

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

# CHIPS

VOL 37 NO 2 • MARCH / APRIL 2023



**SIRKEL-N-LANDGOED:  
GESONDE MOERE VIR  
VOLHOUBARE AARTAPPELPRODUKSIE**

**SATELLITE-DERIVED CROP  
GROWTH INDICES FOR  
MANAGEMENT OF POTATO CROPS**

Alternatiewe kragbronne  
vir jou plaas

KZN small growers  
hold farmers' day

Limpopo-kultivarproef  
op Dendron, 2022



During December 2022 and January 2023, a total of 13 potato producing regions as well as non-producing suppliers delivered potatoes nationally to fresh produce markets.

Average percentage downgraded: **9.35%.**

Total number of bags delivered from 13 regions and non-producing suppliers and inspected on the fresh produce markets: **12 642 230.**

Figure 1: Classes inspected during December 2022/January 2023 at all fresh produce markets.

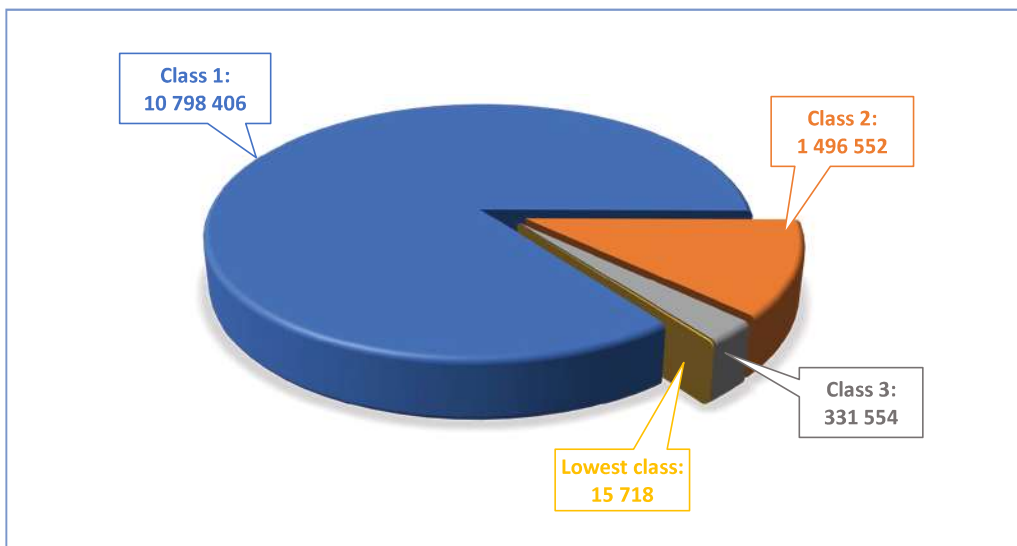


Figure 2: Classes of potato bags downgraded (total 1 182 473) at all fresh produce markets during December 2022/January 2023.

