



NAMMC

Promoting market access for South African agriculture

SMALLHOLDER MARKET ACCESS ESTIMATES

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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 (NFPM) in South Africa during January 2023. 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 – JAN 23

In January 2023 the total mass traded at the NFPMs was 252 053 MT, generating a total revenue of R1.87 billion (see Table 1). This indicates a 1.19 % (2 975 MT) decline in volume traded and 28% (R415 million) increase in revenue compared to the same month during the previous year. This finding is an indication of the important role of the fresh produce market system on the country's food security.

Table 1: Summary of fresh produce market statistics by top commodities in Jan 2023

Commodity	Revenue	Mass
Total	R1 874 746 786	252 053
Potatoes	R442 044 131	81 263
Onions	R229 181 495	27 698
Tomatoes	R175 341 647	18 652
Bananas	R197 982 628	28 133
Other vegetables	R309 994 458	47 890
Other fruits	R520 033 975	48 331

Source: SAUFM (2023)

Potatoes had a total mass of 81 263 MT, indicating a decrease of 7% compared to the same month in the previous year. The revenue increased by 48% during the same period to reach R442 million. The total mass for onions decreased by 0.18% (50 MT) to reach 27 698 MT in Jan 2023 while the revenue grew by 103% (R116 million) to reach R229 million. Tomatoes had a total mass of 18 652 MT, indicating a decrease of 29 % (translated as 4 173 MT). This traded mass was matched by total revenue of R175 million, indicating a 2% increase compared to the previous year. Bananas showed a massive increase of 39% (7 905 MT) in mass traded, matched by an increase of R41 million to reach R197 million in revenue in January 2023. Other vegetables traded in the system recorded a decrease of 7% (3 534 MT) in mass matched by an increase of 23% (R58 million) in revenue. The other fruits recorded an increase of 0.40% (7 192 MT) to reach a total traded mass of 47 890 MT in January 2023. The revenue of these fruits grew by 11% (R51 million) to reach R520 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 NFPM system in South Africa.

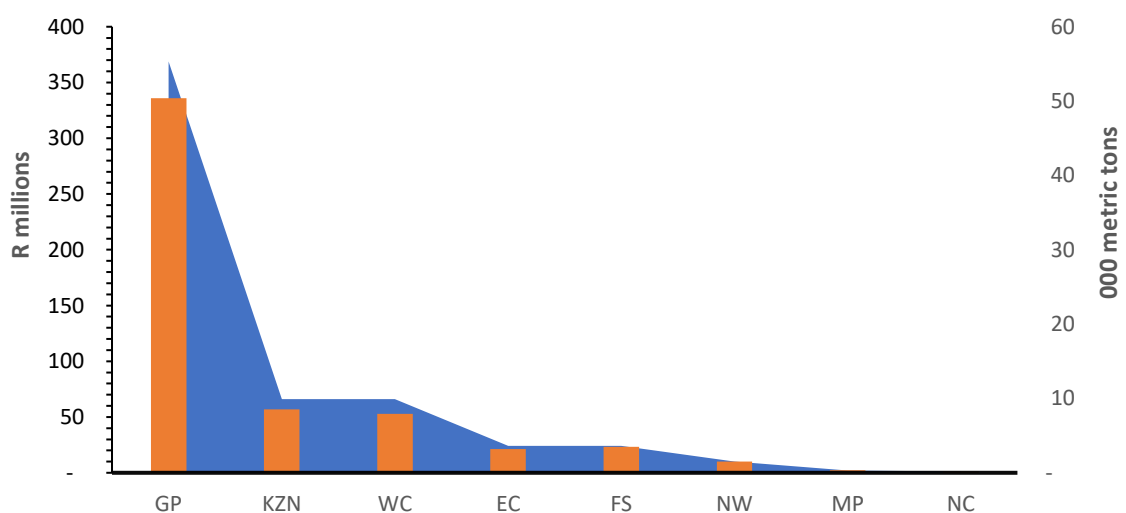


Figure 1: Summary of estimated share of smallholder farmers in different provinces by revenue and mass, Jan 2023.

Source: SAUFM (2023)

For the entire month of January 2023, the ideal share (30%) of smallholder farmer in terms of mass and revenue was estimated at 75 616 MT and R562 million, respectively. A further analysis of this at the provincial level shows that GP was leading at 50 397 MT matched by a revenue of R368 million (See Figure 1). This was followed by KZN at 8 533 MT (R66 million), WC at 7 929 MT (R66 million), FS at 3 506 MT (R24 million), EC at 3 198 MT (R24 million), NW at 1 533 MT (R9 million) and MP at 345 MT (R2 million). The NC had the lowest share at 175 MT (R1 million).

In terms of market analysis, the Johannesburg market commanded the list of the top ten fresh produce markets at 32 813 MT (R246 million), followed by Tshwane at 14 534 MT (R103 million), Cape Town at 7 929 MT (R66 million), eThekwini at 7 091 MT (R56 million), Ekurhuleni at 2 752 MT (R16 million), Mangaung at 2 201 MT (R15 million), Buffalo City at 1 952 MT (R15 million), Matlosana at 1 533 MT (R9 million), Msunduzi at 1 442 MT (R9 million) and Gqeberha at 1 237 MT (R8 million) (see Table 2).

