AGRICULTURAL TRADE POLICY INSTITUTE (ATPI)

Public Lecture no. 4 Report

Speaker: **Prof André Jooste**

Topic **: Potatoes: A View from the South**

Date **: Tuesday, 24 August 2021**

Time **: 19h00-21h00**

Venue **: Zoom meeting**

SPEAKER PROFILE:

Board/Committees: Chairperson Red Meat Research and Development Trust Project Committee. Chairperson of the Grain and Oilseed Demand and Supply Estimates Committee. Member of the Steering Committee of the South African Node of the Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN). Non-Executive Director and Shareholder Elardus Park Properties; Ad Hoc consultancy projects.

Educational Background: PhD (Agricultural Economics) (Univ of the Free State); MSc (Agric) (Agricultural Economics) (Univ of Pretoria); BSc (Agric)(Hons) (Agricultural Economics) (Univ of Pretoria); BSc (Agric) (Agricultural Economics) (Univ of Pretoria).

Experience/ Knowledge: André's experience in the agricultural sector spans over 24 years. As an academic, he was an Associate Professor and Chairperson of the Department of Agricultural Economics at the University of the Free Sate. At the National Agricultural Marketing Council, he spearheaded the establishment of the Markets and Economic Research Centre (MERC) and developed it into an acknowledged policy advisory unit in the South African and international context. As a Chief Executive Officer, he led Potatoes SA, an industry organization, in strategy development and implementation of its core business mandates, including the building of business and public sector relations. André joined the Department of Agricultural Economics at the Stellenbosch University as Professor on 1 March 2021.

André has extensive experience in conducting market, policy, rural and industry analysis. This includes, amongst others, implementation of management information systems, identification and use of applicable market research methodologies, compiling industry wide strategies, conducting surveys and value chain analysis. He also specializes in international trade issues and its implications at various levels.

AUDIENCE PROFILE:

- The audience comprised of industry representatives (policy-oriented) and NUST students.

MAIN THEMES:

1. **Main objectives.**
   - Understand how/structure of value chains work
   - The potato landscape – Selected countries in SADC
   - The South African market
   - Namibia – looking at the potential

2. **Value chain structures.**
   - Value chain supporters (MESO)
     a) National Value Chain Export
     b) Market Value Chain
   - Value chain players (MICRO)
     a) Input suppliers (from farmers to consumers)
   - Value chain influencers (MACRO)
     a) Framework conditions
     b) Framework conditions and international competition

3. **Namibian Agronomic Board (NAB)**
   - Looks at regulatory environment
   - Broadened scope:
     a) Facilitation of trade
     b) Market research and information
     c) Cross Border Trade, Advancement of regional trade
     d) Harmonisation of standards and regulations
   - Example of local regulations impacting on trade: Market Share Promotion Scheme
     a) 2005 – 5% procured in Namibia
     b) 2019 – 47% procured in Namibia

4. **Road forward: Getting involved.**
   - Build African potato networks through collaboration (help with market penetration, influence the regulatory environment and trade deals)
   - Access to data, information, and intelligence on developments in other African countries
   - Impact on biosecurity environment
   - Increase demand (market development)
   - It is not strategically sound to play catch-up

CONCLUSIONS:

- "Consumption is the sole and end purpose of production" – Adam Smith (1776)
- There are potentials to grow the Southern Africa production and consumption of potatoes.
- A paradigm shift is needed
  - Grow the market together
  - Collaboration on R&D, Market Development, Sharing of knowledge
- Use appropriate trade tools/policy space to protect Southern Africa potato footprint
- Unlock potential of Fresh Produce Hubs as regional fruit and vegetable trade centre's
- Agro-economical potential importance