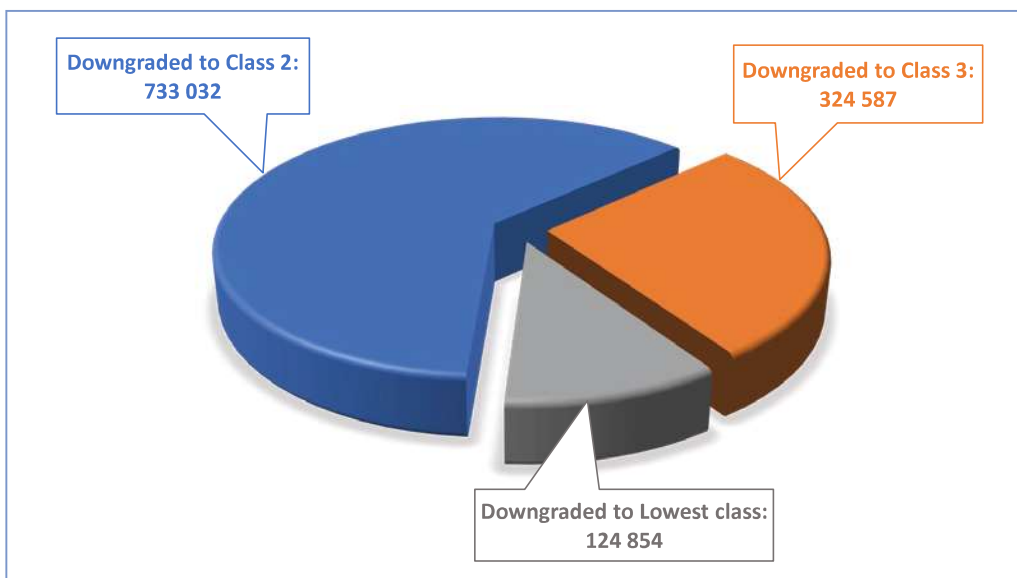


Figure 3: Potatoes downgraded (%) per region at all fresh produce markets during December 2022/January 2023.

