



MOHAIR, WOOL AND COTTON TRADE AWARENESS WEBINAR REPORT



**agriculture, land reform
& rural development**

Department:
Agriculture, Land Reform and Rural Development
REPUBLIC OF SOUTH AFRICA



NAMC

Promoting market access for South African agriculture



**trade, industry
& competition**

Department:
Trade, Industry and Competition
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ACKNOWLEDGEMENTS



The organizing committee (NAMC & DALRRD) would like to express their deepest appreciation and gratitude to all the attendees. We hope that the mohair, wool, and cotton webinar empowered you and that the information presented will continue to offer value to the sector.

We look forward to seeing you at the next event, which will be announced shortly. We also thank the various speakers who contributed to the success of the mohair, wool, and cotton webinar. Special appreciation to the organizing committee team for their invaluable help and assistance in preparing the event.

The Communication unit of the NAMC who offered many helpful ideas for the design of invitation and programme.

EXECUTIVE SUMMARY



On 18 February 2025, the NAMC and DALRRD held the national webinar for the 2024/25 financial year. The session targeted emerging mohair, wool and cotton producers or traders as well as Farmer Production Support Units, extension officers in the provinces and government officials. The main aim of the webinar was to raise awareness on all critical aspects of the exporter value chain for those interested to participate in exports either directly or indirectly.

The webinar covered the following interesting topics:

- The DTIC export promotion & marketing incentives
- Regulatory export requirements to target markets for wool, mohair and cotton products
- Incorporating emerging mohair, wool and cotton farmers in the export value chain


This report provides a summary of what transpired on the day and is intended to keep abreast all participants and other interested parties, regarding the mohair, wool, and cotton webinar.

LIST OF ABBREVIATIONS



ABBREVIATIONS	EXPLANATION
BBBEE	Broad-Based Black Economic Empowerment
DALRRD	Department of Agriculture, Land Reform and Rural Development
DTIC	Department of Trade, Industry and Competition
EMIA	Export Marketing and Investment Assistance
MERC	Market and Economic Research Centre
NAMC	National Agricultural Marketing Council
SMEs	Small and Medium Enterprises
USA	United States of America

1. WELCOME BY PROGRAMME DIRECTOR: MS THANDEKA NTSANGASE (NAMC)



Thandeka Ntshangase from the NAMC set the tone for the day and explained the purpose of the webinar. *“I believe the Department of Agriculture, in collaboration with the National Agricultural Marketing Council, has been planning virtual awareness workshops, and this time they have targeted the fibers business, specifically wool, mohair, and cotton. And the target audience consists primarily of producers or traders, as well as FPSU and extension officers. The goal of this webinar is to promote awareness of all essential components of the export value chain for people interested in participating in exports, whether directly or indirectly”.*

2. OPENING REMARKS BY THE DALRRD: MR MALUTA MUDZUNGA



Mr Maluta Mudzunga from Department of Agriculture Land Reform and Rural Development (DALRRD) welcomed all the attendees and presenters on call and emphasized the importance of inclusivity in the animal fiber sector and the need for information on export incentives and phytosanitary requirements, particularly for emerging farmers. The speakers urged for active participation to maximize the benefits of the collaborative platform.

3. THE DTIC EXPORT PROMOTION & MARKETING INCENTIVES: MS NXALATI MASHELE (DTIC)



Ms Nxalati Mashele from the Department of Trade, Industry and Competition (DTIC) presented the Export Marketing and Investment Assistance (EMIA) scheme, detailing the application process for both group and individual participation. She highlighted the documentation required, including the Broad-Based Black Economic Empowerment (BBBEE) compliance certificates and financial statements, and addressed concerns raised by participants regarding the burden of audited financial statements on the Small and Medium Enterprises (SMEs). She also outlined the evaluation process for funding applications and the importance of submitting feedback reports post-event, while addressing visa responsibilities and budget constraints.

