

1 678.8

12 June 2019

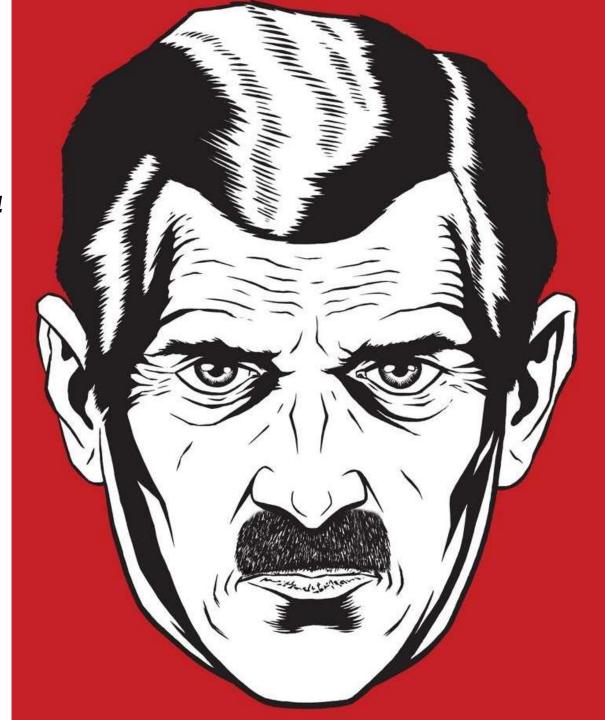
Nico Hawkins General Manager

#### "Big brother is Watching you..."

- George Orwell 1984

Guidelines on the Exchange of Information between Competitors under the **Competition Act** 

- 14 July 2017





We can't predict the future, but...

We can give you facts.

www.sagis.org.za

#### Index

- SAGIS Overview
- Wheaten Products
  - Registrations
  - Returns
- Wheat Data
  - Products data
  - Milling data
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- Bakery Types
- Consumption
- Finances





#### **Deregulation**

- Marketing of Agri. Products Act, 1996 end to single channel marketing & control boards.
- Importance of reliable info for the functioning of a free market was realised.
- Non Profit Company registered in November 1997



#### **Industries**

- Four industries created SAGIS (re-presented by their various Trusts):
  - The Maize Trust
  - Oil and Protein Seeds Development Trust
  - The Sorghum Trust
  - Winter Cereal Trust
- SAGIS is also funded by these trusts





#### SAGIS' main objective (function)

and oilseeds.

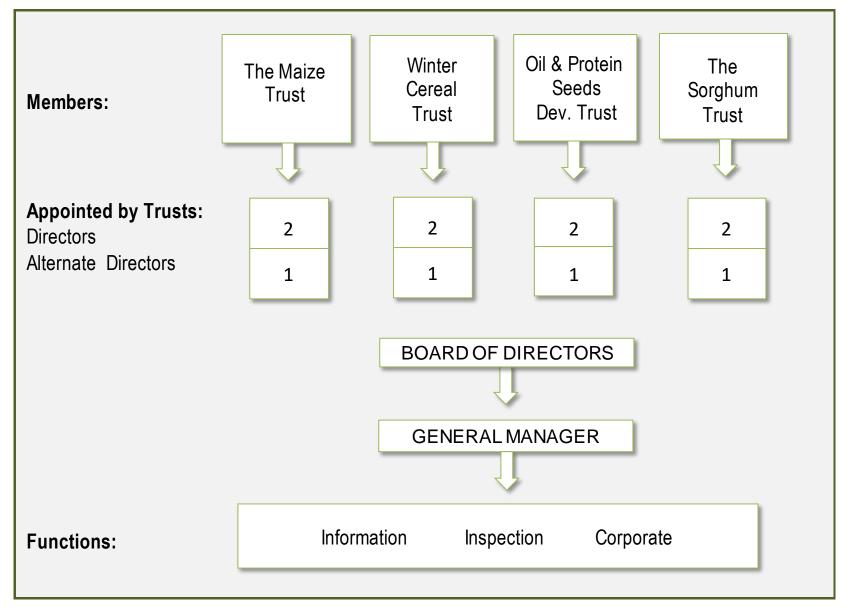


The collation, processing, analysing and timeous distribution to all role-players, of reliable and useful market information related to grain





#### **SAGIS' Organizational structure**





#### **Statutory Measures (SM)**

- Government announced SM compulsory for market participants (co-workers) e.g. storers, processors, importers & exporters to register & submit information.
- Non adherence is an offence & can lead to prosecution.
- SAGIS fulfil its statutory obligations & liaises with certain Government departments to obtain market information **BUT** it operates independently from Government as far as its main goals are concerned.
- No incentives to co-workers. They do get reliable and cost free information and confidentiality.

#### **Statutory Measures (SM)**



No. 36415

#### Monthly Information on whole grain & oilseeds: Registration, records & returns

1997/11/28 First SM was promulgated in November 1997

(SM were separate for each crop)

2008/06/04
 SM for all grain & oilseeds were combined into one SM

#### Weekly Information on maize & wheat imports: Registration, records & returns

2008/06/04 Weekly imports & exports: maize & wheat

2018/05/18 Amendment Maize: Records & Returns on intended imports & exports

2018 Concept Records and returns in respect of grains and oilseeds imports and exports

#### Monthly Information on products: Registration, records & returns

2014/11/20 Maize & wheat products

2016/09/23 Oilseeds products

Vol. 574 Pretoria, 26 April 2013



#### **Principles of Data - confidentiality**

- All information received is treated as absolute confidential.
- Personnel sign a confidentiality clause.
- Only General Manager may release information.
- Information is released at the same time to all.
- Individual company info is never released except by court order.



