





THE PRODUCER'S GUIDE TO TRADE AT JOBURG MARKET

Joburg
a world class African city

Joburg|Market

CIPC CORPORATE ETHICS

top EMPLOYER South Africa 2025
FOR A BETTER WORLD OF WORK

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GUIDING YOU THROUGH THE PROCESS OF HOW TO USE JOBURG MARKET





VISION

A smart fresh produce trading hub that is globally competitive.

MISSION

To provide the best environment that supports competitive trade and effective distribution of fresh produce products in Southern Africa.

VALUES

The values of the Joburg Market are:

- Transparency
- Service excellence
- Integrity
- Innovation
- Accountability

GUIDING YOU THROUGH THE PROCESS OF HOW TO USE JOBURG MARKET

BACKGROUND

Established in 1887, Joburg Market operated at the old market square in the Johannesburg CBD. By 1913, the Joburg Market had grown extensively and had to be relocated to Newtown.

At this site, trade took place by way of an auction system. Fresh goods, poultry, game,hay, lucerne and pheasants were sold. The turnover for the financial year in 1973/1974 amounted to R32.2 million.

HISTORICAL JOURNEY

1886

1913



A MARKET IS NEEDED AND CREATED IN JOHANNESBURG

1913

1940



THE EARLY JOHANNESBURG MARKET ESTABLISHMENT IN NEWTOWN

1940

1970



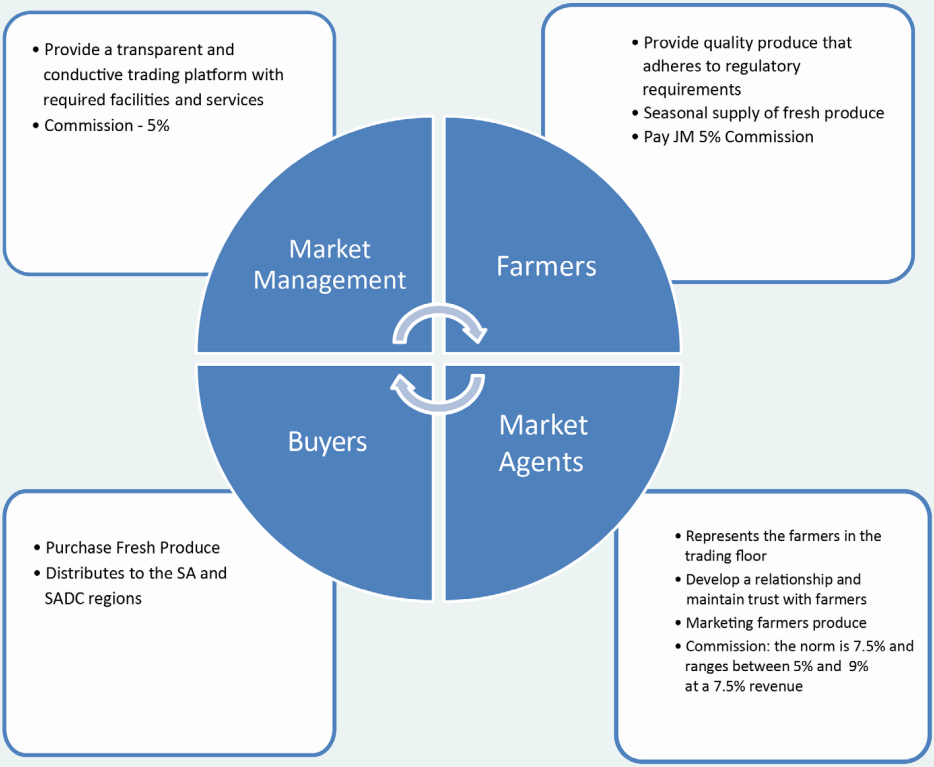
THE INDUSTRIAL JOHANNESBURG AND MIGRATION TO THE CITY OF GOLD

CURRENT



A NEW MARKET IS BUILT AT CITY DEEP. IT HAS BEEN UPGRADED AND MAINTAINED OVER THE YEARS

THE ROLE-PLAYERS AT JOBURG MARKET



All trading transactions are conducted on the Centralized Trading System

HOW TO MARK CONTAINERS WITH THE REQUIRED INFORMATION

Producers and food suppliers must ensure that all products delivered for sale to the market are compliant with Good Agricultrural Practices (GAP), Good Manufacturing Practices (GMP) and are properly packed and marked with the relevant infomation prior to delivery to the market.

