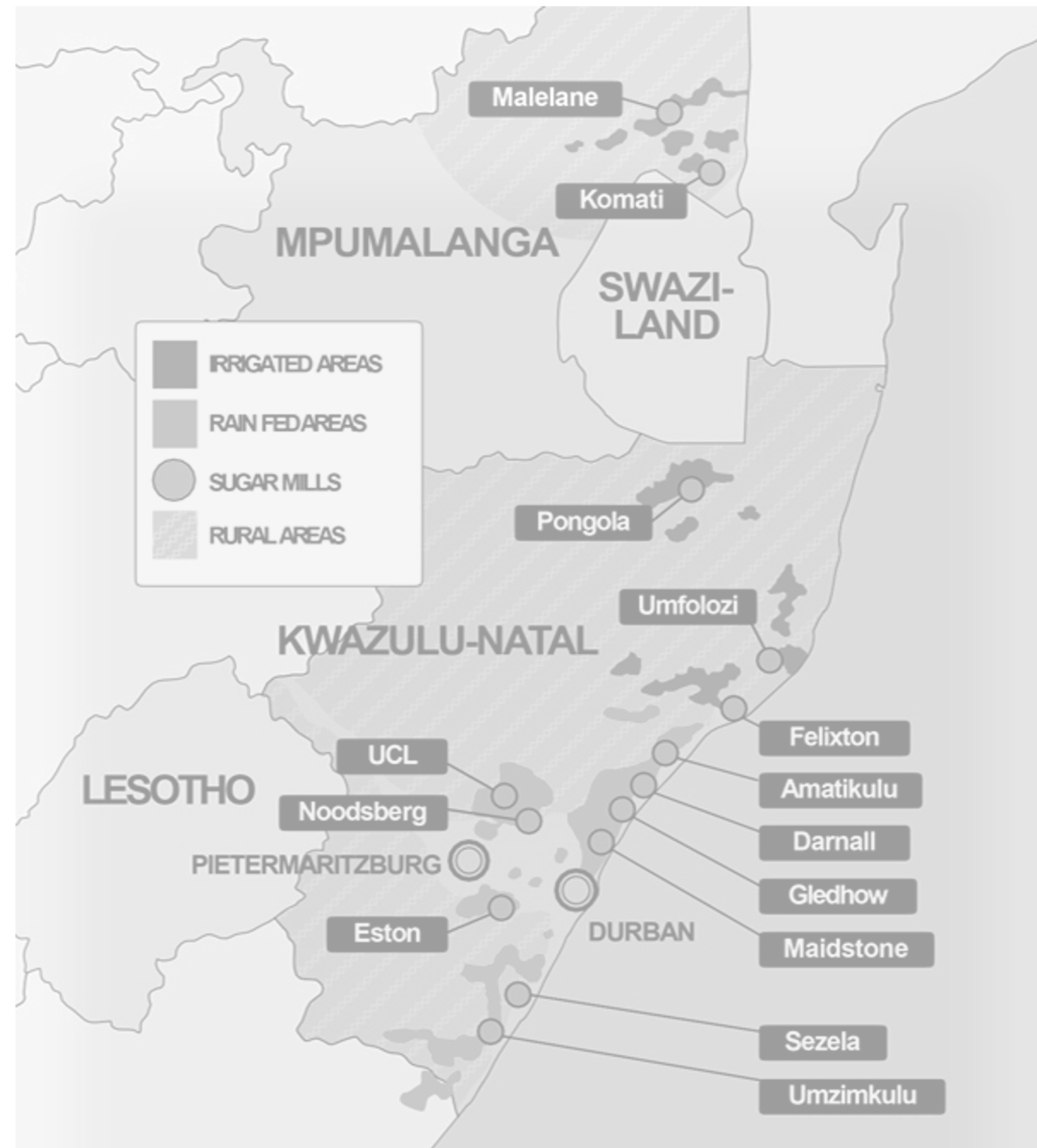




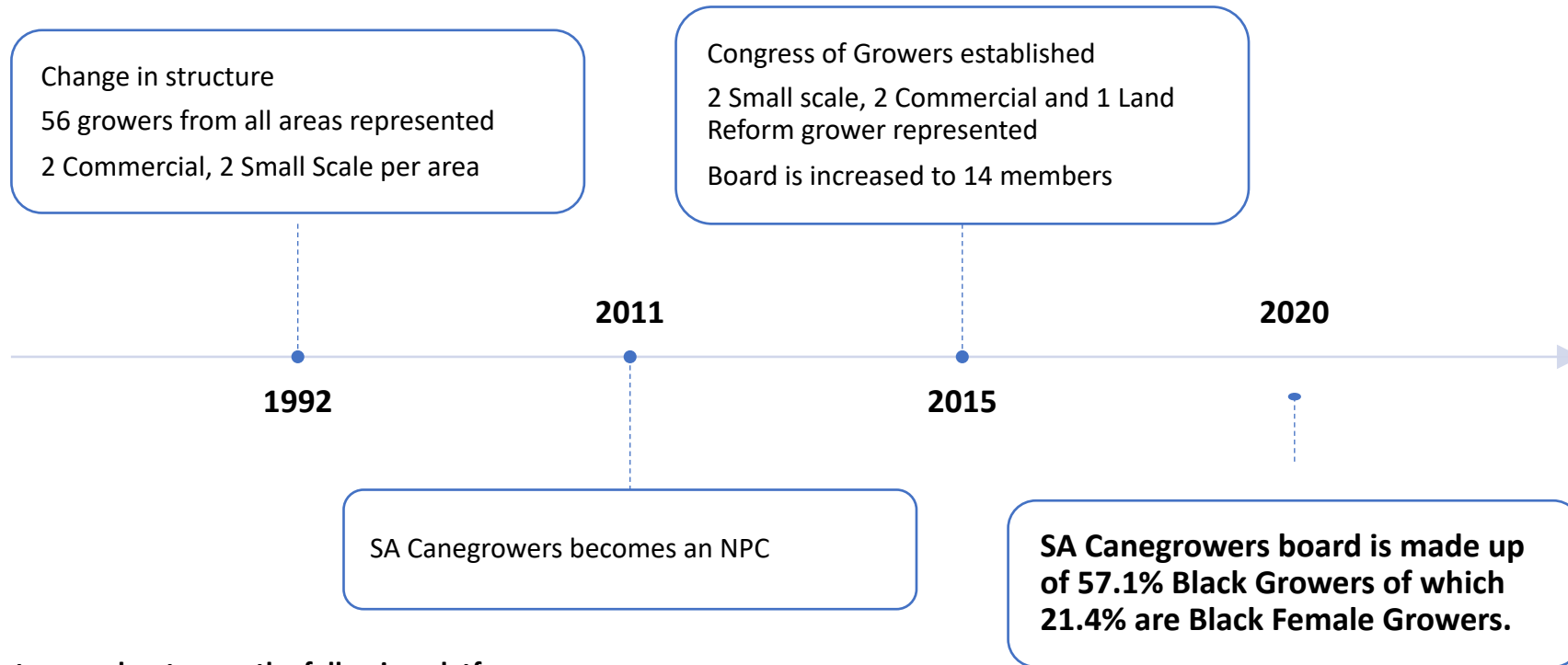
Masterplan Implementation

SA Canegrowers presentation to the PPC
11 May 2021



A Brief History

- Our Mission - To play a leading role in growing sugarcane and diverse production opportunities for cane growers, through innovation, research, specialised services and products.
- SA Canegrowers represents thousands of Small-Scale Growers and Hundreds of Commercial cane growers in the industry.