#### Inspection

- The Minister may appoint a person as an inspector to exercise the powers and perform the duties.
- An inspector shall be furnished with a certificate, signed by or on behalf of the Minister and bearing a declaration that the bearer is an inspector in terms of this Act.

REPUBLIC OF SOUTH AFRICA REPUBLIEK VAN SUID-AFRIKA



#### Inspection

#### An inspector may:

- at any reasonable time, enter premises where he or she has reason to believe that a statutory measure or any prohibition, control or direction referred to in this Act has been or is being contravened,
- investigate and obtain evidence,
- inspect any book, record or other document and make copies thereof or,
- deliver any book, record or other document that pertains to the investigation, and
- make excerpts from it



#### **Products Registration & Returns**



		1			
			28 February 2019		
		Actual number	%	Basis for	Basis for
		of returns from	According to		calculation
		registered co-	actual returns	of cost	of cost
Industry		workers 7)	received 2018/19	2018/19	2019/20
A WHEAT INDUSTRY					
1 Baking Industry					
1.1 Bakery groups	1)	5			
1.2 Supermarket groups	2)	6			
1.3 Independent supermarkets	3)	725			
1.4 Independent Bakeries	4)	40			
Sub total Baking Industry		776			
2 Wheat Milling Industry	5)	37			
3 Wheat Products: Import / Export	6)	4			
TOTAL WHEAT INDUSTRY		817	75.86%	70.14%	74.36%
B MAIZE INDUSTRY					
1 Maize Milling Industry	5)	177			
2 Maize Products: Import / Export	6)	4			
TOTAL MAIZE INDUSTRY		181	16.81%	20,37%	17.91%
C OILSEED INDUSTRY					
1 Oilseeds Milling Industry	5)	60			
2 Oilseeds Products: Import / Exports	6)	19			
TOTAL OILSEEDS INDUSTRY		79	7.34%	9,49%	7.73%
D TOTAL ACCORDING TO CURRENT					
STATUTORY MEASURES		1 077	100.01%	100.00%	100%

#### Notes:

- 1) Plant bakeries who will submit one return for all the processing units in the specific group.
- 2) Supermarket chain stores who will submit one return for all the processing units in the specific group.
- Individually owned supermarket chain stores (under a franchise agreement) that will submit an individual or combined return for each processing unit (e.g. Spar, OK, Seven Eleven, Cambridge foods, etc.).
- 4) Privately owned independent bakeries not part of a group.
- 5) Grain and oilseed Millers and Processors already registered at SAGIS for monthly information who will submit an individual or combined return for each processing unit.
- 6) Importers and Exporters of grain and oilseed products who are not involve in the processing of the raw materials.
- 7) Firms who are responsible for submitting returns

#### **Bakery Groups 5**



Essential Foods (SASKO)

Premier Foods (Blue Ribbon)

Tiger Milling (Albany)

Foodcorp (Sunbake)

Butterfield







#### **Independent Bakeries 40**



Ace café
Steve's Bakery
Starlight Bakery & Take Away
Totobola Bakery
VKB Flour Mills
Ndaa Bakery
Marquard Bakhuis
Saambak
Sunshine Bakery
Bloemhof Bakery
Watertand Hap & Gebak
Moonlight City
Turkstra Bakkery
Eureka Meulens
Shop-A-Lot
Bakes Bakkery
Orient Bakery
Silobela Confectionery
Power Bake
Tshwaranang Ma Afrika

Varsity Bakery
Brightport Bakery
Citrusdal Bakkery
Mr Baker
Die Hollander Bakkery
Outeniqua Bakkery
The Cake Dome
Elite Bakery & Confectionery
Globakeries
Kwick Bake Bakery
Daily Bread
Mookgopong Confectionery
Sunfresh Bakery
Fresh Loaf Bakeries
Afrifoods
Lupo Bakery
Lotus Bakery and Café
Williston Drank Groothandel
Valeen General Dealers





#### **Supermarket Groups 6**



Box	xe	r
-----	----	---

Cambridge

Choppies

Choprite/Checkers

Fruit & Veg (Corporate)

Pick and Pay





#### **Independent Supermarkets 725**



•
Spar
ОК
Food Lovers Market
Foodzones
Savemors
Saverites
Werda Supermarket
Topstop Supermarket
Hop In Family Market
Model Hyper & Coke Depot
Roggeveld Handelaars BK
Sentra Strubenvalley
Beehive Supermarket
Triple Streams Supermarket
Blyvoor Supermarket
Maxi Friendly Supermarket
Midtown Supermarket & Baker
Friendly Everyday Protea
Joubertina Supermarket
Marapyane Supersave
Milton Superette
Good Luck Supermarket

