



Raisins

South Africa



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WHO WE ARE



Raisins South Africa NPC (Non-Profit Company) is a company registered in terms of the Companies Act, 2008 (Act No. 71 of 2008 as amended) and which operates under the name “Raisins South Africa NPC (Raisins SA)”.

The company, previously known as Dried Fruit Technical Services (DFTS), was incorporated in 1997. Towards the end of 2018 DFTS was restructured and renamed and is now known as Raisins SA. The activities of Raisins SA are informed by the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996, as amended). The mandate of Raisins SA is to advance the interest of the local industry in an international competitive environment.



A levy, collected from grower members, is aimed at addressing the following five (5) Key Performance Areas (KPA's), namely to:

- 1** retain and gain (new) market access and to develop markets;
- 2** perform industry research and development activities to enhance the competitiveness of the industry, which importantly includes technology transfer;
- 3** promote transformation and skills development;
- 4** perform administrative duties as per the gazetted statutory measures; and
- 5** share information in a transparent manner throughout the value chain.

**In total
Raisins SA
represents
± 700 growers**



VISION & MISSION



Vision:

**“A sustainable and competitive
South African raisin industry.”**



Mission:

1

Improve industry’s productivity and profitability; this will be achieved through improving production practices, being innovative in our approach and undertaking relevant research and development activities to advance the industry;

2

Position and promote South African raisins as a premium quality brand;

3

The creation of information, intelligence and knowledge and the sharing of this among our value chain members to reduce risks, increase efficiency, build robust/resilient economic operations, advance trust and positively impact our surrounding communities;

4

Provide the industry with a unified ‘voice’ that could engage on behalf of its members and advance partnerships and relationships with stakeholders;

5

Proactively drive industry transformation to achieve a more equitable and social just society.

VALUES



Values:

1

Integrity - Honesty, Honour, Accountability

2

Value-driven - Client-centred, Innovative, Agile/Adaptive

3

Independence - Objective, Transparent

4

Professional - Respect

5

Partnerships - Teamwork, Synergy

6

Empower - Learn, Develop, Advance



WHAT WE STAND FOR

THE SUN SIGNIFIES LIFE

and is the supreme source of light in man's world.

South African raisins are a healthy, alternative, sun dried snack, with more concentrated nutritional value than fresh fruit and with a much longer shelf life.

YELLOW SIGNIFIES PREMIUM QUALITY

South African raisins are 100% sundried and a powerhouse of natural energy. With a lot of sunlight and very warm weather, a premium quality raisin can be produced with minimal to no traces of chemical residues. South African raisins are known for their excellent quality that is exported year on year and food safety is top priority.

GREEN SIGNIFIES ENVIRONMENTAL INTEGRITY

Human life, economy and culture depend on a healthy functioning environment. Raisins SA support sustainable farming, we believe and promote that every person involved in the system – growers, food processors, distributors, retailers, consumers and waste managers – can play a role in safeguarding our environment for future generations.... We also promote and help with trails on soil health, minimize water use and to lower pollution levels on the farms.

RED SIGNIFIES SOCIAL WELLBEING

Raisins SA knows that people are the most precious resource of the agricultural sector. By means of training, transformation and information we help to make this resource stronger.

BLUE SIGNIFIES GOOD GOVERNANCE

Raisins SA understand the process of decision making in economic, environmental and ethical spheres. We as industry body are committed to corporate ethics, accountability, participation, rule of law and holistic management.







GOVERNANCE & ADMINISTRATION

Good corporate governance of the industry's structures is a fundamental function of Raisins SA, which aims to effectively administrate the levy, to the benefit of our larger industry.

Raisins SA's annual report is published with the main objective to provide insight and basic understanding of the organisation's operation activities.

Accordingly, the annual report seeks to provide and disclose information that is of interest to all members and relevant stakeholders. It is intended to report beyond the financial performance of the organisation, but importantly report on strategies, portfolio performance, governance practices and financial results of the organisation.



MARKET ACCESS & DEVELOPMENT

The South African raisin industry has been a global player for more than a century, producing the world's best raisins. SA is the world's 5th largest exporter of raisins, with more than 88% of its total crop earmarked for key international markets.

Since 2019, the Dried Fruit industry of SA has been transformed with the repositioning of Dried Fruit Technical Services (DFTS), now called Raisins South Africa. A key strategic shift has been to have a holistic approach and not to limit activities to Research and Development, but to take ownership of “our product” and actively promote the use of South African raisins.