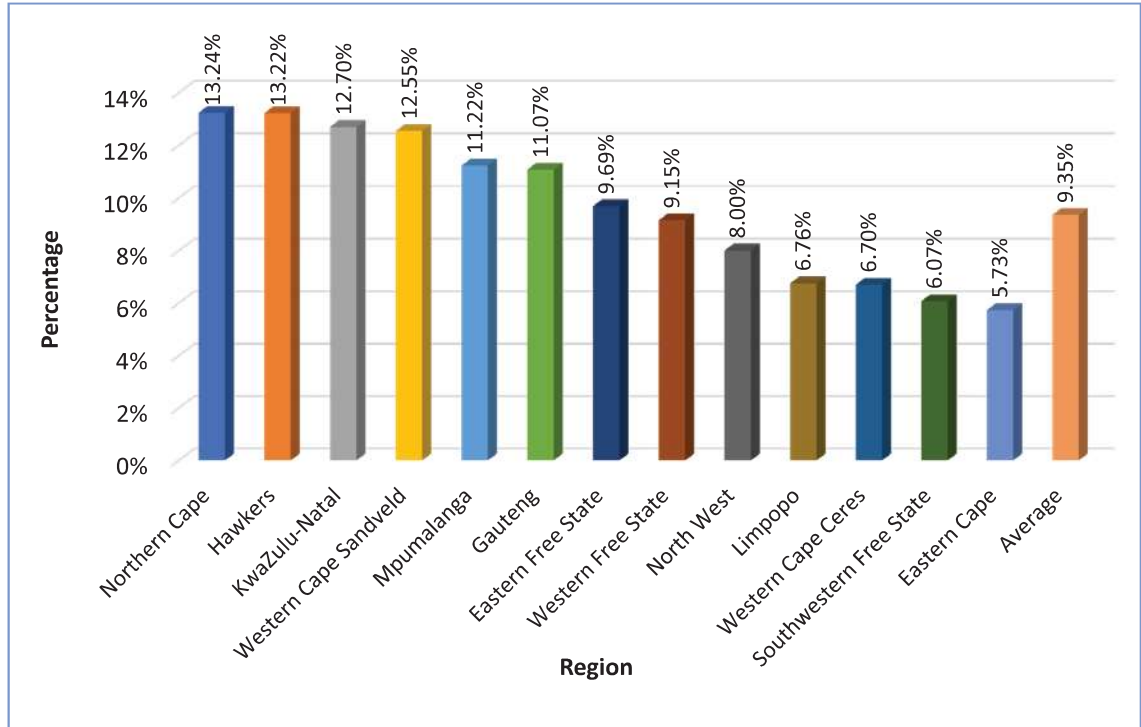
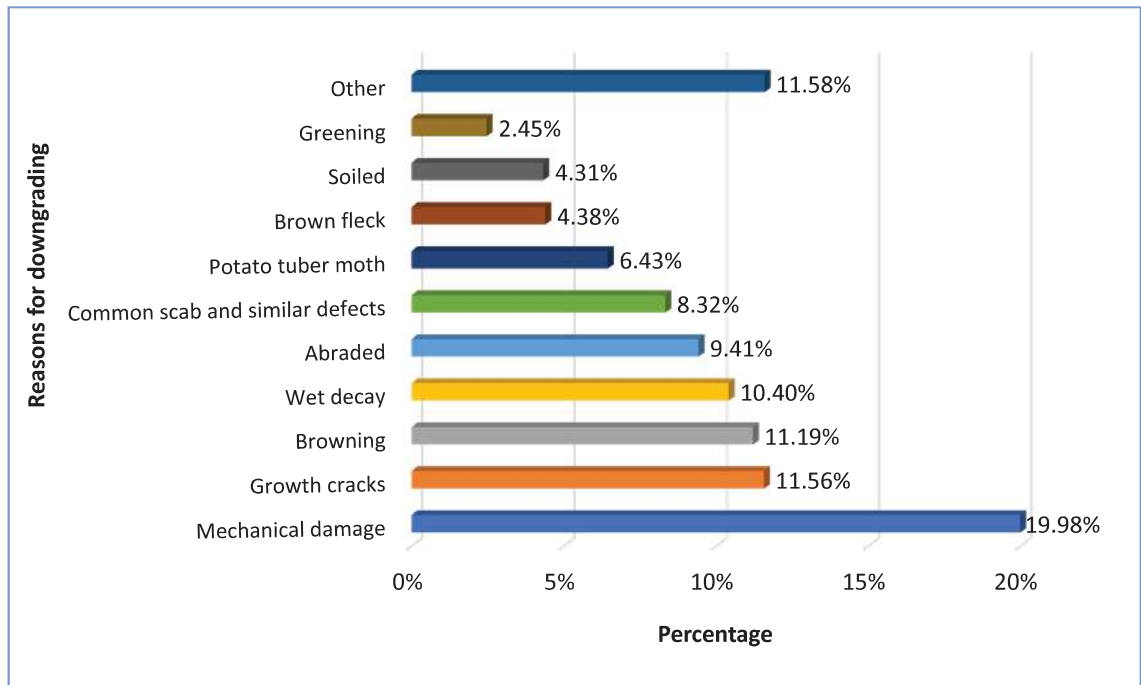
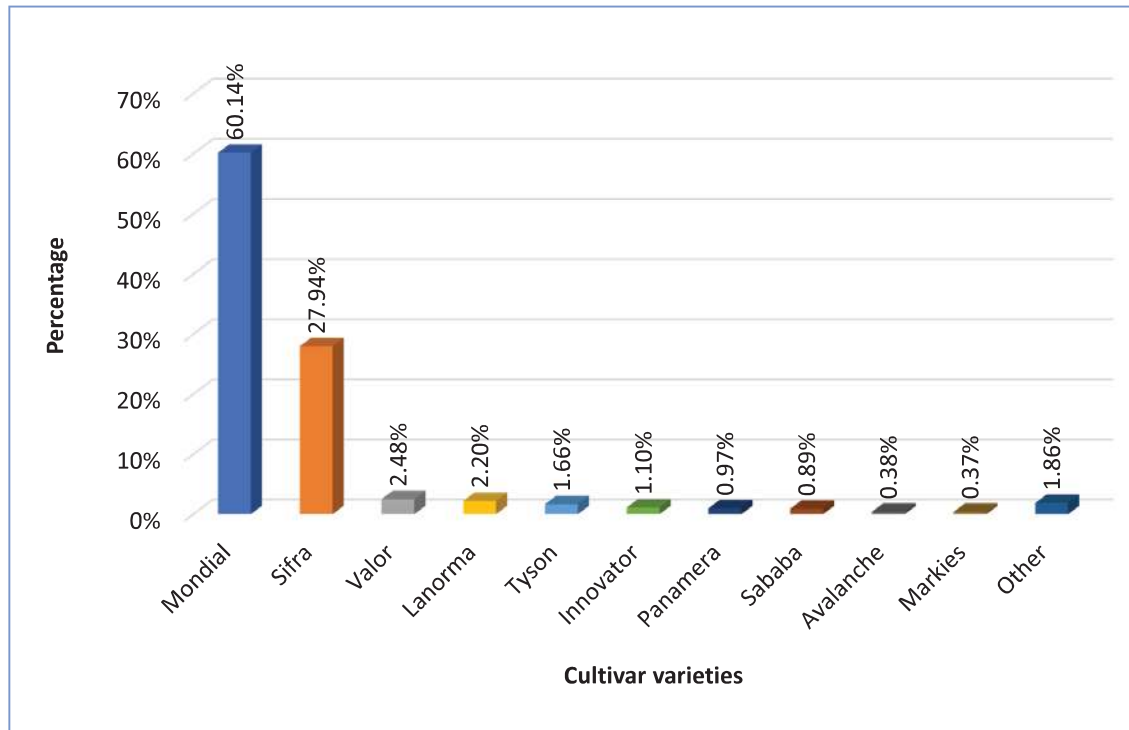