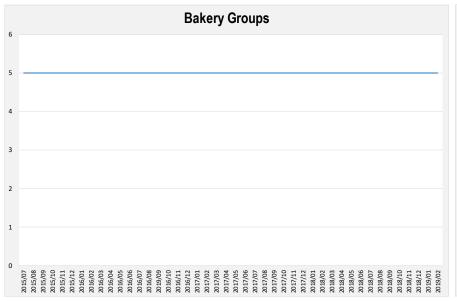


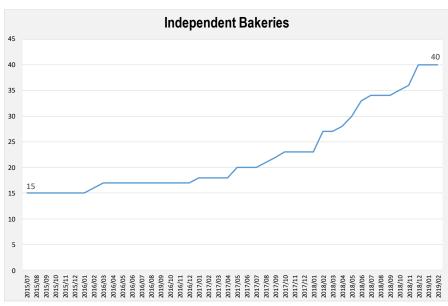


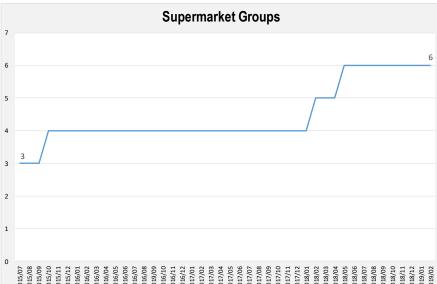


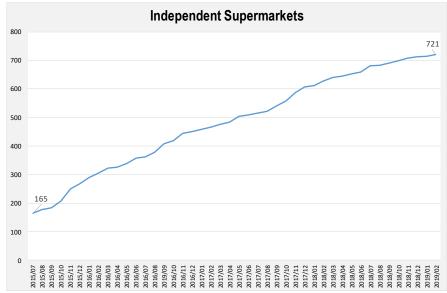
#### **Bakery Registration Stats**





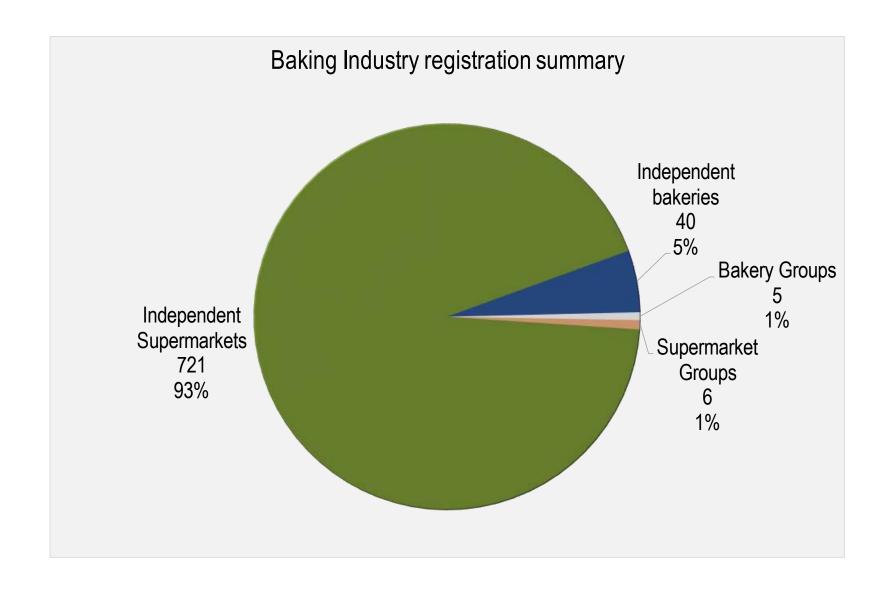






#### **Bakeries Registration Summary (2019)**





# 1678.8 6.000

#### **Wheat Data**

**Products Data** 

- Milling Data

- Baking Data

#### **Wheat Data Published**



Raw materials : S&D Monthly

: S&D Marketing year

Imports & Exports : Weekly

Producer deliveries : Weekly

Products : Manufactured / Imports / Exports

Pan baked bread

Historical information

#### **Wheat Milling Data**



Manufactured, Imported and Exported per marketing year and progressive since July 2015

- Cake Flour
- Self-raising Flour
- White Bread Flour
- Brown Bread Flour
- Other Flour (Industrial)
- Whole Wheat Meal
- Bran
- Semolina

