



NAMMC

Promoting market access for South African agriculture

SMALLHOLDER MARKET ACCESS ESTIMATES

APRIL 2023

*National Agricultural
Marketing Council*

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ABBREVIATIONS

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

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

1. BACKGROUND

This report provides estimates of an ideal performance of smallholder farmers in the National Fresh Produce Markets (NFPM) in South Africa during April 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 limited to potatoes, onions, tomatoes, bananas and other 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 – APRIL 2023

In April 2023 the total mass traded at the NFPMs was 229 940 MT, generating a total revenue of R1.86 billion (see Table 1). This indicates a 10% (26 626 MT) decline in volume trade and a 16% (R250 028 833 million) increase in revenue compared to the same month during the previous year. This increase in revenue from reduced volumes traded is an indication that prices were higher during the period under review and this is in line with generally higher food price inflation experience during the same period.

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

Commodity	Revenue	Mass
Total	R1 860 987 372	229 940
Potatoes	R433 713 762	78 836
Onions	R283 481 210	24 432
Tomatoes	R208 884 070	15 017
Bananas	R168 115 091	20 435
Other vegetables	R383 700 027	43 149
Other fruits	R383 093 212	48 071

Source: SAUFM (2023)

Potatoes had a total mass of 78 836 MT, indicating a decrease of 9% compared to the same month in the previous year. The revenue increased by 6% during the same period to reach R433 million. The total mass for onions decreased by 25% (8 273 MT) to reach 24 432 MT in April 2023 while the revenue grew by 74% (R120 million) to reach R283 million. Tomatoes had a total mass of 15 017 MT, indicating a decrease of 21% (translated as 3 942 MT) and this traded mass was matched by total revenue of R208 million, indicating a 22% increase compared to the previous year. Bananas showed an increase of 14% (2 555 MT) in mass traded, matched by an increase of 10% (R15 million) to reach R168 million in revenue during April 2023. Other vegetables traded in the system recorded a decrease of 11% (5 813 MT) in mass traded matched by an increase of 10% (R35 million) in revenue. Other fruits recorded a decrease of 7% (3 036 MT) to reach a total traded mass of 43 149 MT in April 2023. The revenue of these fruits grew by 5% (R16 million) to reach R383 million over the reported period.

3. ESTIMATED SHARE OF SMALLHOLDER FARMERS

This section analyses the ideal estimated share of smallholder farmers by the top four performing agricultural products (potatoes, onions, tomatoes, and bananas) as well as 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.

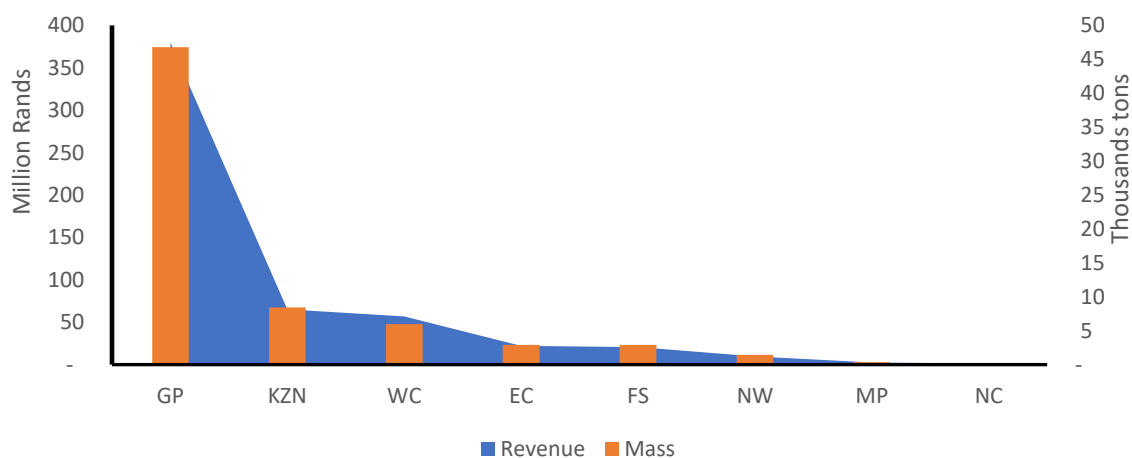


Figure 1: Summary of estimated share of smallholder farmers in different provinces by revenue and mass in April 2023.

Source: SAUFM (2023)

For the entire month of April 2023, the ideal share (30%) of smallholder farmers in terms of mass and revenue was estimated at 68 982 MT and R558 million, respectively. A further analysis of this at the provincial level shows that GP was leading at 46 791 MT matched by a revenue of R379 million (See Figure 1). This was followed by KZN at 8 428 MT (R65 million), WC at 5 994 MT (R56 million), EC at 2 890 MT (R22 million), FS at 2 932 MT (R20 million), NW at 1 427 MT (R9 million) and MP at 378 MT (R2 million). The NC had the lowest share at 143 MT (R1 million).