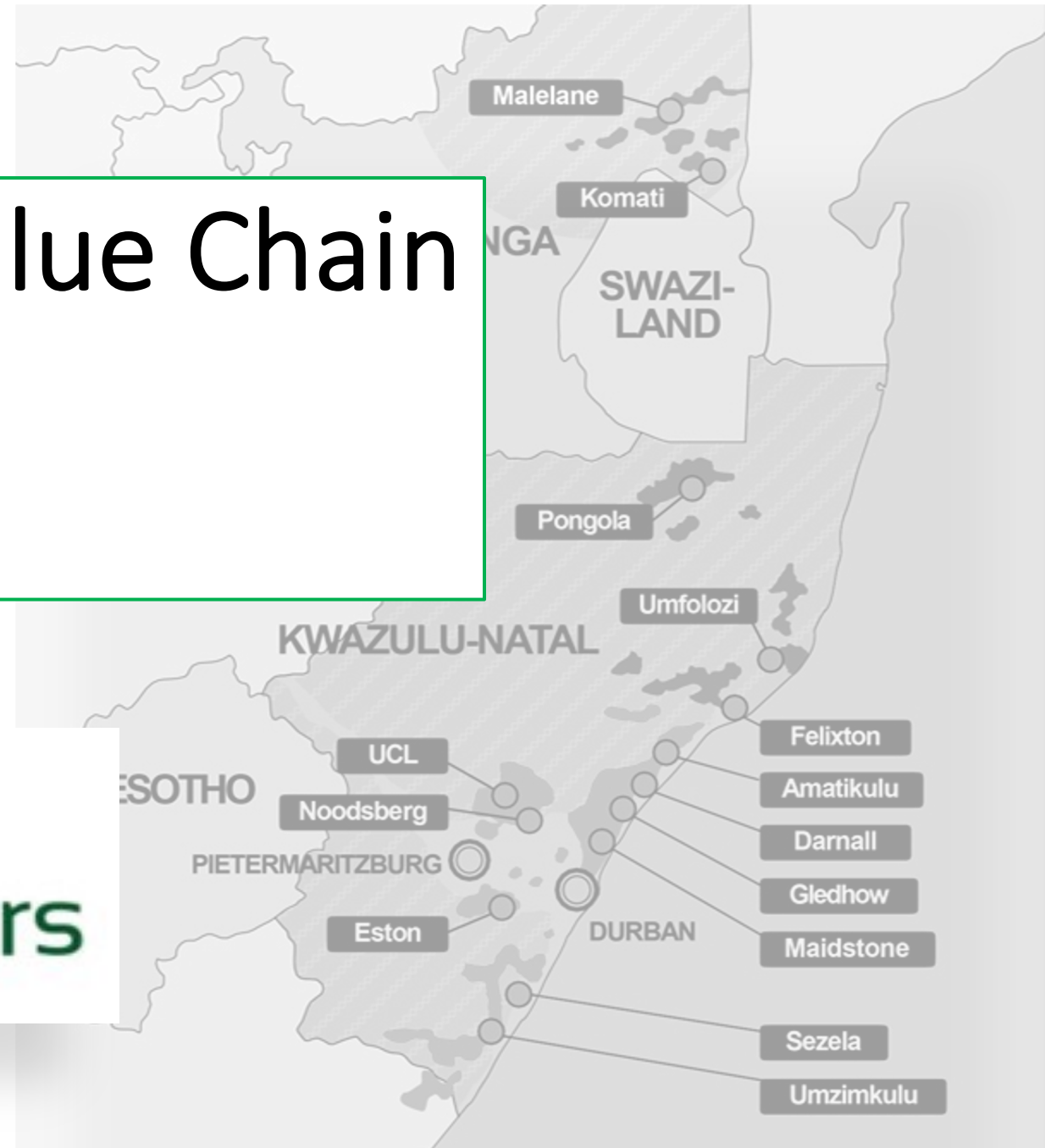


Find out more about us on the following platforms

www.sacanegrowers.co.za



SA SUGARCANE Value Chain MASTERPLAN Implementation



Task team 2
Job retention –
80 000 on farm jobs
at stake



Task team 3
Sustainable Small-Scale
grower retention and
support



Task team 4
Transformation of the
sector



SA Sugarcane Value Chain Masterplan

*Involvement by SA
Canegrowers*

Task team 9
Localization of
sugar sales



Task team 5
Crop diversification –
Additional crops for
the sugar industry



Task team 6
Product diversification –
Aviation Biofuels –
convert export sugar to
jet fuel



Task team 8
Industry restructure
– options and
solutions?