#### **Wheat Milling Data**

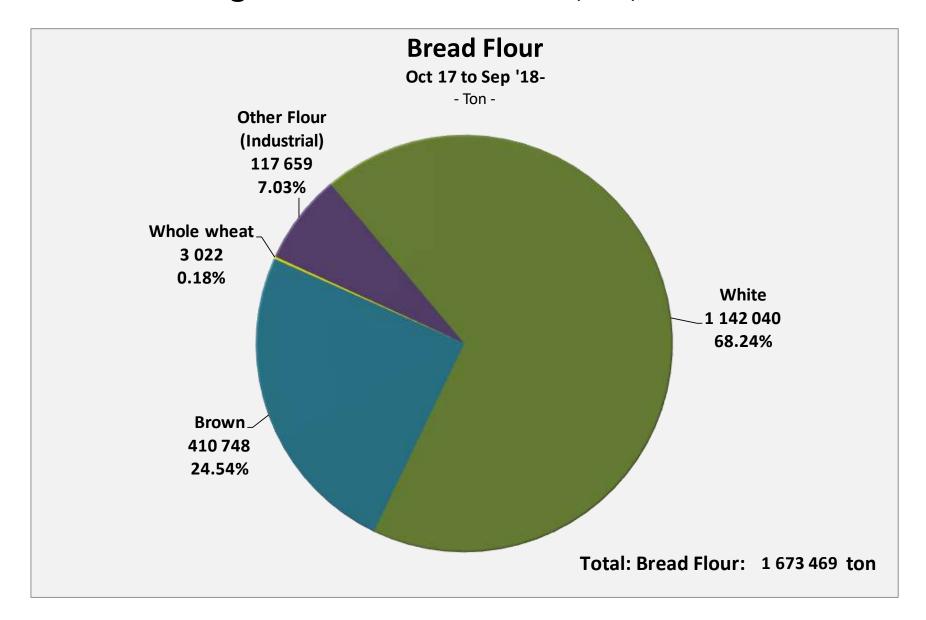
#### SAGIS

#### (Manufactured, Imported & Exported)

Wheaten Products	Marketing year: Oct 2017 - Sep 2018						
Wilcatell Floudets	Manufactured	actured Imported E		% of Total			
		Tons		Manufactured			
Cake Flour	884 754	4 998	2 396	27.2			
Self-Raising Flour	17 169	30	35	0.5			
White Bread Flour	1 139 270	9 740	8 662	35.1			
Brown Bread Flour	408 574	8 589	19 130	12.6			
Other Flour (Industrial)	121 959	0	115	3.8			
Whole Wheat Meal	3 196	0	24	0.1			
Bran	653 359	915	612	20.1			
Semolina	18 675	0	0	0.6			
Total	3 246 956	24 272	30 974	100.0			
Whole Wheat Milled	3 242 741	Whole wheat n	nilled =				
		Processed for human consumption					
Diffs milled and products	-4 215	Processed for gristing					
		Product exports					
% Bran	20						

#### Wheat Milling Data: Bread Flour (Ton)





#### Pan Baked Bread Data



#### Manufactured

400g, 600g, 700g Other:

- White Bread
- Brown Bread
- Whole Wheat Bread
- Other

#### Pan Baked Bread Units

400g

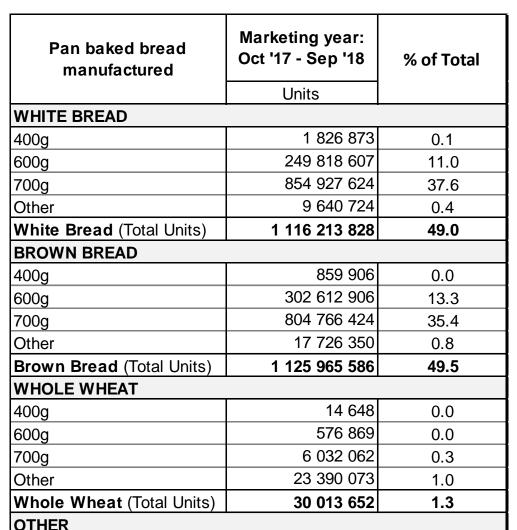
600g

700g

Other

Total

Other (Total Units)



