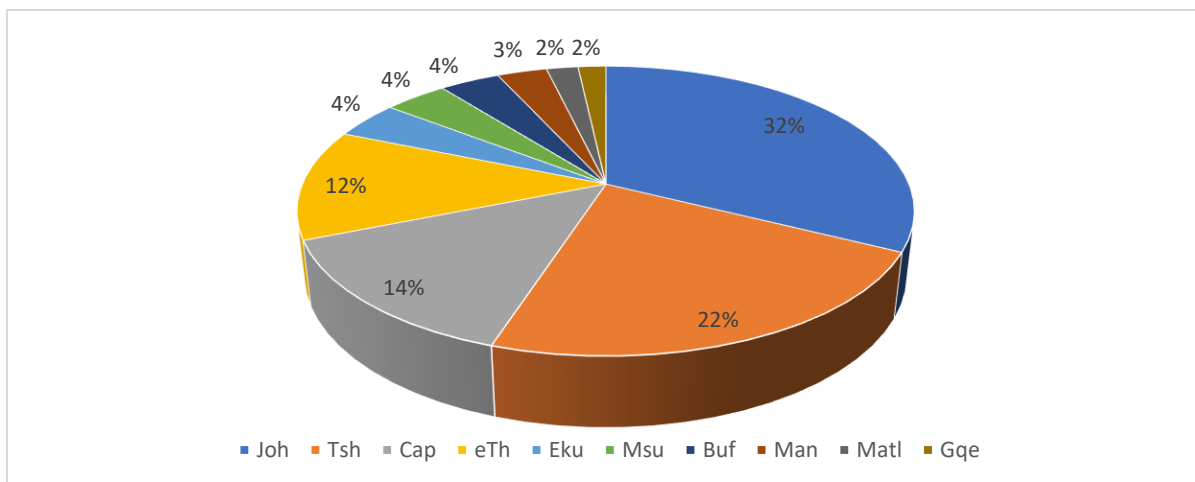


Figure 8: Estimated shares in top 10 markets by mass for bananas, Sept 2022

Source: SAUFM (2022)

The estimated share of smallholder farmers by revenue in bananas for top 10 markets, measured in percentages is presented in Figure 9. Leading the list of the top 10 markets was Johannesburg at 32% (R15 million) followed by Tshwane at 22% (R10 million), Cape Town at 14% (R6 million), eThekweni at 11% (R5 million), Buffalo City at 4% (R2 million). The Ekurhuleni (R1.6 million), Msunduzi (R1.5 million) and Mangaung (R1.4 million) were all at 3%. Gqeberha (R1.2 million) was at 2%. Among the top ten Matlosana fresh produce market had the least share at 2% (R974 450 million).

