

# Marketing Information System

## USER GUIDE



agriculture,  
forestry & fisheries

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA





# **Marketing Information System**

## **USER GUIDE**

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Design and layout by

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## 1. INTRODUCTION

### 1.1 About this manual

It is recommended that, before attempting to use the Market Information System of the Department of Agriculture, Forestry and Fisheries for the first time, this user manual be read in order to provide a thorough understanding of the operation of the system.

### 1.2 System software requirements

Internet Explorer 7 (or above)  
Screen resolution: 1280 by 1024

### 1.3 Marketing Information System web address

The MIS can be accessed via the following web address:  
<http://webapps.daff.gov.za/amis/>

## 2. SYSTEM WINDOW NAVIGATION

### 2.1 View market information, view prices, print and close


On the marketing information section of the MIS, view market info, view prices, print and close buttons will be used to navigate through the system

View market info 

Select the market name from the dropdown list and select "view market info" button to view the information.

View prices 

Select the view prices button to select the market prices for the selected product.

Print 

Select the print button to print the information displayed on the screen.

Close 

Select the close button to close the opened screen.

## 2.2 How to view market price information

Point the cursor on the marketing information tab on the side menu to reveal the sub-menus under the marketing information

The screenshot displays the 'MARKETING INFORMATION SYSTEM' website. The header includes the Department of Agriculture, Forestry and Fisheries logo and the South African flag. The main content area features a 'PREVIOUS DAY PRICES' section for 'POTATOES - WASHED (Large, Class 1, & Mondial)' with the following data:

PREVIOUS DAY PRICES	
POTATOES - WASHED (Large, Class 1, & Mondial)	
Package:	POCKET
Closing Price:	R 41.40
High Price:	R 48.00
Low Price:	R 18.00
Average Price:	R 41.40
Total Sales:	R 142174
Sales Quantity:	3434
Closing Stock:	1194


Below the price table, the 'Market Code' is listed as 'PIE' and the 'Unit' as '10,00 kg'. To the right of the price table are three images: a basket of fresh vegetables, a close-up of yellow corn cobs, and a field of green corn plants.

The navigation menu at the top includes: Home, Published Reports, E-Library, FAQ, Contact Us, Search, Feedback, Forestry, and Fisheries. The left sidebar menu is expanded, showing the following sub-menus under 'Marketing Information': Horticulture, Field Crops, Livestock, Industrial Products, and Market Opportunities. The 'Horticulture' sub-menu is further expanded, showing 'Grading and Standard Information', 'Market Prices & Info.', and 'Price Trends'. The 'Market Opportunities' sub-menu is also expanded, showing a list of bullet points: 'Administer trade measures and agreements', 'Facilitate the growth of fair, open, efficient, and competitive domestic markets', 'Develop policies and strategies and implement programmes and measures to facilitate equitable domestic market access', and 'Liaise with relevant bodies - the marketing value chains. [read more...](#)'. The 'AIM OF DIRECTORATE MARKETING' section is also visible, stating: 'The Directorate Marketing is *inter alia*:'. The footer includes contact information for the Directorate of Marketing: Tel. (012) 319 8455, 503 Belvedere Street, Arcadia, PTA, E-Mail: MogalaM@daff.gov.za, and Support E-Mail: helpdesk@daff.gov.za.

Move the cursor to one of the sub-menus under the tab marketing information (e.g. horticulture) to view the sub-sub-menus.



