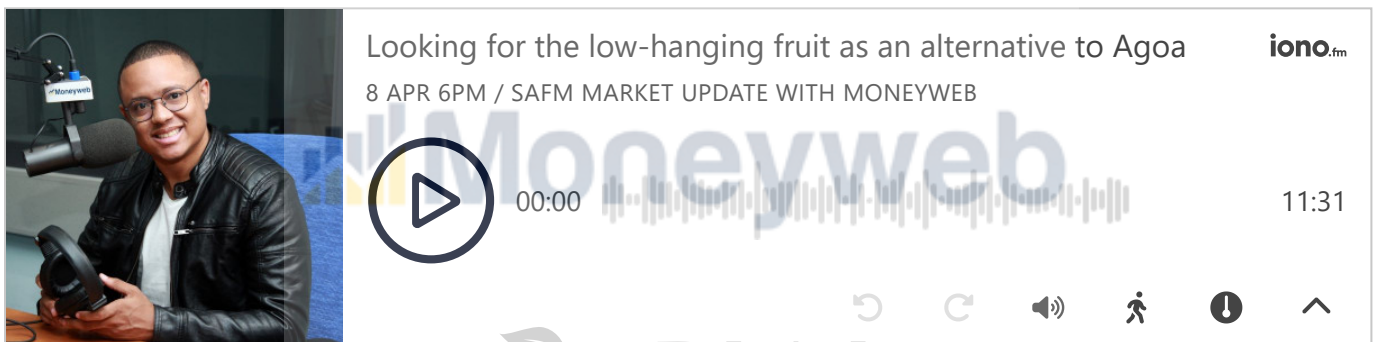


SAfm Market Update

Looking for the low-hanging fruit as an alternative to Agoa

Countries that don't produce a lot of food themselves represent a good opportunity, and many markets are now also going to be looking to diversify – Minister of Agriculture John Steenhuisen.

By Jimmy Moyaha · 8 Apr 2025 ⌚ 21:24



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JIMMY MOYAHA: It's Agri Tuesday. This week we have a special agricultural feature. We alternate these features with our Property Tuesdays.

As this week's agri feature we are taking a look at what the world looks like for South African agricultural exports, and who better to do that with than the minister of agriculture in the government of national unity in South Africa, Minister John Steenhuisen. He joins me now to take a look at some of the recent developments in the world of agriculture.

Minister Steenhuisen, thank you so much for taking the time. Great to have you on the show. You recently came back from a trip to Asia as part of an extended roadshow that you'd been doing with your department around identifying sort of business prospects and strengthening business relationships with certain key regions. Take me through what some of those outcomes were and what some of those commitments were from an agricultural point of view.

JOHN STEENHUISEN: Sure, and thank you very much. It's wonderful to be with you and of course the listeners. And of course it's great to be talking about agriculture, which is so fundamentally important for our country. Well, [when I] became the minister I said that we would

do a number of things. One of the seven key priorities could [give wider] access to South African goods.

You will recall this was in the pre-Trump era, prior to his election, and I indicated that what we should do is embark upon a process of deepening and widening existing trade agreements – in other words, taking a look at existing agreements that we have with countries, and we have a number of those – and looking at how we could deepen and widen market access on those.

And then, secondly, looking for new markets for South African agricultural products in other parts of the world in order to expand production.

Why is this important? Well, it's important because when we grow the demand for South African agricultural products we increase the supply side of them, and that means more economic growth and jobs in South Africa.

So the more the demand is, the greater the supply required, and that means more farmers, farm workers, and products being produced. That has underpinned this particular set of initiatives.

We've been to a number of countries. We've opened up different markets. We've quite finally got apples back into Thailand after six years, table grapes into the Philippines.



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LOW-HANGING FRUIT

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