Presentation: PPECB International Harmonization Meeting: 20/4/2010
Market Trends

ALL MARKETS

Value Sold
Mass Sold (Kilos)
Avg p/kg

0.00 0.50 1.00 1.50 2.00 2.50 3.00 3.50

0.00 10 000 000 000.00 20 000 000 000.00 30 000 000 000.00 40 000 000 000.00 50 000 000 000.00 60 000 000 000.00 70 000 000 000.00 80 000 000 000.00 90 000 000 000.00 10 000 000 000.00

Joburg Market Performance

- **TURNOVER:** R3.2 billion per annum, up 15% compared to 2007/08.
- **VOLUME:** 988,060 tons of fruit and vegetables, up 8% compared to 2007/08.
- **PRICE PER TON:** R3,362, up 8% compared to 2007/08.
- **RECORD SALES FOR A MONTH:** R315 million (Dec 2008)
- **AVERAGE SALES PER MONTH:** R272 million.
- **SALES RECORD FOR A SINGLE BUSINESS DAY:** R20 million.
- **AVERAGE SALES TRANSACTIONS PER MONTH:** 400,000.
- **BUYERS:** 17,000 with 8,700 regulars.
- **DAILY VEHICLE TRAFFIC:** 4,300.
Adopted four pillars of strategy

- **Innovation**: the productive exploitation of new generation ideas to gain competitive advantage

- **Food Safety & Quality Control**: the delivery of a suitable infrastructure and services aimed at assuring quality, Food safety and commodity traceability

- **Customer Centric**: an unwavering commitment to addressing the interests of those procuring from JFPM

- **Human Capital Development**: sharpening and developing JFPM employee skills and competencies to meet food industry requirements
Strategy Execution

- Commercialisation of the Laboratory
- Farm-gate/market integration (SGS Project)
- Real time pricing project
- Revamp Customer offerings
- Upskilling programs
- Sweating of the land
- Market of the Future (Premium Hall)
- International Business and Online Trading
Rationale Behind Market Of the future

• Claim back market share

• Address food safety requirements and cold chain management

• Diversify revenue streams

• Modernise business processes with a view of introducing efficiencies

• Differentiated Product Offering
Upgrade of Hall 5&6 and 7&8
Docking Stations
Sell on samples, professional buying area
eholder Integration: Farmlink 24

- Producers/Growers
- Transport Companies
- Agents
- Market
- Other Stakeholders

FarmLink 24

SGS
Noting The Plight of Emerging Farmers: Challenges

- Lack of packaging facilities
- Lack of knowledge on sorting, grading, packaging
- Poor transport logistics
- Lack of cold storage facilities
- Poor cold chain management abilities
- Lack of food safety management systems
Noting The Plight of Emerging Farmers

MOU signed with the Vhembe District Municipality

Packhouse revamp process at commissioning stage.

Recruitment of personnel in progress

Intense training to start soon
Noting The Plight of Emerging Farmers: Before
Vhembe Project: After

SORTING TABLE

WASH & DRY
Branding sample on packaging materials
Rollout of Fresh Produce Franchise stores

- Five star retail outlet that offers quality produce at 2 star prices
FruityDay - Workplace Wellness

- FruityDay is a workplace fruit and vegetable delivery service available to South African Corporate entities.
- The aim is to promote workplace wellness through weekly supply of fruits and vegetables in easy to carry lifestyle signature boxes.
- The service is targeted at consumers who value convenience and have higher level of health consciousness.
International Business: Challenges

- Lack of packaging facilities
- Lack of knowledge on sorting, grading, packaging
- Poor transport logistics
- Lack of cold storage facilities
- Poor cold chain management abilities
- Lack of food safety management systems
Thank You