Figure 4: Main reasons for downgrading at all fresh produce markets during December 2022/January 2023.



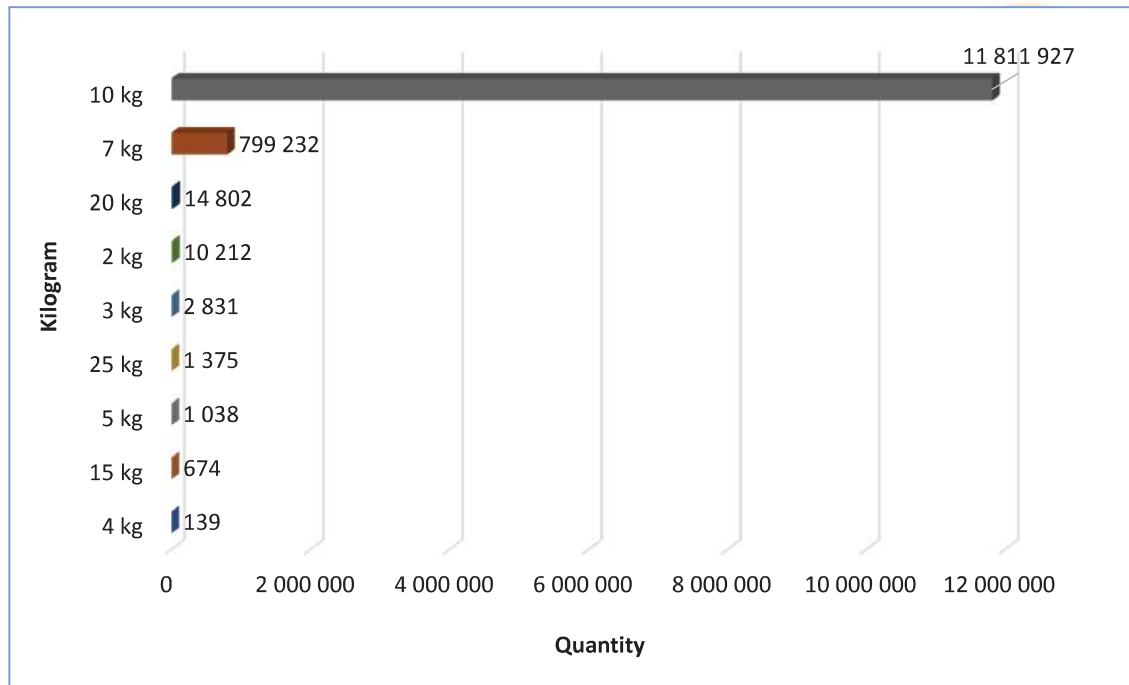
**Other include:** Too small, too big, eelworm, hollow heart, skin eelworm, malformed, insect damage, broken and cut tubers, wilt, heat damage, wet by decayed tubers, watergrass damage (ext), dry stem-end, sprouts, soiled decay, watergrass, damage (int), soiled by decayed tubers, collectively too big & small.