In terms of market analysis, the Johannesburg Market commanded the list of the top ten fresh produce markets at 30 680 MT (R259 million), followed by Tshwane at 13 281 MT (R102 million), Cape Town at 5 994 MT (R56.7 million), eThekweni at 7 116 MT (R56.5 million), Ekurhuleni at 2 546 MT (R16 million), Buffalo City at 1 695 MT (R13.5 million), Mangaung at 1 800 MT (R13.1 million), Matlosana at 1 427 MT (R9 million), Gqeberha at 1 191 MT (R8.7 million), Msunduzi at 1 312 MT (R8.5 million) and Matjhabeng at 1 132 MT (R7 million) (see Table 2).

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

Market	Revenue	Mass
Johannesburg	259 729 172	30 680
Tshwane	102 051 333	13 281
Cape Town	56 748 933	5 994
eThekweni	56 561 165	7 116
Ekurhuleni	16 411 898	2 546
Buffalo City	13 567 133	1 695
Mangaung	13 123 753	1 800
Matlosana	9 872 394	1 427
Gqeberha	8 743 855	1 191
Msunduzi	8 519 080	1 312
Matjhabeng	7 694 818	1 132
Vereeniging	1 619 422	285
eMalahleni	1 361 835	228
Sol Plaatje	1 211 962	143
Mbombela	1 064 827	150
Kei	14 634	4

Source: SAUFM (2023)

3.1 POTATOES

Potatoes remain the largest traded agricultural product in the FPM system in South Africa. The highest estimated market share of smallholder farmers in potatoes was observed in GP at R82 million derived from 15 044 MT (see Table 3). This was followed by KZN at R17 million (3 319 MT), WC at R11 million (1 722 MT), EC at R6 million (1 386 MT), FS at R7 million (1 212 MT) and NW at R3 million (674 MT). The NC was at R1.4 million (260 MT) while MP at R202 229 (34 MT). The overall share in potatoes was R130 million (23 651 MT).

Table 3: Summary of estimated share of smallholder farmers in potatoes by province in April 2023

Province	Revenue	Mass
GP	R82 380 321	15 044
KZN	R17 170 732	3 319
WC	R11 288 845	1 722
EC	R6 513 578	1 386
FS	R7 588 494	1 212
NW	R3 517 412	674
MP	R1 452 517	260
NC	R202 229	34

Source: SAUFM (2023)

Figure 2 shows the estimated share of smallholder farmers in the top 10 markets for potatoes in April 2023. Johannesburg led at 9 254 MT (39%), followed by Tshwane at 4 330 MT (18%), eThekweni at 2 702 MT (11%), Cape Town at 1 722 MT (7%) and Ekurhuleni at 1 250 MT (5%). Other markets in the top ten included Buffalo City (719 MT), Matlosana (674 MT), Gqeberha (647 MT), and Mangaung (617 MT) with each commanding the same share at 3%. The Msunduzi (565 MT) had the least share in potatoes among the top ten markets at 2%.

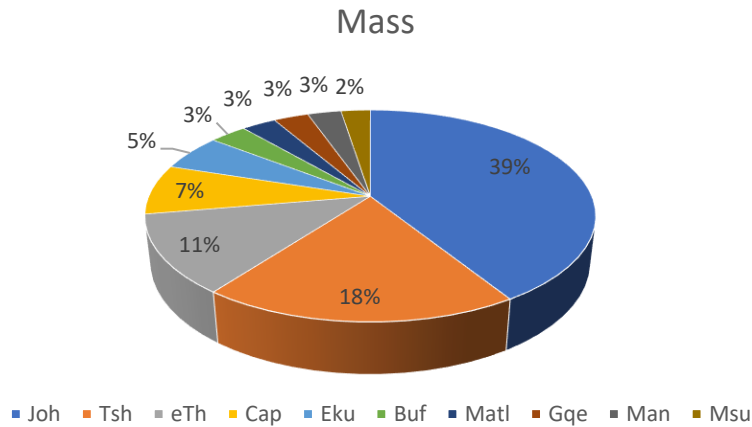


Figure 2: Estimated share of smallholder farmers by mas in the top 10 markets for potatoes in April 2023

Source: SAUFM (2023)

The estimated of smallholder farmers by revenue in the top 10 markets for potatoes in April 2023 is presented in Figure 3. The Johannesburg Market led at R50 million (39%), followed by Tshwane at R24 million (18%), eThekwini at R14 million (9%), Cape Town at R11 million (9%), and Ekurhuleni at R6 million (5%). The Buffalo City (R4 million), Mangaung (R3.6 million), Gqeberha (R3.55 million), and Matlosana (R3.51 million) markets had the same share at 3%. Msunduzi (R2.9 million) commanded the least share of smallholder farmers in potatoes among the top ten at 2%.