62 396

290 477

136 163

3 066 399

3 555 435

2 275 748 501

0.0

0.0

0.0

0.1

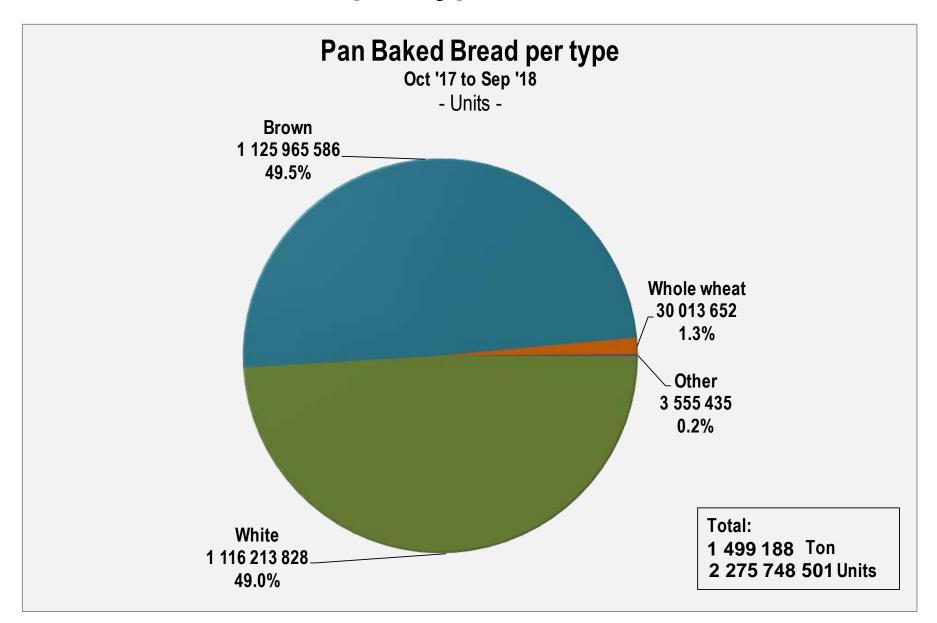
0.2

100.0



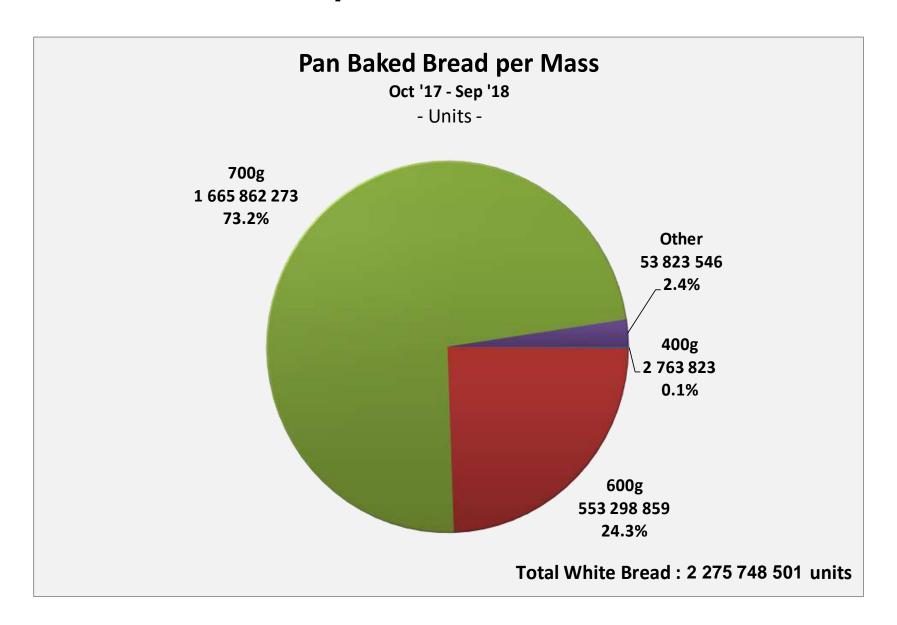
#### Pan Baked Bread per Type





#### Pan Baked Bread per Mass



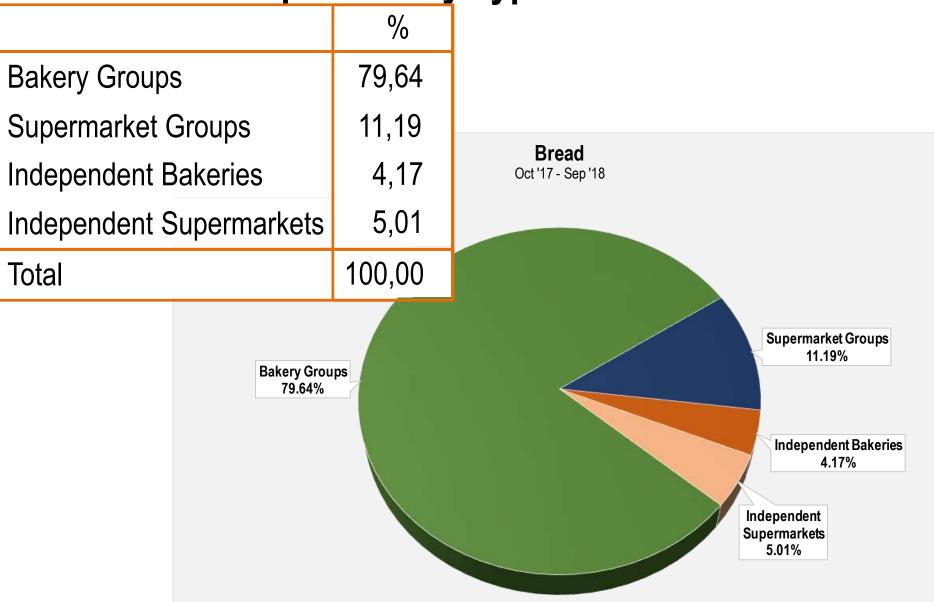




## **Bread Data**Brakedown per Bakery tipe

Bakery Groups Independent Bakaries Supermarket Groups Independent Supermarkets **Bread Baked per Bakery Type: Units** 





#### **Bakery Groups**

	Oct 2015 -	Oct 2016 -	Oct 2017 -
	Sept 2016 Sept 2017		Sept 2018
WHITE BREAD			
400g (Units)			
600g (Units)	88 644 328	80 324 523	84 504 991
700g (Units)	792 037 806	795 030 558	811 564 534
Other (Units)	5 718 231	2 889 156	2 420 401
White Bread (Total Units)	886 400 365	878 244 237	898 489 926
BROWN BREAD			
400g (Units)			
600g (Units)	123 959 197	112 110 830	109 838 873
700g (Units)	743 180 683	770 418 129	766 277 755
Other (Units)	16 341 886	12 412 987	12 702 186
Brown Bread (Total Units)	883 481 766	894 941 946	888 818 814
WHOLE WHEAT			
400g (Units)			
600g (Units)			
700g (Units)	7 038 456	5 425 364	4 086 745
Other (Units)	22 711 060	22 347 510	23 373 606
Whole Wheat (Total Units)	29 749 516	27 772 874	27 460 351
OTHER			
400g (Units)	***************************************		
600g (Units)			
700g (Units)			
Other (Units)			
Other (Total Units)	0	0	0
Total	1 799 631 647	1 800 959 057	1 814 769 091

#### Note:

Plant bakeries who will submit one return for all the processing units in the specific group.

## **Independent Bakeries**

	Oct 2015 -	Oct 2016 -	Oct 2017 -
	Sept 2016	Sept 2017	Sept 2018
WHITE BREAD			
400g (Units)		66 090	148 214
600g (Units)	3 113 968	8 543 599	26 082 469
700g (Units)	17 366 674	18 074 488	19 319 718
Other (Units)	119 134	421 944	2 546 092
White Bread (Total Units)	20 599 776	27 106 121	48 096 493
BROWN BREAD			
400g (Units)		724	1 808
600g (Units)	3 463 775	7 459 079	28 544 450
700g (Units)	9 731 886	10 695 586	17 383 098
Other (Units)	232 042	374 945	806 675
Brown Bread (Total Units)	13 427 703	18 530 334	46 736 031
WHOLE WHEAT			
400g (Units)			
600g (Units)	1 019	1 440	1 235
700g (Units)	80 140	93 640	104 694
Other (Units)	8 400	7 248	5 640
Whole Wheat (Total Units)	89 559	102 328	111 569
OTHER			
400g (Units)			
600g (Units)			***************************************
700g (Units)		1 265	2 408
Other (Units)			
Other (Total Units)	0	1 265	2 408
Total	34 117 038	45 740 048	94 946 501

Note:

Privately owned independent bakeries not part of a group.

