

---

# PRESS RELEASE

**TO ALL MEDIA**

**FOR IMMEDIATE RELEASE**

**DATE: 22 MARCH 2024**

## **AGRICULTURE AND AGRO-PROCESSING MASTER PLAN ADVOCATES FOR PUBLIC AND PRIVATE SECTOR COLLABORATIONS: A TESTIMONIAL OF THE ARC-TSC MANGO BREEDING PROGRAMME**

On 28 February 2024, the National Agricultural Marketing Council (NAMC), an organisation entrusted with responsibility to oversee the coordination and implementation of the flagship Agriculture and Agro-Processing Master Plan (AAMP) participated in the Mango Cultivar Day held in, in Limpopo, Ha-Masia.

The Mango Cultivar Day, interventions, and commitments by the AAMP social partners under the horticulture subsector, aimed to improve, strengthen, and expand research and development (R&D) to address infrastructure challenges and capacity within the horticultural industry.

The event was organized by the Agricultural Research Council's Tropical and Subtropical Crops Division (ARC-TSC) to showcase the four new cultivars that emerged from the ongoing ARC-TSC mango breeding programme. Furthermore, a wide range of mango-processed products such as dried mango, mango roll, atchar, jam, and chutney were displayed at the event. The South African Mango Growers' Association (SAMGA) plays a very key role in the success of this programme through the provision of funds to support this research initiative.

This initiative paints a picture of what the government and private sector partners should do to strive towards the achievement of the Agriculture and Agroprocessing Master Plan (AAMP) objectives and commitments. This work by the ARC-TSC and SAMGA accentuates the Public Private Partnership (PPP) envisaged by the sectors' blueprint (the AAMP). In its nature, the PPP model was designed such that the sector utilises and strengthens the existing Value Chain Round Tables (VCRTs) as one of the delivery models to drive growth, competitiveness, transformation, and investments in the sector.

The South African mango industry is mainly focused on the domestic market, with only a small share of local production destined for export markets. In the 2022/23 season, South Africa produced a total of 84 357 tonnes of mangoes, recording a 39% increase from the 60 697 tonnes produced in the previous season. Data from SAMGA shows that, over the years, processing has become an integral part of local production, with about 41% processed to atchar, dried (17%), and juice (10%). Direct sales account for about 8% of local production while exports account for only about 6%.

Ordinarily, South African mango industry consists of only five commercially approved mango cultivars, i.e., Tommy Atkins, Keitt, Kent, Sensation, and Heidi3. However, the South African agroecological growing conditions are not suitable to produce these cultivars, and they are also prone to several challenges.

The Keitt and Kent cultivar is prone to bacterial blackspot while Tommy Atkins and Sensation have underlying physiological issues. The Heidi cultivar is often associated with poor bearing. Consequently, the local mango industry is increasingly advocating for the development and breeding of new cultivars that are suitable for local climate conditions and enhanced fruit characteristics.

In 1990, the ARC-TSC established a comprehensive mango breeding and evaluation programme in four mango production regions, namely, Hoedspruit, Tzaneen, Malalane, and Clanwilliam. The ARC-TSC is responsible for the provision of sustainable and appropriate technologies for the production and post-harvest handling of citrus and subtropical fruits to enhance food security and nutrition, global competitiveness, and wealth creation by addressing national priorities through its research agenda and related activities.

The implementation of the AAMP is underway and we are convinced that strong partnerships and collaborations between government, industry, and other key role players remain crucial. This will ensure that the strategic objectives and aspirations of the AAMP as well as commitments by all social partners are realised.

Issued by the National Agricultural Marketing Council

**The End**

**Media Enquiries:**

Mashao Mohale (Communication Manager)

E: [dmoahale@namc.co.za](mailto:dmoahale@namc.co.za) | C: 073 181 8046

**Requests for Media Interviews:**

[media@namc.co.za](mailto:media@namc.co.za)