Figure 5: Cultivar varieties inspected at all fresh produce markets during December 2022/ January 2023.



**Other include:** Hertha, Up-to-date, El Mundo, Nicola, Taisiya, Mondeo, Connect, Apache (Poww), Taurus.

Figure 6: Volumes inspected on all fresh produce markets during December 2022/ January 2023.



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**ADVERTISING PACKAGES**

- » One-year pre-planned booking.
- » Discount from 2,5% plus added value.
- » 12 easy monthly instalments.
- » Guaranteed coverage in news pages.
- » Advertisements in Plaas Media's other magazines and/or online and broadcast platforms.

**FORMAT:** A4, full-colour, glossy, printed & digital/online

**PRINT RUN:** Minimum 2 000

**READERSHIP:** Minimum 6 000

**LSM:** 8 -10

**FREQUENCY:** Bimonthly (every second month)

**LANGUAGE:** English / Afrikaans

**PRINT DISTRIBUTION:** Postal database and at events.

**ONLINE DISTRIBUTION:** [www.potatoes.co.za/chips-online](http://www.potatoes.co.za/chips-online)  
[www.agriorbit.com](http://www.agriorbit.com) • [digimags.agriorbit.com](http://digimags.agriorbit.com)

**TARGET AUDIENCE:** Members of Potatoes SA • All commercial and aspiring commercial potato producers  
Universities, agricultural colleges, technicians and research institutions • Relevant government departments  
Input suppliers to the potato industry

**ADVERTISEMENTS**

Outside back cover (OBC)	R19 320	280mm (h) x 210mm (w) plus 3mm bleed
Premium page (IFC, P1)	R18 203	280mm (h) x 210mm (w) plus 3mm bleed
Inside back cover (IBC)	R16 102	280mm (h) x 210mm (w) plus 3mm bleed
Right-hand full page	R17 992	280mm (h) x 210mm (w) plus 3mm bleed
Double-page spread (DPS)	R24 859	280mm (h) x 420mm (w) plus 3mm bleed
Full page / FP advertorial	R14 002	280mm (h) x 210mm (w) plus 3mm bleed
Full-page column (generic content & banner)	R8 401	600 words plus logo plus 1 picture
Half page (landscape)	R8 401	115mm (h) x 180mm (w); no bleed
Half page (portrait)	R8 401	237mm (h) x 85mm (w); no bleed
Third page (portrait)	R5 135	237mm (h) x 62mm (w); no bleed
Quarter page (portrait)	R3 850	115mm (h) x 85mm (w); no bleed
Banner/strip ad (fifth page landscape)	R3 081	55mm (h) x 180mm (w); no bleed

Rates exclude package discounts, VAT and agency commission.

**PAYMENT TERMS:**  
Existing clients – strictly 30 days after invoice date.  
New clients – 14 days prior to placement.

**2023 DEADLINES**

2023 DEADLINES		Deadline for advertorials		Deadline for ready advertisements (PDF/Jpeg/TIFF)		
Issue 1 (Jan/Feb)	Issue 2 (Mar/Apr)	Issue 3 (May/June)	Issue 4 (Jul/Aug)	Issue 5 (Sep/Oct)	Issue 6 (Nov/Dec)	Issue 1 (Jan/Feb'24)
2 December 2022	22 February 2023	26 April 2023	19 June 2023	18 August 2023	18 October 2023	4 December 2023
12 December 2022	28 February 2023	3 May 2023	27 June 2023	25 August 2023	24 October 2023	11 December 2023