The purpose of Raisins SA's marketing portfolio is to tell the story of South African raisins and promote it locally and abroad. Three key functions of the portfolio is:

- 1) be a credible- and transparent source for market intelligence,*
- 2) to retain market access,*
- 3) develop and grow markets and existence.*



RESEARCH & DEVELOPMENT

The main objective of the research and development (R&D) portfolio is to enhance sustainable raisin production in South Africa.

On the one hand, active research is undertaken to address issues of concern, whilst on the other hand a strong emphasis is placed on ‘technology transfer’, to ensure growers are abreast of the latest available technology to address production challenges. It is of strategic importance to have a capable R&D portfolio, to drive the international competitiveness of the SA raisin industry.



TRANSFORMATION

In South Africa, the transformation of the agricultural sector is viewed as paramount to the stability and progress of our country's democracy.

Transformation is defined as the development and implementation of appropriate programmes to support our emerging black growers to make a transition from an emerging to a commercial raisin grower OR from emerging to a commercial raisin grower and to extend their market access opportunities at the same time.

In accordance with the recommendations received from the NAMC, Raisins SA is required to spend 20% of its total statutory levy on transformation activities.

Accordingly, our transformation fund is aimed at the following activities:

- Enterprise development (53%)
- Management of our transformation portfolio (21%)
- Skills development (23%)
- Socio-economic development (3%)

Our transformation plan is informed by the NAMC's guidelines as provided on 30 May 2018 and approved by the NAMC Transformation Review Committee on 23 April 2019.



INFORMATION & COMMUNICATION

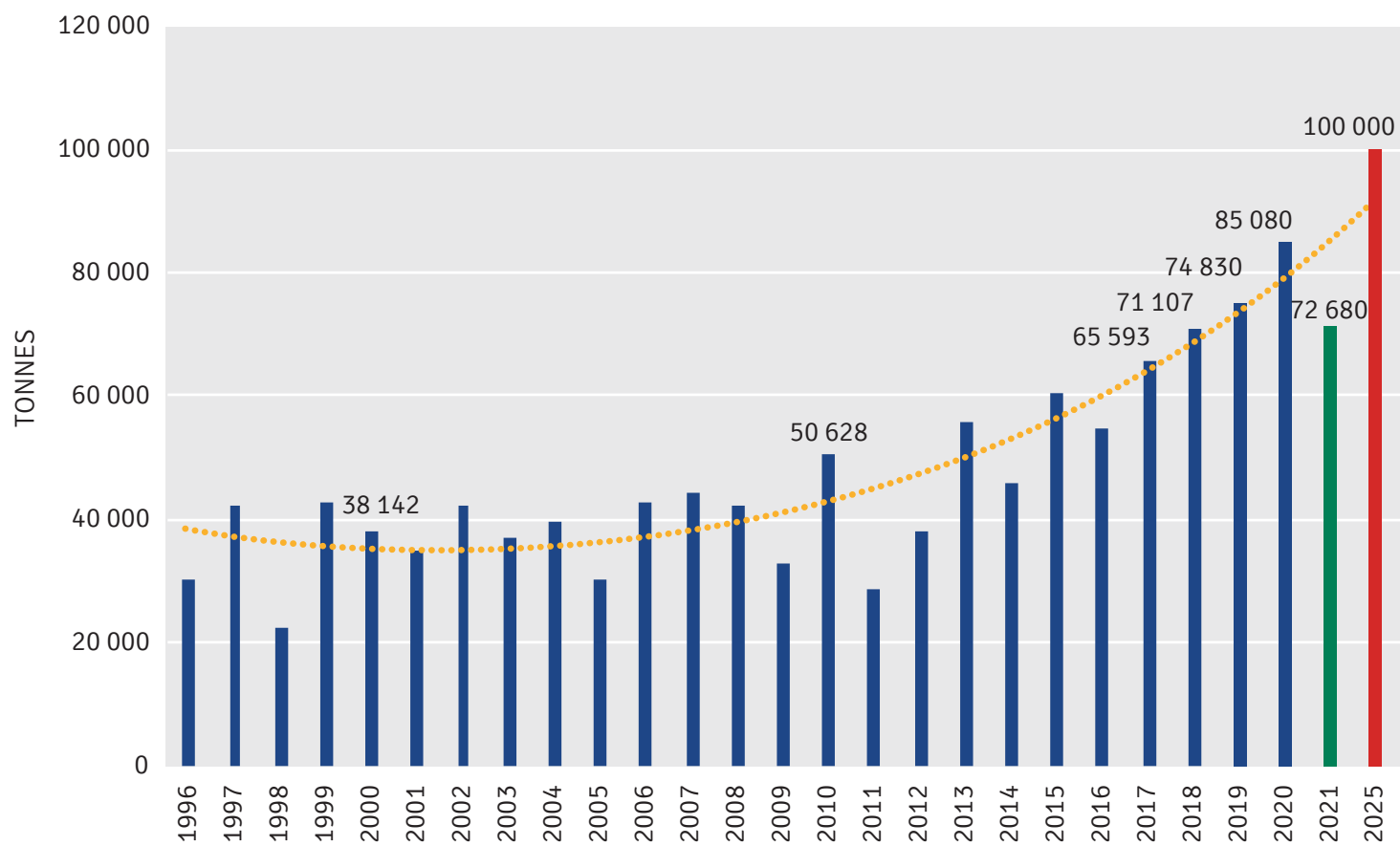
Open and transparent information in a free market environment is critical for the efficient functioning of the same market.