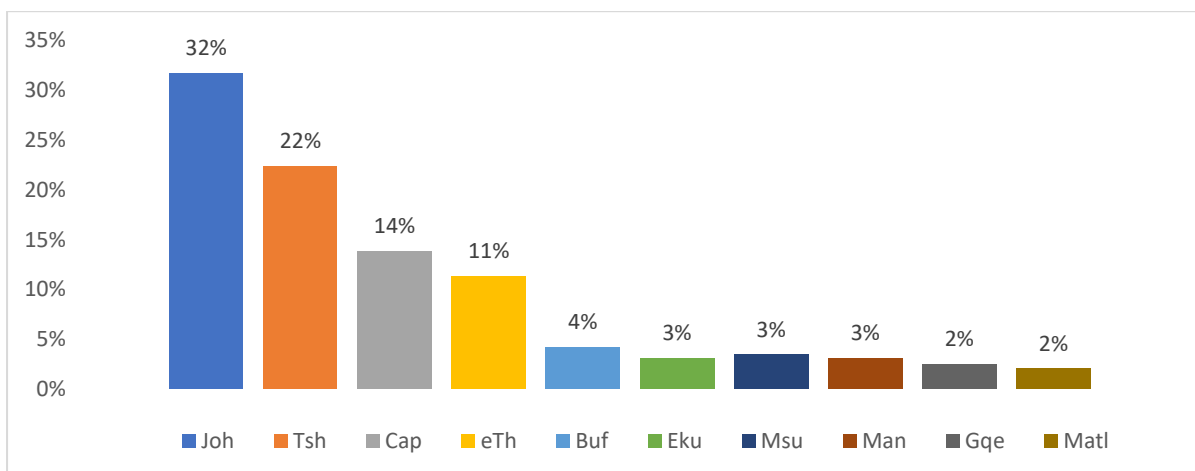


Figure 9: Estimated shares revenue by in top 10 markets for bananas, Sept 2022

Source: SAUFM (2022)

3.5 OTHER VEGETABLES

Table 7 presents the other vegetables estimated share of smallholder farmers in eight provinces in South Africa. The GP was the leading province with revenue of R85 million derived from a total mass of 12 639 MT. This market was followed by KZN at R14 million (1 531MT), WC R8 million (1 268 MT), EC at R2 million (793 MT), FS at R4 million (507 MT), and NW at R1 million (364 MT).

In addition, NC had an estimated share of other vegetables worth R180 731 (44 MT) while MP stood at R92 090 (50 MT). The overall estimated share of smallholder farmers for other vegetables among the eight provinces in September 2022 was R117 million derived from a total mass of 17 195 MT.

Table 7: Summary of estimated share of smallholder farmers in other vegetables at provincial level, Sept 2022

Province	Revenue	Mass
GP	R85 689 524	12639
KZN	R14 200 816	1531
WC	R8 443 979	1268
EC	R2 982 643	793
FS	R4 045 180	507
NW	R1 824 575	364
NC	R180 731	44
MP	92 090	50

Source: SAUFM (2022)

Smallholder farmers' market shares for other vegetables traded in the various fresh produce markets in September 2022 are illustrated in Figure 10. The Johannesburg Market commanded the largest share at 49% (8 503 MT) (see Figure 10), followed by Tshwane at 22% (3 710 MT), Cape Town at 9% (1 531 MT), eThekweni at 7% (1143 MT) and Mangaung at 3% (543 MT). The Ekurhuleni (404 MT), Matlosana (364 MT), and Buffalo City (268 MT) had the

same share at 2%, while Matjhabeng was at 1% (250 MT). The Gqeberha commanded the lowest share of smallholder farmers among the top ten markets both at 1% (227 MT).