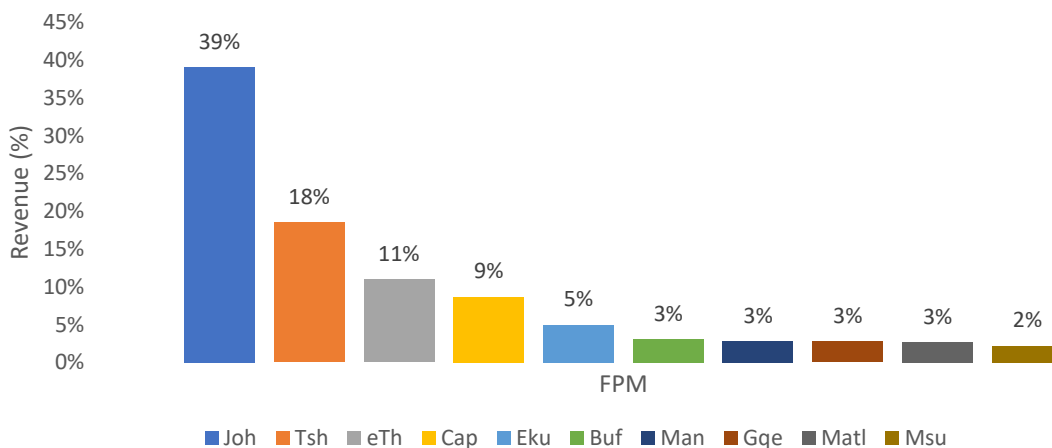


Figure 3: Estimated shares of smallholder farmers by revenue in the top 10 markets for potatoes in April 2023

Source: SAUFM (2023)

3.2 ONIONS

Table 4 presents the estimated share of smallholder farmers in onions for eight provinces. The GP was the leading province with R60 million in revenue, derived from 5 217 MT in mass, followed by KZN at R11 million (951 MT), WC at R6 million (621 MT), EC at R3 million (283 MT), FS at R1 million (166 MT), NW at R792 402 (63 MT) and MP at R242 128 (23 MT). The NC at R60 616 (7 MT) had the lowest share of smallholder farmers in onions. The overall share was R85 million and 7 330 MT.

Table 4: Summary of estimated share of smallholder farmers in onions by province in April 2023

Province	Revenue	Mass
GP	R60 387 155	5 217
KZN	R11 767 298	951
WC	R6 335 246	621
EC	R3 481 990	283
FS	R1 977 527	166
NW	R792 402	63
MP	R242 128	23
NC	R60 616	7

Source: SAUFM (2023)

Onions were the second largest traded commodity in NFPMs in terms of mass in April 2023. The results presented in Figure 4 show that the Johannesburg Market commanded the largest share of smallholder farmers at 3 884 MT (53%). It was followed by Tshwane at 1 171 MT (16%), eThekweni at 870 MT (12%), Cape Town at 621 MT (8%), and Buffalo City at 166 MT (2%). The Ekurhuleni (150 MT) and Gqeberha (117 MT) markets had the same share at 2% while other markets including Mangaung (95 MT) and Msunduzi (81 MT) also had the same share at 1%. Matjhabeng (71 MT) had the least share of smallholder farmers in onions among the top ten markets at 1%.

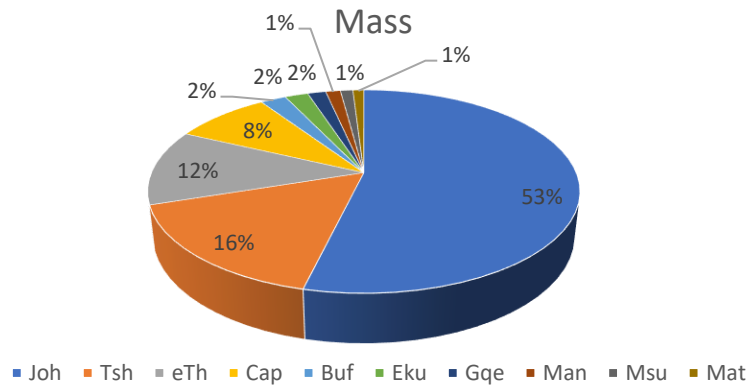


Figure 4: Estimated shares of smallholder farmers by mass in the top 10 markets for onions in April 2023

Source: SAUFM (2023)

The estimated shares of smallholder farmers by revenue in onions in the top 10 markets, measured in percentages, are presented in Figure 5. Leading the list of the top 10 markets was Johannesburg at 53% (R45 million), followed by Tshwane at 16% (R13 million), eThekweni at 13% (R10 million), Cape Town at 7% (R6 million), and Buffalo City at 2% (R2 million). The Ekurhuleni (R1.60 million), Gqeberha (R1.44 million) markets had the same share at 2% while Mangaung (R1.19 million) and Msunduzi (R982 605) were both at 1%. The Matlosana (R792 402) market had the lowest share of smallholder farmers in onions at 1%.

