



## What makes a regulatory body effective?

In order to answer this question, one would need to define the word effectiveness. "Wordnet" defines effectiveness as producing an intended result or having a STRIKING effect. I believe the word should not stand alone, but needs a mixture in this "cocktail" to make it really exceptional, such as passionate people with a drive to deliver.

The APAC team is exceptionally small when compared with the responsibility it carries to regulate an Industry **worth over R9 billion**. However, they have risen to new levels during the past years and initiated several new initiatives to ensure they successfully accomplish their mandate as stipulated in the Act: "to *regulate* fresh produce, export and livestock agents."

An exciting 2011 lies ahead and APAC will once again exceed the expected deliverables and achieve much more than the prescribed objective. To highlight a few:

- APAC will examine and re-evaluate possible amendments towards *Policies, Rules and Codes of Conduct* for agents, as this underlines the basic principles towards better service delivery, effective communication between farmer and agents, accountability, etc.
- APAC understands the importance of having a framework for the unique trust relationship between farmer and agent; consequently it has introduced a Service Level Agreement template that outlines both parties' responsibilities in advance. Farmers will be encouraged on a continuous basis to use this template as it eliminates assumptions and gives confidence to this trust relationship.
- APAC will evaluate the Information Management System used by fresh produce agents in order to ensure it is aligned to the stipulations of Act 12 of 1992 and that it contributes towards transparency.
- APAC will continue to take strict action against agents transgressing the Act and those who do not understand that trust account money is third party funds – the FARMERS' money.
- APAC will continue conducting stock audits on all fresh produce markets, in order to ensure all consignments of fresh produce received are accounted for and any concerns detected are addressed timorously.
- APAC will continue with conducting ad hoc financial audits of the trust accounts of Agents in order to ensure compliance to Act 12 of 1992. The purpose of these audits is not only to detect financial irregularities at an early stage but also to serve as a platform for mentorship and assistance provided to agents.
- APAC will continue with a marketing strategy to educate farmers about the basic expectations their agent should fulfill and to remind farmers that APAC can be approached in terms of complaints or queries.
- APAC will also play an active role in the forthcoming financial year towards supporting and encouraging BEE initiatives in our Industry.



## WHEN SHOULD THE FARMER EXPECT TO RECEIVE A REPORT ON HIS UNSOLD FRESH PRODUCE?

Rule 25 stipulates that if a consignment of fresh produce is not fully sold within three business days after the receipt thereof, the fresh produce agent must inform his Producer of the extent and condition of the unsold quantity.

Similar reports shall thereafter be provided on a weekly basis until the full consignment has been sold.

## WHEN SHOULD THE FARMER EXPECT TO RECEIVE A REPORT ON FRESH PRODUCE SOLD?

Rule 26 stipulates that a fresh produce agent must within five business days after having sold or otherwise disposed of the fresh produce issue a statement to his Producer.

This statement must indicate details such as the prices achieved, the amount and nature of each deductions made, details in terms of the remuneration deducted, etc.

## Agricultural Produce Agents Council

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## RHODA'S MARK AGENTSKAP

**RMA** het sy deure vir besigheid oop gemaak in Julie 2003. Die agentskap het klein begin en danksy die innoverende denke van die eienaar, Uthmaan Rhoda, stelselmatig gegroei oor die afgelope 7 jaar en 8 maande. In die begin het hy op die Kaapstad markraad gedien vir drie jaar, tot en met die mark se privatisering. Hy het ook vir twee jaar as voorsitter van die Kaapstad mark agente assosiasie gedien. Op nasionale vlak was hy ook Visie-President van IMASA. Huidiglik dien hy in sy tweede termyn as lid van die Raad van Landbou Produkke Agente.

Die agentskap bied sy kopers 'n wye verskeidenheid van vars produkte en dit vorm ook die fondament van die agentskap se groei. Die agentskap se vloerspasie het in die afgelope 3 jaar meer as verdubbel. **RMA** se vergrote vloerspasie het ook tot 'n verbeterde aanbieding bygedra.

Uthmaan Rhoda word ondersteun deur drie verkoopsmanne, van wie elk ten minste 25 jaar ondervinding op die Kaapstad mark het. **RMA** bied dus sy produsente 'n ervare verkoopsman om hul produkte te bemark. **RMA** belê ook in sy werkers en die langste indiensneming by die agentskap is 7 jaar. **RMA** het die ondersteuning van die volle spektrum van kopers op die Kaapstad mark. Dit strek van die grootmaat handelaars, tot 'n magdom van informele kopers.

**RMA** streef om gehalte diens aan die produsent en koper te lewer. Op die manier word vertroue by kopers geskep om elke dag besigheid te doen.



### Raad vir Landbou Produkke Agente

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