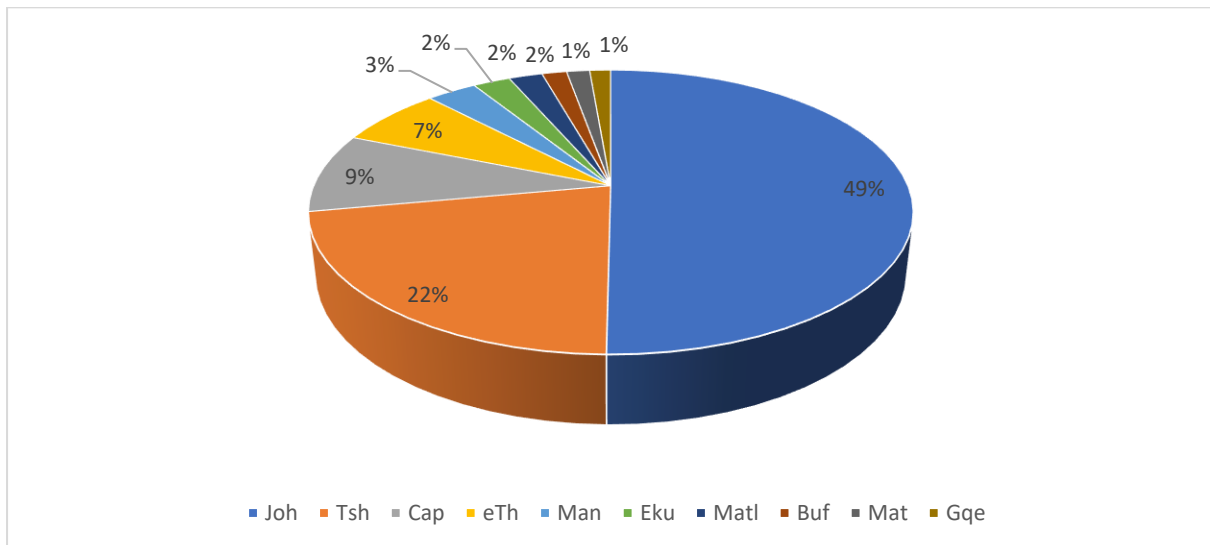


Figure 10: Estimated shares in top 10 markets by mass for other vegetables, Sept 2022

Source: SAUFM (2022)

The estimated share of smallholder farmers by revenue of other vegetables in the top 10 markets, measured in percentages is presented in Figure 11. Leading the list of the top 10 markets was Johannesburg at 52% (R61 million), Tshwane at 19% (R22 million), Cape Town 12% (R14 million), and eThekweni at 7% (R7 million) whereas, Mangaung (R2 million), Ekurhuleni (R1.93 million), Matlosana (1.82 million), and Buffalo City (R1.80 million) were at 2%. In addition, Matjhabeng (R1.18 million) and Gqeberha (R1.13 million) had the least share of revenue for smallholder farmers among the top ten markets at 1% (R1 million).

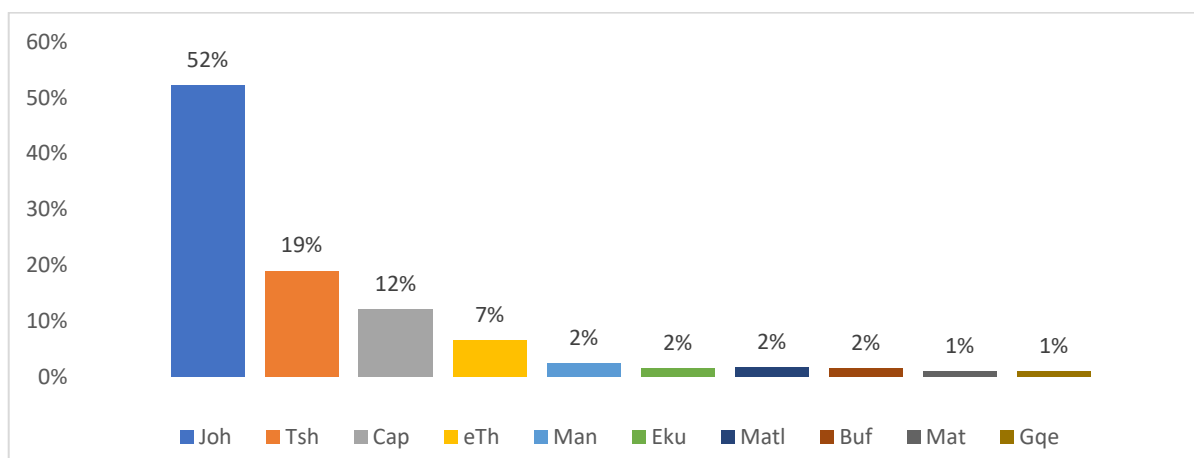


Figure 11: Estimated shares in revenue by markets for other vegetables, Sept 2022

Source: SAUFM (2022)

3.6 OTHER FRUITS

Table 8 presents the other fruits estimated share of smallholder farmers in eight provinces in South Africa during July 2022. The GP province was leading with a revenue of R84 million derived from a total mass of 10 199 MT, followed KZN at R12 million (2 074 MT), WC at R10 million (1 210 MT), EC at R4 million (778 MT), FS at R2 million (447 MT) and NW at R1 million (328 MT). The MP province had R180 731 (40 MT) while NC commanded the lowest estimated share of smallholder farmers in other fruits with a revenue of R92 090 (18 MT). The estimated overall revenue share from the sale of other fruits on the fresh produce markets by smallholder farmers was R117 million matched by an overall mass of 15 094 MT.

