

MATLOSANA NATIONAL FRESH PRODUCE MARKET



WELCOME TO
MATLOSANA NATIONAL
FRESH PRODUCE MARKET

Freshly grown for goodness!!!



Freshly grown for goodness!!!

MESSAGE FROM THE MARKET MASTER MR VICTOR RAMOKANATE



It is a honour and privilege for me to write this message for the only Fresh Produce Market in North West Province, Matlosana National Fresh Produce Market. We continue to address the urgent needs of our residents, we do so believing in the vision of our market "To have an equally balance supply and consumption of quality fruits and vegetable, encourage and promote appropriate initiatives with significant contribution to the local economy of the City of Matlosana and the North West Province.

The primary function of the fresh produce market is to offer essential services to address and fill the increasing market gap that was developing. The purpose of providing the platform is to ensure equitable trade possibilities for both large-scale, commercialised producers and smallholder farmers who produce

limited amounts of goods. The establishment of these markets commenced as a governmental initiative. They are legally bound to allow anyone to engage in trade without discrimination based on size, colour or origin.

The Matlosana Fresh Produce Market floor consists of five market agents and the floor is only payable on a commission basis by producers - five percent for the municipality, five to seven percent for the market agents. Producer continue to highly value the utilisation of the market as a platform to market their produce and channel to distribute the products across different locations by going into an agreement with the agents.

Recent development and changes within the FPMs have led to assisting small scale farmers in training by providing them with market information, receiving and selling their fresh produce and link them with service suppliers. This create a fair-training platform to all producers to market directly to the FPMs

I take this opportunity to thank all whom contribute to the success and growth of the Matlosana National Fresh Produce Market.

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**THE MARKET MASTER
Mr Victor Ramokanate**



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INTRODUCTION



Matlosana Fresh Produce Market was first established as "Klerksdorp Fresh Produce Market" in the City of Matlosana, North West Province on the 19th of January 1979 by the City Council of Klerksdorp and honorable H.Schoeman former Minister of Agriculture. Its main objective was to provide marketing facilities and administrative support to producers, market agents and buyers.

It started off with a floor space of 10 000m² for selling purposes. At that stage there were no cooling or ripening facilities on the premises. Since then the market has grown to be the 8th biggest market amongst all the Fresh Produce Markets in the country, according to turnover in 2023.

In accordance with the change in town name, the Market was rebranded from "Klerksdorp Fresh Produce Market" to "Matlosana National Fresh Produce Market."

ROLES OF THE FRESH PRODUCE MARKET

- To manage and operate the fresh produce market facility in Matlosana
- To manage a commission-based business where producers deliver their products to their market agents who in turn then sell the produce to buyers.
- To generate income through a 5% non-negotiable commission for the municipality on the selling of all the fresh produce at the market.





Vision

To have an equally balanced supply and consumption of quality fruits and vegetables, encourage and promote appropriate initiatives with significant contribution to the local economy of the City of Matlosana and the North West Province.

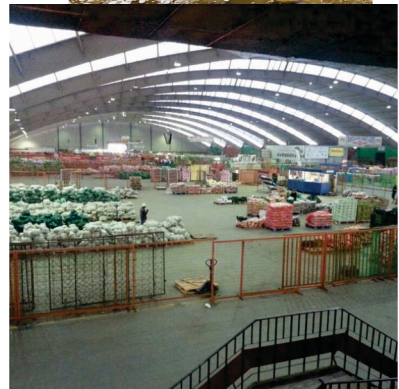
Mission

To create awareness across the North West Province, the neighboring provinces and countries, provide an efficient, effective and flexible trading platform within the Fresh Produce Industry and thereby becoming a trading platform of choice in South Africa- resulting in driven global competitiveness.



Objectives

- Create a fair-trading platform of quality fruits and vegetables.
- Contribute towards the economic development of its locality.
- Committed to offering the best service to the producers, buyers, agents and other stakeholders
- Encourage consumption of fruits and vegetables through relevant programs.
- Encourage and support SMME development (including emerging farmers).



Market Agents

People who receive fruits and vegetables from the farmers as well as emerging farmers and sell them to the buyers are called Market Agents.

To make the vision all possible, the department have five market agents who are selling produce on behalf of suppliers

The five Market Agents operate in a competitive environment, assuring the availability of fresh produce on the sales floor and meeting the needs of buyers.



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PRODUCT OFFERING

The market functions as a hub for the distribution of fruits and vegetables, which are sold by market agents acting on behalf of farmers, and then supplied to retailers and hawkers.

PRICING MODEL

Prices in the market are determined by various factors and therefore they fluctuate due to:

- The forces of demand and supply.
- Product availability
- Product freshness and quality

DIVISION

- Finance and Administration
- Operation
- Marketing

MANAGEMENT CONTACT DETAILS

MARKET MASTER

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BUYER'S CARD:

- There is a buyer's card that works like a bank card.
- Buyers card purchasing simply means that you deposit money into your own personal market account before purchasing produce.
- You need to apply for this special card before you can purchase.
- Use the buying card effective for that day only

HOW TO APPLY FOR A BUYERS CARD

- 1 Collect a buyer's card application form at our customer services counter in our market sales hall.
- 2 Complete the secure cash card application form.
- 3 Hand in a complete form together with your I.D copy.

OR

You can deposit money into your account at any ABSA branch

Bank Name: ABSA

Account name: Klerksdorp Fresh Market

Branch code: 334338

Account No: 950000090

Deposit money into your buyers account.
Supply your buyers card with a number, which can be
found at the front of your card as a **REFERENCE**.
You are ready to trade.



Requirements for Buyers



Apply for secure cash card at the market office



Complete the secure cash card application form



Hand in a complete form together with your I.D copy



Deposit money into your buyers account
You are ready to trade

REQUIREMENTS FOR SUPPLIERS

**According to Agricultural Standards
Acts number 119 of 1190, all agricultural
products are required to be:**



Graded or classed according to standardized,
objective, measurable minimum quality standards.



Be marked or labelled accordingly.



Be packed in a certain manner and container.



Be named and farmers address should appear
on the container



Agents are required to enter an agreement with
farmers to sell produce on their behalf.

CASH CONTROL TIPS



Deposit cash in the Market Bank account for Safety Reason.



Avoid carrying large amount of cash when coming to purchase, use bank cards instead

HEALTH AND CLEANLINESS



No smoking allowed within the Market



No fire lighting



No hawkers allowed in the Market



No littering on the Market floor.
Use the nearest dustbins in and outside the market.



No Pets allowed in the Market



For all your
Freshly grown

Pay us a visit at

81 Meteor road, Uraniaville, Klerksdorp



Our Trading hours:

The Market floor

Mon-Sat

05:00am - 09:30am

Contact

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