Mark each container with the information required either by:

- Affixing labels.
- Adding stamps in the case of cardboard boxes.
- In the case of netted bags, attaching pre-printed or stamped tags (refer to the applicable regulation as stipulated in the Agricultural Products Standards (APS) Act for full/specific requirements).

The information required to be on the container/s:

- Name or trademark and physical or postal address of either the producer or owner or packer of the products.
- The expression: “Class 1”, “Class 2” or “Class 3”.
- The product count or total number of consumer package units per outer container if not visible from the outside.
- The nett mass of the contents in the case of vegetables, grapes, potatoes, onions, bananas and other bagged fruit e.g. oranges.
- The name and type of product in the case where the contents are not visible from the outside.
- Date of packing or a date code is recommended to assist the market in stock control.



- OPTIONAL Marking: Production Unit Code (PUC) or Pack House Code (PHC) which can be obtained from the Department of Agriculture, Land Reform and Rural Development (DALRRD).

HOW DOES A PRODUCER OBTAIN A PRODUCTION UNIT CODE (PUC) OR A PHC

The Department of Agriculture, Land Reform and Rural Development (DALRRD) issues Food Business Operators (FBO) producing for the local or export market with a FBO code in the form of a PUC and/or PHC.

Contact Food Safety & Quality Assurance Officer (FSQA):

Directorate Food Safety & Quality Assurance, DALRRD.

Tel: 012 319 7306/7304
Cell phone: 072 198 9278
Web: http: //www.dalrrd.gov.za.
E-mail: BillyM@dalrrd.gov.za.



TRANSPORT REQUIREMENTS

- Ensure that all products are transported in a suitable manner where the goods being carried are protected from damage and contamination. Care must be taken to ensure the general shelf-life of the product will be maintained.
- Ensure that the carrier vehicle is in a good state of repair, clean and dry on the inside.
- Ensure that fresh produce is NOT transported with goods that pose the risk of cross-contamination that could taint goods, e.g. fertilizer, pesticides, chemicals, paint, meat or animal carcasses, etc.
- Ensure that produce is protected against the elements of sun, rain, wind, dust and/or other forms of air pollution as far as reasonably possible during transportation.
- Ensure that trucks are NOT open when transporting food. A waterproof cover or tarpaulin can be used to cover loads on a flat bed or open truck. Suitable curtains should be used for trucks that have open sides.
- As far as reasonably possible, ensure that fresh produce with short shelf life or cold-chain products (like strawberries, grapes, stone and pome fruit etc.) that travel over long distances are transported in refrigerated trucks.
- Trucks should be insulated, provided the consignment was precooled or sufficiently cool at the time of loading. It is important that the field heat of produce is sufficiently removed prior to packaging and loading in order to maintain shelf-life.

HOW TO REGISTER TO SUPPLY JOBURG

DETAILS REQUIRED IN THE DELIVERY NOTE:

- Product details
- Farmer's details
- Market Agent's details
- Consigned Salesperson
- Physical/Postal address of the farmer
- Quality of produce (class, packaging, size and weight)

HOW TO COMPLETE A DELIVERY NOTE

A REGISTERED PRODUCER CODE IS VITAL FOR THE FOLLOWING FLOW:

The vehicle/truck transporting the fresh produce must present the **delivery note** at Joburg Market entrance gate.