## **Supermarket Groups**

	Oct 2015 -	Oct 2016 -	Oct 2017 -
	Sept 2016	Sept 2017	Sept 2018
WHITE BREAD			
400g (Units)	2 011 263	1 708 887	980 345
600g (Units)	60 157 529	67 867 486	105 739 976
700g (Units)	8 383 998	9 082 503	6 494 600
Other (Units)	1 123 384	739 982	1 478 805
White Bread (Total Units)	71 676 174	79 398 858	114 693 726
BROWN BREAD			
400g (Units)	797 794	567 628	507 773
600g (Units)	56 002 004	80 174 746	127 508 240
700g (Units)	7 645 208	7 007 442	5 442 190
Other (Units)	1 024 276	1 214 836	1 863 458
Brown Bread (Total Units)	65 469 282	88 964 652	135 321 661
WHOLE WHEAT			
400g (Units)	6 065		
600g (Units)	454 351	540 024	500 022
700g (Units)	1 369 478	1 589 267	1 594 414
Other (Units)			
Whole Wheat (Total Units)	1 829 894	2 129 291	2 094 436
OTHER			
400g (Units)			
600g (Units)		***************************************	***************************************
700g (Units)		***************************************	***************************************
Other (Units)	1 665 871	2 622 203	2 889 186
Other (Total Units)	1 665 871	2 622 203	2 889 186
Total	140 641 221	173 115 004	254 999 009

Note: 7 8 11
Supermarket chain stores who will submit one return for all the processing units

in the specific group.

## **Independent Supermarkets**

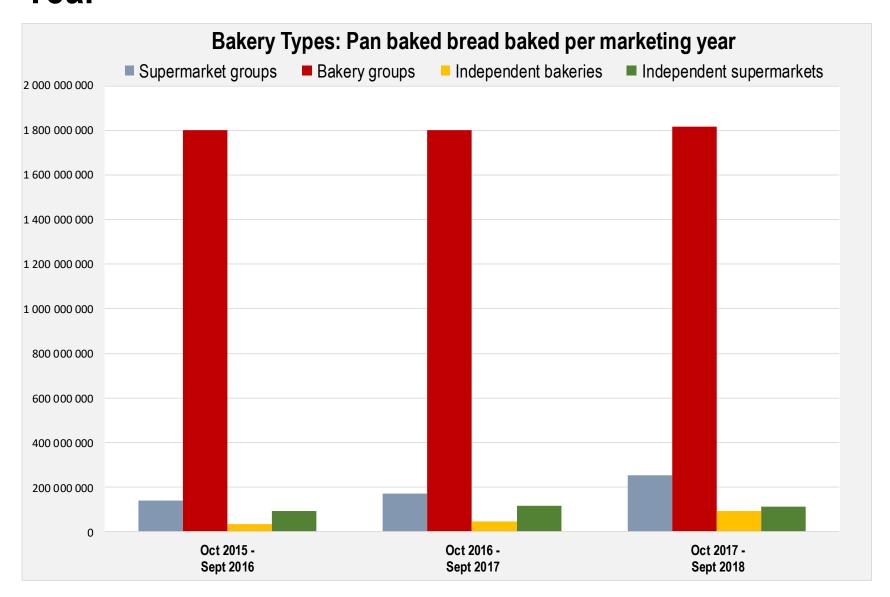
	Oct 2015 -	Oct 2016 -	Oct 2017 -
	Sept 2016	Sept 2017	Sept 2018
WHITE BREAD			
400g (Units)	525 694	997 757	730 464
600g (Units)	32 129 591	35 672 687	33 770 423
700g (Units)	12 892 965	17 742 980	19 162 517
Other (Units)	2 333 486	3 102 148	3 195 367
White Bread (Total Units)	47 881 736	57 515 572	56 858 771
BROWN BREAD			
400g (Units)	267 170	563 026	347 836
600g (Units)	30 086 655	36 057 181	37 103 999
700g (Units)	11 305 945	17 624 134	16 303 093
Other (Units)	2 538 917	2 635 247	2 353 988
Brown Bread (Total Units)	44 198 687	56 879 588	56 108 916
WHOLE WHEAT			
400g (Units)	21 072	16 565	14 460
600g (Units)	52 004	75 835	107 734
700g (Units)	219 438	289 340	268 201
Other (Units)	6 934	9 306	10 827
Whole Wheat (Total Units)	299 448	391 046	401 222
OTHER			
400g (Units)	61 892	56 236	68 805
600g (Units)	385 483	431 695	292 276
700g (Units)	487 173	398 380	133 755
Other (Units)	280 817	211 415	204 399
Other (Total Units)	1 215 365	1 097 726	699 235
Total	93 595 236	115 883 932	114 068 144

#### Note:

Supermarket chain stores (which are individually owned under a franchise agreement) will submit an individual or combined return for each processing unit (e.g. Spar, OK, Seven Eleven, Cambridge foods, etc.)