Raisins SA has dedicated capacity to fulfil this function, by providing a comprehensive professional information service that is credible, transparent, independent, relevant and timely. This service enables role players to make strategic business decisions on both production- and marketing activities throughout the value chain.



SA'S CROP PRODUCTION

South Africa's crop production



Annual raisin production (1996 – 2025)

Source: Raisins SA (2021)

Raisin production in SA has doubled over the past 10 years. As 90% of SA's raisins are earmarked for international markets, a lot of attention has been put on the drying processes to still ensure food safety and quality for all raisins produced.



UNIQUE SELLING POINTS (USP'S)



The South African raisin industry offers the following (USP's):

South Africa is a global leader in growing some of the world's finest raisins.

Key features of South Africa's raisin industry is a dry and hot climate ideal for raisin production, good stable supply of water, advanced production practices, with emphasises on food safety standards and a well organised industry. These components are important to our long history of supplying premium, world class raisins.

- 1 Excellent product flow
- 2 No to low pesticide residue, with 50% of our crop having no residues
- 3 Well within the required ochratoxin A level
- 4 Naturally dried in the sun, not oven dried
- 5 Excellent shelf life of 12 months
- 6 Product does not sugar easily
- 7 Distinct flavour & colour



PRODUCTS



THOMPSON SEEDLESS



Dark brown to black, evenly colored, free flowing seedless dried grapes with a high natural sugar content and a characteristic, strong caramelised sweet flavor from being naturally dried in direct sunlight.



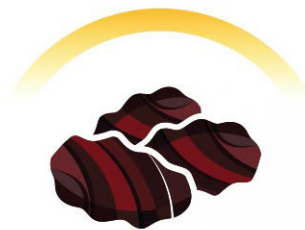
GOLDEN SULTANA



Light yellow to deep gold, free flowing seedless dried grapes with a high sugar content and strong sweet flavor, sulphured and naturally wind dried out of direct sunlight. Contains allergen - sulphur dioxide.



PRODUCTS



FLAME



Dark brown to black dried seedless grapes with a natural sweet flavor are prepared from Flame grapes. Naturally dried in direct sunlight.



OR SULTANA



Greenish to amber brown, reasonably even colored, free flowing, seedless dried grapes, tender, soft skinned, low sugar and sharp in flavor, naturally wind dried out of direct sunlight.



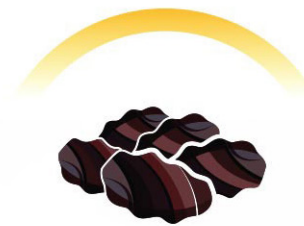
PRODUCTS



SA SULTANA



Light amber to dark brown, variegated colored, free flowing seedless dried grapes, tender, soft skinned, low sugar and sharp, caramelised flavor, naturally dried in direct sunlight.



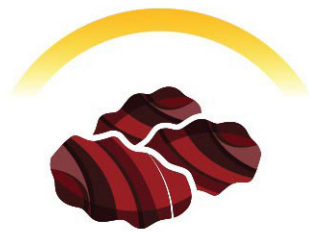
CURRENTS



Dark brown to black dried seedless grapes with a natural sweet flavor. Naturally dried in direct sunlight.



PRODUCTS



CRIMSON



The variety consist of red to pink berries that are jumbo in size and cylindrical to oval in shape.



MIDNIGHT BEAUTY



With a rich dark colour, a Midnight Beauty raisin is a jumbo-sized berry, and is a versatile raisin with a unique flavour.

PACKER DETAILS



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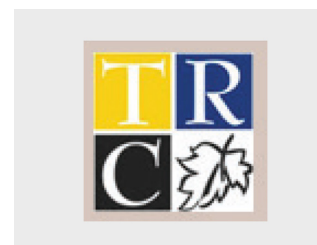


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