4. REGULATORY EXPORT REQUIREMENTS TO TARGET MARKETS FOR WOOL & MOHAIR PRODUCTS: DR BOITUMELO MOTSISI-MEHLAPE (DALRRD)



Dr. Boitumelo Motsisi-Mehlape from DALRRD discussed the regulatory export requirements for wool and mohair, detailing the process of accessing export markets. She explained the significance of existing trade agreements and the steps involved in risk assessment, including hazard identification and the evaluation of disease status. The presentation emphasized the need for compliance with import requirements to facilitate successful exports. She further outlined the recommended procedures for inactivating the Foot and Mouth Disease (FMD) in wool, detailing specific methods for processed and raw wool exports. She addressed challenges such as disease outbreaks and unreasonable import conditions that can hinder exports. Motsisi-Mehlape also mentioned the importance of maintaining communication with trade partners to facilitate negotiations.

5. REGULATORY EXPORT REQUIREMENTS TO TARGET MARKETS FOR COTTON PRODUCTS: MS JULIET MOETI (DALRRD)



Ms Juliet Moeti from the DALRRD is responsible for managing import-export protocols for plant products. She further discussed the regulatory export requirements for plants and plant products, highlighting South Africa's commitments to international agreements on sanitary and phytosanitary measures. She explained the market access initiation process, where industries must identify their trading partners and engage with them for import permits. The Directorate of Plant Health evaluates compliance and facilitates communication with trading partners. She detailed the ongoing negotiations for exporting a range of agricultural products, including citrus, table grapes, and avocados, to countries like China, the United States of America (USA), and Japan. She stressed the necessity of adhering to specific protocols to ensure compliance and maintain market access.

6. INCORPORATING EMERGING MOHAIR FARMERS IN THE EXPORT VALUE CHAIN: MS. BEAUTY MOKGWAMME (MOHAIR SA)



Ms Beauty Mokgwamme provided insights on the Mohair Empowerment Trust's initiatives to assist smallholder farmers. She pointed out the Trust's role in fostering black economic empowerment and connecting these farmers to the export market. She discussed collaborations and training activities to help farmers become commercial Angora goat producers, including collaboration between emerging and commercial farmers. She reviewed the Empowerment Trust's development, highlighting the successful graduation of farmers and the implementation of new projects aimed at boosting goat farming. She highlighted the accomplishments of young female farmers, as well as collaborations with commercial farmers and other groups to improve the quality and marketability of their products.

Ms Mokgwamme explained the special requirements for successful Angora goat farming, including sufficient land, infrastructure such as dipping ponds and sharing sheds, and a long-term lease arrangement. She emphasized the necessity of maintaining genetic purity and treating external parasites to ensure high-quality hair growth. She also stated a willingness to work with other interested local departments to support farmers.

7. INCORPORATING EMERGING COTTON FARMERS IN THE EXPORT VALUE CHAIN: DR ANNETTE BENNETT (COTTON SA)



Dr Annette Bennett presented the structure and functions of Cotton SA, detailing its representation across the cotton value chain, including farmers, ginners, and technology partners. She outlined the organization's vision to establish a competitive industry and its efforts in research, quality control, and smallholder support, including a statutory levy for development initiatives. She presented data on South Africa's cotton production and imports, revealing a drop in local production to 14,000 tonnes for the 2023-24 season, down from 44,000 tonnes in 2019-20. She mentioned that imports from Zimbabwe and Zambia totalled about 7,000 tonnes last season, with Mali emerging as a key supplier. She also pointed out the impact of cheaper yarn imports on local consumption, which has decreased to 8,000 tonnes.

She detailed the current state of cotton production in South Africa, noting that smallholders contribute only 6.93% to the national crop, with a goal of increasing this to 20% by 2030. She mentioned the export dynamics, particularly to China and local gins, and the challenges smallholders face due to limited access to better seed varieties. She also highlighted the potential for job creation and the need for funding and partnerships to support smallholder farmers.

