

# Our Vision

“ To grow a **sustainable & competitive** South African Raisin Industry



# Our Mission

“ To generate **value for our members & stakeholders**



# Industry Structure



## THE SUN SIGNIFIES

**LIFE** and is the Supreme Source of light in man's world.

South African Raisins is a healthy, Sun Dried, snack alternative with more concentrated nutritional value than fresh fruit and with a much longer shelf life.



## YELLOW SIGNIFIES PREMIUM QUALITY

South African Raisins are 100% sundried and a powerhouse of natural energy. With a lot of sunlight and very warm weather a premium quality raisin can be produced with minimal to no traces of chemical residues. South African Raisins are known for their excellent quality that is exported year on year and Food safety is top priority.

## GREEN SIGNIFIES ENVIRONMENTAL INTEGRITY

Human life, economy and culture depend on a healthy functioning environment. Raisins SA support sustainable farming, we believe and promote that every person involved in the system – growers, food processors, distributors, retailers, consumers and waste managers – can play a role in safeguarding our environment for future generations.... We also promote and help with trails on soil health, minimize water use and to lower pollution levels on the farms.

## RED SIGNIFIES SOCIAL WELLBEING

Raisin SA knows that the people are the most precious resource of the Agricultural sector. By means of training, transformation and information we help to make this resource stronger.

## BLUE SIGNIFIES GOOD GOVERNANCE

Raisins South Africa understand the process of decision making in economic, environmental and ethical spheres. We as industry body is committed to corporate ethics, accountability, participation, rule of law and holistic management.