Table 2: Estimated share of smallholder farmers by market measured in revenue and mass in Jan 2023

Market	Revenue	Mass
Johannesburg	246 879 303	32 813
Tshwane	103 581 714	14 534
Cape Town	66 026 912	7 929
eThekwini	56 757 698	7 091
Ekurhuleni	16 713 315	2 752
Mangaung	15 594 365	2 201
Buffalo City	15 299 642	1 952
Matlosana	9 966 494	1 533
Msunduzi	9 312 179	1 442
Gqeberha	8 902 968	1 237
Matjhabeng	8 425 605	1 305
Vereeniging	1 661 089	297
eMalahleni	1 422 622	105
Sol Plaatje	1 147 760	175
Mbombela	716 669	239
Kei	15 701	9

Source: SAUFM (2023)

3.1 POTATOES

Potatoes remain the largest traded agricultural product in the NFPM system in South Africa. The highest estimated market share of smallholder farmers in potatoes was observed in GP at R82 million derived from 15 936 MT (see Table 3). This was followed by WC at R14 million (2 783 MT), KZN at R14 million (2 045 MT), EC at R7.8 million (1 341 MT), FS at R7.4 million (1 324 MT) and NW at R3 million (657 MT). The MP was at R1 million (198 MT) while NC at R534 457 (96 MT). The overall share in potatoes was R132 613 239 million (24 379 MT).

Table 3: Summary of estimated share of smallholder farmers in potatoes by Province , Jan 2023

Province	Revenue	Mass
GP	R82 955 357	15 936
KZN	R14 901 025	2 045
WC	R14 325 536	2 783
FS	R7 474 425	1 324
EC	R7 800 785	1 341
NW	R3 443 148	657
MP	R1 178 505	198
NC	R534 457	96

Source: SAUFM (2023)

Figure 2 shows the potatoes estimated share of smallholder farmers in the top 10 markets. Johannesburg led at 9 874 MT (41%), followed by Tshwane at 4 473 MT (18%), with eThekweni (2 232 MT) at 9% and Cape Town at 8% (2 045 MT) and, and Ekurhuleni at 1 388 MT (6%). Other markets in the top ten included Mangaung (733 MT), Buffalo City (725 MT), and Matlosana (657 MT) commanding the same share at 3%. The Matjhabeng (608 MT) and Gqeberha (590 MT) had the least share in potatoes among the top ten markets at 2%.

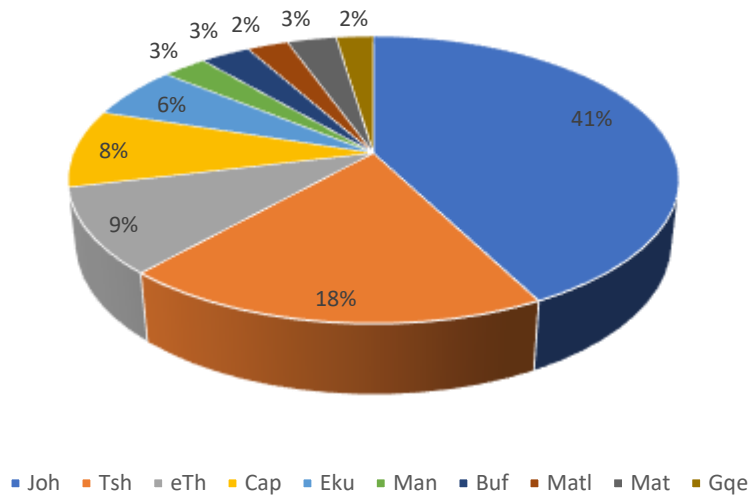


Figure 2: Estimated share of smallholder farmers by mass in the top 10 markets for potatoes, Jan 2023

Source: SAUFM (2023)

The estimated share by revenue in potatoes for top 10 markets is presented in Figure 3. The Johannesburg led at R51 million (39%), followed by Tshwane at R23 million (18%), Cape Town at R14 million (11%), eThekweni at R11 million (9%), and Ekurhuleni at R6 million (5%). The Buffalo City (R4.2 million), Mangaung (R4.1 million), Gqeberha (R3.5 million) and Matlosana (R3.4 million) had the same share at 3%. Matjhabeng (R3.3 million) commanded the least share of smallholder farmers in potatoes among the top ten at 2%.