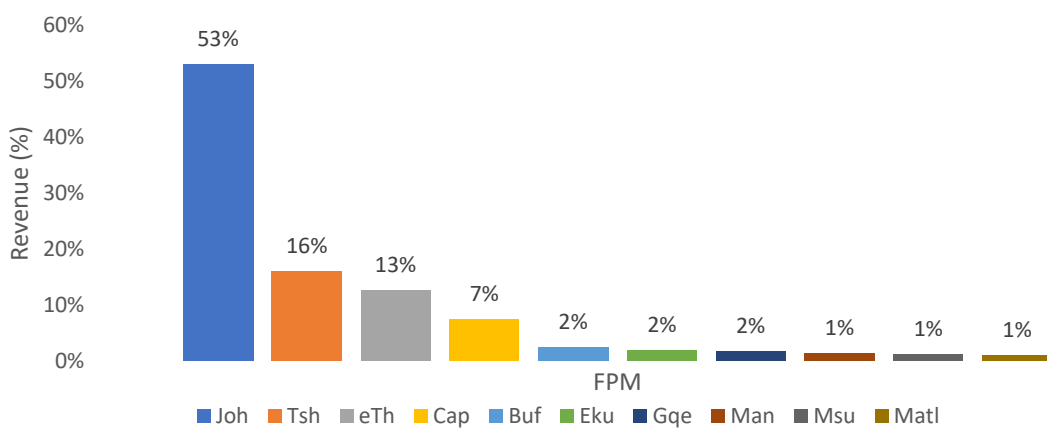


Figure 5: Estimated shares of smallholder farmers by revenue in the top 10 markets for onions in April 2023

Source: SAUFM (2023)

3.3 TOMATOES

Table 5 presents the estimated share of smallholder farmers in tomatoes for eight provinces of South Africa. The GP was the leading province at R43 million in revenue derived from a total mass of 3 233 MT, followed by WC at R8 million (527 MT), KZN at R5 million (368 MT), FS at R2 million (162 MT), EC at R1.59 million (105 MT), NW at R1.23 million (71 MT) and NC at R523 207 (33 MT). The MP province was at R77 335 (8 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 R62 million in revenue derived from a total mass of 4 505 MT.

Table 5: Summary of estimated share of smallholder farmers in tomatoes by province in April 2023

Province	Revenue	Mass
GP	R43 071 409	3 233
WC	R8 107 653	527
KZN	R5 250 213	368
FS	R2 802 963	162
EC	R1 598 933	105
NW	R1 233 508	71
NC	R523 207	33
MP	R77 335	8

Source: SAUFM (2023)

Tomatoes were the fourth largest traded commodity at NFPM in April 2023. The Johannesburg Market commanded the largest share of smallholder farmers at 53%, translated as 2 387 MT (see Figure 6). This market was followed by Tshwane at 657 MT (15%), Cape Town at 527 MT (12%), eThekwini at 344 MT (8%), Ekurhuleni at 184 MT (4%) and Mangaung at 92 MT (2%). The Matlosana (71 MT), Matjhabeng (70 MT) both stood at 2%

while Buffalo City (67 MT) markets was at 1%. The Gqeberha (38 MT) market had the least share of smallholder farmers in tomatoes among the top ten markets at 1%.

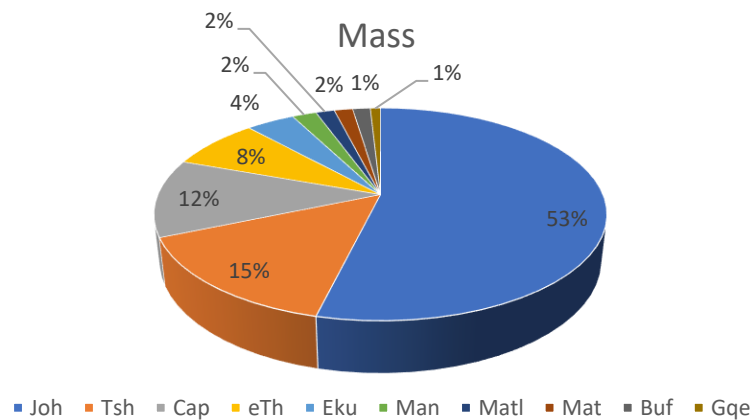


Figure 6: Estimated share of smallholder farmers by mass in the top 10 markets for tomatoes in April 2023

Source: SAUFM (2023)

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 50% (R31 million), Tshwane at 15% (R9 million), Cape Town at 13% (R8 million), eThekweni at 8% (R4 million), with Ekurhuleni (R1.9 million) and Mangaung (R1.5 million) both at 3%. The Matlosana (R1.23 million), Matjhabeng (R1.22 million) and Buffalo City (R984 481) had the same share at 2%. Gqeberha (R614 451 million) had the lowest share of smallholder farmers in tomatoes among the top ten markets at 1%.

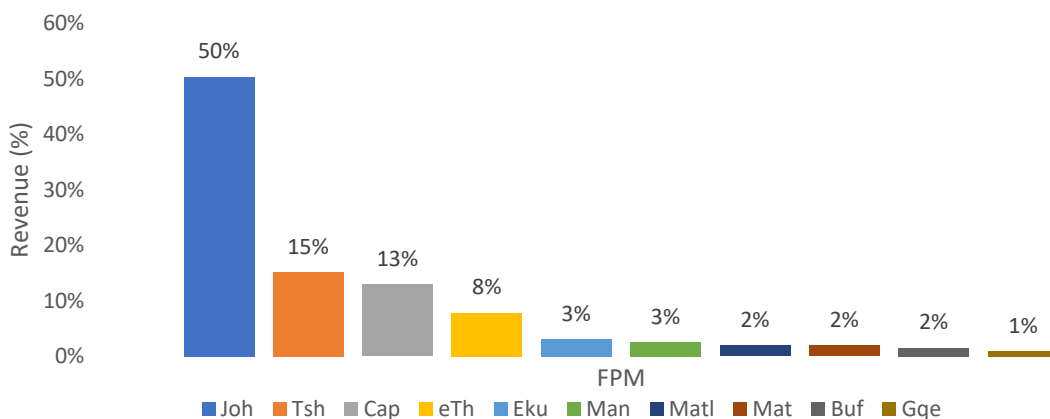


Figure 7: Estimated share of smallholder farmers by revenue in the top 10 markets for tomatoes in April 2023

