NAMC
Promoting market access for South African agriculture

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NEWS STATEMENT BY THE NATIONAL AGRICULTURAL MARKETING COUNCIL
REQUEST FOR COMMENTS / INPUTS FROM ROLE PLAYERS

POTATO INDUSTRY - APPLICATION FOR THE CONTINUATION OF STATUTORY MEASURES

On 27 October 2026, the Minister of Agriculture received a request from Potatoes South Africa for the continuation of statutory measures in the potato industry for a new term of four years. The existing statutory measures will expire on 30 June 2027, and it is proposed that the new period be from 1 July 2027 and to lapse on 30 June 2031.

The Potato Industry Development Trust, appointed PSA as the designated administrator of the statutory measures within the potato industry

The PSA requested the introduction and promulgation of the following statutory measures in the potatoes industry:

- Section 15 of the Marketing of Agricultural Products Act (MAP): Levies relating to potatoes;
- Section 18 of the MAP Act: Records and returns; and
- Section 19 of the MAP Act: Registration.

Registration with PSA (Section 19 of the MAP Act)

The proposed statutory measure relating to registration of the relevant role players (e.g. certification bodies, exporters, fresh produce markets, importers, market agents,

Council Members: Prof. A. Jooste (Chairperson), Dr. S.T. Xaba (Vice-Chairperson), Dr. K.M. Hurly, Dr. B.S. Jack-Pama, Dr. M. Kadwa, Ms. H.J. Mahlangu, Ms. R.J. Maisela, Mr. H.T. Mohane, Prof. K. Nephawe and Ms. U. Speirs.

packaging material importers, packaging material manufacturers, potato producers, pre-packers; processors and traders) with PSA is necessary to assist the administrator to ensure that continuous, timeous and accurate market information relating to the potato industry is available to all role players.

Submitting records and returns to PSA (Section 18 of the MAP Act)

Submitting records and returns, by certification bodies, fresh produce markets, importers, exporters, packaging material importers, packaging material manufacturers, potato producers, pre-packers and processors to PSA

The keeping of records and returns in respect of potatoes and potato products and render such records and returns is necessary to ensure continuous, timeous and accurate market information.

Paying of levies relating to potatoes (Section 15 of the MAP) financing:

- Transformation, inclusive of black economic empowerment.
- Research and Innovation: Basic and applied agricultural research, including potato cultivar evaluation and the dissemination of technical information.
- Industry Information: The gathering, processing, analysing and compiling of industry related statistics.
- Marketing: The development of foreign markets for South African potatoes and generic product promotion.

The current statutory levies in place:

Commodity	2023/2024	2024/2025	2025/2026	2026/2027
	c/kg			
Table potatoes	2.370	2.450	2.529	2.609
Seed potatoes	0.942	0.973	1.005	1.037
Processing potatoes	1.112	1.149	1.186	1.224
Potatoes for export	2.370	2.450	2.529	2.609
Imported potatoes	1.674	1.730	1.786	1.842

PSA proposed that the current statutory levy, of determining levy increases for the entire statutory period, be replaced by a CPI linked statutory levy and suggest that the CPI linked statutory levy provides for a predictable and inflation aligned funding model.

The proposed CPI linked statutory levies for the new four-year period are as follows:

		Annual levy per kg in cent			
Product	**Proposed new levy amount***	**2027/2028**	**2028/2029**	**2029/2030**	**2030/2031**
Table potatoes	2.609	py*+CPI	py+CPI	py+CPI	py+CPI
Seed potatoes	1.154	py+CPI	py+CPI	py+CPI	py+CPI
Processing potatoes	2.609	py+CPI	py+CPI	py+CPI	py+CPI
Potatoes for export	2.609	py+CPI	py+CPI	py+CPI	py+CPI
Imported potatoes	2.609	py+CPI	py+CPI	py+CPI	py+CPI

py = prior year

* The first year is based on the 2026/2027 financial year, (the final year of the four-year statutory term 2020/21 - 2026/27) , taking into account the adjusted rates.

Previosuly a differentiated levy was paid by seed potatoes, processing potatoes, and imported potatoes based on the services received, calculated on the limited use of the services. PSA proposes that to uniformly adjusdt the levy for the seed potatoes, processing potatoes, and imported potatoes, to align with table potatoes, PSA argued that they all benenefit from all services.

The MAP Act stipulates that a statutory levy may not exceed 5% of the price realised for a specific agricultural product at the first point of sale. The maximum of 5% must be based on a guideline price calculated as the average price at the first point of sale over a period not exceeding three years. The proposed guideline prices are calculated as less than 1% of the average price.

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

Directly affected groups in the potato industry is kindly requested to submit any comments regarding support or objections relating to the proposed establishment of statutory measures to the NAMC in writing (e-mail to mathildavdw@namc.co.za) before or on 20 November 2026, to enable the Council to finalise its recommendation to the Minister in this regard.