Joburg Market staff will develop a **producer code** and provide a gate number proceed to the **Market Agent** with the gate number attached to the **delivery note**.

The **Market Agent** will offload products and verify the **delivery note** with the physical products received.





RETURN TO FARMER PROCESS

Fresh produce remains the property of the Farmer until it is sold. Ownership only passes after sales transaction has been completed on the Sales Processing System (SPS). There is a prescribed Standard Operating Procedure (SOP) in place that must be followed by all parties involved in the 'Return to Farmer Process'.

This process is started by the Farmer or Owner of the fresh produce. The Farmer or Owner must provide a signed letter to the Market Agent or Salesman to return the produce to the farmers for whatever reason. The 'Return to Farmer Process' is conducted on the Sales Processing System (SPS) for transparency and balance of account purposes.



DESTRUCTION PROCESS

A Market Agent or Salesman cannot unilaterally discard produce without the approval of a Market Floor Inspector and/or a Market Quality Assurance Inspector, if the produce is not fit for human consumption. There is a prescribed Standard Operating Procedure (SOP) in place that must be followed by all parties involved in the Destruction Process.

It is the Market Agents' Salesman responsibility to inform the Farmer of the condition of the produce, be it unsaleable or not fit for human consumption before the produce is discarded. A farmer may request all associated documents including pictures of the discarded produce from the Salesman or from the Market.



JOBURG MARKET'S PROCESS FLOW

Entrance Gate

- The truck arrives at the gate with consignment from the farmer.
- The Consignment Control Data Capturer receives the delivery note from the driver and captures the details of the delivery note onto the SPS (Sales Processing System).



Receiving

- The Market Agents' personnel will offload the produce from the truck onto the platform.
- Goods Received Note (GRN) is generated by Market Agent for each batch of produce received.



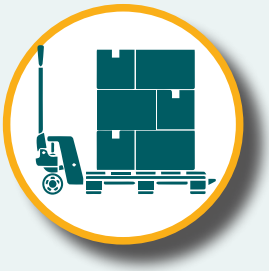
Quality Assurance

- The QA Inspectors will inspect the delivered produce.



Stock Control

- The Hall Management will oversee the stock control processes inside the Trading Hall through the internal controls in place (Market By-Law & SOP's)



Sales of Produce

- The Market Agents perform the role of selling on behalf of the farmer (Salesman).
- The Hall Management authorizes transactions that requires further protocol in order to ensure transparency and fair trade between the Salesman, Buyer and the Farm.



Exit Gate

- The Buyer will collect purchased produce from the sales floor and proceed to exit the gate of the respective Market Agent.
- The Market Agent's gate checker will verify the produce purchased as per the removal note and physical stock purchased.



QUALITY REQUIREMENTS

Produce delivered to Joburg Market must comply with the negations relating to the grading, packing and marking requipments at the Agricultural Product Standards (APS) Act, Act 119 of 1990. Produce received on the market will be inspected accordingly.

Producers, Packers and Suppliers must ensure that the products supplied to the Joburg Market are:

- Clean and free from foreign matter, including excessive soil
- Reasonably free from blemishes
- Reasonably free from cracks
- Reasonably free from bruises
- Not running to seed, free from seed stalks, free from sprouting in case of vegetables
- Of such development and conditions as to withstand transport and handling
- In compliance with the declared mass (be it in the container)





HOW TO ENSURE THAT THE PRODUCE SUPPLIED TO THE MARKET IS SAFE FOR HUMAN CONSUMPTION

Farmers and pack houses must ensure that all products delivered for sale at the Market are fit for human consumption, e.g. free from decay and moulds, free from pesticide residues or within prescribed limits, free from any other contamination.

In terms of the APS Act and Market By-Laws, Joburg Market reserves the right to refuse the offloading of inferior quality produce deemed to be unsaleable (unfit for human consumption). Joburg Market reserves the right to downgrade products that do not comply with the grade presented.

