

Partnership for Market Development to Enhance Agribusiness SMMEs



Increasing market access for emerging farmers in Gauteng province

South Africa

January 2007 – June 2008

Client:

Gauteng Department of Agriculture, Conservation and Environment

Gauteng province accounts for almost 33% of South Africa's total Gross Domestic Product (GDP). The value of the agricultural sector's contribution to the provincial economy lies in its linkages with other sectors. The province has a well established commercial sector with a large number of processing factories, which are largely dependent of supply of raw materials such as livestock, horticultural products, and sunflower seeds, among others. The Gauteng Agricultural Development Strategy focuses on developing the province's agricultural economy to attain its maximum potential, maximize agricultural contribution towards job creation and poverty reduction, and provide a framework for investment purposes.

The provincial government appointed ECI*Africa* to conduct value chain analyses of selected agricultural sub-sectors (pork, poultry, beef, piggery, and tomatoes) to ascertain the biggest entry barriers to emerging farmers. By helping historically disadvantaged agricultural enterprises gain access to mainstream commercial markets in these sub-sectors, we are assisting the government to create employment and increase household income.

Through this project, we hope to establish a workable intervention model that can be replicated at a much larger geographic scale and in other sub-sectors.