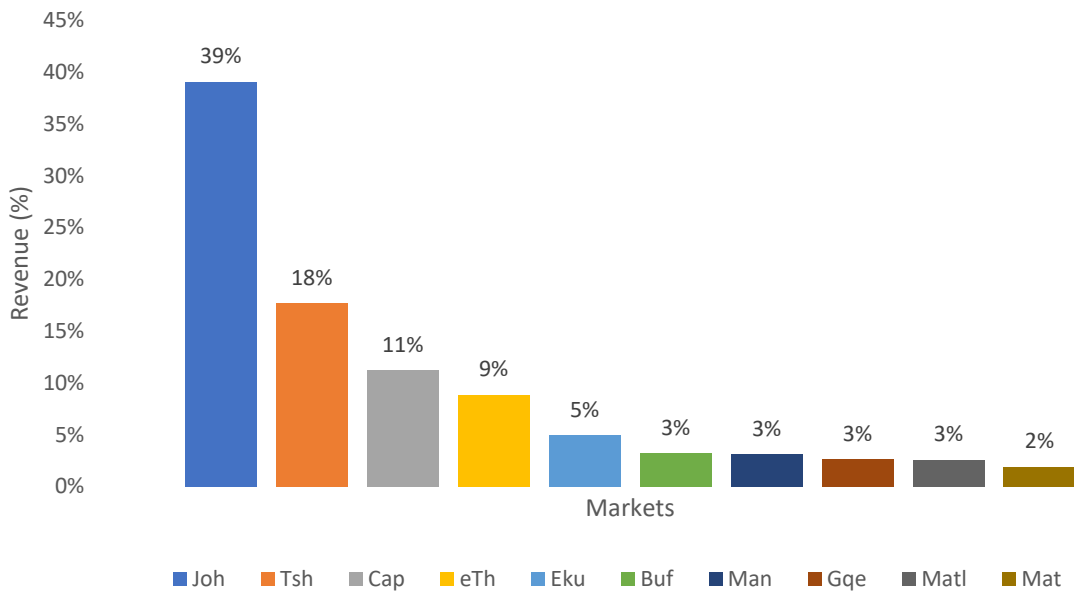


Figure 3: Estimated shares of smallholder farmers by revenue in top 10 markets for potatoes, Jan 2023

Source: SAUFM (2023)

3.2 ONIONS

Table 4 presents estimated share of smallholder farmers in onions for eight provinces. The GP was the leading province with R47 million in revenue, derived from 5 948 MT in mass, followed by WC at R8 million (1 000 MT), KZN at R5 million (607 MT), FS at R3 million (357 MT), EC at R2 million (255 MT), NW at R865 280 (105 MT) and MP at R227 362 (27 MT).

The NC at R70 154 (10 MT) had the lowest share of smallholder farmers in onions. The overall share was R68 million and 8 309 MT.

Table 4: Summary of estimated share of smallholder farmers in onions at provincial level, Jan 2023

Province	Revenue	Mass
GP	R47 793 016	5 948
WC	R8 897 395	1 000

Province	Revenue	Mass
KZN	R5 399 965	607
FS	R3 484 518	357
EC	R2 016 758	255
NW	R865 280	105
MP	R227 362	27
NC	R70 154	10

Source: SAUFM (2023)

Onions were the second largest traded commodity in fresh produce markets in terms of mass in January 2023. The results presented in Figure 4 show that the Johannesburg market commanded the largest share of smallholder farmers at 4 276 MT (51%). It was followed by Tshwane at 1 481 MT (18%), eThekweni at 896 MT (11%), Cape Town at 607 MT (7%), and Buffalo City at 207 MT (2% MT). Other markets including Ekurhuleni (179 MT), Mangaung (156 MT) and Gqeberha (150 MT) had the same share at 2%, while Matlosana (105 MT) was at 1%. Msunduzi (104 MT) had the least share of smallholder farmers in onions among the top ten markets at 1%.

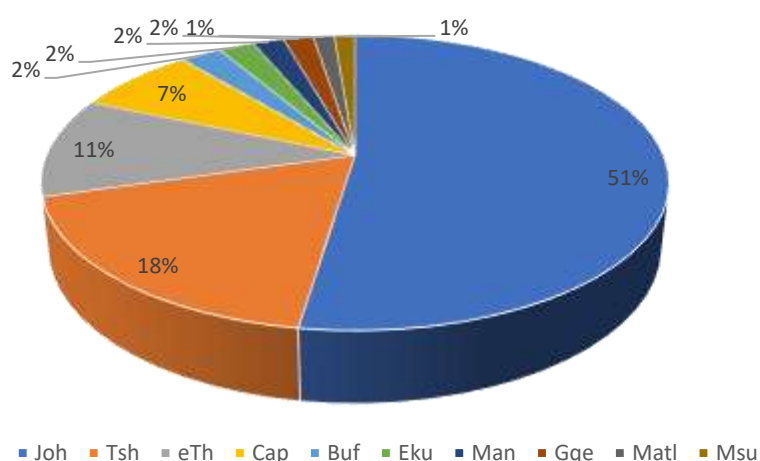


Figure 4: Estimated shares of smallholder farmers by mass in the top 10 markets for onions, Jan 2023

Source: SAUFM (2023)

The estimated shares of smallholder farmers by revenue in onions for the top 10 markets, measured in percentages, are presented in Figure 5. Leading the list of the top 10 markets was Johannesburg at 50% (R34 million), followed by Tshwane at 18% (R12 million), eThekweni at 12% (R7 million), Cape Town at 8% (R5 million), Buffalo City at 3% (R1.9 million) with Ekurhuleni (R1.5 million), Gqeberha (R1.4 million) and Mangaung (R1.2 million) at 2%. The Msunduzi (R938 475) market had 1% while Matlosana (R865 279) had the lowest share of smallholder farmers in onions at 1%.