Source: SAUFM (2023)

3.4 BANANAS

Table 6 presents the estimated share of smallholder farmers in bananas for eight provinces of South Africa. The GP was the leading province at R27 million derived from a total mass of 3 447 MT, followed by KZN at R7.27 million (971 MT), WC at R7.30 million (780 MT), EC at R4 million (437 MT), FS at R2 million (328 MT) and NW at R1.1 million (129 MT).

MP had the lowest estimated share of smallholder farmers in bananas at R298 226 (38 MT) over the reported month. The overall estimated smallholder share for bananas was R50 million and 6 131 MT.

Table 6: Summary of estimated share of smallholder farmers in bananas by province in April 2023

Province	Revenue	Mass
GP	R27 733 135	3 447
KZN	R7 277 882	971
WC	R7 309 025	780
EC	R4 116 097	437
FS	R2 584 834	328
NW	R1 115 330	129
MP	R298 226	38
NC	R0	0.00

Source: SAUFM (2023)

Bananas constituted the most traded fruit on the FPM system in April 2023. The Johannesburg Market commanded the largest share of smallholder farmers at 32% (1 939 MT) (see Figure 8). It was followed by Tshwane at 21% (1 271 MT), Cape Town at 13% (780 MT), eThekweni at 12% (760 MT), Buffalo City at 5% (281 MT) while Mangaung (241 MT) and Ekurhuleni (219

MT) were at 4%. Other markets commanding the same share were Msunduzi (211 MT) and Gqeberha (155 MT) markets both at 3%. Among the top ten markets, Matlosana fresh produce market (129 MT) commanded the least estimated share of smallholder farmers at 2%.

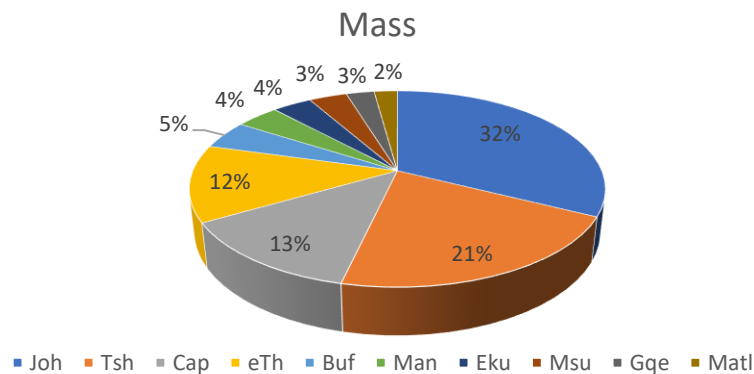


Figure 8: Estimated shares of smallholder farmers by mass in top 10 markets for bananas in April 2023

Source: SAUFM (2023)

The estimated share of smallholder farmers by revenue in the top 10 markets for bananas in April 2023, measured in percentages is presented in Figure 9. Leading the list of the top 10 markets was Johannesburg at 31% (R15 million), followed by Tshwane at 20% (R10 million), Cape Town at 14% (R7 million), eThekweni at 11% (R5 million), Buffalo City at 5% (R2 million) and Mangaung at 4% (R1.86 million). Other markets including Msunduzi (R1.65 million), Gqeberha (R1.54 million) and Ekurhuleni (R1.5 million) were at 3%. The Matlosana (R1.1 million) fresh produce market had the least share at 2%.

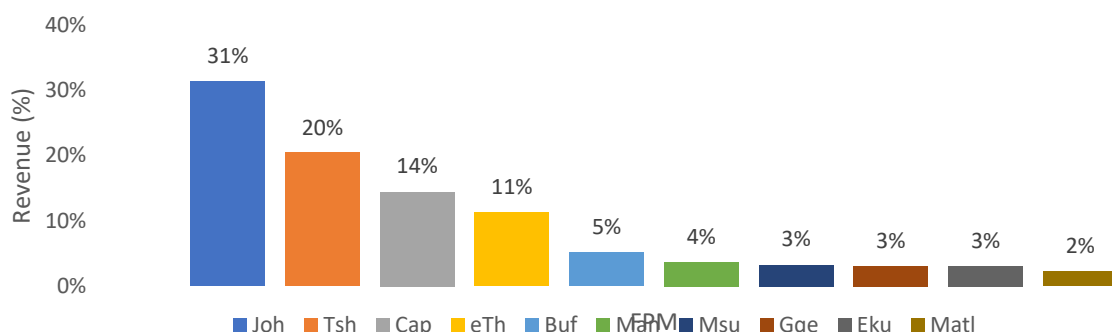


Figure 9: Estimated shares of smallholder farmers by revenue in the top 10 markets for bananas in April 2023

