



## **Media Advisory**

**For Immediate Release**

**17 October 2023**

### **THE FRESH PRODUCE MARKET INQUIRY EMBARKS ON FIRST ROUND OF PUBLIC HEARINGS**

The Fresh Produce Market Inquiry (FPMI) will hold its first round of public hearings from 18 – 27 October 2023 at the dtic Campus in Pretoria.

Members of the media are kindly referred to the Stakeholder Notice and Programme for further details and the programme for the public hearings which can be accessed on the FPMI's website at <https://www.compcom.co.za/fpmi/>. The venue for the public hearings will be the Red Room, Block C, dtic Campus, Sunnyside, Pretoria.

The hearings will be live-streamed at [Fresh Produce Market Inquiry Public Hearings - YouTube](#).

#### **Background to the FPMI**

The FPMI commenced on 31 March 2023, following the publication of its final terms of reference on 14 February 2023. The purpose of the FPMI is to examine whether any features in the fresh produce value chain impede, restrict, or distort competition in the market.

The FPMI is focused on particular issues at each layer of the value chain, including the sale of fresh produce by the farmer to the customer (the retailer, processor, or export market).

The Commission has identified three themes that cover the entire fresh produce value chain. The themes are as follows:

- Efficiency of the value chain, with an emphasis on the dynamics around fresh produce market facilities;
- Market dynamics of key inputs and its impact on producers; and
- Barriers to entry, expansion, and participation.

The FPMI operates under a statutory completion period of 18 months and aims to publish its final report in October 2024.

**[ENDS]**

**Issued by:**

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