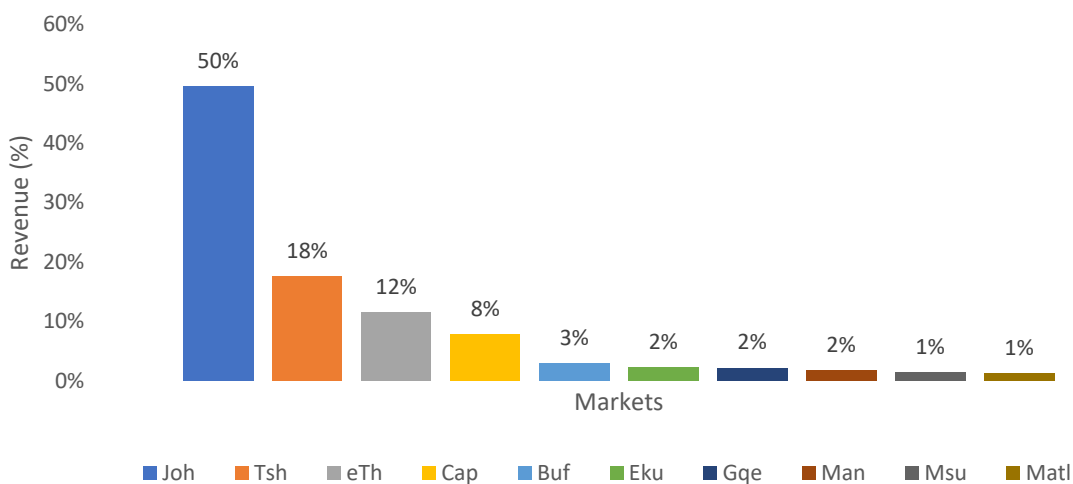


Figure 5: Estimated shares of smallholder farmers by revenue in top 10 markets for onions, Jan 2023

Source: SAUFM (2023)

3.3 TOMATOES

Table 5 presents tomatoes estimated share of smallholder farmers in eight provinces of South Africa measured by revenue and mass. The GP was the leading province at R35 million in revenue derived from a total mass of 3 651 MT, followed by KZN at R6 million (822 MT), WC at R8 million (861 MT), FS at R2 million (232 MT), EC at R1.6 million (182 MT), NW at R1 million (85 MT) and NC at R250 779 (22 MT). The MP province was at R67 761 (9 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 R52 million and 5 596 MT measured by revenue and mass respectively.

Table 5: Summary of estimated share of smallholder farmers in tomatoes at provincial level by revenue and mass, Jan 2023

Province	Revenue	Mass
GP	R35 070 999	3 651
KZN	R6 740 849	822
WC	R5 160 912	594
FS	R2 558 130	232
EC	R1 631 812	182
NW	R1 121 253	85
NC	R250 779	22
MP	R67 761	9

Source: SAUFM (2023)

Tomatoes were the fourth largest traded commodity at the NFPM in terms of mass in January 2023. The Johannesburg Market commanded the largest share of smallholder farmers at 46%, translated as 2 584 MT (see Figure 6). This was followed by Tshwane at 875 MT (16%), Cape Town at 822 MT (15%), eThekweni at 529 MT (9%) with Ekurhuleni (188 MT) and Mangaung (156 MT) at 3%. Other markets included Buffalo City (93 MT) and Gqeberha (89 MT) with the same share at 2% while Matlosana (85 MT) stood at 1%. Matjhabeng (76 MT) had the least share of smallholder farmers at 1%.

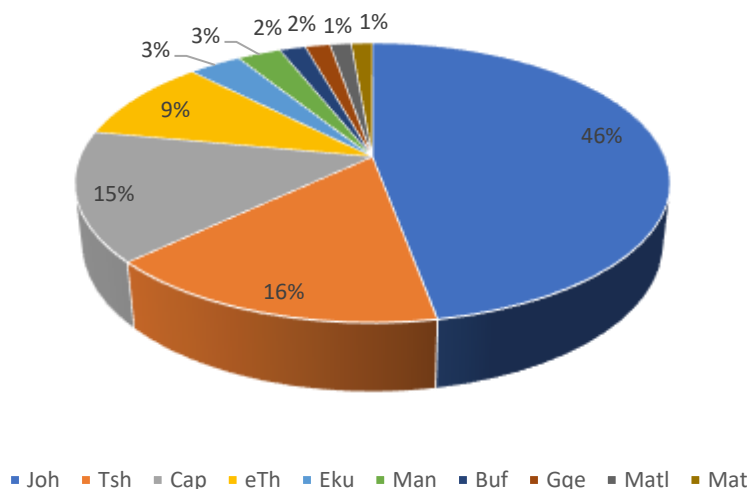


Figure 6: Estimated shares of smallholder farmers by mass in the top 10 markets for tomatoes, Jan 2023

Source: SAUFM (2023)

The estimated share of smallholder farmers by revenue in tomatoes for the top 10 markets, measured in percentages is presented in Figure 7. Leading the list of the top 10 markets was Johannesburg at 47% (R24 million), Tshwane at 17% (R8 million), Cape Town at 13% (R6 million), eThekweni at 9% (R4 million) and Mangaung (R1.5 million) and Ekurhuleni (R1.4 million) both at 3%. The Matlosana (R1.1 million), Matjhabeng (R1 million) and Buffalo City (R830 043) had the same share at 2%. Gqeberha (R801 768) had the lowest share of smallholder farmers in tomatoes among the top ten markets at 1%.