Source: SAUFM (2023)

3.5 OTHER VEGETABLES

Table 7 presents the estimated share of smallholder farmers in other vegetables for eight provinces in South Africa during April 2023. The GP province was leading with a revenue of R82 million derived from a total mass of 10 713 MT, WC followed at R13 million (1 351 MT), KZN at R9 million (995 MT), FS at R3.57 million (570 MT), EC at R3.20 million (433 MT), and NW at R1.63 million (279 MT).

The NC province was at R158 451 (30 MT) while MP commanded the lowest estimated share of smallholder farmers in other fruits at R137 495 (50 MT). The estimated overall revenue share from the sale of other vegetables on the fresh produce markets by smallholder farmers was R114 million matched by 14 421 MT.

Table 7: Summary of estimated share of smallholder farmers in other vegetables by province in April 2023

Province	Revenue	Mass
GP	R82 473 562	10 713
WC	R13 595 886	1 351
KZN	R9 963 216	995
EC	R3 207 112	433
FS	R3 574 124	570
NW	R1 627 645	279
NC	R158 451	30
MP	R137 495	50

Source: SAUFM (2023)

Market shares for other fruits traded in the various fresh produce markets in April 2023 are illustrated in Figure 10. The Johannesburg Market commanded the largest share of smallholder farmers at 50% (7 218 MT) (see Figure 12), followed by Tshwane at 22% (3 177 MT), Cape Town at 9% (1 351 MT) eThekweni at 6% (927 MT), and Mangaung at 3% (409 MT). The Ekurhuleni (302 MT), Matlosana (279 MT) and Buffalo City (247 MT) markets stood at 3%, while Gqeberha was at 1% (186 MT). Matjhabeng fresh produce market commanded the least share of smallholder farmers among the top ten fresh produce markets at 1% (161 MT).

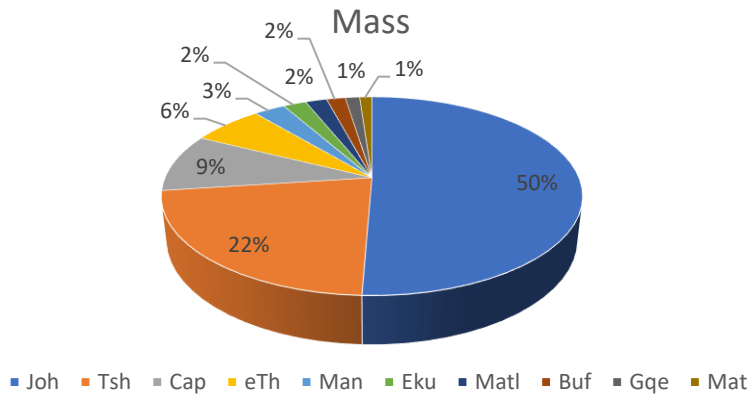


Figure 10: Estimated shares of smallholder farmers by mass in the top 10 markets for other vegetables in April 2023

Source: SAUFM (2023)

The estimated share of smallholder farmers by revenue in top 10 markets for other vegetables in April 2023, measured in percentages is presented in Figure 11. Leading the list of the top 10 markets was Johannesburg at 51% (R59 million), Tshwane at 19% (R21 million), Cape Town at 12% (R13 million), eThekweni at 8% (R9 million) with Mangaung (R2.29 million) and Buffalo City (R2.16 million) market at 2%. The Ekurhuleni (R1.64 million), Matlosana (R1.62 million) and Gqeberha (R1.41 million) markets had the same share at 1%. Matjhabeng had the lowest share of smallholder farmers among the top ten fresh produce markets at less than 1% (R914 276).

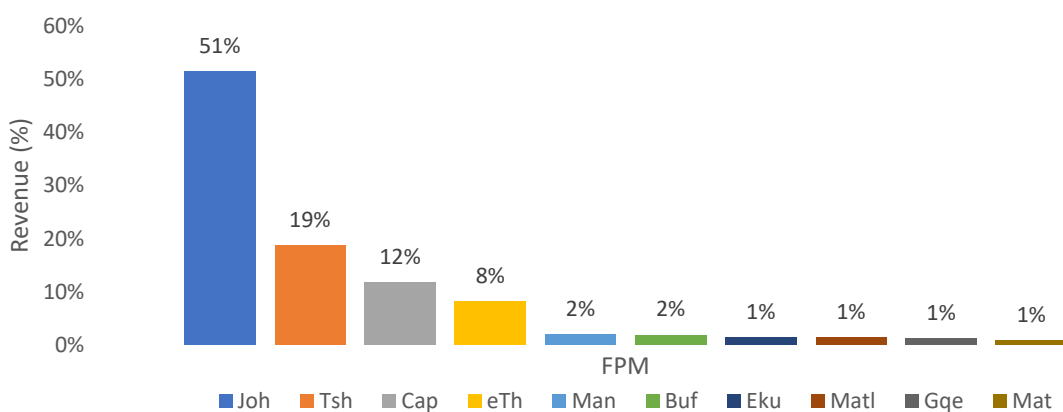


Figure 11: Estimated shares of smallholder farmers by revenue in the top 10 markets for other vegetables in April 2023

