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PRESS RELEASE

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NAMC WELCOMES AVOCADO EXPORT AGREEMENT BETWEEN SOUTH AFRICA AND CHINA

The National Agricultural Marketing Council (NAMC) welcomes the agreement that South Africa will export avocados to the People's Republic of China signed on 22 August 2023 between Honourable Minister of Agriculture, Land Reform, and Rural Development, Ms. Thoko Didiza (MP) and Chinese Minister of Foreign Affairs, Mr. Wang Yi, on behalf of Chinese Agriculture Minister Tang Ranijan. This historic accord paves the way for the export of South African avocados to the People's Republic of China.

This agreement comes at an opportune time when NAMC in collaboration with the Department of Agriculture, Land Reform and Rural Development (DALRRD) has just completed a 12-month long study on *Value Chain Analysis of Avocados* in South Africa. We view this agreement as confirmation that there is a need to intensify efforts, accelerate market access, stimulate demand, and facilitate export opportunity for this product.

Minister Thoko Didiza, expressed excitement about the agreement, highlighting its significant role in fostering export-led growth for avocados. As she noted, "gaining access to China is a crucial step towards promoting exports for South African avocados - a commitment the government has

made under the Agriculture and Agro-processing Master Plan. In recent years, the avocado industry has expanded by 4 750 hectares increasing the total hectarage to over 18 000"

China, with its vast population and growing middle class, is poised to become one of the world's major consumers of avocados. This development presents an immense opportunity to expand avocado production in South Africa, boosting the local economy and creating jobs.

Currently, the avocado industry in South Africa employs 15,000 people on farms and in packhouses, with countless others working in service industries and along the value chain. As exports grow, so too will production, leading to a ripple effect of economic growth, increased employment, and skill development. This positive impact will be particularly significant in rural areas of South Africa, where the majority of avocados are produced.

This historic export agreement signifies not only a strengthening of economic ties between our nations but also a testament to the bright future of South African agriculture.

Issued by the National Agricultural Marketing Council

The End

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