



Achieving the impossible: Market Access



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31 July 2018

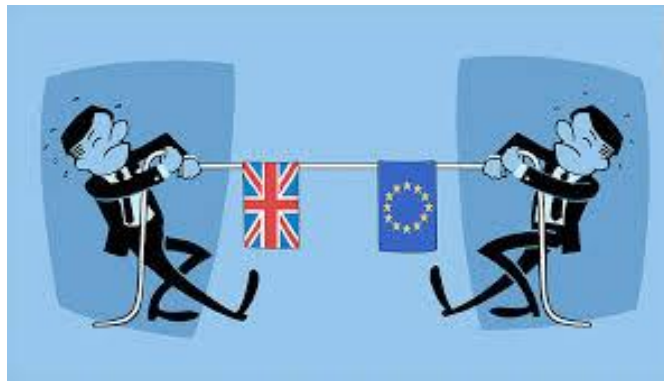


Content

- What's going on in our world and what are our realities
- Market Access Process
- Summary of Market Access constraints
- Hortgro/FruitSA strategy

What's going on in our world

- Politics, Policies, Shifts in the World Order, Power and Dynamics
- Era of protectionism, self interest
- Dynamics of trade and relationships under fire
- It directly impacts market access



The current realities

- Retention and Access will become more difficult- not easier
- Rapidly changing environment
- Requirements will only get more stringent
- Plant health, food safety & reduced chemical applications



Where would we like to be?

- China
- Taiwan
- South-Korea
- Japan
- USA



What does it take ?

Market Access Process



- A positive attitude: https://www.youtube.com/watch?v=Y_7PxA9jm6Q

I REFUSE
TO BE
ANYTHING
BUT
SUCCESSFUL.

WHEN
Nothing
IS SURE
everything
IS POSSIBLE

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Anything
-is-
Possible

Anything's
possible
if you've got
enough nerve.

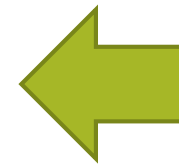
THE DIFFERENCE
BETWEEN THE
IMPOSSIBLE AND
THE POSSIBLE IS
BASED ON A
PERSON'S
DETERMINATION.

KUSHANDWIZDOM

What does it take

- Growers association identify a certain market e.g. China
- Association inform DAFF directorate Plant health through a letter and follow up meeting
- Pest risk assessment completed (already done for Cherries, Blueberries, Raspberries and Blackberries- still in process)
- Formal application
- DAFF forward the PRA to the target country's International plant protection committee (IPPC).
- Negotiations
- Formal protocol will be signed off

What does Hortgro do and where does Fruit SA fit in?



What does Fruit SA do?

- Mono Mashaba, Dr. Konanani. Mono lived in China for many years, knows the culture and the people.
- Implementation of a structured, strategic, and actively managed approach to addressing regulatory capacity
- Targeted approach aimed at identifying and dedicating resources to work on market access in priority countries
- Emphasis will be placed on accelerating the progress of market access submissions that are already in progress.
- Markets for consideration are not limited to the prioritized countries only but the strategy is using the priority countries as the first phase.
- Development of a strong partnership between industry and relevant national government agencies in the pursuit of improved market access or establishment of new markets.



Market Access challenges- Hoekom vat dit so lank Elzette??

- Limited capacity of DAFF to timeously prepare and process high-quality market access submissions;
- General limited capacity/focus to jointly identify and conduct research and development required to establish, improve or maintain market access;
- No direct industry participation in market access negotiations;
- Limited capacity of the country's embassies and high commissions to support market access development;
- Once market access is established, failure by the DTI to support that with appropriate targeted funding for promotions.
- Political will from both countries

Market Access working group

- Quarterly meetings
- Organized by DAFF: official communication between agricultural departments of certain countries, prioritizing commodities
- Karien Bezuidenhout (represents alternative crops) and Lindi Benic (deciduous fruit)

Conclusions

- Uncertainty is a big part of the process
- Tedious process
- Team effort- University, Hortgro, Industry body, DAFF, Fruit SA

Thank you!

