

APPENDIX I: PROCEEDINGS OF STAKEHOLDER WORKSHOPS



PROCEEDINGS OF STAKEHOLDER WORKSHOPS
ORGANICS VALUE CHAIN DEVELOPMENT STRATEGY

Stakeholder Workshops

27 – 29 November 2007

Compiled By



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1 PREAMBLE

The information is provided in its raw form, as captured from the workshops and is submitted to participants for additional comments and suggestions to be considered in the compilation of the strategy and action plan to be submitted to **thedti**.

This document captures the

- Opportunities
- Key Issues
- Addressing Key Issues

facing the South African Organics industry as identified through national Stakeholder Workshops conducted over November 27, 29 and 30, 2007 in Cape Town, Johannesburg and Pietermaritzburg respectively.

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2 PART 1: Opportunities

Workshop participants were asked to provide statements of what opportunities organics presents for South Africa (These are captured as stated by participants and in no thematic order)

2.1 *Opportunities: Cape Town Workshop*

Employment creation	Change individual mindsets
Putting life back into the soil	Reduce costs, increase yields
Enhancing Biodiversity	Responsible consumerism
Healthy life	Attention on what you do
Energy lost is restored	Survival foods for Africa
Public health	Supply consumers

Worker health and safety	Protecting future generations of the environment and personal health
Food security	Farm worker education
Self empowerment	Customer education
Greater survival	Consistent hand
Food safety	Sustainable agronomic solutions to the industry
Growing knowledge	Market for farmers with economic viability
Bringing back balance	Soil quality improvement
Live in harmony with the environment	Usage of waste
Mobilising small scale farmers to develop communities	Natural disease and pest resistance
Move second economy into first	Increase in farmer quality of life
Entrepreneurial stimulation	Mitigating climate change
Necessary paradigm shift	Income generation
Equity in the value chain	Guided by ecosystem
Coordinated training	Growth acceleration
Choice through education	Shape one's own future
Knowledge preservation	Elimination of the word 'waste'
Poverty alleviation	Unified sector

2.2 Opportunities: Johannesburg Workshop

Wellness of Earth	Township regeneration
Improvement of status of poor in communities	Rural area education
Registration of pesticides	Non-toxic medicine and food
Growth of industry through coordinated support	Niche market food safety
African export	Get the industry organised
Job creation	Information sharing

Bring South African industry up to standard	R&D
Non-toxic food to the mass market	Nutrition
Triple bottom line : people, planet, prosperity	Profitability of farmer
Technical support to the industry	Education of agricultural organisations
Waste management	Demystifying “organics” to consumers
Sustainable development in agriculture	Mainstream the industry
Partnerships	Affordability
Measure to ensure safe food chain	Alternative to petro-chemicals
Differentiation	Honesty in industry
Premium margins	Interest in the industry
Overcoming trade barriers	

2.3 Opportunities: Pietermaritzburg Workshop

Using indigenous technology and knowledge	Partnership between authorities and certification boards
Telling the SOUTH AFRICAN organics story: fair trade, usage of cleared mine land, social upliftment	Zero waste
Developing the carbon print for organics	Partnerships between industry stakeholders and government
Input back into the soil	Employment
Sustainable profitability	Yield
Feeding SA	Conservation of ecosystem
Decentralisation of skills	Afro-pean perspective
Nutrient dense, toxin free foods	Organic compost
Learning	Awareness of health benefits
Marketing	Understand value of “back to basics”
Soil enrichment	Assist facilitation of quick composting
Save farmers money	Empowering 2nd economy
Government and experts in private sector working	Bringing schools and households in

together	
Finding nectar producing trees	Creating accessibility for small farmers in certification process
Organic urban farming	

3 PART 2: KEY ISSUES FACING THE GROWTH OF ORGANICS IN SOUTH AFRICA

Based on the presentations at each workshop, and input from participants, key issues facing the organics industry were distilled out. These are presented below.

3.1 Issue 1: The need for GOVERNMENT SUPPORT OF INDUSTRY GROWTH:

- Organics Strategy Development
- Legislation and Policy
- Funding Support

3.2 Issue 2: The need for INDUSTRY COORDINATION:

- Central structure
- Representative of value chain and regions
- Leading:
 - Information
 - R&D
 - Branding
 - Lobbying
 - Market opportunities
 - Delivery of Government Strategy

3.3 Issue 3: The need for REGULATIONS:

- Standards
- Certification
- Adherence
- Levels

3.4 Issue 4: The need for EDUCATION:

- Consumer
- Growers
- Government
- Retailers
- Educational Institutions
- Media

4 PART 3: ADDRESSING THE KEY ISSUES TO DRIVE THE GROWTH OF ORGANICS IN SOUTH AFRICA

Breakaway sessions were held where workshop participants focussed on ways to address the key issues identified. Out of these breakaways, a series of critical actions were identified that would assist in addressing the key issues.