Table 8: Summary of estimated share of smallholder farmers in other fruits at provincial level, Sept 2022

Province	Revenue (R)	Mass (MT)
GP	R84 764 904	10 199
KZN	R12 882 492	2 074
WC	R10 668 386	1 210
EC	R4 566 982	778
FS	R2 447 807	447
NW	R1 735 028	328
MP	R180 731	40
NC	R92 090	18

Source: SAUFM (2022)

The estimated market shares by mass for other fruits traded in the various fresh produce markets in September 2022 are illustrated in Figure 12. The Johannesburg Market commanded the largest share of smallholder farmers at 42% derived from a total mass of 6 356 MT (see Figure 12), followed by Tshwane at 21% (3 186 MT), eThekweni at 11% (1 686 MT), Cape Town at 8% (1 210 MT), Ekurhuleni at 4% (588 MT), while Mangaung (507 MT) and Msunduzi (388 MT) had the same share of 3%. Other markets such as the Buffalo City (341 MT), Matlosana (328 MT), and Matjhabeng (277) fresh produce markets commanded the

least share of smallholder farmers for other fruits among the top ten fresh produce markets at 2%.

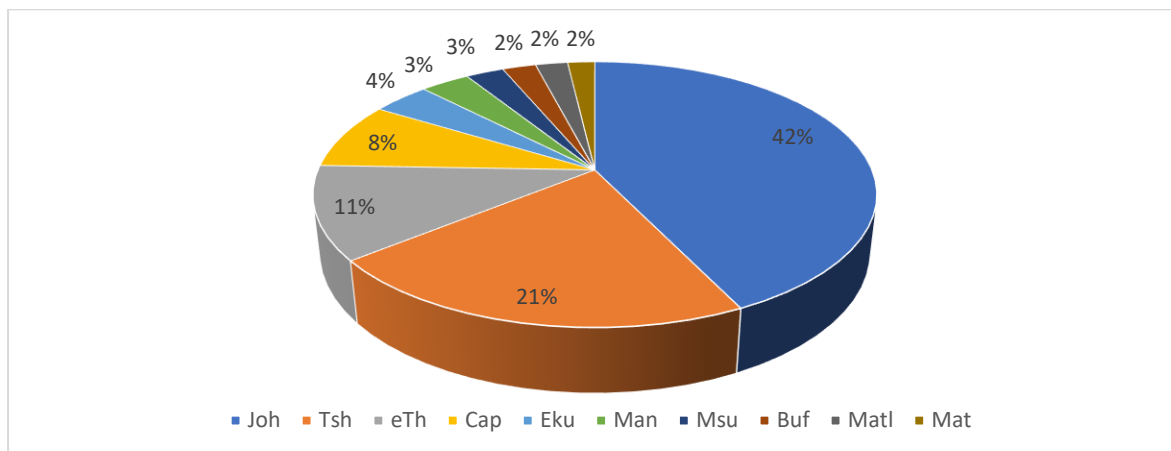


Figure 12: Estimated shares in top 10 markets by mass for other fruits, Sept 2022

Source: SAUFM (2022)

The estimated share by revenue from other fruits for smallholder farmers among the top 10 fresh produce markets, measured in percentages is presented in Figure 13. Leading the list of the top 10 markets with the highest market share was Johannesburg at 50% (R58 million) followed by Tshwane at 20% (R23 million), with eThekweni (R10.83 million) and Cape Town (R10.66 million) both at 9%. In addition, Ekurhuleni (R3.24 million) and Mangaung (R3.20 million) both had a market share of 3%. On the other hand, Msunduzi (R2.05 million) and Buffalo City (R2.04 million) had a market share of 2%, while Matlosana (R1.73 million) and Matjhabeng had the lowest share of smallholder farmers for other fruits at 1% among the top ten fresh produce markets.

