



South African
Mango Growers'
Association

South African Mango Growers' Association / Suid Afrikaanse
Mango Kwekersvereniging

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THE VALUE OF SAMGA MEMBERSHIP

SAMGA is an association of mango growers for mango growers and aims to carry do things that individual growers are unable to do on their own. A strong and effective SAMGA is viewed as an important component of the future success of the mango industry.

Production Research

The government Agricultural Research Council (ARC) no longer carries out research on commercial mango production without financial input from the industry. SAMGA, through its technical committee, study groups and extension staff determines the research needs of the industry and coordinates research projects carried out by the ARC, universities and other institutions. Research projects that have taken place over the last 5 years are:

- Effect of harvesting on lenticels damage.
- The effect of packhouse conditions on lenticels damage.
- Biological control of Mango scale
- Fruit fly infestation and control on mangoes
- Affects of various pesticides and fertilizer on mangoes as well as enabling new products to be registered onto the market.
- The effects of fludioxonil and prochloraz on post-harvest maturity of fruit.
- Gamma Irradiation trails on Mango fruit for market access.
- Developing of a procedure for mango pulp and skin moisture content measurements.
- Studying the mango seed weevil.
- Effects of different pre-harvest copper applications on controlling post-harvest mango diseases.
- Developing a mango program for optimum mango yield and quality.
- Development of a pheromone for mango seed-weevil.
- Development of cultivars and rootstock.

SAMGA's research projects are designed to ensure that growers have access to the latest genetic resources (e.g. rootstocks) and technology. Mango research done in South Africa is held in high regard internationally. All the above mentioned information is published yearly into a research yearbook available to members.

Technical Extension services and study groups

In addition to visits of your regional extension officer, the latest developments in production practices are communicated through SAMGA study groups. Study groups also provide growers an opportunity to view each other's operations and to share ideas.

It is SAMGA's policy that farm visits by extension officers should only take place on request of growers. You are welcome to request that they visit your farm if you so require. Services that they render are related to the pre and post-harvest value chain. They also provide valuable services for e.g. spray and fertilisation programmes.

We also provide valuable services that help ensure that farmers are inline with industry requirement like GlobalGAP

Market development through generic promotion

SAMGA has been funding PR-based generic promotions campaigns in South Africa for the last 15 years. These campaigns have focused on changing negative perceptions of mangoes, and promoting the health aspects and culinary versatility of the fruit. The campaigns have also aimed to keep mangoes foremost on the minds of consumers so that they are on the shopping list instead of being only an impulse purchase. Market growth is essential for the survival of the SA industry.

Market access

SAMGA is currently funding research in order to comply with phytosanitary regulations of countries such as India and China. Access to new markets such as China will take pressure of the European market, thus increasing the probability of profitable South African mango exports.

In order to access new markets, liaison with government is essential. SAMGA is the body that is recognised by the Department of Agriculture as representing the mango industry, and we are actively involved in making sure that South Africa's applications for new market access remain high on the Agenda of DoA officials.

Representation at Government and on Fruit South Africa

SAMGA, through Subtrop, has representation on Fruit South Africa together with the Citrus and Deciduous industries.

- Fruit SA's opposition to shipping lines' unilateral imposition of has "currency adjustment factor" has helped contain shipping costs.
- Fruit SA opposed the merger between shipping lines and AP Moller Maersk and P&O Nedlloyd. The competition commission stopped the merger as it would have given AP Moller Maersk near monopolistic power in the shipment of fruit to Europe.
- SAMGA is an industry body that is recognised by government, allowing Mango growers to make inputs on important issues such as grading regulations, and to influence the political process of accessing new markets
- SAMGA is involved, through Subtrop, in Department of Agriculture working groups on food safety and chemical residues so that growers can remain up to date on these very important export related issues

- SAMGA has accessed research funding through the SA Pesticides Initiative programme (SA PIP) to the value of R80,000
- SAMGA also makes a important contribution towards the determination and prescription of MRL's.

Local Market Reports

Market reports are done on a weekly basis at the Pretoria and Johannesburg markets during the season. These reports are send to all members on a weekly basis. They hold value to all the members since they provide members with valuable insight into the current market situation and fruit being delivered to the market.

We are also currently world leaders in production practises all documented and facilitated through the services of Subtrop.

More recently we once again had to come up in defence of the industry as a whole with certain fruit juice formulators requesting rebates on the import of mango fruit pulp. We opposed the rebate on behalf of the industry along with the ITAC since we felt that it would have a negative effect on all processor and growers of mangoes in South Africa. We felt that the profit motive of one company could not be weighted above the sustainability need of the South African mango industry.

Conclusion:

SAMGA's activities are structured to create value for its members by doing things on behalf of the industry that individual growers are not able to achieve on their own. In the current situation South Africa is one of the few countries that receive very little help, mostly no help from the government where in other competing countries farmers receive huge subsidies and support from their governments since they seem to realise the worth of commercial agriculture and the value chain that it creates. We feel that farmers need and deserve an association like SAMGA to fight the good fight on their behalf. The majority of SAMGA's activities are focused on the value chain beyond the farm, as orderly marketing and a growing market are vital the profitable production of mangoes. However, is also recognised that costs need to be minimised through efficient production. SAMGA levies are one of the costs incurred by growers, and SAMGA strives to manage its costs so that growers obtain maximum value.