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Perceptions of Smallholder Farmers on Determinants of Competitiveness of the Citrus Industry in Vhembe District, Limpopo Province, South Africa

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ABSTRACT The study analysed the extent to which various attributes served as determinants of competitiveness of the citrus industry based on perceptions of smallholder citrus farmers in Vhembe District of Limpopo Province, South Africa. Porter diamond model provided the framework for analysis. Only two of the six attributes of the model were perceived determinants of industry competitiveness, namely, related supporting industries (rating=3.71) and demand conditions (3.58). However, some ten factors from all the six attributes were perceived to be important determinants of competitiveness of the citrus industry, namely, market growth (rating=4.10), crime (3.82), electricity supply (3.79), financial institutions (3.76), labour policy (3.75), capital availability (3.71), interaction and support (3.68), fires (3.67), supply of packaging material (3.67), and pricing strategy (3.66). Investments in any industry in the agricultural sector should be based on its competitiveness. The respondents were in overall uncertain regarding the status of the rest of the attributes as determinants to increase competitiveness of the citrus industry.