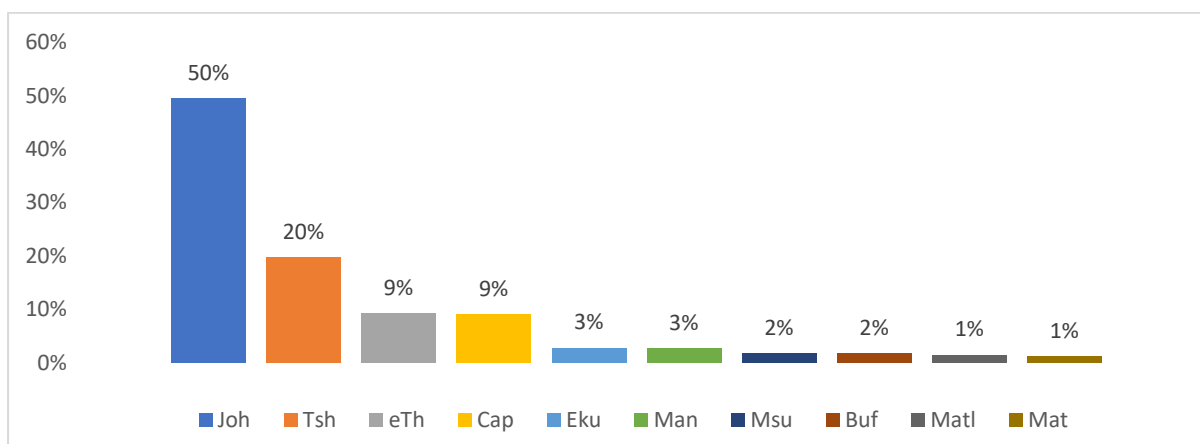


Figure 13: Estimated shares in revenue by top 10 markets for other fruits, July 2022

Source: SAUFM (2022)

3.7 PRICES

The prices of agricultural products traded in the NFPM system fluctuate owing to a variety of variables. These variables include amongst other things, perishability, product replacement, consumer habits, per capita income, and climatic variance, which impact seasonal output and input-output prices. Figure 14 depicts price changes measured in percentages for the top four agricultural commodities by fresh produce market, comparing September 2021 and 2022. The average price of potatoes declined by 55% ranging from 100% in Kie to 44% in Cape Town. An average 21% decline was recorded for Bananas ranging from a 38% decline in Msunduzi and 0% in Kei and Vereeniging. A highest increase in the average price was recorded for onions at 188% with a range from 286% in Vereeniging and 0% in Kei. Tomatoes averaged 42% with the lowest price change at 0% in Mbombela and Kei, while a maximum was at 71% in Cape Town. Overall, all the markets exhibit positive price changes for onions and tomatoes. Significant decline in prices were observed for potatoes in all the fresh produce markets.