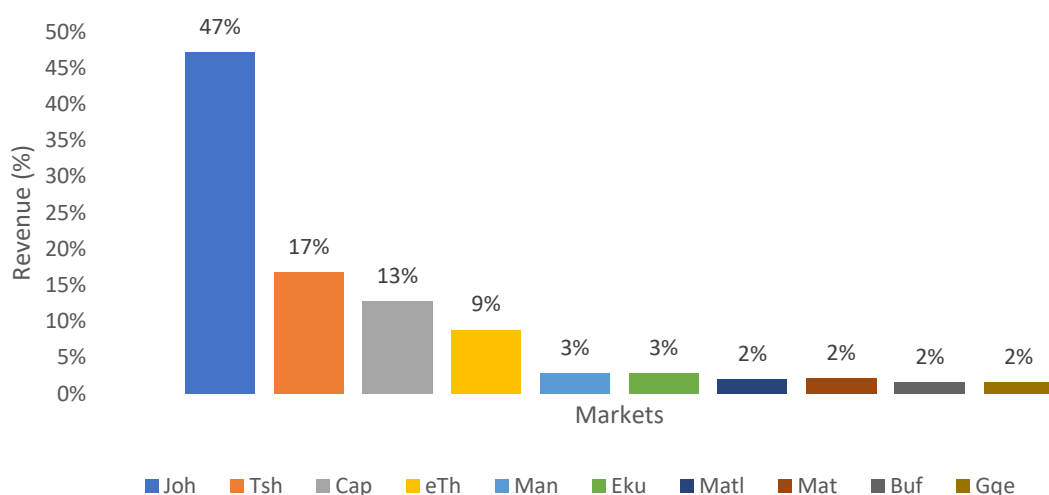


Figure 7: Estimated shares of smallholder farmers by revenue in top 10 markets for tomatoes, Jan 2023

Source: SAUFM (2023)

3.4 BANANAS

Table 6 presents bananas estimated share of smallholder farmers in eight provinces of South Africa. The GP was the leading province at R32 million derived from a total mass of 4 791 MT, followed by KZN at R9 million (1 264 MT), WC at R8 million (1 141 MT), EC at R4 million (561 MT), FS at R3 million (458 MT) and NW at R1 million (180 MT).

The share of smallholder farmers in bananas in MP was estimated at R303 576 (45 MT) while NC had the lowest estimated share of smallholder farmers in bananas at R833 (0.09 MT) over the reported month. The estimated overall smallholder share for bananas was R59 million and 8 440 MT.

Table 6: Summary of estimated share of smallholder farmers in bananas at provincial level by revenue and mass, Dec 2022

Province	Revenue	Mass
GP	R32 461 994	4 791
KZN	R9 162 908	1 264
WC	R8 250 331	1 141
EC	R4 610 979	561
FS	R3 323 778	458
NW	R1 280 389	180
MP	R303 576	45
NC	R833	0.09

Source: SAUFM (2022)

Bananas constituted the most traded fruit on the fresh produce market system in January 2023. The Johannesburg market commanded the largest share of smallholder farmers at 32% (2 730 MT) (see Figure 8). It was followed by Tshwane at 20% (1 729 MT), Cape Town at 11% (1 141 MT), eThekweni at 11% (946 MT) with Buffalo City (370 MT), Mangaung (322 MT) and Msunduzi (318 MT) at 4%. The Ekurhuleni (283 MT) and Gqeberha (191 MT) were at 3% and 2%, respectively. Among the top ten markets, Matlosana fresh produce market (180 MT) commanded the least estimated share of smallholder farmers at 2%.

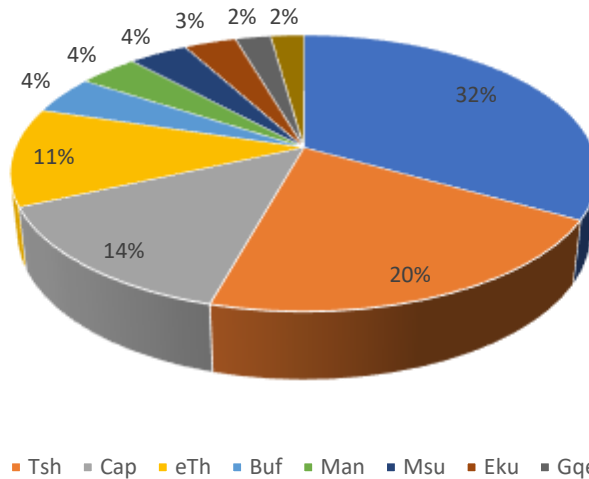


Figure 8: Estimated shares of smallholder farmers by mass in the top 10 markets for bananas, Jan 2023

Source: SAUFM (2023)

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 31% (R18 million), followed by Tshwane at 20% (R11 million), Cape Town at 15% (R9 million), eThekweni at 11% (R6 million), Buffalo City at 5% (R2.9 million) and Mangaung at 4% (R2.4 million). Other markets including Ekurhuleni (R1.88 million), Msunduzi (R1.85 million) and Gqeberha (R1.6 million) were at 3%. The Matlosana (R1.2 million) fresh produce market had the least share at 2%.

