

## *Industry overview*

# South Africa must prioritize market access to grow berry industry

In the next 5 years, South Africa's berry industry is set to continue on its remarkable growth trajectory. The number of hectares planted is projected to increase by more than 80% by 2025.

Agricultural Economist Nina Viljoen shared the findings of her survey after the Chairman's report at South African Berry Producers Association Annual General Meeting on 22 November 2019.

The growth figures announced at the AGM clearly demonstrate the potential of the berry sector to contribute to National Treasury's goal of growing agricultural exports by R6 billion over the next ten years. But to achieve this goal, the Department of Agriculture, Land Reform and Rural Development must prioritize market access.

### **Analyse du secteur (Hortgro) :**

[http://files.mfoodex.ma/pi/\[1575034338\]Afrique\\_Sud\\_Baie.pdf](http://files.mfoodex.ma/pi/[1575034338]Afrique_Sud_Baie.pdf)

### **Lien article :**

<https://www.freshplaza.com/article/9167670/south-africa-must-prioritize-market-access-to-grow-berry-industry/>

