



SAMAC

From the Marketing Desk

Newsletter, Vol. 3 - May 2017 By Bonnie Buthelezi

This report serves as an update to the Board and Market Development Committee on the activities that took place in April- May 2017.

IMPORT TARRIFFS- CHINA NEGOTIATIONS

South African Macadamia Grower's Association (SAMAC) Partners with Specialized Committee for Nuts and Roasted Seeds of China National Industry Association (CNSA)



The Chairman of the Southern African Macadamia Growers Association (SAMAC) Mr. Walter Giuricich, signed a Memorandum of Understanding (MOU) with Madam Weng Yangyang, the senior Vice President of the Specialized Committee for Nuts and Roasted Seeds of China National Industry Association (CNSA), aimed at enhancing the relationship of the macadamia and roaster industries between the two countries. The signing ceremony took place at the opening of the China Nuts and Roasted Seed Industry's Annual Conference and 11th China Nuts and Roasted Seed Exhibition. The board members of CNSA, Mr. Mashudu Silimela, Agricultural Counsellor from the South African Embassy, and over 1000 honoured guests.

Photo left: Chairman of SAMAC, Mr W. Guiricich and CNSA Vice President, Madam W. Yangyang shakes hands after signing the MoU.

What does this mean for the South African macadamia industry going forward?

The objective of the MOU between the two organisations is to address the challenges that both industries currently face, specifically market access and import duties. The agreement will ensure that the two organisations establish a long-term, equal, friendly and common development support mechanism by:

- Sharing information of relevant laws, regulations, and standards promulgated by the two countries and industry bodies.
- Being involved in the major activities of the industry, enterprises and associations by jointly holding product procurement conferences, exhibitions, trade fairs and other events.
- Promote both industries through websites, publications and other media platforms.
- Jointly work together in regards to nutrition research and other scientific disciplines in respect of macadamias.
- Interact with each other regularly to promote exchanges and the cooperation among enterprises of two countries to create and further grow business opportunities.
- Accept tasks entrusted or requested by the other party.
- Allow both parties to conduct further negotiations about matters which haven't been included in the MOU.

The ceremony received support from the South African Embassy and further meetings have been scheduled to initiate involvement with the DTI in South Africa.*

Way forward for SAMAC through DTI in South Africa and the SA Embassy in China?

The Chairman of SAMAC has been invited to China by the China Chamber of Commerce for IMP & EXP of Foodstuffs, he will be giving a presentation next week (May 2017).

The SAMAC chairman, Ops manager, Marketing and Transformation Manager have to meet with the Department of Trade and Industry to get on to the agenda of for 2018 discussions.

A meeting request was sent to the DG however the office of Minister Davies suggested that we meet with him in Cape Town at the pre-budget vote dinner.

SAMAC has to present a transformation plan to the DTI in order to receive sufficient support going forward locally and internationally.

The SAMAC chairman extended an invitation to the DTI to give a presentation on transformation expectations from government.

SAMAC has to keep the DTI and the SA Embassy informed on all initiatives in China and involve the SA Embassy in all communication and future plans in China.*

"A passionate desire has ways of transmitting itself into its physical equivalent." Unknown



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SAMAC IN THE MEDIA

The international and local websites recently ran with the story of the MoU that has been signed between SAMAC and CNSA.



<http://www.producereport.com/article/south-african-macadamia-grower-s-association-partners-china-nuts-industry>



<http://www.guoqi guoshu.com/article/3055>



<https://agriorbit.com/samac-partners-china-boost-macadamia-industry/>



<http://www.freshplaza.com/article/173987/South-African-Macadamia-Growers-Association-signs-MOU-with-Chinese-nut-industry>



<http://letabaherald.co.za/36849/china-going-nuts-sas-macadamias/>

SAMAC articles also featured in the following printing publications:

- Agripulse
- Farmers Weekly
- Vrugte en Groente





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SAMAC RECIPROCAL MEMBERSHIP WITH THE YUNNAN MACADAMIA SOCIETY



The Yunnan Macadamia Society requested to exchange Membership with SAMAC. The exchange of membership happened after the MOU signing at the Opening ceremony in Hefei China.

The membership will allow both association's to interact With each other regularly exchange information and the cooperation among enterprises of two Countries to create and further grow business opportunities. Establish a long-term, equal, friendly and common development support mechanism by sharing information and supporting each association's initiative in both countries.



PRE-BUDGET VOTE DINNER AND PARLIAMENT VISIT



The Southern African Macadamia Growers and the South African Avocado Growers Associations hosted Honourable minister Zokwana and the deputy minister Honourable Cele of Agriculture for a pre-budget vote dinner in Cape Town on 23 May 2017. Amongst the invited guests were the deputy minister of communications Honourable Abrahams, Honourable Annette Steyn, who is the Shadow minister for the Democratic Alliance and her deputy as well as several cabinet MP's. In the Minister's welcome speech he mentioned that the objective of the event was to come together to meet and greet one another, He also emphasized that " The role of government is to create an enabling environment for the business sector to create employment and generate income. To address the transformation imperative; my department continues to work with local business and labour to rebuild confidence, promote investment and improve prospects for more inclusive growth. The agriculture, forestry and fisheries sectors need broad-based economic transformation that creates jobs and business. Agriculture is one of the critical sectors that can serve as a catalyst for radical socio-economic transformation, job creation and food security for all. Honorable Zokwana added.

The minister emphasized that DAFF is committed towards supporting both SAMAC and SAAGA, in all local and international initiatives however transformation remains top of the agenda in order to receive continued support from his department.

The Minister extended an invite to both associations to parliament on 24 May 2017 and requested that he extends his gratitude for hosting and him the previous day by hosting the industries on a private vessel for dinner after the budget speech in parliament.

The chairman of SAMAC , operations manager , market development manager and the CEO of Fruit SA were invited on a private tour by a young student funded by DAFF. **



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