Source: SAUFM (2023)

3.6 OTHER FRUITS

Table 8 presents the estimated share of smallholder farmers in other fruits for eight provinces in South Africa. The GP was the leading province with revenue of R83 million derived from a total mass of 9 137 MT. This was followed by KZN at R13 million (1 825 MT), WC at R10 million (994 MT), FS at R3 million (494 MT), EC at R1.97 million (246 MT), and NW at R1.5 million (211 MT).

The NC had an estimated share of R158 451 (19 MT) while MP stood at R137 495 (20 MT). The overall share of smallholder farmers in other vegetables in April 2023 in value and mass was R115 million and 12 945 MT, respectively.

Table 8: Summary of estimated share of smallholder farmers in other fruits by province in April 2023

Province	Revenue	Mass
GP	R83 766 242	9 137
KZN	R13 619 760	1 825
WC	R10 143 422	994
FS	R3 732 556	494
EC	R1 965 985	246
NW	R1 586 097	211
NC	R158 451	19
MP	R137 495	20

Source: SAUFM (2023)

Market shares for smallholder farmers in other fruits traded in the various fresh produce markets in April 2023 are illustrated in Figure 12. The Johannesburg Market commanded the largest share at 46% (5 998 MT) (see Figure 12), followed by Tshwane at 21% (2 676 MT), eThekweni at 12% (1 513 MT), Cape Town at 8% (994 MT), and Ekurhuleni at 3% (442 MT). The Mangaung (316 MT), Msunduzi (312 MT), Buffalo City (216 MT) and Matlosana (211 MT) had

the same share at 2%. The Matjhabeng (211 MT) market commanded the lowest share of smallholder farmers among the top ten markets also at 1%.

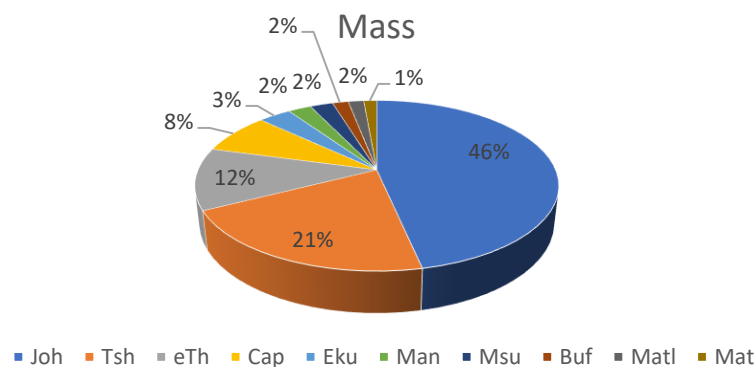


Figure 12: Estimated shares of smallholder farmers by mass in the top 10 markets for other fruits in April 2023

Source: SAUFM (2023)

The estimated share of smallholder farmers by revenue in the top 10 markets for other fruits in April 2023, measured in percentages is presented in Figure 13. Leading the list of the top 10 markets was Johannesburg at 50% (R57 million), Tshwane at 20% (R23 million), eThekweni at 10% (R11 million), Cape Town at 9% (R10 million), and Ekurhuleni at 3% (R3 million). The Mangaung (R2.55 million), Msunduzi (R2 million), and Buffalo City (R1.79 million) markets commanded the same share at 2%, while Matlosana was at 1% (R1.59 million). The Matjhabeng (R1.18 million) had the least share of revenue for smallholder farmers among the top ten markets at 1%.

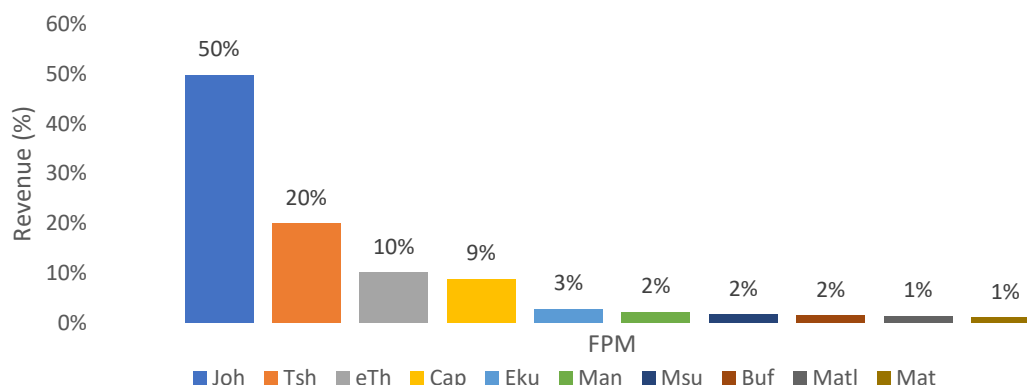


Figure 13: Estimated shares of smallholder farmers by revenue in the top 10 markets for other fruits in April 2023

