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PRESS RELEASE ON THE

K A I E R R E P R T N A R I U L T U R A L M A K E T I N

The Marketing Act as implemented through the Marketing Boards has, in most cases, worked against the interests of the majority of South Africans. Existing marketing schemes have generally not favoured . consumers and most producers, and have also excluded new entrants into marketing and processing. They have been inequitable, and have encouraged monopolies and inefficiency in both the public and private sectors. Marketing Boards have acted in a manner that reinforces discriminatory land legislation.

The ANC foresees a more efficient, productive and diverse agricultural sector, with greater opportunities for job creation, entry into production, processing and trade by individuals and new companies. In this context, the Kassier Committee's recommendations are to be welcomed. The general move they propose towards freer and more efficient agricultural markets should benefit the economy as a whole, especially food consumers and new producers.

Much will depend, however, on how (and whether) the recommended . reforms are implemented. Strong vested interests that have hitherto dominated agricultural marketing, and which were strongly criticised by the Committee, should not be allowed to hinder the proposed changes. The ANC expects full consultation on the composition of the proposed Agricultural Marketing Council. This will be crucial to ensure that the process reflects the broad national interests and avoids the risk of sectional interests hi-jacking the process.

It should also be noted that the Policy Evaluation Committee announced by Minister Kraai van Niekerk has less than 20% black representation.

In reforming marketing systems to be more efficient and equitable, it will be particularly important to:

The People Shall Govern!

(i) ensure national and household food security, and
(ii) improve access by a wider range of producers to the services they
need to participate fully in a dynamic and prosperous agricultural sector.
The state, the private sector, and cooperative and community
organizations will all have important roles to play in achieving these
objectives in a restructured agricultural sector.

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