Please go to www.dalrrd.gov.za Food Safety and Quality Assurance to download the relevant product regulation or contact the Joburg Market QA Office 011 992 8000 or contact DALRRD:

Tel: 012 319 7306/7304
Cell phone: 072 198 9278
Web: http: //www.dalrrd.gov.za.
E-mail: BillyM@dalrrd.gov.za.



HOW TO PACKAGE PRODUCTS IN A PROPER NAME

- Pack all products in suitable containers, i.e. boxes, bags, pockets, plastic crates, etc. and stack them on suitable and strong pallets. Make sure that produce are not delivered in loose quantities.
- Ensure that all containers are intact, clean, suitable and strong enough for the packing and normal handling of the particular product. If re-usable containers are used, it must be of such material that it can be cleaned and thereafter disinfected prior to use e.g. plastic crates.
- Ensure that reused containers are free from all previous marks and details of other parties. Old labels must be removed or covered by new labels.
- Pack each container firmly and to capacity. Make sure that boxes are not stacked upside down on the pallet, particularly fruit boxes as they bulge out and fruit are prone to injury.



Joburg Market is a commission market that is open to all the country's producers who send more than a million tons of fresh produce to the Market each year to be sold to thousands of market buyers. By 2020, the trade realised a turnover of more than R8.6 billion a year.

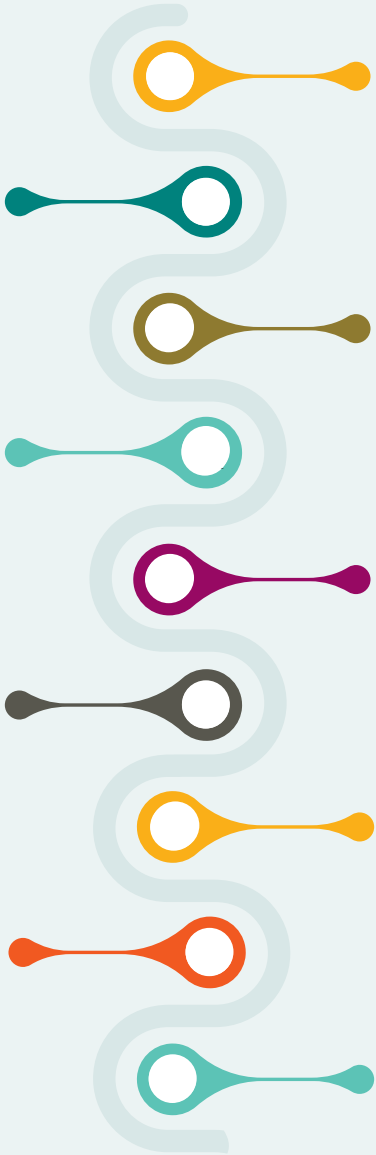
The commission system works as follows:

- Market Agencies receive between 5% and 9% commission on gross value of the sold product.
- The Commission varies according to each commodity and should be negotiated between the producer and the Market Agent.
- The Market receives a fixed 5% commission for the management and maintenance of the competitive marketing system and infrastructure that makes fresh produce trading possible.
- This includes a computerised sales system, cash collections, quality control, cleaning and waste collection, safety and security.



- It is important to note that all produce at the Market remains the property of the producer until sold, via a Market Agent, to willing buyers. The Market does not own the produce, neither does the Market Agents.
- Trade takes place in three Food hubs, namely: Fruit Hub, Potato and Onion Hub and Vegetable Hub, measuring a total of 75 000m² via a commission system.

WHY TRADE AT JOBURG MARKET



The ample off loading and loading areas

Daily payments are made to Market

It is easily accessible from major highways around Johannesburg

It has Banana Ripening facilities with over 1800 pallet capacity pallets

It has an in-house Laboratory to conduct pesticide residue testing

Quality Assurance Department conduct quality inspections on products

It has the widest variety of fresh produce available throughout the year

It has a Cold chain management with over 5000 cold room pallet capacity

It provides a platform where trade can take place with 75 000m²

WHY TRADE AT JOBURG MARKET

Joburg Market will embark on upgrading the trading halls to provide rooms and the separation of trucks from light vehicles. This upliftment will evolve the Joburg Market into a Market of the Future, with value-added services, agro-processing, green and blue technology and a state of the art

eco-friendly business park.

