

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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South Africa - Republic of

Post: Pretoria

USDA Sub-Saharan Africa Trade Initiatives Create Export Successes

Report Categories:

Export Accomplishments - Events

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Report Highlights:

The USDA's Sub-Saharan Trade Initiative led by Deputy Secretary Harden in September 2013 and a Global Broad-Based Initiative project in April 2013 resulted in export successes for U.S. peanuts and dry beans to South Africa.

General Information:

USDA/Pretoria’s collaboration and partnership with U.S. cooperator groups have secured important benefits for U.S. exporters to South Africa. More specifically, the USDA’s Sub-Saharan Trade Initiative led by Deputy Secretary Harden in September 2013 and a Global Broad-Based Initiative (GBI) project in April 2013, resulted in significant export successes for U.S. peanuts and dry beans to this market. The Foreign Agricultural Service’s (FAS) office in Pretoria, in coordination with FAS’s Office of Capacity Building and Development and the Office of Trade Programs, supported both activities.

South Africa is a growing market for U.S. peanuts and dry beans. According to the latest data released for 2013, U.S. exports of peanuts were valued at \$9.5 million; an extraordinary jump from virtually zero. For dried peas and beans, U.S. exports reached \$7.7 million and \$2.8 million dollars respectively. This is a surge of about 87 percent and over 2,000 percent since 2010.

Table 1. U.S. Peanuts Exports to South Africa (2009-2013)
(in thousands of dollars)

		2009	2010	2011	2012	2013
Partner	Product	Value	Value	Value	Value	Value
South Africa	1202420040 - PEANUTS,SHELLED	0	0	0	0	4,477
South Africa	2008112000 - PEANUTS,BLANCHED	0	71	133	0	4,052
South Africa	1202420020 - PNTS,SH,OILSTOCK	0	0	0	0	721
South Africa	1202300000 - PEANUT SEEDS	0	0	0	9	256
South Africa	1202100000 - PEANUTS,RAW-UNSH	0	0	14	0	0
South Africa	2008119000 - PNTS,PR/PS NES	18	30	121	0	0
Grand Total		18	101	268	9	9,506

Source: USDA GATS

Table 2. U.S. Vegetables and Preparations Exports to South Africa (2009-2013)
(in thousands of dollars)

		2009	2010	2011	2012	2013
Partner	Product	Value	Value	Value	Value	Value
South Africa	Dried Peas	1,401	4,099	1,947	3,729	7,669
South Africa	Vegtbls,Prep or Pres	2,915	3,062	4,714	3,719	3,583
South Africa	Dried Beans	3,078	130	82	753	2,790
South Africa	Vegtbls,Dried/Dehydr	3,498	2,476	740	387	608
South Africa	Fresh Veg Exc Potato	719	446	399	512	530
South Africa	Vegetables, Frozen	115	2,464	634	211	256
South Africa	Dried Chickpeas	0	0	0	15	0
South Africa	Dried Lentils	44	0	28	25	0
South Africa	Olives,Prep or Pres	0	25	0	0	0
Grand Total		11,793	12,705	8,578	9,352	15,436

Source: USDA GATS

USDA sponsored its first-ever Sub-Saharan Africa Trade Initiative between September 16 - 18, 2013 to promote U.S. agricultural trade and investment in the region. The event's theme was "Growing Markets in Sub-Saharan Africa." The USDA delegation, headed by Deputy Secretary Krysta Harden, included 15 U.S. agricultural commodity trade associations, about 18 U.S. exporters, and about 40 buyers from several Sub-Saharan African countries.

The GBI, a market development program under the FAS's Market Access Programs (MAP), is used to encourage U.S. cooperators groups to work together in promoting U.S. products. The three-year initiative in South Africa, which began in 2011, promoted U.S. food products that are well-suited for expanding the Southern African food basket with U.S. products that can provide high levels of protein and food nutrition. This GBI project included U.S. cooperators such as the United States Dry Bean Council (USDDB), USA Dry Pea & Lentil Council (USADPLC), the American Peanut Council (APC), the Alaskan Seafood Marketing Institute, the World Initiative for Soy in Human Health (WISHH), and others.