8. INCORPORATING EMERGING WOOL FARMERS IN THE EXPORT VALUE CHAIN: MR DEON SAYMAAN (CAPE WOOLS SA)



Mr Deon Saayman presented the South African wool industry's structure, including the newly formed Wool Empowerment Trust and its partnerships with organizations like the National Wool Growers Association. He presented production figures, noting that 41.4 million kilograms of wool were produced in 2022-23, with a significant portion exported to China. He also addressed challenges such as genetics, stock theft, and the need for improved infrastructure in communal farming areas. He highlighted initiatives to promote South African wool, including the registration of two trademarks aimed at supporting local manufacturers. He explained the significance of traceability in the wool industry, noting that major brands require assurance of ethical production practices. He also mentioned the challenges posed by new European Union legislation regarding environmental impact labelling.

9. CLOSING REMARKS: MR BERNARD MANGANYI (NAMC)



Mr Bernard Manganyi provided closing remarks, thanked all speakers and participants for their valuable contributions. He emphasized the critical insights gained regarding regulatory requirements, funding opportunities, and strategies for integrating emerging farmers into the global value chain. He also noted the importance of compliance with international regulations and the potential for market diversification and importance of compliance with international trade agreements and protocols.

10. APPENDIX: OFFICIAL INVITATION AND PROGRAMME



TRADE AWARENESS WEBINAR ON WOOL, MOHAIR & COTTON EXPORTS

Targeted Audience: Emerging wool, mohair and cotton farmers and traders, provincial extension officers, Farmer Production Support Units (FPSU's)



INDUSTRY SPEAKERS

DR. ANNETTE BENNETT
Cotton SA: CEO

MS. BEAUTY MOKGWAMME
Mohair SA (Empowerment Trust)

MR. DEON SAAYMAN
Cape Wools SA: CEO

20
FEB
2025

09:00-13:30

MS TEAMS
Click to Join

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AGENDA

TRADE AWARENESS WORKSHOP: FOR WOOL, MOHAIR AND COTTON EXPORTS

DATE: 20 FEBRUARY 2025

VENUE: MICROSOFT TEAMS

TIME: 09:00 – 13:30

[Click here to join the meeting](#)

FACILITATOR: Ms Thandeka Ntshangase (NAMC)

Target audience: Emerging wool, mohair and cotton farmers and traders, provincial extension officers, Farmer Production Support Units (FPSU's)

09:00 - 09:15

Welcome Address & Purpose of the workshop

TBC

09:15 - 09:40

The dtic export promotion & marketing incentives

Ms. Nxalati Mashele - Branch: Export Development The dtic



09:40 - 10:05

Regulatory export requirements to target markets for wool & mohair products

Dr. Boitumelo Matsisi-Mehlape - Directorate: Animal Health



10:05 - 10:30

Regulatory export requirements to target markets for cotton products





Ms. Juliet Moeti - Directorate: Plant Health (Import & Export Protocols Division)



10:30 - 10:45

Questions & Answers



10:45 - 11:10	Incorporating emerging mohair farmers in the export value chain <i>Ms. Beauty Mokgwamme</i> - Mohair SA: (Mohair Empowerment Trust)	
11:10 - 11:35	Incorporating emerging cotton farmers in the export value chain <i>Dr. Annette Bennett</i> - CEO: Cotton SA	
11:35 - 12:00	Incorporating emerging wool farmers in the export value chain <i>Mr. Deon Saayman</i> - Cape Wools SA	
12:00 - 12:15	Questions & Answers	
12:15 - 12:30	Closing Remarks <i>Mr. Bernard Manganyi</i> - Agricultural Economist: NAMC	



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Cape Wools SA



MOHAIR
Empowerment Trust

ukhanyisa ikhaya lakho



MOHAIR



NOTES: _____

It is important to note that the perspectives expressed by the various speakers solely represent their own viewpoints and do not, in any manner or context, purport to convey or reflect the official stance of the NAMC.

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