## 2.3 Grading and standard information



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### MARKETING INFORMATION SYSTEM




**PREVIOUS DAY PRICES**  
**POTATOES - WASHED**  
(Large, Class 1, & Mondial)

Closing Price:	R 44.49
High Price:	R 50.00
Low Price:	R 43.00
Average Price:	R 44.49
Total Sales:	R 7920
Sales Quantity:	178
Closing Stock:	510

For detailed online Market Prices [click here](#)





Home

Published Reports

E-Library

FAQ

Contact Us

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Forestry

Fisheries

Directorate's Background

About MIS

Marketing Information

Trade Related Information

Provincial Information

Related Links

Acronyms

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Acknowledgements

User Guide

**Home**

**AIM OF DIRECTORATE MARKETING**

... implement, and promote policies, programs and measures aimed at supporting cultural markets on a sustainable basis. The Directorate comprises of the following

Horticulture

Field Crops

Livestock

Industrial Products

Market Opportunities

**Grading and Standard Information**

Market Prices & Info.

Price Trends

**Directorate Marketing is *inter alia*:**

- Administer trade measures and agreements;
- Facilitate the growth of fair, open, efficient, and competitive domestic markets
- Develop policies and strategies and implement programmes and measures to facilitate equitable domestic market access.
- Liaise with relevant bodies - the marketing value chains. [read more...](#)

**Directorate: Marketing**  
Tel.: (012) 319 8455  
503 Belvedere Street, Arcadia, PTA  
E-Mail: [MogalaM@daff.gov.za](mailto:MogalaM@daff.gov.za)  
Support E-Mail: [helpdesk@daff.gov.za](mailto:helpdesk@daff.gov.za)

*Market Opportunities: opportunities link under Marketing Information on the side menu items.*

Click on the "Grading and Standard Information" sub-sub-menu in order to view the grading and information of products.

**Grading and Standard Information - Horticulture**

**Product**

APPLES

APRICOTS

ARTICHOKES

ASPARAGUS

AUBERGINES

AVOCADOS

BEETROOTS

BROCOLLI

BRUSSEL SPROUTS

BUTTERNUT SQUASHES

**CABBAGE**

CAPSICUMS

CARROTS

CAULIFLOWER

CELERY

CHILLIES

CHINESE CABBAGE

COURGETTES

CUCUMBERS

CULTIVATED MUSHROOMS

ENDIVE

EXOTIC CITRUS

FENNEL/ANY

GEM SQUASHES

GINGER

GRAPES

GREEN BEANS

GREEN ONIONS

GREEN PEAS

3

Select the product's name from the dropdown list. The selected product's grading and standard information will be displayed as shown below:

Grading and Standard Information - Horticulture	
Product	CABBAGE
Select Product to view Grading and Standard Information	
CABBAGE	
8. The regulations for cabbage of the varieties (cultivars) of <i>Brassica oleraceae</i> L., are as follows:	
Quality standards	
(1) Subject to the regulations for Class 1, Class 2, Class 3 and Lowest Class cabbage in subregulation 3 and 4 and the permissible deviations in subregulation 5, cabbage shall:	
(a) be intact;	
(b) be free from decay;	
(c) be clean and free from foreign matter, including soil;	
(d) be free from Arthropoda infestation;	
(e) be free from insect damage or damage caused by other organisms;	
(f) be free from blemishes;	
(g) be free from injuries;	
(h) not be split;	
(i) be free from bruises;	
(j) be free from abnormal external moisture;	
(k) be free from foreign odours;	
(l) be free from cold damage;	
(m) be free from sun-scorch;	
n) be free from any other factors that effect or may effect the quality of the cabbage during storage.	

## 2.4 Market information

Click on the "Market Prices and Info." Sub-sub-menu and the window similar to the one shown below will be displayed.

Horticulture - Market Prices & Info.					
Period*	Market *				
Today	Cape Town Fresh Produce Market (CAP)				View Market Info.
Product*	Variety	Class	Size	Packages	
All Products	All Varieties	All Classes	All Sizes	All Packages	
* - required to retrieve prices.					View Prices