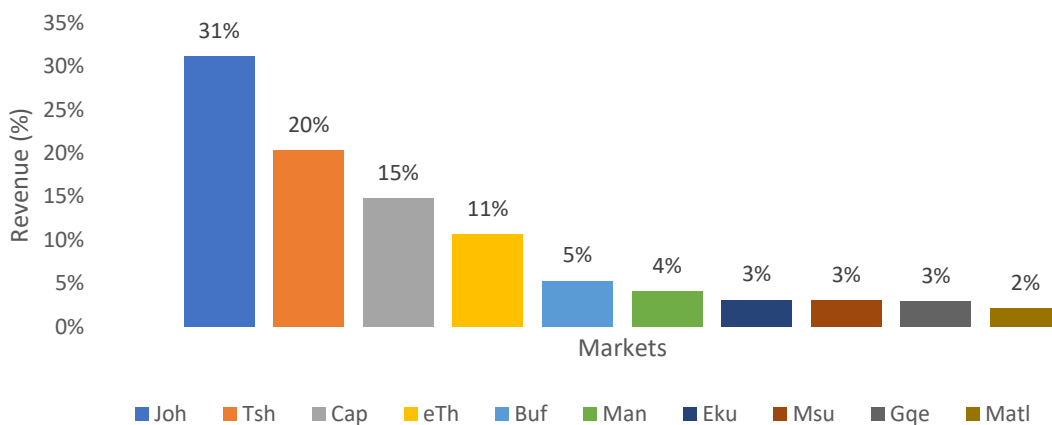


Figure 9: Estimated shares of smallholder farmers by revenue in top 10 markets for bananas, Jan 2023

Source: SAUFM (2023)

3.5 OTHER VEGETABLES

Table 7 presents the estimated share of smallholder farmers in other vegetables in eight provinces in South Africa. The GP was the leading province with revenue of R66 million derived from a total mass of 10 553 MT. This was followed by KZN at R11 million (1 407 MT), WC at R7 million (1 025 MT), FS at R2.8 million (595 MT), EC at R2.6 million (430 MT), and NW at R1 million (284 MT).

The MP had an estimated share of R156 157 (43 MT) while NC stood at R181 163 (31 MT). The overall share of smallholder farmers in other vegetables in January 2023 in value and mass was R92 million and 14 367 MT, respectively.

Table 7: Summary of estimated share of smallholder farmers in other vegetables at provincial level by revenue and mass, Jan 2023

Province	Revenue	Mass
GP	R66 320 448	10 553
KZN	R11 719 165	1 407
WC	R7 929 951	1 025
EC	R2 622 106	430
FS	R2 819 606	595
NW	R1 270 757	284
MP	R156 157	43
NC	R181 163	31

Source: SAUFM (2023)

Market shares for smallholder farmers in other vegetables traded in the various fresh produce markets in January 2023 are illustrated in Figure 10. The Johannesburg Market commanded the largest share at 50% (7 142 MT) (see Figure 10), followed by Tshwane at 21% (3 057 MT), Cape Town at 10% (1 407 MT), eThekweni at 7% (944 MT), Mangaung at 3% (410 MT). The Ekurhuleni (332 MT), Matlosana (284 MT) and Buffalo City (256 MT) commanded the same

share at 2%. The Matjhabeng market was at 1% (185 MT). The Gqeberha market commanded the lowest share of smallholder farmers among the top ten markets also at 1% (173 MT).

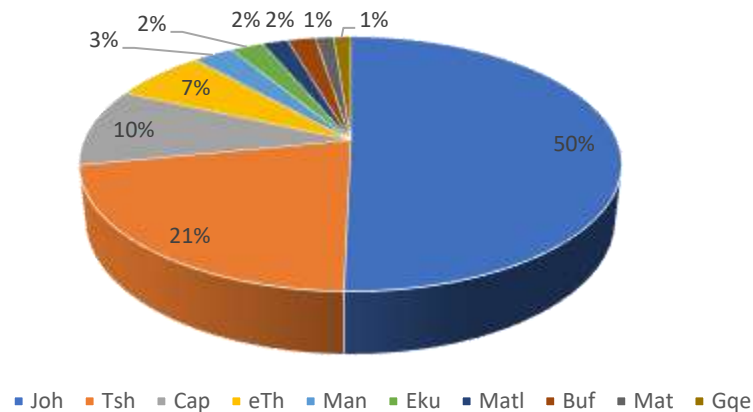


Figure 10: Estimated shares of smallholder farmers by mass in the top 10 markets for other vegetables, Jan 2023

Source: SAUFM (2023)

The estimated share of smallholder farmers by revenue in other vegetables for the top 10 markets, measured in percentages is presented in Figure 11. Leading the list of the top 10 markets was Johannesburg at 51% (R47 million), Tshwane at 19% (R17 million), Cape Town at 13% (R11 million), eThekweni at 8% (R7 million) and Mangaung (R1.9 million), Buffalo City (R1.7 million) and Ekurhuleni (R1.5 million) commanding the same share at 2%. Other markets with the same share of 1% include Matlosana (R1.2 million) and Gqeberha (R1 million). The Matjhabeng (R693 053) had the least share of revenue for smallholder farmers among the at 1%.

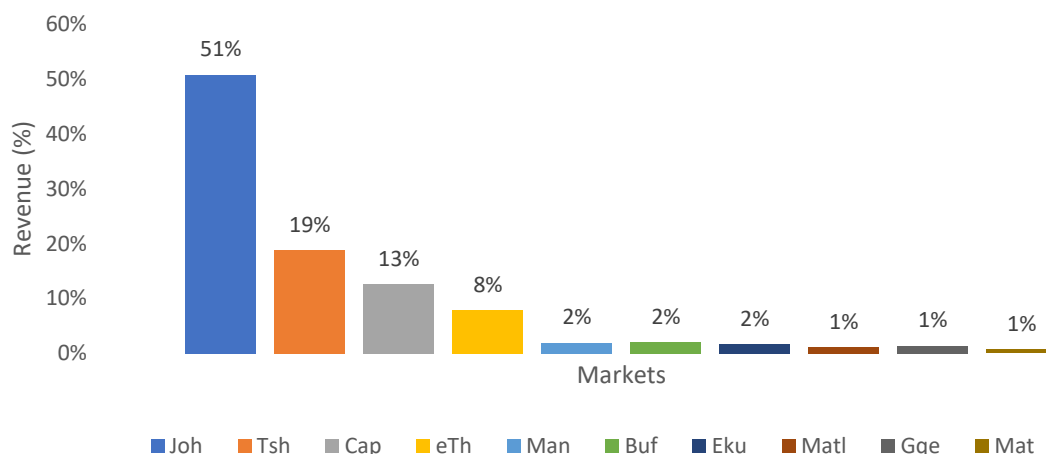


Figure 11: Estimated shares of smallholder farmers by revenue in to 10 markets for other vegetables, Jan 2023