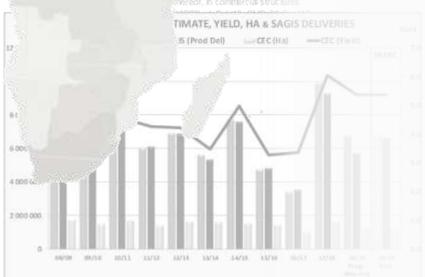


#### Bakery Types: Pan Baked Bread / Marketing SAGIS Year



## 







## Consumption



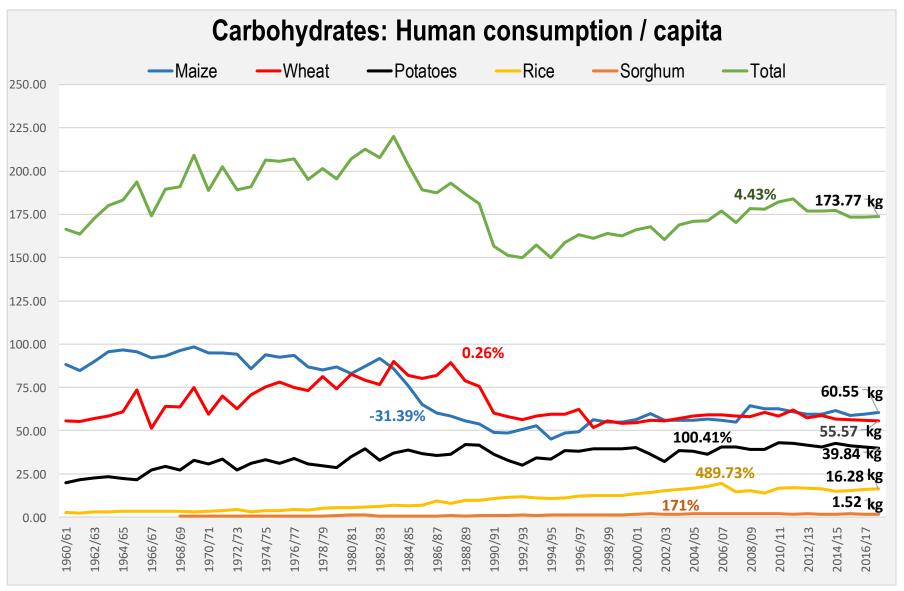
#### **Per Capita Consumption - Carbohydrates**



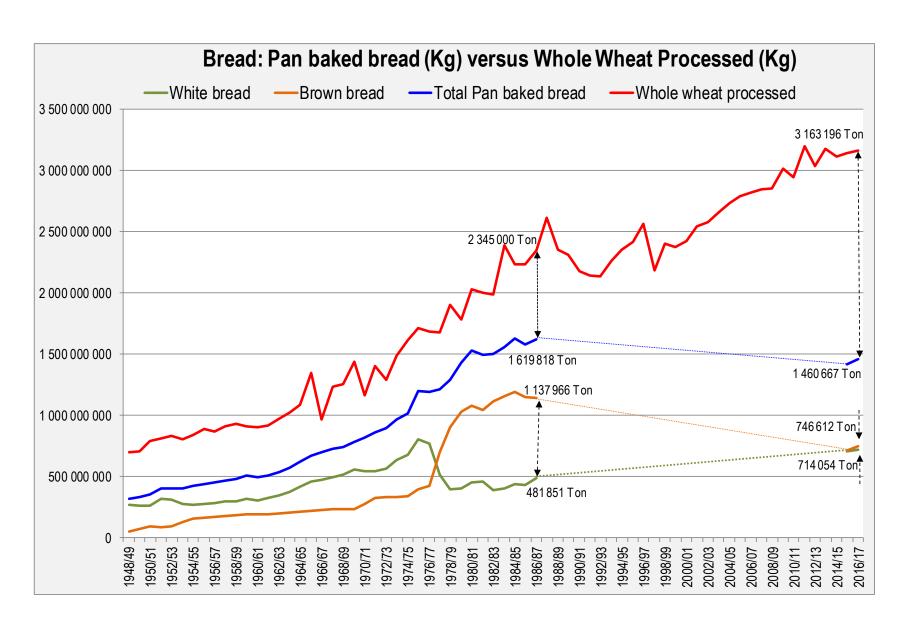
Per capita consumption	Wheaten products	Panbaked bread	Panbaked bread	Total Maize products	Sorghum	Rice	Potatoes
	r (Oct '17 - Sep '1	8)					
	Ton	Ton	Units	Ton	Ton	Ton	Ton
Manufactured	3 246 956	1 499 188	2 275 748 501	3 480 920			
+ Imports	24 272			5 964			
- Exports	-30 974			-61 529			
Total "consumed"	3 240 254	1 499 188	2 275 748 501	3 425 355	87 715	940 000	2 300 000
Total population	57 726 000	57 726 000	57 726 000	57 726 000	57 726 000	57 726 000	57 726 000
	Kg	Kg	Units	Kg	Kg	Kg	Kg
Per capita consumption	56.13	25.97	39.42	59.34	1.52	16.28	39.84