Market Info.		Market Agents	Transport Agents
<b>MARKET INFO</b>			
Market Name	Cape Town Fresh Produce Market		
Market Code	CAP		
Market Type	Fresh Produce Markets		
Nearest Station			
Province	Western Cape		
District			
Town	Cape Town		
Contact Person	Chief Executive Officer: Mr Rob Louw		
Tel No. 1	021 531-2191		
Tel No. 2	082 925 4077		
Fax	021 531-5291/1840		
EMail	<a href="mailto:rob@ctmarket.co.za">rob@ctmarket.co.za</a>		
Web	<a href="http://www.ctmarket.co.za">www.ctmarket.co.za</a>		
Physical Address	110 Gunners Circle Epping Industrial 1 null		
Postal Address	PO Box 1 Eppindust		

Click on the market agents tab to view the market agents' information

## 2.6 Transport agents

Market Info.	Market Agents	Transport Agents
Market Agents		


## 2.7 Market prices

Select the period, market and product to view the product prices

**View Prices**


Variety, class, size and packages can be selected in order to specify further the product prices.









You can also drag prices to Excel spreadsheet by clicking the export to Excel tab **Export To Excel**.



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### MARKETING INFORMATION SYSTEM



**Horticulture - Market Prices & Info.**

**Period\***

Last 7 Days

**Market \***

Bloemfontein (Mangaung) Fresh Produce Market (BLO)

**View Market Info.**

**Product\***

Apples

**Variety**

All Varieties

**Class**

All Classes

**Size**

All Sizes

**Packages**

All Packages

\* - required to retrieve prices.

**View Prices**

**Export To Excel**

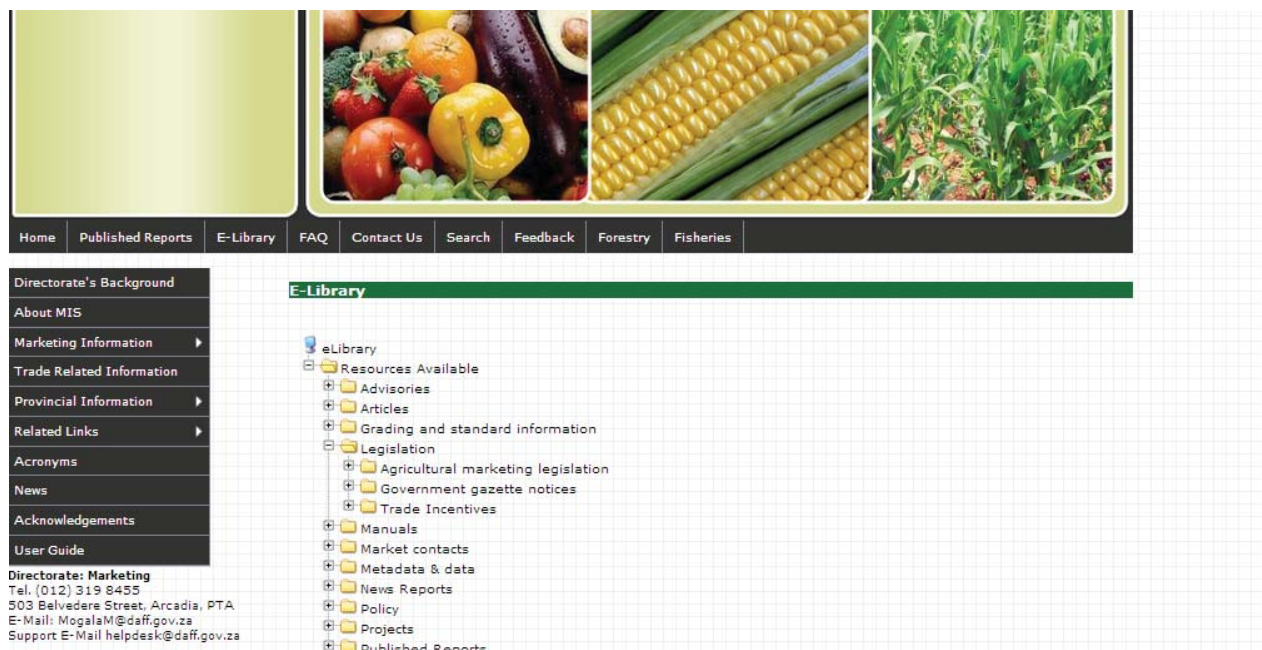
Product	Variety	Class	Size	Package	Unit	Closing Price	High Price	Low Price	Average Price	Total Sales	Sales Quantity	Closing Stock
<b>Monday, 17 March 2014</b>												
1. APPLES	GOLDEN DELICIOUS	CLASS 1	EXTRA LARGE	CARTON	18.30 Kg	R176.25	R200.00	R160.00	R176.25	R1410	8	71
2. APPLES	GOLDEN DELICIOUS	CLASS 1	LARGE	CARTON	12.50 Kg	R0.00	R0.00	R0.00	R0	R0	0	60
3. APPLES	GOLDEN DELICIOUS	CLASS 1	LARGE	CARTON	18.30 Kg	R149.90	R150.00	R145.00	R149.91	R8095	54	196
4. APPLES	GOLDEN DELICIOUS	CLASS 1	MEDIUM	CARTON	12.50 Kg	R140.75	R143.00	R140.00	R140.75	R563	4	66