Source: SAUFM (2023)

3.6 OTHER FRUITS

Table 8 presents the other fruits estimated share of smallholder farmers in eight provinces in South Africa during January 2023. The GP province was leading with a revenue of R104 million derived from a total mass of 9 518 MT, followed KZN at R18 million (1 877 MT), WC at R21 million (1 867 MT), FS at R6 million (625 MT), EC at R3 million (344 MT), and NW at R1 million (223 MT).

The MP province was at R156 157 (23 MT) while NC commanded the lowest estimated share of smallholder farmers in other fruits at R181 163 (23 MT). The estimated overall revenue share from the sale of other fruits on the fresh produce markets by smallholder farmers was R156 million matched by 14 499 MT.

Table 8: Summary of estimated share of smallholder farmers in other fruits at provincial level, Jan 2023

Province	Revenue	Mass
GP	R104 233 607	9 518
KZN	R18 052 464	1 877

Province	Revenue	Mass
WC	R21 505 752	1 867
FS	R6 024 773	625
EC	R3 870 610	344
NW	R1 985 666	223
MP	R156 157	23
NC	R181 163	23

Source: SAUFM (2023)

Market shares for other fruits traded in the various fresh produce markets in January 2023 are illustrated in Figure 12. The Johannesburg Market commanded the largest share of smallholder farmers at 43% (6 207 MT) (see Figure 12), followed by Tshwane at 20% (2 919 MT), Cape Town at 13% (1 877 MT), eThekweni at 11% (1 544 MT), and Mangaung (424 MT) and Ekurhuleni (383 MT) both at 3%. The Msunduzi (323 MT), Buffalo City (301 MT) and Matlosana (223 MT) had the same share at 2%. Matjhabeng fresh produce market commanded the least share of smallholder farmers at 1% (201 MT).

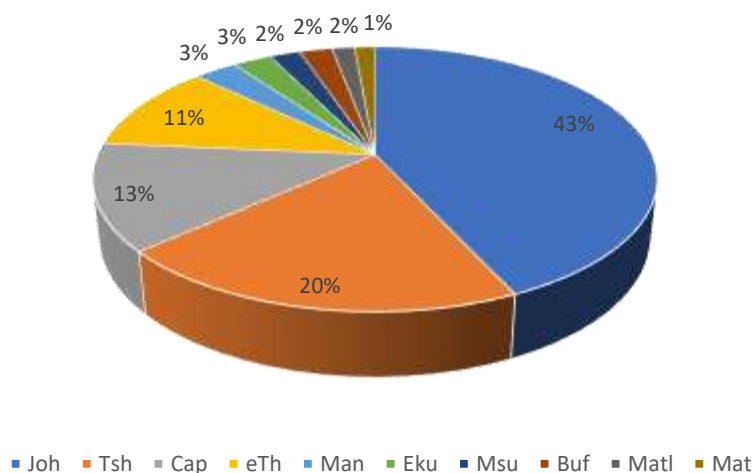


Figure 12: Estimated shares of smallholder farmers by mass in top 10 markets for other fruits, Jan 2023

Source: SAUFM (2023)

The estimated share by revenue in other vegetables for top 10 markets, measured in percentages is presented in Figure 13. Leading the list of the top 10 markets was

Johannesburg at 45% (R70 million), Tshwane at 19% (R29 million), Cape Town at 12% (R18.6 million), eThekweni at 12% (R18 million), and Mangaung at 3% (R4 million). The Ekurhuleni (R3.7 million), Buffalo City (R3.4 million) and Msunduzi (R2 million) had the same share at 2% while Matlosana (R1.9 million) was at 1%. Matjhabeng had the lowest share of smallholder farmers among the top ten fresh produce markets at 1% (R1.6 million).

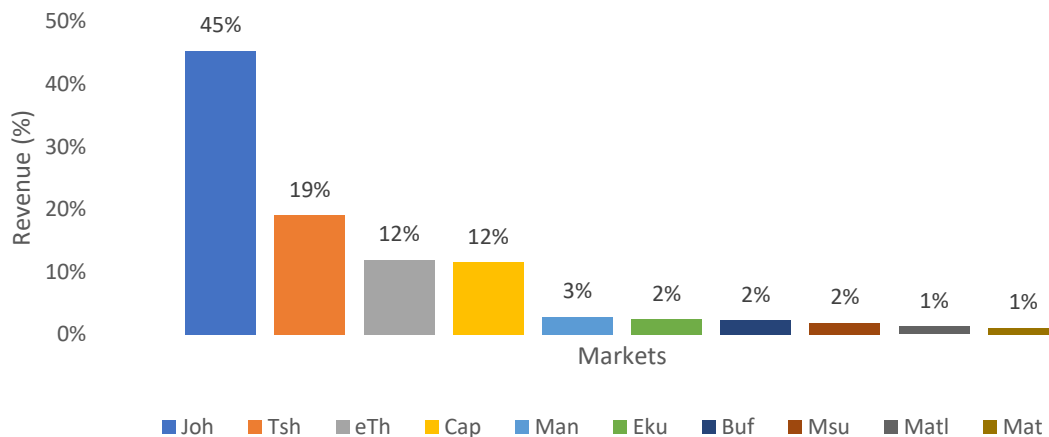


Figure 13: Estimated shares of smallholder farmers by revenue by top 10 markets for other fruits, Jan 2023

