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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*

September 2015

FAS Calendar Highlights

Sept 1-2	Trade, Food Technology, and Nutrition capacity building conference with USDA cooperators in Accra, Ghana - Global Broad Based Initiative (GBI)
Sept 5-11	U.S. Dry Bean Council visit to Angola
Sept 27-30	Agro Forestry Village Conference - Results sharing and outreach to private sector on Food for Progress project in Mozambique
Oct 4-24	Agricultural Policy Cochran Fellowship Program in North Carolina for 5 South African fellows
Oct 20-30	Soy School Feeding Cochran Fellowship Program in Illinois, Missouri and Washington, D.C. for 2 South African fellows
Oct 24-30	South African Reverse Trade Mission to Miami, Florida (Americas Food and Beverage trade show) and Atlanta, Georgia
Oct 16	USDA-sponsored business breakfast with AfricaBio - Water Efficient Maize for Africa (WEMA): Delivering the Promise to African Smallholder Farmer
Oct/Nov	(SADC) Fruit Fly Workshop

Upcoming Trade Events

October 26-27	Americas Food and Beverage trade show in Miami; following the show, South African Buyers Delegation will participate in business-to-business meetings with SUSTA members in Atlanta, Georgia
November 17-18	USDA Deputy Secretary Krysta Harden leads Agricultural Trade Mission to Accra, Ghana
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

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UPDATES FROM THE OFFICE

USDA Deputy Secretary Krysta Harden Visits Cape Town, South Africa

FAS/Pretoria hosted USDA Deputy Secretary Krysta Harden in Cape Town, August 12-14, for the Produce Marketing Association (PMA) conference, where Harden discussed ways to expand bilateral trade and enhance the role of women in agriculture. The Deputy Secretary gave remarks to an audience of 150 women from the agricultural sector at the Women's Fresh Perspectives Breakfast. Harden encouraged women to assist and recognize other women involved in farming, and urged men to be more supportive of women. At the plenary session, Harden addressed 500 horticultural businesses, emphasizing the importance of two way trade. Harden said she understood agricultural exports were important to South Africa, and that U.S. farmers only wanted a fair playing field abroad.

The PMA is a U.S.-based international horticultural association of growers, traders, and government officials. The group sponsors trade conferences worldwide and an annual trade show in the United States. During the conference in Cape Town, the PMA concluded an agreement with the South African Department of Trade and Industry to sponsor a South African pavilion of produce exporters at the next U.S trade show in Atlanta. South African citrus exports to the USA are important to the rural economy of the Western Cape; eight percent of the citrus grown in the Cape is exported to the USA.

FAS Facilitates Cattle Genetics Market Exploration in Botswana

FAS/Pretoria staff members Dirk Esterhuizen and Lucas Monama and FAS intern Sean Hennessy traveled to Gaborone, Botswana from June 17-19 to work with a representative from World Wide Sires (WWS), an American marketing organization for cattle genetics. WWS represents the global interests of American artificial insemination suppliers that sell cattle semen and embryos to beef and dairy farmers. WWS is already successful in marketing American cattle genetics in Egypt, Ethiopia, Kenya, Malawi, Morocco, Zambia, South Africa, and Zimbabwe, and would like to extend this success to Botswana. FAS/Pretoria assisted by identifying contacts and facilitating meetings in Gaborone through which WWS was able to market American cattle genetics and learn more about local demand for such products. WWS also explored the possibility of supporting current efforts by the government of Botswana to increase the quality of livestock production and develop a sustainable dairy industry.

FAS Poultry Analyst Outreach to South Africa & Angola

On July 14-22, poultry analyst Joanna Hitchner from the FAS Office of Global Analysis traveled to the

region to meet with industry representatives and gain a better understanding of local production and the outlook for trade. Hitchner visited a range of poultry and egg production, processing, and retail establishments. Trade in poultry products with South Africa is currently limited by anti-dumping duties on U.S. bone-in poultry as well as trade restrictions due to highly pathogenic avian influenza (HPAI). These barriers have caused declines in broiler meat imports from the United States, yet opportunities still exist in South Africa for import of U.S. meat products. On the other hand, in 2014 Angola was the fifth largest market for U.S. poultry and poultry products by value and the second largest broiler meat market by volume. Imports of broiler meat account for over 90 percent of consumption, with the United States supplying over 60 percent of imports. U.S. poultry exports to Angola were 40 percent lower in January-June 2015 compared to the same period in 2014, due to a foreign currency shortage, the stronger dollar, and a decline in national revenue caused by a drop in the price of crude oil.

SPS Training in South Africa for Pakistani Horticulture Professionals

On August 1-15, FAS/Pretoria hosted a 12-member delegation from Pakistan as part of a USDA-sponsored and financed capacity development program in South Africa. The trip was organized by the USDA/FAS Office of Capacity Building and Development in partnership with the Commonwealth Agriculture Bureaux International (CABI) and the South African Citrus organization. The participants attended training sessions in Pretoria, Nelspruit, and Cape Town aimed at developing the first Sanitary and Phytosanitary (SPS) Training Manual for Pakistan, which the trainees will use to train farmers and extension service agents upon their return to Pakistan. Participants were drawn from a diverse array of professionals in the industry, including the private and public sectors and academia, both women and men. The delegation had the opportunity to meet with USDA Deputy Secretary Krysta Harden in Cape Town, who encouraged them to make use of the various USDA capacity development programs available and expressed that USDA was looking forward to further collaboration with Pakistan.

USDA Cooperators Lead Capacity Building Workshop in Ghana

On September 1 and 2, FAS/Pretoria Senior Agricultural Attaché Justina Torry represented the Southern African region (Angola, Botswana, Mozambique, Lesotho, Madagascar, Mauritius, Namibia, Swaziland, Zambia, Zimbabwe, and South Africa) at a capacity building conference in Accra, Ghana on Trade, Food Technology, and Nutrition; USA and Africa Dialogue. The conference was funded under the Global Broad Based Initiative (GBI), which facilitates FAS industry partners in addressing strategic challenges and opportunities that are common across specific markets or industry sectors. GBI funds are an incentive for FAS cooperator groups to work together. The American Soy Bean Association was the lead cooperator organizing the conference, with participation by the U.S. Dry Bean Council, American Peanut Council, U.S. Potato Board, USA Dry Pea & Lentil Council, and World Imitative for Soy Health in Human Health. Presentations included Nutrition Product Marketing: What's Good for People and Good for Business, and Product Development: Ingredient Functionality and Process Technologies.

This trade and capacity building workshop proved to be extremely beneficial in outreach and participation, especially considering the involvement of several cooperators whom might not have reaped the benefit if going it alone. A representative from the Ghanaian Ministry of Trade and Industry provided opening remarks for the well-attended conference. The event received favorable responses on the U.S. Embassy in Accra's social media platform reaching over 8,000 Facebook accounts and over 11,000 tweets. Unfortunately no South African companies were able to travel to Ghana for the

conference, but FAS/Pretoria's participation promoted South Africa and its five major supermarket chains as excellent spring boards into the rest of Southern Africa, as well as actively recruiting exhibitors for the Food and Hospitality Africa show in May 2016.