- **One-stop shop for fresh produce**
- **The biggest of its kind in Africa**
- **Over 120 years experience in trading fresh produce**
- **Over 20 000 buyers and growing**



PRICE DETERMINATION



National Fresh Produce Market operates in an open market competition environment where prices are determined by the primary economic factors of demand and supply.

The law of demand and supply describes a phenomenon, all things being equal, that the price of a good tends to increase when the supply of that good decreases or vice versa.

There is an inverse relationship between demand and price and an inverse relation between supply and price.

The natural interaction between supply and demand leads to the discovery of the equilibrium price at that point in time which can fluctuate.

In other words all things being equal, the price will increase when there a short supply of fresh produce and that the price will decrease if there is high supply of fresh produce.

Some secondary factors that may influence the price of fresh produce are in relation to quality, packaging, sizes, level of adherence to the grading and packing negotiation as per Agricultural Product Standard Act and seasonal factors to name a few.

- Identify a Market Agent and obtain contact details of a salesperson who specialises in selling your product range (see Market Agents contact details on page 22).
- Find out what are the product equirements (refer to section on quality).
- If possible visit the Joburg Market, meet with the salesperson and familiarise yourself with the Joburg Market's operations.
- If unable to contact a salesperson/ Market Agent on details provided at the back of this booklet. Provide the Salesperson with all your details which should include your name, the trading name of the farm, ID number, contact details and banking details.
- Obtain a threefold delivery note book with serial numbers.
- The first copy goes to the Market Agent in preparation for delivery.
- The second copy is kept by Joburg Market.
- The third copy that remains in the book is for the farmer's record keeping.
- Make an appointment at consignment control or email registration request to designated officer, alternatively come and see one of our supervisors/managers to obtain additional information.
- Complete and return the Producer information form provided by officer via Email or by hand with detail on which agent to link up with as the consignment control department will then register an agreement with this specific agent or agents as multiple agents can be used at any given time.
- The Producer code number linked on SPS will be provided by the CC officer for reference on all consignments entering the market.
- Ensure that this code is provided on all delivery notes declared to ensure traceability and reconciliation of documents.

SMART MARKET



Joburg Market has a vision to evolve into a "Smart Market" which will not only maintain its current position as the largest market in the country but also attract and enable further growth and development. The current layout and design of the market dates back to 1974 and was based on the bulk of the products arriving via railway sidings on the market premises.

To this end, the Joburg Market is making huge investments in the refurbishment and expansion of warehouse trading facilities and infrastructure. These investments are to bolster food and human safety, quality standards and cold chain processes.

This ambitious project will be completed in phases to allow for minimal disruption to all stakeholders. A three year construction period is proposed.

The Smart Market project will transform the Joburg Market into a one-stop-shop that offers services to various agribusinesses within the fresh produce value chain, such as:

- Farm production input supplies
- Primary agricultural production inputs, machinery, implements and tools
- Fish and meat trading facilities
- Pesticides and veterinary supplies
- Agro-processing equipment and packaging materials
- Machinery, implements and equipment parts

In addition to this, the project will enhance cold chain solutions, and other complementary services such as banana ripening, making the facility world class. The delivered fresh produce's quality and shelf life will be positively impacted on and customers buying experience greatly improved.

The Smart Market is a positive development that will work to address a number of key issues, including facilities and technology to make the business more efficient and customer friendly.