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 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 April 2022 and March 2023. The average price change for potatoes was 17% and ranged from 6% in eMalahleni to 33% in Cape Town. Onions had an average price change of 133% over the reported period, ranging from 0% in Kie to 169% in Matlosana. An average price change of 54% was observed in tomatoes across the markets, with a range from 0% in Vereeniging, Mbombela and Kie to 66% in Cape town. Finally, bananas had an average price change of 23%, ranging from 0% in Mbombela and Kie to 43% in Matjhabeng. Overall, all the markets exhibited positive price changes for all the top-four agricultural products traded in FPM in April 2023. This supports the earlier observation made in the overview that the increase in revenue from reduced volumes traded in the markets is an indication that prices were higher during the period under review. This is in line with generally higher food price inflation experienced during the same period.

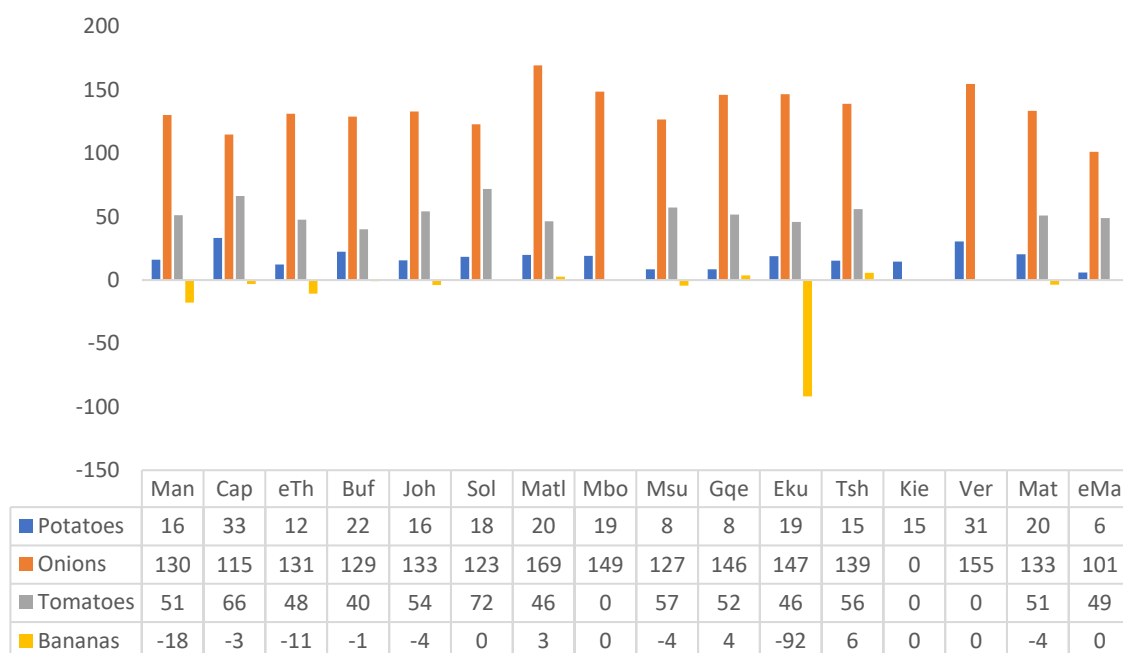


Figure 14: Price trends for top four traded agricultural products in April 2023

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 March 2023 the total mass traded at the NFPMs was 229 940 MT, generating a total revenue of R1.86 billion. Thirty percent (smallholder share) of this in mass and revenue was estimated at 68 982 MT and R558 million. A further analysis of this at the provincial level shows that GP was leading at 46 791 MT matched by a revenue of R379 million. This was followed by KZN at 8 428 MT (R65 million), WC at 5 994 MT (R56 million), EC at 2 890 MT (R22 million), FS at 2 932 MT (R20 million), NW at 1 427 MT (R9 million) and MP at 378 MT (R2 million). The NC had the lowest share at 143 MT (R1 million).

By top 10 fresh produce markets, the Johannesburg Market commanded the list of the top ten fresh produce markets at 30 680 MT (R259 million), followed by Tshwane at 13 281 MT (R102 million), Cape Town at 5 994 MT (R56.7 million), eThekweni at 7 116 MT (R56.5 million), Ekurhuleni at 2 546 MT (R16 million), Buffalo City at 1 695 MT (R13.5 million), Mangaung at 1 800 MT (R13.1 million), Matlosana at 1 427 MT (R9 million), Gqeberha at 1 191 MT (R8.7 million), Msunduzi at 1 312 MT (R8.5 million) and Matjhabeng at 1 132 MT (R7 million).

The estimates for each product show that potatoes commanded the largest share of produce sold, followed by onions, tomatoes, and bananas. A significant volume of other fruits and vegetables was also traded in the NFPM system over the reported period. Overall, all the markets exhibited positive price changes for the top agricultural products (except for bananas) traded in the month of April 2023.

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