Source: SAUFM (2023)

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 variability in climatic conditions 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 January 2022 and 2023. The average price change for potatoes was 33% and ranged from -38% in Kie to 119% in Cape town. This was followed by onions with an average price change of 105% over the reported period, ranging from 0% in Kie and Matjhabeng to 142% in Ekurhuleni. Tomatoes had an average price change at -6% with no price changes in six markets. Finally, bananas had an average price change of -17%, ranging from -18% in Msunduzi to no price changes in six markets. Overall, all the markets exhibited positive price changes for onions and potatoes and negative trend for bananas and tomatoes.

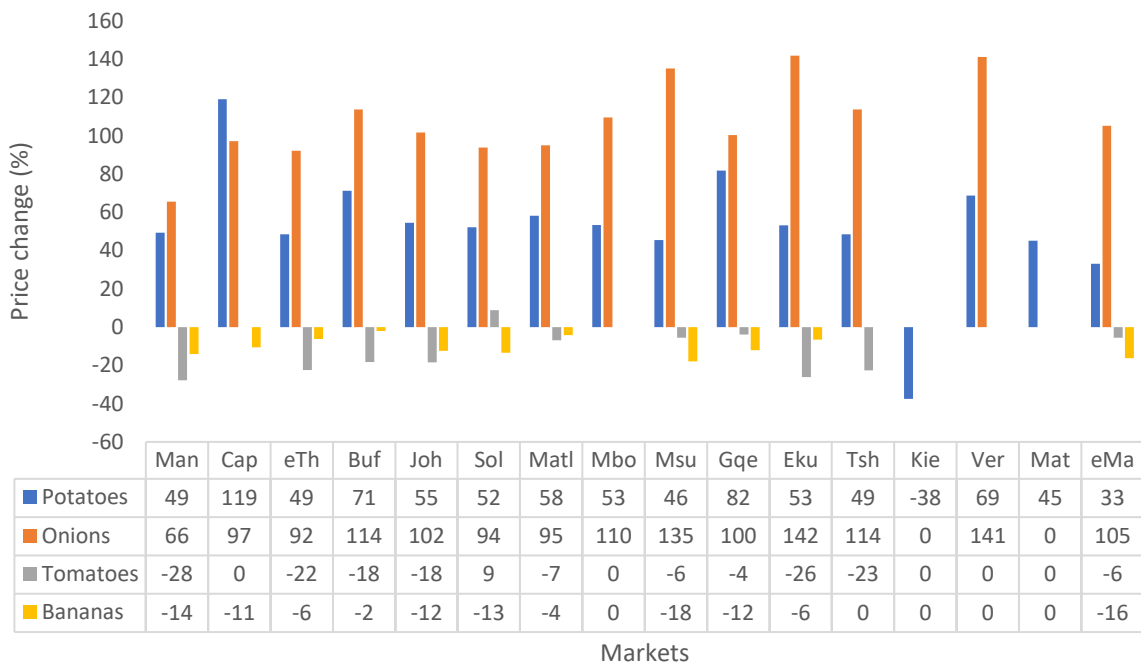


Figure 14: Price trends for top four traded agricultural products in Jan 2023

Source: SAUFM (2023)

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 January 2023 the total mass traded in NFPMs was 252 053 MT, generating a total revenue of R1.87 billion. Thirty percent (smallholder share) of this was estimated at 75 616 MT matched by R562 million in revenue. GP was leading at 50 397 MT matched by a revenue of R368 million. This market was followed by KZN at 8 533 MT (R66 million), WC at 7 929 MT (R66 million), FS at 3 506 MT (R24 million), EC at 3 198 MT (R24 million), NW at 1 533 MT (R9 million) and MP at 345 MT (R2 million). The NC had the lowest share from smallholder farmers at 175 MT (R1 million). A further analysis of the top 10 fresh produce markets shows that the Johannesburg market commanded the list of the top ten fresh produce markets at 32 813 MT (R246 million), followed by Tshwane at 14 534 MT (R103 million), Cape Town at 7 929 MT (R66 million), eThekweni at 7 091 MT (R56 million), Ekurhuleni at 2 752 MT (R16 million),

Mangaung at 2 201 MT (R15 million), Buffalo City at 1 952 MT (R15 million), Matlosana at 1 533 MT (R9 million), Msunduzi at 1 442 MT (R9 million) and Gqeberha at 1 237 MT (R8 million). The products that commanded the largest share of produce sold were potatoes, followed by onions, tomatoes, and bananas. A significant volume of other fruits and vegetables was traded in the NFPM system over the reported period. Overall, all the markets exhibited positive price changes for onions and potatoes and negative trend for bananas and tomatoes.

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