IMPORTANT CONTACT DETAILS

Name of Department	Tel. No.	Website/Email	Role
Joburg Market	T: +27 11 992 8000	info@joburgmarket.co.za	Provide a platform to trade in fresh produce
Customer Care Services	T: +27 11 992 8211	info@joburgmarket.co.za	Customer care services
Consignment Control	T: +27 11 992 8175	info@joburgmarket.co.za	Receiving of consignment
Fruit Hall	T: +27 11 992 8091	info@joburgmarket.co.za	Fruit trading halls
Vegetable Hall	T: +27 11 992 8073	info@joburgmarket.co.za	Vegetable trading halls
Potato Hall	T: +27 11 992 8094	info@joburgmarket.co.za	Potato and onion trading hall
Banana Ripening	T: +27 11 992 8177	info@joburgmarket.co.za	Banana ripening facilities
Market Cold Stores	T: +27 11 992 8177	info@joburgmarket.co.za	Cold storage facilities
Quality Assurance	T: +27 11 992 8051	info@joburgmarket.co.za	Quality Control and Food Safety
Department of Agriculture	T: +27 12 319 6000	www.dalrrd.gov.za	Information of products and regulations
APAC (Head Office)	T: +27 11 894 3680	www.apacweb.org.za	Regulates market agents, fidelity fund management
Telkom Direct	1023, 10118	www.telkom.co.za	To provide contact details on packaging companies and transporters



MARKET AGENTS CONTACT DETAILS

Agency Name	Representative	Contacts	Email Addresses
Botha Roodt Johannesburg Market Agency (MARCO/GROW)	Wendy	(011) 613 6981 0634647401	info@growfreshproduce.co.za anja@growfreshproduce.co.za
CL de Villiers Market Agency	Mr. N Muller	(011) 613 3601 0832507443	cldev.muller@telkomsa.net
CA-TU Fresh Market Agency	Mr. KG Nedzanani	061 549 7120	nedzananigilbert@gmail.com
Citifresh Market Agency	Mr. H Theunissen	(011) 613 4344 0825786250	helgaard@citifresh.co.za
City Deep Waatlemoen Market Agency	Mr. P Botha	(011) 613 6981	elmarie@botharoodt.co.za
Dapper Market Agency	Mr. Peter Fraser, Janine Lamprecht	(011) 613 4021 0825762426	janine@dapper.co.za peter@frazerbrothers.co.za
DW Fresh Johannesburg Produce Market Agency	Ms. T Fredericks, Marina	(012) 326 9226 (011) 613 3917	theresa@dwfresh.co.za
Egoly Johannesburg Market Agency	Mr. MT Hadebe	0781439446	admin@egoly.co.za mthunzi@egoly.co.za
Exec-U-Fruit Market Agency	C Dos Ramos Rika De Swardt	(011) 613 6101 0825597611	admin@execufruit.co.za
Green Tree Market Agency	Sibongile Cele	0721209784	sibongileb.cele@gmail.com
Matla Market Agency	Mr. P Botha	(011) 613 6981	paul@growfreshproduce.co.za
Metro Market Agency	Mr. S Nedzanani	0769931513 0796406856	metroadmin@mwebbiz.co.za
Neony	Mduduzi Mubiana	0696286972	freshproduce@neony.co.za
RSA Beyond Agency	Mr. E Schutte	(011) 613 4391	evert.schutte@rsa.co.za
Subtropico Johannesburg Market Agency	Mr. H Theunissen Mrs. J Scott	(011) 613 3917	helgaard@citifresh.co.za subtropicotrust@citifresh.co.za
Swartberg	Laver	0828338994	laver@swartbergmarketagents.co.za
Uni Dev Market Agency	Mr. AN Muller Mr. Tammy Dower	(011) 613 3601 0834540762	admin@unidev.co.za
Wenpro Johannesburg Market Agency	Mr. H Theunissen Mrs. J Scott	(011) 613 3917	helgaard@citifresh.co.za admin1@wenpro.co.za

NOTES

MAP LOCATION



www.joburgmarket.co.za
(011) 992 8000

Joburg
a world class African city

Joburg|Market