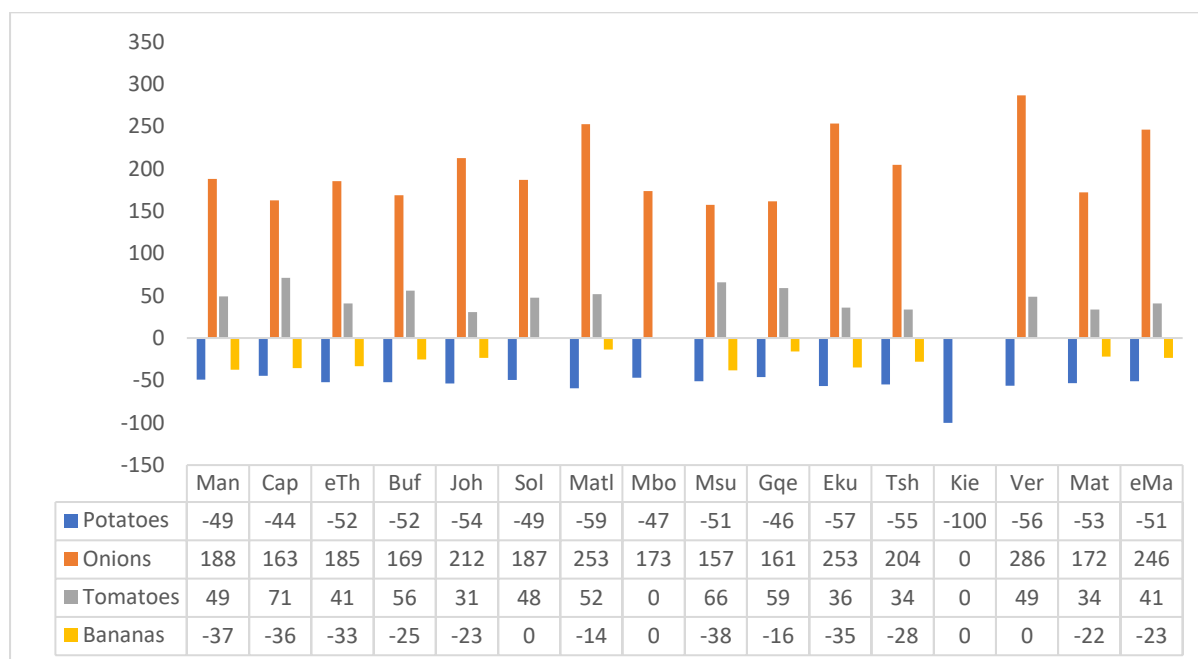


Figure 14: Price trends for top four traded agricultural products in Sept 2022

Source: SAUFM (2022)

4. CONCLUSION

The purpose of this report was to track market access for smallholder farmers in NFPMs by showing the ideal performance measured based on 30% share of each traded agricultural product as recommended in the NAMC Section 7 committee report published in 2006. For September 2022, the total mass traded in the fresh produce market system was 282 956 MT, generating a total revenue of R1.74 billion. Thirty percent (smallholder share) of this was estimated at 84 887 MT matched by R523 million in revenue. The GP was leading at 39 197 MT (translated as 46%) matched by a revenue of R254 million (also interpreted as 49%). This was followed by FS at 16 483 MT (R95 million), WC at 7 711 MT (R57 million), KZN at 9 965 MT (R55 million), EC at 5 240 MT (R24 million), NC at 2 353 MT (R13 million), NW at 1 990 MT (R11 million). The MP had the lowest share from smallholder farmers at 1 949 MT (R9 million).

A further analysis by top 10 fresh produce markets shows that the Johannesburg market commanded the list of the top ten fresh produce markets at 37 305 MT (R244 million) followed by Mangaung at 16 293 MT (R94 million), Cape Town at 7 711 MT (R57 million), eThekweni at 8 130 MT (R46 million), Buffalo City at 3 528 MT (R16 million), Sol Plaatje at 2 353 MT (R13 million), Matlosana at 1 990 MT (R9 million), Mbombela at 1 935 MT (R9 million), Msunduzi at 1 835 MT (R8 million) and Gqeberha 1 414 MT (R7 million). By type of agricultural product, potatoes commanded the largest share valued at R111 million (28 907 MT) followed by onions at R69 million (8 095 MT), tomatoes at R58 million (6 141 MT) and bananas at R48 831 822 million (9 458 MT). Other vegetables and fruits were at R117 million (17 195 MT) and R117 million (15 094 MT), respectively.

The average price of potatoes declined by 55%, ranging from 100% in Kie to 44% in Cape Town. An average 21% decline was recorded for bananas, ranging from a 38% decline in Msunduzi and 0% in Kei and Vereeniging. The highest increase in the average price was recorded for onions at 188% with a range from 286% in Vereeniging and 0% in Kei. Tomatoes averaged 42% with the lowest price change at 0% in Mbombela and Kei, while a maximum was at 71% in Cape Town. Overall, all the markets exhibit positive price changes for onions and tomatoes. Significant decline in prices were observed for potatoes in all the fresh produce markets.

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Mr Elvis Nakana
Enquiries: +27 12 341 1115
ENakana@namc.co.za

Compiled by Mr Lindikaya Myeki through the assistance of Ms Khodani Madula, Mr Khathutshelo Rambau and Mr Kayaletu Sotsha.
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GET IN TOUCH

536 Francis Baard Street,
Meintjiesplein Building,
Block A, 4th Floor, Arcadia,
0007

Private Bag X935, Pretoria, 0001



012 341 1115



info@namc.co.za



www.namc.co.za