4.1 KEY ISSUE 1: *Need for GOVERNMENT SUPPORT OF INDUSTRY GROWTH*

4.1.1 CRITICAL ACTIONS

- Development by Government of a comprehensive, visionary Organics Strategy for South Africa including:
 - Demystification of the sector
 - Clear articulation of the immense, sustainable growth potential for the sector for South Africa
 - Examination of current legislation
 - Proposals for, and driving of, new legislation
 - Grants
 - Incentives
- Government market visit to leading Organics markets to understand:
 - Market potential
 - Essential support from governments to drive industry growth
- Active cooperation with the Industry Body (Key Issue #2):
 - championing the industry's driving of delivery of the Government Strategy
 - Maintaining on-going dialogue with the Industry Body to keep abreast with industry:
 - Challenges
 - Opportunities
 - Issues
 - Support required

4.2 KEY ISSUE 2: *The need for INDUSTRY COORDINATION*

4.2.1 CRITICAL ACTIONS

- Establishment of a single, centralised Industry Body representing:
 - Government: NDA, DTI, DEAT
 - Value Chain: Producers, Packers, Input Providers, Retailers
 - Exporters
 - Institutions
 - Consumers
 - Certifiers
 - Media
 - Regions
- Centralising:
 - Profile: Branding, Marketing, Promotions, Media relations
 - Reach: Member Coordination
 - Knowledge: Information, R&D
 - Sector Development: Training, Apprenticeships, etc
 - Communication: Internet

- Impact: Lobbying, Government liaison
- Market Opportunities : South Africa, SADC, Global

4.3 KEY ISSUE 3: The need for REGULATIONS

4.3.1 CRITICAL ACTIONS

- Definition of industry standards:
 - Based on different levels of conversion to 100% pure 'organic'
 - Responding to EU requirements
 - Reflective of South African context
 - Coded to educate and inform the value chain on levels and benefits
- Establishment of incentives to support organic production, and dis-incentives for GM / traditional production practices
- Certification by certifiers approved and endorsed by Industry Body
- Self-governing by Industry Body

4.4 KEY ISSUE 4: The need for EDUCATION

4.4.1 CRITICAL ACTIONS

- Activation of comprehensive sector research focused on:
 - International market
 - South African market
 - Retail trends
 - Export opportunities
 - Consumer trends
 - Best Practice in value chain growth and development
 - Leading global markets in organics sector growth
- Definition of core messaging critical to gain understanding the:
 - *meaning,*
 - *impact,*
 - *processes,* and
 - *holistic benefits*

of Organics, tailored to educate and inspire:

 - Farmers
 - Consumers
 - Educators
 - Retailers
 - Media
- Activate a broad-based, on-going, targeted EDUCATION-based marketing campaign, centrally identified with, and implemented by, the Industry Body (Key Issue #2), and aimed at:
 - Farmers
 - Consumers
 - Educators
 - Retailers
 - Media

- Activate a focused training programme for Government Officials, with emphasis on:
 - Extension officers
 - Policy makers

5 Way Forward

The outcomes of the workshops and any comments submitted will be compiled and collated in conjunction with other research undertaken during the course of the project and presented to the Trade and Industry Chamber of the National Economic Development and Labour Council (NEDLAC) and the Fund for Research into Industrial Development, Growth and Equity (FRIDGE) for consideration and action.

Once approved by the Trade and Industry Chamber the reports arising from this project will be made available on **thedti** website (stakeholders will be notified when this takes place). The outcomes and reports from this research project will be used as a decision making tool to guide **thedti** and other spheres of government on the most appropriate way forward to support the organic value chain in South Africa.

Your support and inputs to this project are appreciated.

Attendance Register for Organic Development Strategy Workshop held in Cape Town on 27 November 2007 at Sustainability Institute, Stellenbosch

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**Attendance Register for Organic Development Strategy Workshop held in Johannesburg on
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**Attendance Register for Organic Development Strategy Workshop held in Pietermaritzburg
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Evert	Van Breemen				082 5611 351	evert@mincro.co.za	Attended

Name	Surname	Organisation	Tele	Fax	Cell	E-mail	Signature
Tammy	Varty	Wizzard Worms	033 413 1837			donblacklaw@greytown.co.za	Attended