Buy South African sugar. Because there is no place like home, sweet home.



Sugar Industry Value Chain Masterplan



Task team 2 – Job Retention and mitigation Task team

- SA Canegrowers has conducted a census of employment in the cane growing sector.
- The data indicates that

✗ Thousands of **jobs** have been **lost** during the **crisis of the sugar sector** and all growers are still under pressure. ✓ The cane farming sector employs 80 000 people on farms*.

- The task team has started on the work plan.

*(SA Canegrowers on farm employment census, 2021).

Sugar Industry Value Chain Masterplan



Task Team 3 – Small-Scale Grower Retention & Support

As part of the task team, SA Canegrowers is working on:

- ✓ designing a premium price for sugarcane grown by small-scale growers
- ✓ defining the universe of growers who will qualify for the premium sugarcane price
- ✓ An array of additional support interventions aimed at small-scale sugarcane growers

Small-Scale Growers are **foundational**
to the Sugar Industry

Sugar Industry Value Chain Masterplan



Task Team 4 – Sugar Industry Transformation

- ✓ Task Team convener is completing bilateral discussions with all the Masterplan participants
- ✓ The aim is to identify interventions & activities that are **currently** being implemented by stakeholders, and to build on common aspirations and initiatives
- ✓ SA Canegrowers is a **willing & active participant** in the transformation discussion
- ✓ SASA is in the process of finalizing a methodology to determine the **cane growing sector's baseline BEE score**

Transformation is a process and a journey:
bold yet realistic aspirations need to be **delivered**

Sugar Industry Value Chain Masterplan



Task Team 5 – Crop Diversification

- SA Canegrowers has commissioned an investigation into **additional crops that could supplement sugarcane** in the sugar industry
- Additional crops investigated include Timber, Bananas, Fruit, Nuts and Field crops

Findings:

- ✓ There is **no** simple replacement crop, but there are crops that could supplement farmers' income
- ✓ Sugarcane **employs the most people** per hectare of all the alternative crops!

Sugar Industry Value Chain Masterplan



Task Team 6 – Product Diversification

- ✓ SA Canegrowers has investigated numerous alternative sugarcane-based products including biogas, biofuels, aviation biofuels
- ✓ Aim of the investigations was to identify appropriated products that can be viably produced from sugarcane
- ✓ Findings: A study in partnership with RSB has revealed that aviation biofuels can be viable opportunity

**Alcohol to Jet Fuel (ATJ) can be a real game changer
for the SA Sugar Industry**

- Government (through the Masterplan) is a key role-player in unlocking this solution.

Sugar Industry Value Chain Masterplan

Task Team 8 – Industry Restructure

- The task team has established its **Terms of Reference** and a **Work Plan**
- Currently in the process of **appointing a consultant** that will assist in modelling the future scenarios.

The aim of the task team is to design a
Diversified, modern inclusive SA Sugar Industry
through a managed process of restructuring

Sugar Industry Value Chain Masterplan



Buy South African sugar. Because there is no place like home, sweet home.



Task team 9 – BUY SA SUGAR

- SA Canegrowers launched a National Campaign – **“Home Sweet Home”** in order to boost the consumers perception of the local industry and to make **informed decisions** when the purchase sugar.
- Aim of the campaign is to **educate consumers** to buy local sugar.
- Billboards, articles, adverts, social media

over 91 million views in circulation and R3 million in AVE achieved.

And we believe it has made a difference!



Questions and discussion