

USDA Foreign Agricultural Service

GAIN Report

Global Agricultural Information Network

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Report Highlights:

AgTradeNews is a bimonthly newsletter that focuses on trade opportunities in Southern Africa.



AgTradeNews
Bimonthly Updates and Opportunities
Foreign Agricultural Service
Southern Africa

May 2015

FAS Calendar Highlights

- May 11-15 FAS Office of Trade Programs/Credit Programs Division visits Angola for outreach to banks and importers
- May 14-19 South African Buyers Delegation to the National Restaurant Association trade show in Chicago, Illinois
- June 1-3 Distilled Spirits Council of the United States (DISCUS) visits South Africa for a standards alliance workshop
- June 10-12 FAS/Washington, Pretoria and Mozambique staff participate in Feed the Future regional workshop in Pretoria.
- June 17-19 FAS Agricultural Specialists accompany World Wide Sires to Botswana for outreach visit promoting genetic sales
- June 22-26 FAS Office of Capacity Building and Development regional SPS workshop in Cape Town to facilitate increased trade
- July 2 FAS invites U.S. companies to the American Embassy Pretoria Independence Day Celebration with Ambassador Patrick Gaspard
- July 13-22 FAS Office of Global Analysis Poultry Analyst visits South Africa and Angola for research and outreach
- August 1-15 FAS hosts Pakistani horticultural growers visiting South Africa for training in the fruit and vegetable export value chain
- August 12-13 Produce Marketing Association Summit in Cape Town

Upcoming Trade Events

- Sept 29-Oct 3 South African and Mozambican Buyers Delegation to the World Dairy Expo in Madison, Wisconsin
- 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
- 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

Questions? Concerns? CONTACT FAS PRETORIA:

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UPDATES FROM THE OFFICE

National Restaurant Association (NRA) Trade Show in Chicago

FAS/Pretoria recruited a group of trend-setters from the South African food & beverage industry to participate in the May 2015 National Restaurant Association trade show in Chicago. The group included two journalists, three procurement directors from the region's top hotel chains, a leading food service importer, and a representative of the South African Chefs Association. The delegation had a little over three days to cover more than 60,000 square meters of exhibit space, along with a full schedule of business-to-business meetings with U.S. suppliers arranged by FAS/Pretoria and a slate of educational seminars on hot topics including "Hospitality Trends-2015," "What Millennials Want," and "Biotech Ingredients on the Menu." FAS Agricultural Attaché Abigail Nguema accompanied the South African delegation to the show, arranged buyer-supplier meetings in the USDA-sponsored American Food Fair Pavilion, and recruited U.S. companies to market their products in South Africa at future trade events.



FAS Administrator Phil Karsting (center) meets with FAS staff at the NRA Trade Show Abigail Nguema, FAS Pretoria, pictured fourth from the left.

Cochran Fellowship Program

We are pleased to announce the selection of 21 new Cochran Fellows for 2015:

Course	# Participants	Country	Date
Soy Utilization	1	South Africa	June 2015
Soy School Feeding Program	2	South Africa	Fall 2015
	1	Angola	
U.S. Lumber Grading Standards	3	South Africa	Fall 2015
Agricultural Policy	7	South Africa	Fall 2015
	1	Angola	
Plant Health Systems Analysis	6	South Africa	June 2015

Credit Programs Division Outreach in Angola

On May 11-15, the FAS Office of Trade Programs/Credit Programs Division met with Angolan banks and importers to discuss details of financing options under the GSM-102 Export Credit Guarantee Program. Currently, Banco Angolano de Investimentos (BAI bank) is approved to participate under the GSM-102 Export Credit Program. The financing of poultry under GSM since 2012 was accomplished through Investec (South Africa) and Africa Export Import Bank (a multilateral bank in Egypt). While there is interest in the program from banks and importers, the uncertainty of foreign exchange availability has resulted in banks' non-issuance of L/Cs (a requirement for the GSM program) and even if a bank would issue an L/C, the cost to the importer would likely incur collateral costs of over 100 percent. In 2014 and 2015, GSM sales for poultry to Angola declined partly due to a proposed quota system (that is currently suspended) and to the more pressing issue of foreign exchange availability. U.S. companies have reported that while they usually receive payments within two weeks, many accounts are in arrears by as much as five months due to a severe scarcity of foreign exchange. Unless the Government of Angola can make foreign exchange available by the first week in June, Angolans risk losing U.S. poultry availability and 65% increased prices in the retail market.

Proposed Results Workshop for FAS-Funded Agroforestry Project in Mozambique

TechnoServe plans to share its community agroforestry program with stakeholders as part of the 2010 Food for Progress project Agro Forestry Village (AFV) in Mozambique. The purpose of the AFV closeout workshop is to facilitate broader utilization of the land use planning and community consultation tools developed by the project. These tools were developed as part of the fourth project component, "Improve Local Government Capacity." The workshop will provide the opportunity for provincial and district authorities, private investors, donors and civil society, to learn about the tools developed by the Agro Forestry Village project and begin planning their full roll out and implementation over the coming months and years in their respective provinces and districts. The workshop is still in the conception phase, with a proposed date of July or August.

SHORT-TERM ADDITIONS TO THE FAS TEAM IN PRETORIA

Sean Hennessy (Agricultural Specialist)



Given his passion for international development, Sean Hennessy is excited to intern as an Agricultural Specialist at FAS Pretoria from May to August of 2015 to further the embassy's work and gain invaluable career experience. Originally from Riverside, Illinois, Sean is currently earning his M.S. in Agricultural and Applied Economics at the University of Illinois at Urbana-Champaign. Sean also works on an agricultural development project in Tanzania as a graduate research assistant and serves as teaching assistant for a World Food Economy course. Before beginning graduate school, Sean studied International Development at the University of Vermont, spending a semester in Cameroon to take development-related classes and to conduct an

independent research project on income mobility by surveying employees of cyber cafes to see how their wages had changed over time. Outside of academia, he has also interned for the City of Chicago's Department of Planning and Development, organizing financial data and administering a tax exemption program. Sean is proficient in French, speaks basic Spanish, and expects to enter the job market in May of 2016.

Dineo Rakumakoe (Marketing Consultant)



FAS has a new contractor, Ms. Dineo Rakumakoe, who is developing the FAS Southern Africa Contact Database for the food and agricultural trade sector, including importers, retailers, and food service buyers (hotels, restaurants, and institutions). With the goal of better serving U.S. exporters seeking clients in the region, Dineo is meticulously combing through an existing importer database to identify companies with an interest in importing U.S. products; she also uses the opportunity to inform the companies of upcoming trade event opportunities. Dineo is experienced in market research and outreach and has strong communication and organizational skills. Her background includes successfully initiating, implementing and monitoring projects in addition to employee training management. She holds a certificate in entrepreneurship with Gordon Institute of Business Science, for which she was one of 10,000 women sponsored by

Goldman Sachs. Dineo started her first business, micro-distribution franchise at the age of twenty-three.