

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

AgTradeNews is an FAS/Pretoria newsletter that focuses on trade opportunities in Southern Africa.



AgTradeNews

Updates and Opportunities
Foreign Agricultural Service
Southern Africa

December 2015



The FAS Southern Africa team wishes you a prosperous and successful 2016. The year will bring many opportunities and challenges. There is the potential for new market access for U.S. agricultural products to South Africa, Mozambique, Angola, and the region. There will be trade shows and promotion events to join, taking advantage of market opportunities in the region. As well, Southern Africa is an important region for U.S. technical assistance and engagements. Our team looks forward to helping Southern Africa prosper from what USDA can share about our agricultural experience from the United States. We will be listening to our partner governments, associations, and businesses about how we can work collaboratively to help each other. Happy New Year!

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FAS Calendar Highlights

- January 6, 2016 FFA State leaders meet with FAS/Pretoria as part of their International Leadership Seminar visit to South Africa.
- February 16 – 18, 2016 Angola: USDA EMP-funded Trade Policy & WTO training for Angolan Agriculture, Trade, and Port officials.
- February 15 – 19, 2016 FAS Washington Cochran team visits South Africa to conduct interviews for the Cochran Fellowship Training program.
- April 30 – May 7, 2016 National Defense University Agribusiness Tour to South Africa to explore “The Grain Value Chain: A Key to Food Security in Southern Africa.”

Upcoming Trade Events

- May 3-5, 2016 Food & Hospitality Africa trade show in Johannesburg; FAS will facilitate business-to-business meetings and other trade services for visiting U.S. companies participating in the endorsed U.S. Pavilion.

UPDATES FROM THE OFFICE

USDA Deputy Secretary Krysta Harden leads Agribusiness Trade Mission to Ghana

A November 16–20 Agribusiness Trade Mission (ATM) to Accra, Ghana made history as the largest ATM to Sub-Saharan Africa to date. USDA Deputy Secretary Krysta Harden headed the mission of 19 U.S. food and agricultural exporters. FAS/Pretoria Marketing Specialist Margaret Ntloedibe led a team of South African buyers to join 125 of their fellow African importers and distributor in meetings with

potential U.S. food and beverage suppliers.

The 5-day mission yielded 526 one-on-one business meetings, with financial and organizational support from FAS/Washington and participation by many of USDA’s offices on the African continent, including Ethiopia, Ghana, Kenya, Nigeria, Senegal, and South Africa.

FAS Administrator Phil Karsting also participated in the ATM, including a cook-off to highlight the quality and versatility of U.S. food products, “U.S. Foods – Great in Quality, Great in Taste.”



Deputy Secretary Krysta Harden (second from left) meets with FAS/Pretoria Agricultural Marketing Specialist Margaret Ntloedibe (second from right) and South African buyers.

The USA Rice Federation, USA Poultry and Egg Export Council, and American Peanut Council co-

organized this cook-off event aimed at encouraging more than 400 traditional caterers from various food service associations across Ghana to use U.S. food ingredients in local recipes.

Throughout the ATM, Deputy Secretary Harden shared her message on Women in Agriculture with multiple groups, ranging from government and agribusiness leaders to cocoa and poultry farmers. The Deputy Secretary also took the opportunity to announce USDA's Food for Progress Program for poultry development in Ghana, which is valued at \$58 million over five years.

FAS Cooperator Ocean Spray Launches its Cranberry Products in South Africa

Ocean Spray Cranberries, Inc. (Ocean Spray), a U.S. grower-owner agricultural cooperative, has expanded its reach to South Africa with an official product launch at the Protea Fire & Ice Hotel in Johannesburg. FAS/Pretoria facilitated the November 10 launch attended by approximately 80 retailers, importers, and food and beverage journalists. Ocean Spray's Managing Director for Europe, the Middle East & Africa, Tara Levine, opened the event saying, "We are very excited to bring Ocean Spray brand products to South Africa where we believe people will be very receptive to the brand. This rainbow nation is becoming more and more health conscious. The great thing about our products is that they offer a uniquely rich taste that is refreshing, satisfying and revitalizing."

The hotel's executive chef and a guest mixologist treated launch attendees to recipe demonstrations and served a variety of canapés and mocktails incorporating Ocean Spray's juices and dried cranberries. Guests also had the opportunity to experience the remarkable cranberry harvesting process "first-hand" through 3D marketing technology. Guest speakers included U.S. Consul General Christopher Rowan, who spoke about Ocean Spray's unique history and innovative products, and South African nutritionist Gabrielle Jackson, who explained the science behind the health benefits of cranberries.



FAS/Pretoria Agricultural Specialist Wellington Sikuka sports cranberry harvester's gear, accompanied by FAS colleagues Lucas Monama and Abigail Nguema.

Ocean Spray is known for offering the nutrient-dense cranberry in a variety of forms, including in sauces and juices; fresh, frozen, and dried. The cooperative has invested heavily in efforts to bring these products to new markets all over the world. Over the last 10 years, the cooperative's sales have nearly doubled in size to \$2.2 billion in 2014, when Ocean Spray used more than 600 million pounds of

cranberries in its products, of which 33 percent, or 200 million pounds, were exported from the United States. Ocean Spray's success has been fueled by a growing international business. Today, Ocean Spray cranberries are included in over 1,000 products in more than 90 countries around the world.

Ocean Spray's South Africa launch featured Ocean Spray Cranberry Nectar, Cranberry Nectar Light, Cranberry & Pomegranate and Cranberry & Raspberry fruit drink blends in Tetra as well as Cranberry Classic juice drink and Cranberry Classic Light juice drink in cans. Ocean Spray also launched Ocean Spray Whole Cranberry Sauce and Smooth Cranberry Sauce, as well as Ocean Spray dried cranberries in regular, blueberry and pomegranate flavors.

AGRICULTURAL TRADE NEWS BRIEFS

- **A selection of opinion and analysis pieces on South Africa's AGOA eligibility:** [Farmer's Weekly](#), [Business Day](#), [South African Institute of International Affairs](#), [MoneyWeb](#), [Daily Maverick](#).

- **From the United States Trade Representative Fact Sheet, December 19, 2015:** [Leveling the Playing Field for American Farmers](#).
New multilateral agreement struck by the WTO Membership at the 10th Ministerial Conference in Nairobi, Kenya takes important steps to ensure U.S. farmers and ranchers are competing on an even playing field.
- **From the New York Times, December 26, 2015:** [Drought Deepens South Africa's Malaise](#).
South Africa's drought is the worst in a generation, impacting livestock, corn, and other agricultural production and leading the government to declare five out of the country's nine provinces as disaster zones.
- **From the United Nations Food and Agriculture Organization (FAO) Global Information and Early Warning System (GIEWS) Special Alert, December 22, 2015:** [Delayed onset of seasonal rains in parts of Southern Africa raises serious concern for crop and livestock production in 2016](#)
The FAO issued a food security warning for southern Africa for the coming year, pointing to the delayed planting of corn in many areas, as well as decreased yields for the crops that have already been planted. Corn is one of the region's most important staple crops.
- **From the South African Department of Agriculture, Forestry, and Fisheries (DAFF) Media Release, December 22, 2015:** [First air shipment of litchis from South Africa has made it into the US market](#).
For the first time, South African litchis are available for purchase in the United States. According to DAFF, the South African litchi industry provided approximately 2,390 jobs (both direct and indirect) and contributed about R120 million (\$7.8 million) to the country's economy in 2014.

