
SA OLIVE INDUSTRY APPLICATION FOR THE CONTINUATION OF STATUTORY MEASURES (ON TABLE OLIVES AND OLIVE OIL)

NAMC REQUESTING COMMENTS / INPUTS FROM INDUSTRY ROLE PLAYERS

On 16 April 2024, the National Agricultural Marketing Council (NAMC) received a request from SA Olive (SA Olive Industry Association), a Non-Profit Company, for the continuation of statutory measures (levies, records & returns and registration) on imported and local produced volumes of table olives and olive oil in terms of the Marketing of Agricultural Products Act (MAP Act) 1996. The current statutory measures will expire on 19 November 2024, and it is requested that the new term be implemented from 1 January 2025.

It is proposed that the following statutory measures be implemented for a new four-year period, effective from date of publication:

- Levies (in terms of Section 15 of the MAP Act);
- Records & Returns (in terms of section 18 of the MAP Act); and
- Registration (in terms of section 19 of the MAP Act).

The purpose and objective of the statutory measures relating to **records & returns and registration** are to compel DAGs (directly affected groups) in the olive industry to register with SA Olive and to provide information to SA Olive. By combining compulsory registration with the keeping of information and the rendering of returns on an individual basis, market information for the whole of the industry can be processed and

disseminated and it will also form the basis for the collection of levies. The statutory measures relating to records & returns and registration are also necessary to ensure that continuous, timeous and accurate information is available to all role players.

The **payment of the statutory levy**, will be used to finance the following:

- Communication, consumer education and market development;
- Transformation and training;
- Research and development;
- Quality control and certification;
- Statistics and information, and
- Administration.

The proposed levy amounts are as follows:

Local production and imports	Current statutory levy	Proposed new statutory levy amount
Table olives - levied on a cents per kilogram basis (c/kg)	8 c/kg	15 c/kg
Olive oil levied on a cents per liter basis (cents/l)	40 c/l	65 c/l

Proposed budget for the new four (4) year period, applicable from 1 January 2025:

	2025	2026	2027	2028	
Table olives: 15 c/kg	R331 693	R348 277	R365 692	R383 976	
Olive oil: 65 c/l	R2 082 924	R2 187 080	R2 296 424	R2 411 245	
Total levy income	R2 414 617	R2 535 357	R2 662 116	R2 795 221	
Expenditure:	2025	2026	2027	2028	
Communication, consumer education and market development	R965 847	R1 014 143	R1 064 846	R1 118 088	40%
Transformation and training	R482 923	R507 071	R532 423	R559 044	20%
Research and development	R362 193	R380 304	R399 317	R419 283	15%
Quality control and certification	R362 193	R380 304	R399 317	R419 283	15%
Statistics and information	R120 731	R126 768	R133 106	R139 761	5%
Administration	R120 731	R126 768	R133 106	R139 761	5%
Total	R2 414 617	R2 535 357	R2 662 116	R2 795 221	

The NAMC believes that the proposed statutory measures requested are consistent with the objectives of the MAP Act (as set out in section 2 of the Act).

Directly affected groups (e.g. producers, packers, importers and exporters) in the olive industry are kindly requested to submit any comments, in writing, regarding the proposed statutory measures, to the NAMC (**e-mail to mathildavdw@namc.co.za**) on or before 24 May 2024, to enable the Council to finalise its recommendation to the Minister in this regard.

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