

Carrot Production in Southern Africa

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Carrots, as one of the four major vegetables consumed in South Africa, make an important contribution to the gross value of agriculture production at a turnover of R250 Million in 2008. Greenway Farms, as a major contributor, plays an important role in this market. This paper highlights carrot production in Southern Africa in general, and on Greenway Farms in particular, and how continual growth is possible. Defining moments and events in the history of Greenway Farms are highlighted. Also playing major roles are production and harvesting methods specifically adapted to African conditions, crop rotation, biological/growing techniques, irrigation systems, fertilizer programs as well as the importance of a good packing facility. The role of quality, the importance of maintaining a cold chain, continuity of supply, and packaging are crucial factors in the determination of long term customer relations that highlight the importance of planning and personal management under very demanding circumstances. Continual growth through capital investment and expansion places tremendous pressure on cash flow. Environmental issues, social responsibility, water supply issues as well as the distance to markets within South Africa and to international markets are all interesting challenges the farming industry in South Africa faces. In South Africa there is no regulation or restriction in the marketing of carrots. The prices of carrots are determined by market forces of demand and supply. The industry uses local markets, processing plants, informal markets, and direct selling to wholesalers and retailers. Carrots are also exported into Africa and Europe through export agents and marketing companies. "Carrot production in Southern Africa" is "Carrot production in Southern Africa".