

PIF



Potato Industry Forum



Woodhill Country Estate, Woodlands, Pretoria
Tuesday 26 April 2022 09:00 – 15:00

Register [Click Here](#)

08:00		Registration Opens
08:00 – 8:50		Networking Tea/Coffee
8:50		Join Teams Meeting
9:00	1	Opening and Welcome
	2	Attendance Register and Apologies
	3	Determination of Agenda
	4	Minutes of the Meeting of PIF – 20 April 2021
	4.1	Approval of Minutes
	4.2	Matters Arising
		<i>(All matters arising from the previous meeting will be addressed as part of the PSA Business Report of this agenda)</i>
	5	Industry matters
10:00 – 10:20	5.1	Speaker: Dr Johan van Deventer, Managing Director Freshmark/ Shoprite (Ret) <i>Overview on key factors influencing self-preservation of the potato industry:</i> <ul style="list-style-type: none">- Trade- Local government & municipalities: How they affect the farming industry and agribusinesses in general / Challenges from agents' perspective reinvestment of funds into the markets / Current state of the markets
10:20 – 10:40	5.2	Speaker: Dr Johnny van der Merwe, Agricultural Economist (AMT) <i>Rising Input Costs and Efficiency of Markets:</i> <ul style="list-style-type: none">- Rising Input cost (chemicals, fertiliser & fuel): Challenges they pose / Context of geo-politics and a changing environment / What do we as an industry have to do to self-preserve to ensure that we can still farm sustainably going forward

10:40 – 11:00		Coffee / Tea
11:00 – 12:30	5.3	Panel Discussion <i>In order to remain sustainable and relevant, how can the agricultural industry participate in the clarification of government policies/ master plans/ action plans/ blended financing</i>
12:30 - 13:30		Lunch
13:30	6	Potato Industry Development Trust
13:30 – 13:50	6.1	Chairperson’s Report – Dr Ben Pieterse, Chairperson Potato Industry Development Trust (PIDT)
	7	Potatoes South Africa
13:50 – 14:10	7.1	Business Report – Mr Willie Jacobs, CEO Potatoes SA
14:10 – 14:30	7.2	Application for the continuation of the 6th period of statutory measures for the potato industry - Mr Hein Oberholzer, CFO Potatoes SA
14:30 – 15:00	8	Role Player Participation
	8.1	Bag Manufacturers
	8.2	Input Suppliers
	8.3	Consumers
	8.4	Exporters
	8.5	Marketing: Fresh Produce Markets
	8.5.1	Agents
	8.5.2	Market Management
	8.6	Labour
	8.7	Processors
	8.9	Producers
	8.9.1	Commercial farmers
	8.9.2	Seed growers
	8.10	Quality Control Institutions
	8.11	Retailers
	9	Date of Next Meeting To be determined (<i>suggested 18 April 2023</i>)
15:00	10	Closure Chairperson to summarise proceedings, Dr Ben Pieterse to close proceedings