PEOPLE | PROSPERITY | POTATOES

POTATOES SA: STRATEGIC OBJECTIVES

VALUE PROPOSITION OF POTATOES SOUTH AFRICA

A sustainable, competitive and inclusive potato industry for a better South Africa.

1 INDUSTRY REPRESENTATION AND ADVOCACY

To be the trusted and influential voice of South African potato producers by shaping policies, regulations, and decisions that support a competitive and thriving potato industry.



A STRONG VOICE FOR A STRONGER INDUSTRY

2 TRANSFORMATION AND EMERGING FARMER DEVELOPMENT

To accelerate meaningful transformation by supporting the development, sustainability, and commercial success of new era and emerging potato farmers.



INCLUSIVE GROWTH. SHARED OPPORTUNITIES.

3 INDUSTRY GROWTH AND COMPETITIVENESS

To improve the economic performance and international competitiveness of the South African potato industry through innovation, productivity improvements, and strategic industry development.



HIGHER PRODUCTIVITY. GREATER POSSIBILITIES.

4 SUSTAINABLE PRODUCTION AND RESOURCE STEWARDSHIP

To promote environmentally sustainable potato production through the responsible use of natural resources, climate resilience, and continuous improvement in farming practices.



HEALTHY SOILS. THRIVING FARMS. A SUSTAINABLE TOMORROW

5 MARKET DEVELOPMENT AND DEMAND CREATION

To expand domestic and international market opportunities, strengthen consumer demand, and improve market access for South African potatoes and potato products.



MORE MARKETS. STRONGER DEMANDS. BRIGHTER FUTURES.

6 STAKEHOLDER ENGAGEMENT AND INDUSTRY UNITY

To build strong relationships, collaboration, and alignment among producers, industry organisations, government, researchers, processors, retailers, and other value chain participants.



TOGETHER FOR A STRONGER POTATO INDUSTRY.

7 INDUSTRY SERVICES, RESEARCH AND KNOWLEDGE SHARING

To provide relevant services, research, information, and industry intelligence that support informed decision-making and improved industry performance.



KNOWLEDGE TODAY. BETTER TOMORROW.

8 GOVERNANCE, TRANSPARENCY AND ORGANISATIONAL EXCELLENCE

To ensure sound governance, financial transparency, accountability, and organisational effectiveness in serving the interests of industry stakeholders.



INTEGRITY. ACCOUNTABILITY. LASTING IMPACT.

Rooted in people. Growing possibilities.

Potatoes Aartappels SA