



Agri SA Farmer Development Conference

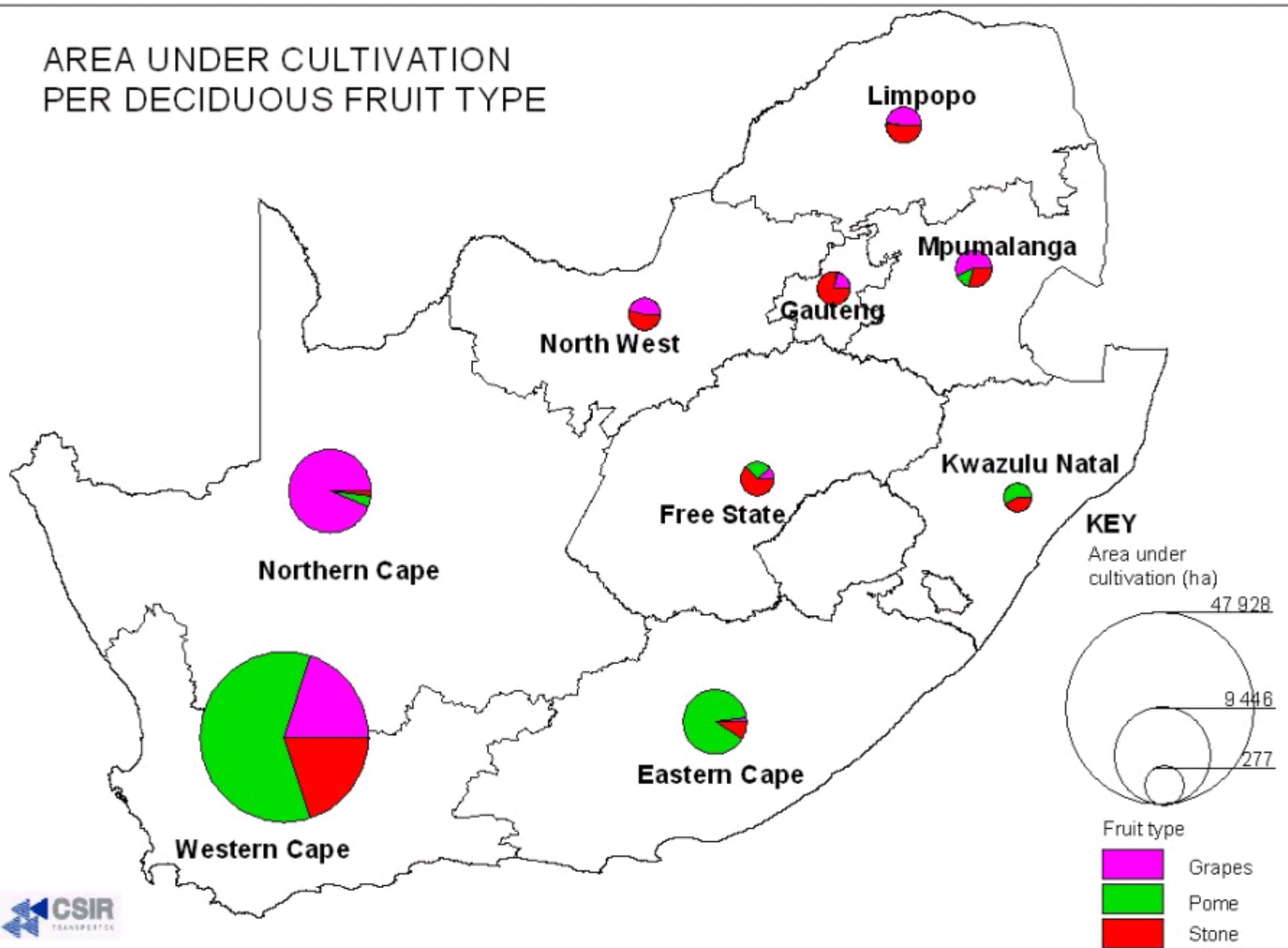
**Deciduous Fruit
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AREA UNDER CULTIVATION PER DECIDUOUS FRUIT TYPE



Value of industry

	Total Value of Production
Fruit	(R1,000)
Apples	2,616,857
Pears	1,193,795
Apricots	101,448
Peaches & Nectarines	484,522
Plums	336,679
Grapes	2,273,536
TOTAL VALUE	7,006,837
Replacement Value of Industry	R13 Bn



Main South African Export Regions



Transformation, BEE, Land Reform

- Social : Bursaries, HIV/AIDS & TB Niyanisa programme, School tours, Internships, Farm worker wellness, Support care worker programme, After care centres, Crèches, Youth development, training, etc.
- “Business”: Land Reform, Establishing new successful commercial producers – Training, Mentorship, support, etc.



Goals

- Economical empowerment, development & support
- Take PDI producers to fully commercial status – Integrate into mainstream economy & formal structures
- Bridge knowledge & skills gap between commercial & upcoming producers



- Improve communication & info flow from and to upcoming producers
- Based on business principles – Make money!



Basic elements for success

- PARTNERSHIPS - Long term
- Coordination
- Ring fence funds, grants
- Use expertise, knowledge & experience available
- Training & Gaining experience



- Develop capacity
- Monitoring & evaluation
- Post establishment support
- Transparency & Accountability



Example: Tree Project

- Establish 1,000 ha of trees over 5 years
- PARTNERSHIP – Long term commitment
- HORTGRO: Supply Trees
- DAFF WC: Grant for soil preparation & irrigation
- 2009: 78ha (Trees = R1.5m, Soil prep + Irrigation = R1.5m)



Current Business Types

- 100% PDI Owned
- Equity Schemes
- Success stories in both business forms
- Both have their pros and cons



Challenges

- Highly intensive industry + long term crops
 - Capital layout – Extremely high!
 - Skills & Experience required
- Accessibility of funds
- Lack of funding (currently) & coordination and timing



- Insecurity surrounding policy – willing buyer, willing seller, property rights, etc
- Management of grants, funding allocated
- Trust between government & industry
 - Improving!
- Skills transfer & Knowledge sharing



Lessons learnt & Recipe for success

- Cooperation & Coordination of inputs from all role players critical
- All the different parts of this engine must work in sync
- Support, Backup & monitoring structures essential



Successful?

- It's tough and progress slow, but we are making it work one step at a time!





South African Plums

Beautiful country, beautiful fruit



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