

# Value Proposition of Potatoes South Africa

Potatoes South Africa is a non-profit company under the Companies Act, No. 71 of 2008, established to serve, protect and promote the interests of the South African potato industry. It operates as an organisation with an integrated structure that comprises a network of industry-orientated forums and committees on which participating role-players and individuals participate. This structure ensures that the organisation execute its mandate to render a comprehensive service to the entire potato industry.

## Vision of Potatoes South Africa

Together towards excellence in the potato industry.

## Mission of Potatoes South Africa

To provide strategic industry support towards a dynamic industry and thereby enhancing the sustainability of potato producers in South Africa.

## Values of Potatoes South Africa

- Pro-activity
- Integrity
- Objectivity
- Service excellence
- Partnership development

## Potatoes South Africa's Objective

The objective of Potatoes South Africa is to serve the interest of the potato industry in South Africa and aspires to:

- exert an influence on the potato industry to establish the best possible economic and social position in the South African economy for the potato producer by objectively serving as the link between producers and all entities;
- serve as the mouthpiece of the South African potato producers;
- participate on behalf of its stake holders in decision-making and other processes affecting the interests of the potato industry;
- ensure through joint actions the establishment of the necessary facilities and services for the potato industry in order to organize the industry and create the required types of services;
- initiate transformation programmes for the benefit of the potato industry e.g. new era potato farmers;
- promote the interest of new era potato farmers through representation on the Board of Directors of Potatoes South Africa;
- develop and promote solidarity and a spirit of co-operation and belonging amongst all interested parties in the potato industry;
- strive towards the effective production and marketing of potatoes in South Africa;
- structure any business activity or service in such a manner that financial interests and results are transparent to all stakeholders;
- consult with legislative authorities and other entities on all matters affecting the well-being of the potato industry;

- promote the principle of sustainability in the potato industry, including the conservation and responsible utilization of natural resources and improvement of production and marketing methods;
- establish, promote and maintain optimum understanding between the potato producers and other interest groups in the potato industry; and
- deal with all members strictly on their merits and refraining from any party-political objectives in the pursuit of the above stated objectives.

## Company Governance

The Board of Directors of Potatoes South Africa is representative of the potato producers in the 16 potato production regions which include new era potato farmers, seed potato growers, and potato producers supplying the processing industry. The Board is responsible to ensure that the interests of the potato industry is served and is constituted as follows:

- A non-executive and independent chairperson
- 9 (nine) directors representing the potato production areas
- 4 (four) directors representing the new era farming sector
- 1 (one) director appointed by the seed potato growers
- 1 (one) director appointed from the processing environment
- 1 (one) director who is non-executive and independent who is a member of Potatoes South Africa's Audit Committee

## Operational Governance

To ensure that the interests of the potato industry are addressed, a functional Potato Industry Forum (PIF) is in place. It consists of industry role players including producers, processors, input suppliers, financing institutions, exporters, retailers, wholesalers, consumers, informal traders, labour, fresh produce markets and market agents. Potatoes South Africa ensures representation across the potato supply chain through representation on industry-aligned forums and committees. This structure provides a platform for debate, discussion and decision-making where all stakeholders have a voice.

These forums and committees are:

- a) National Committees and Forums
  - Potato Industry Forum
  - National Seed Potato Growers' Forum
  - National Seed Potato Committee
  - Regional Seed Potato Growers Meetings
  - Regional Management Meetings
- b) Working Committees
  - Research and Development
  - Industry Information
  - Transformation
  - Generic Product Promotion and Market Development
  - Potato Production Technical Work Groups
- c) Internal Committees
  - Potatoes South Africa Audit Committee
  - Potatoes South Africa Human Resources Committee

d) Other mechanisms

- Potatoes South Africa's Biennial Seed Potato Growers' Forum and Congress
- Produce Marketing Association (PMA) Fresh Connections
- Transformation Symposium
- Research and Development Symposium

Other Institutions and Other Companies in the Potato Industry

In order to provide a professional service to the potato producers in particular, and the potato industry in general, Potatoes South Africa works closely with other inter-linked entities. There is dynamic communication and collaboration at senior management and operational levels between Potatoes South Africa and these entities.