## 2.8 Electronic library (E-library) navigation tab

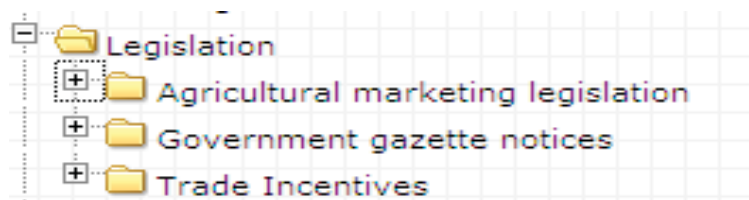
The E-library features special pages and documents that focus on specific content related to agricultural marketing information topics.

Click on the E-library top bar menu and the following window will be displayed:

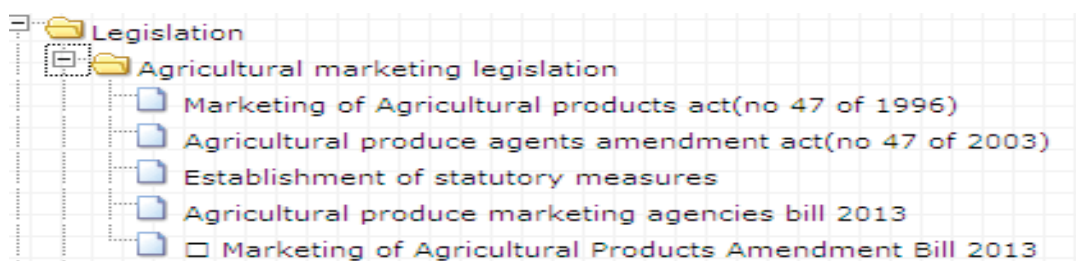


Select a topic of your interest.

For agricultural marketing legislation, click legislation on the dropdown menu and the following screen will be displayed:



Select the agricultural market legislation dropdown menu and the following topics appear underneath:



## 2.9 Forestry and fisheries information

To view forestry and fisheries information follow the same steps as viewing the E-library until the identical screen as the one below is displayed:

The screenshot displays the website's interface. On the left is a sidebar menu with options: Directorate's Background, About MIS, Marketing Information, Trade Related Information, Provincial Information, Related Links, Acronyms, and News. The main content area features a 'Fisheries News' header. Below it, there are two links: 'Fisheries' and 'Resources Available'. At the top of the page, there is a banner with three images: a variety of fresh vegetables (tomatoes, peppers, eggplant), a close-up of yellow corn cobs, and a field of green corn plants. To the left of the banner, a box titled 'PREVIOUS DAY PRICES' provides information about potato prices and contact details for market price inquiries.