### Carbohydrates: Human consumption / capita SAGIS



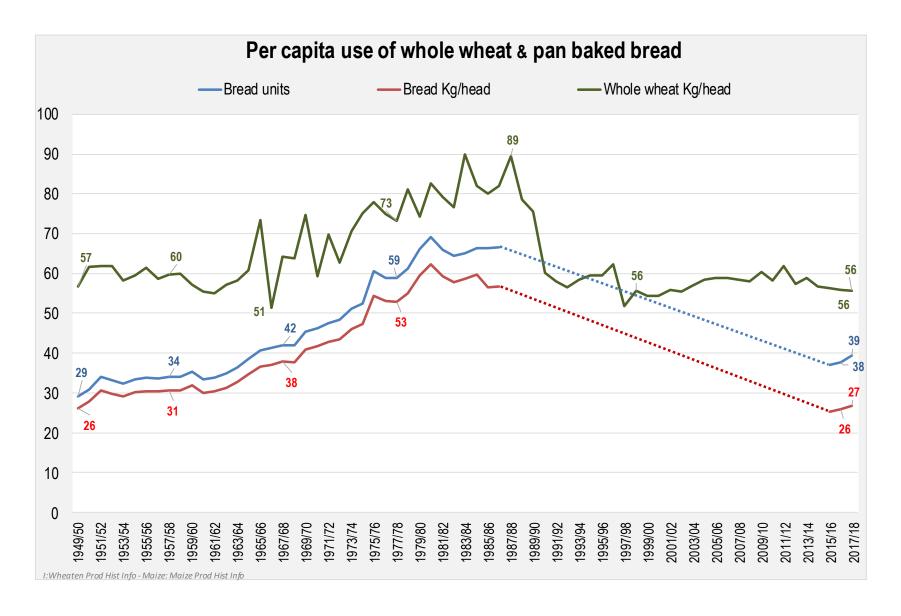


#### Pan Baked Bread versus Whole Wheat Processed

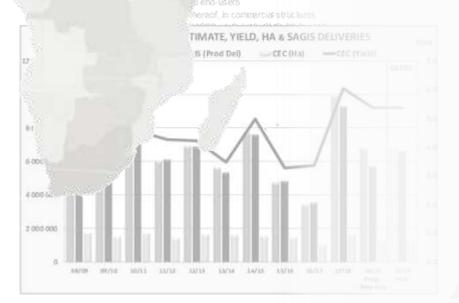


#### Pan Baked Bread Consumption per Capita





## N. AC Inter: Sep Inter: Inter: Sep Inter: Inter: Sep Inter: In

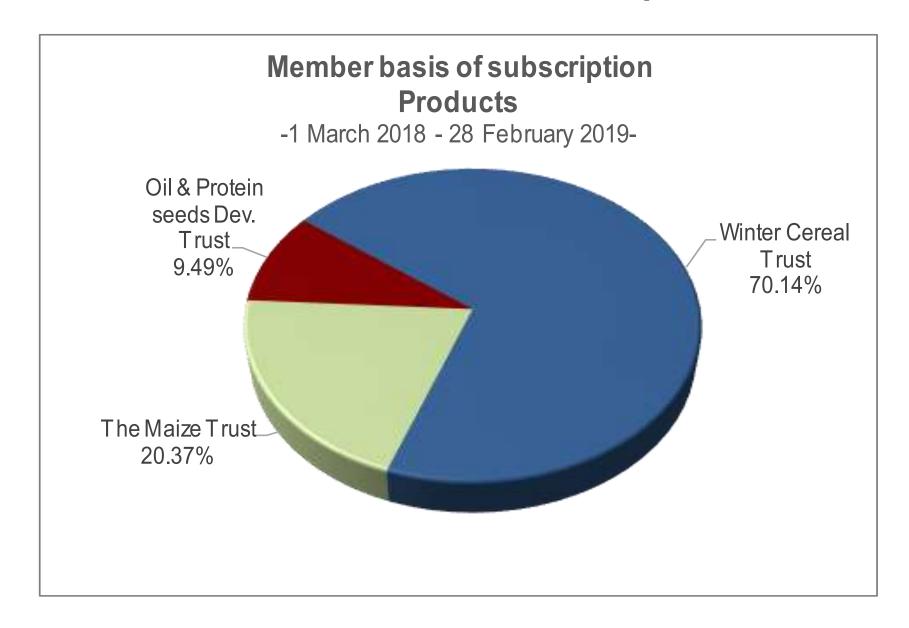






#### **Products - Member Basis of Subscription**





#### Cost per Product Return



#### **Wheaten Products**

Financial year	20	18/19	2017/18		2016/17		2015/16	
	Returns / month	Cost R						
Baking	776	686 475	720	625 546	559	637 125	407	580 529
Milling	37	32 731	40	34 753	43	49 010	49	69 892
Import / Export	4	3 539	3	2 606	4	4 559	3	4 279
Total	817	722 745	763	662 905	606	690 693	459	654 700

#### **Maize Products**

Financial year	2018/19		2017/18		2016/17		2015/16	
	Returns / month	Cost R						
Milling	177	205 261	181	220 561	173	251 107	167	236 330
Import / Export	4	4 639	3	3 656	3	4 354	4	5 661
Total	181	209 900	184	224 217	176	255 462	171	241 991

#### **Oilseed Products**

Financial year	2018/19		2017/18		2016/17		2015/16	
	Returns / month	Cost R	Returns / month	Cost R	Returns / month	Cost R	Returns / month	Cost R
Milling	60	74 271	58	64 415	60	74 671	0	0
Import / Export	19	23 519	21	23 323	22	27 379	0	0
Total	79	97 790	79	87 738	82	102 050	0	0

## Utilising SAGIS information to create a competitive advantage for your business

Not SAGIS

Intelligence

Know-how, understanding, experience, insight and contextualized info.

Partly SAGIS

#### Information

Contextualized, categorized, calculated and condensed data

**SAGIS** 

#### Data

Facts and figures which relay something specific, but which are not organized in any way

