Information Management: Business plan

Information Committee – February 2016
Potatoes SA strategic goals:

- **Strategic Goal 1:** To provide industry strategic knowledge management support
- **Strategic Goal 2:** To provide support services towards South African product consumption
- **Strategic Goal 3:** To provide producer development support services
- **Strategic Goal 4:** To ensure business excellence within Potatoes SA

**Where do INFORMATION MANAGEMENT fits in?**
Vision of PSA Industry Information Services

• To be regarded as an outstanding supplier of production/market information & business intelligence to the South African Potato Value Chain
Potato Information Services

- Key Marketing Information
- Crop Reports & Crop Estimates
- Market Commentary
- Build and maintain database
- Production Costs

Data and information generation

Market and production information

Communication of Information

Potato producer

Potato value chain

Business Intelligence

- Efficiency in potato production
- Agri Benchmark
- Potato Value Chain Analysis
- Potato Industry Models
- Risk in potato production

Intelligence creation

Governance

Producer

Information Committee

PSA Board of Directors

PIDT
Activities are divided into Focus Areas

- Potato Industry Models
- Potato Value Chain & Policy Analysis
- Efficiency in potato production
- Agri Benchmark
- Risk in potato production
- Production Costs
- Build & Maintain Database
- Production & Market Information
- Ad hoc / Other

Various focus areas
Before the farm gate!

Focus areas

- Production info & Crop estimates
- Production & Transport costs
- Benchmarking – local & overseas
- Scenario analysis & Modelling
- Efficiency in potato production
- Risk in potato production
1. Production & Market Information

- **Market reports**: Daily, weekly, monthly, seasonal & annual
- **Crop reports & Bi-weekly Crop Estimates**
- **Monthly Market Commentary**
- **FPMs**: Trend Analysis, volatility, integration & category of buyers on markets
2. Production Costs

- Updating of production costs (major regions)
- Updating of packaging- & marketing costs
- Updating of Price/yield model
- Trend analysis & Projections
- Transport costs (models) & accompanying issues
3. Agri Benchmark

- Updating of typical potato farm in each of four major regions
- Comparison of typical potato farms between SA and overseas countries (including resource use efficiency)
- Test “what-if” scenarios on local typical farms: Farm level modelling
- Sandveld surveys
4. Potato Industry Models

**BFAP model**: To present an outlook of potato production for the coming years. By doing scenario analysis or using a different set of assumptions a better understanding of the potato industry is generated.

**Market & Crop forecasting models**
5. Potato Value Chain & Policy Analysis

Determine the following indicators: size of industry, per capita consumption, main varieties, consumer spending, etc.

Demand analysis of potatoes

Determining and analysing the “marketing margin” in the Potato Value Chain

Use agri benchmark models, the potato industry model, value chain analysis and other information to analyse the effect of different scenarios on the entire value chain or parts of it

Unpacking the complex interactions in the value chain provides insight into the real tangible issues

Allocated to Marketing
6. Efficiency in potato production

- Labour versus Capital (machinery) in the potato production process
- Efficient use of energy & water in irrigation farming
- Pack-house & Marketing efficiency
7. Risk in potato production

- Dry land versus irrigated land: Eastern Free State – potatoes versus other crops
- Impact of climate change on typical potato farms
8. Build & Maintain Database

On a daily basis PSA collects all kinds of information. All relevant information needs to be collected, processed and disseminated in an orderly manner. Relevant information is added to the database.
9. Ad Hoc / Other

Competition Commission, Labour Survey, SARS & VAT, Submissions to DAFF, etc
Different types of information

- Daily info
- Weekly info
- Annual info
- Monthly info
- Seasonal info

Knowledge transfer

Information Committee
### Industry strategic information available for distribution

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<th>1</th>
<th>DAILY INFORMATION</th>
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<td>Morning report</td>
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<td>Crop year report (&quot;Kop&amp;Stert&quot;)</td>
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<td>Crop estimates (bi-weekly)</td>
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<td>Inventory turnover – FPMs</td>
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<td>Age analysis of carry-over stock – FPMs</td>
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<td>Prokon analysis</td>
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<td>Market statistics</td>
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<td>Post seasonal crop report</td>
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<td>Production costs (main regions)</td>
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<td>Size of seed industry</td>
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<td>Size of processing industry</td>
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<th>ANNUAL INFORMATION</th>
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<td>Agri benchmark report</td>
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<td>Transport costs</td>
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<td>Buyers on FPMs</td>
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<td>Potato industry model</td>
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<td>FPMs trend analysis</td>
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<td>A Perspective on the Potato Industry</td>
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| 6 | On the web page, in articles and in presentations various other information is reported as well. |
Knowledge transfer: various means

1. **Email** – daily, weekly & monthly
2. **Fax** – daily
3. **SMS** – daily
4. **Web page** – continuously
5. **Articles in CHIPS**
6. **Presentations**
Thank you