## 2.10 Provincial information

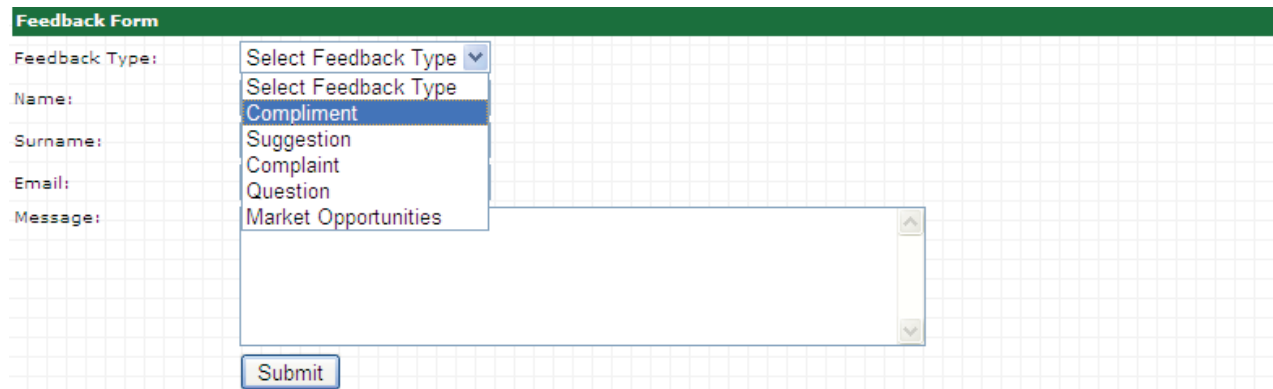
The provincial information tab allows users to view market information in various provinces. On the side menu, go to provincial information and select any province to view the market information.

This screenshot shows the website with the 'Provincial Information' menu item selected in the sidebar. A dropdown menu is visible, listing the provinces: Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Mpumalanga, Northern Cape, Limpopo, North West, and Western Cape. The main content area displays the 'AIM OF DIRECTORATE MARKETING' section, which outlines the Directorate's mission to support equitable access to agricultural markets. It lists sub-directorates such as Marketing Administration, Marketing Development, and Information and Capacity Building. The text emphasizes the Directorate's role in facilitating trade measures and agreements to support domestic market growth. At the bottom of the page, a partial view of a news item titled 'Export Opportunities: 1R GRAIN PRODUCERS!!! AN E...' is visible.

## 2.11 Feedback

This facility allows the users to interact with the system developers by sending compliments, suggestions, complaints, questions and existing market opportunities.

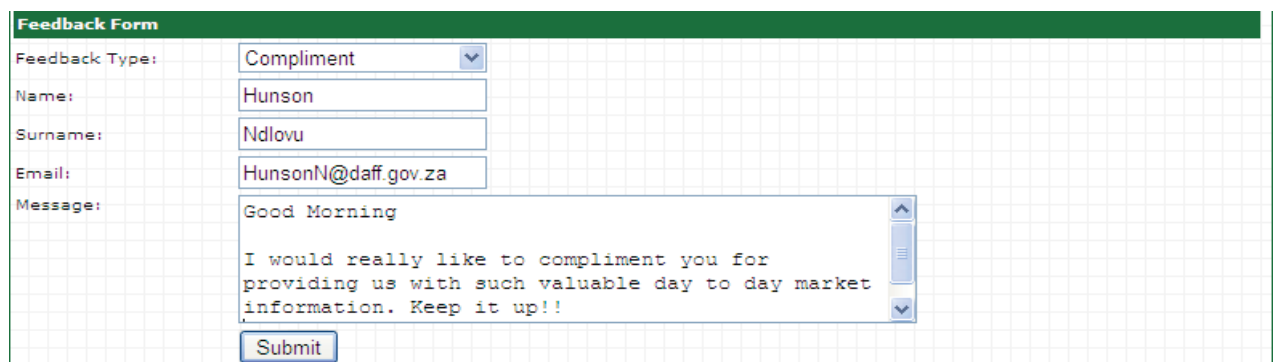
Click on the feedback top bar menu and the following screen will be displayed:



