

## SOUTH AFRICA

### A POTENTIAL MARKET FOR AGRI- FOOD PRODUCTS FROM AFRICA



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## Abstract for trade information services

ID=41842

2010

SITC-057 SOU

International Trade Centre (ITC)

South Africa: A Potential Market for Agri-food Products from Africa

Geneva: ITC, 2010. x, 64 pages

Doc. No. SC-10-190.E

One of a series of sectoral and market studies regarding BRICS (Brazil, Russia, India, China and South Africa) countries - focuses on how to access the agri-food market in South Africa; provides an overview of the domestic market in the country; identifies export opportunities in sectors such as off-season fruits, fine vegetables, canned vegetables, and spices; outlines tariff and non-tariff barriers and special import regulations; covers freight forwarding, transport, and labelling requirements; highlights niche markets in the food and beverage sector with potential opportunities for suppliers from other African countries; reviews key market players, and procurement practices; includes case studies, statistical data, import tariffs for agri-food products, and a list of useful contacts.

**Descriptors: Tropical fruit, Canned vegetables, Spices, Market Access, Import Regulations, Tariffs, Non-Tariff Barriers, Case Studies, South Africa.**

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English

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## Foreword

This technical paper aims to guide exporters in developing countries—mainly in Africa—on how to access the newly emerging agri-food market in South Africa.

Because of the global financial crisis, exporters in developing countries have recently faced shrinking or marginal export growth in many of their developed country markets. Although these markets continue to account for 80% of world imports, imports into large emerging markets like Brazil, the Russian Federation, India, China, South Africa—the BRICS countries—are growing faster and offer significant potential for exploitation by exporters in the developing world.

The International Trade Centre (ITC) implements a comprehensive approach to assisting exporters from least developed countries (LDCs) in market development and market diversification for key products in certain priority sectors. Under the approach, ITC helps to improve market networks, increases knowledge of new market opportunities in emerging markets and promotes South-South trade along the value chain, among other activities.

This report is one of a series of sectoral and market studies in BRICS countries commissioned by ITC. Specifically, it responds to the need for greater knowledge of how to export agri-food products to the South African market.

All studies were funded by limited resources from the ITC regular budget. Owing to cost constraints, they will be issued as technical papers in a small number of hard copies. Dissemination to developing country exporters will be done electronically and through the ITC website.

South Africa imported US\$ 325 million worth of fruits, vegetables and spices in 2009. The market has room for new exporters in nearby countries of counter-season fresh produce like citrus, avocados, grapes, bananas and watermelons. It has also openings for dried beans, dehydrated vegetables and nuts, private-label canned vegetables and spice mixes, as well as chillies, turmeric, peppers and cumin.

The paper highlights some of the critical issues to be considered when entering the South African market, issues that are especially relevant to African exporters. All issues have to do with influencing South Africa's retailers and their current patterns of sourcing.

Finally, the paper provides inputs that would be useful in designing an initial proactive marketing strategy and in preparing an exporter for his or her first sales visit to the market.

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## Acknowledgements

The International Trade Centre (ITC) wishes to thank the following for their contribution to this technical paper:

### **Individuals:**

Liz Whitehouse, Whitehouse & Associates (research coordinator and author)

Emilio Portocarrero, Chief, Sector Competitiveness, ITC

Antony Sandana, Senior Commodity Officer, Sector Competitiveness, ITC

Elisabeth Véquaud, Programme Clerk, Sector Competitiveness, ITC

Natalie Domeisen, Senior Public Information Officer (editorial manager)

Leni Sutcliffe (editor)

### **Companies, institutions and organizations in South Africa:**

Crown National

Department of Agriculture, Forestry & Fisheries

Department of Trade and Industry

Freddy Hirsch Group

Freshmark

Fruit & Veg City

Fruits

International Trade Administration Commission of South Africa (ITAC)

National Plant Protection Organisation of South Africa (NPPOSA)

Pakco (Pty) Ltd

Pick n Pay Group

Shoprite Holdings Ltd

SPAR Group Ltd

Unilever South Africa

Woolworths (Pty) Ltd



## Contents

Foreword	iii
Acknowledgements	v
Note	ix
Executive summary	xi
1. The domestic market: an overall view	1
1.1. Domestic production: outputs, shortfalls and opportunities for external suppliers	1
1.2. International trade	4
1.2.1. Imports	4
1.2.2. Exports	11
1.3 Market size	13
2. Import tariffs, taxes and preferential trade regimes	15
3. Non-tariff barriers	16
3.1. Special import regulations	16
3.2. Freight forwarding and other transport requirements	21
3.3. Labelling requirements	22
4. Expected market developments	22
5. The domestic market: a micro view	24
5.1. Key market players	24
5.1.1. Retailers	24
5.1.2. Speciality stores and wholesalers	27
5.1.3. Importers	28

预览已结束，完整报告链接和二维码如下

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