The screenshot shows a web form titled "Feedback Form" with a green header. The form is set against a light gray grid background. It contains the following fields and controls:

- Feedback Type:** A dropdown menu with the text "Select Feedback Type" and a downward arrow. The menu is open, showing four options: "Select Feedback Type", "Compliment" (highlighted in blue), "Suggestion", "Complaint", "Question", and "Market Opportunities".
- Name:** A text input field.
- Surname:** A text input field.
- Email:** A text input field.
- Message:** A large text area with a vertical scrollbar on the right side.
- Submit:** A blue button with the text "Submit".

Select feedback type and input your personal details, including a message, and then press the submit button to send your message to our system developers and administrators. A quick response will be sent back to you.



The screenshot shows the same "Feedback Form" but now filled out. The fields contain the following information:

- Feedback Type:** The dropdown menu is now set to "Compliment".
- Name:** The text "Hunson" is entered.
- Surname:** The text "Ndlovu" is entered.
- Email:** The text "HunsonN@daff.gov.za" is entered.
- Message:** The text area contains the message: "Good Morning  
  
I would really like to compliment you for providing us with such valuable day to day market information. Keep it up!!".
- Submit:** The blue "Submit" button is visible at the bottom.



## 2.12 Related links

On the side bar menu, select related links button to navigate other agricultural external internet sites. The following screen will be displayed:

The screenshot shows the 'E-Library' section with a sidebar menu. The 'Related Links' option is selected, displaying a list of external resources:

- South African Agricultural Societies/Associations
- Agricultural Organization
- Agricultural Press (Magazines/Newsletters)
- International Organizations active in Agriculture
- South African Governments
- South African Science Council
- Topical
- Hedging
- Market

Each link is accompanied by a brief description of the resource available.

## 2.13 Contact us

Contact us tab allows users to view a list of officials from the Directorate: Marketing, Department of Agriculture, Forestry, and Fisheries.

The screenshot displays the 'Contact Us' page for the Directorate: Marketing. It includes a banner with images of agricultural products and a sidebar menu. The main content area provides contact information for the Directorate and lists officials.

**Director's Information**

Mr Mogala Mamabolo 0123198455 [MogalaM@daff.gov.za](mailto:MogalaM@daff.gov.za) Director: Marketing

**MIS Officials**

Name	Phone Number	Email	Sub-Directorate	Position
Ms Lulama Ntshepe	0123198071	<a href="mailto:LulamaN@daff.gov.za">LulamaN@daff.gov.za</a>	Marketing Information and Capacity Building	Deputy Director
Mr Tlou Kabe	0123198065	<a href="mailto:TlouK@daff.gov.za">TlouK@daff.gov.za</a>	Marketing Information and Capacity Building	System Administrator (AMIS)

**D:Marketing Officials**

Name	Phone Number	Email	Sub-Directorate	Position
Mr Bernard Nedombeloni	0123198074	<a href="mailto:BernardN@daff.gov.za">BernardN@daff.gov.za</a>	Management Support	Administration Officer
Ms Florence Makinta	0123198073	<a href="mailto:FlorenceMAK@daff.gov.za">FlorenceMAK@daff.gov.za</a>	Management Support	Senior Admin clerk
Mr Deon Kamfer	0123198070	<a href="mailto:DeonK@daff.gov.za">DeonK@daff.gov.za</a>	Marketing Administration	Deputy Director
Mr Jan Kleynhans	0123198064	<a href="mailto:JanK@daff.gov.za">JanK@daff.gov.za</a>	Marketing Administration	Permit Officer
			Marketing Information and Capacity Building	Assistant Marketing



## Notes

## Notes



