

Agriculture and Agri-Processing

A Strategic Investment Opportunity
in Cape Town & the Western Cape

May 2026





Harvesting agricultural produce, Cape Winelands

Sector Overview

Agriculture and agri-processing are cornerstones of the Western Cape economy. The province is South Africa's leading agricultural export region, renowned for the quality and diversity of its output and its deep integration into global food supply chains. From fruit and wine to rooibos, the Western Cape supplies consumers across Europe, Asia, the Middle East, and Africa.

The province accounts for 56% of South Africa's primary agricultural exports, valued at US\$4.63 billion in 2025. Total cultivated area grew 32% between 2017 and 2023 to approximately 1.05 million hectares. With global food spending projected to reach US\$12.4 trillion by 2029, the province is well positioned to capture growing international demand.

The Western Cape is also at the forefront of sustainable agriculture – most notably through South Africa's introduction of the world's first industry-wide wine sustainability certification seal in 2010.

Key investment segments include:

- **Primary Agriculture:** Citrus, table and wine grapes, deciduous fruit, wheat, barley, canola, livestock, and aquaculture across diverse regional growing areas.
- **Agri-Processing:** Value-added food and beverage manufacturing, cold chain logistics, and premium export-ready production with established links to global retail networks.
- **Fishing and Aquaculture:** Ocean economy access, a significant commercial fishing industry, and a world-class farmed abalone sector concentrated in the Western Cape.
- **Sustainable Agriculture and Agri-Tech:** Smart farming, precision agriculture, and resource-efficient practices supported by innovation clusters in Cape Town and Stellenbosch.



WHY CAPE TOWN & THE WESTERN CAPE

1. A Climate Built for Agricultural Diversity

A Mediterranean climate, fertile valleys, coastal zones, and semi-arid interior regions support a broad agricultural base spanning horticulture, grains, livestock, and aquaculture.

2. South Africa's Dominant Agricultural Exporter

The Western Cape accounts for 56% of South Africa's primary agricultural exports and 44.63% of its beverage exports, reflecting an established export footprint and proven international demand.

3. Citrus and Fruit Export Leadership

South Africa is the world's second largest citrus exporter, with the Western Cape among its most significant production regions – home to a substantial share of the country's orchards and a proven track record of supplying premium citrus to global markets.

4. A Globally Recognised Wine Producing Region

Over 80% of South Africa's wine exports originate from the Western Cape. South Africa introduced the world's first industry-wide wine sustainability seal in 2010, commanding premiums in discerning export markets.

5. Direct Access to Global Trade Routes

The Port of Cape Town is South Africa's primary port for deciduous fruit and fish, with a well-developed cold chain network ensuring reliable delivery to world markets.

6. Gateway to African Markets via AfCFTA

The African Continental Free Trade Area positions the Western Cape as a launchpad into Africa's US\$3.4 trillion consumer market.

7. Speciality Commodities with Protected Brand Value

Karoo lamb and rooibos carry protected geographical indications attracting price premiums in high-value markets, with rooibos exported to over 50 countries.

8. Skilled Workforce and Innovation Infrastructure

Cape Town and Stellenbosch anchor a growing agri-tech ecosystem, with research institutions driving advances in precision farming and sustainable production.

9. Supportive Policy and Investment Environment

The Western Cape Department of Agriculture provides targeted development, research, and market support, in a province consistently rated among South Africa's most business-friendly regions.

10. A World-Class Agriculture and Agri-Processing Ecosystem

Financing, incentives, and support available to businesses and farmers across the Western Cape agriculture and agri-processing value chain: ➡



Agriculture and Agri-Processing Organisations Shaping Cape Town & the Western Cape



Contact us for more information

For further information on setting up or expanding your business in Cape Town & the Western Cape please contact Wesgro's Investment Team

wesgro.co.za
 +27 21 487 8600
 hello@wesgro.co.za
 7th Floor, Media24 Building, 40 Heerengracht Street, Cape Town, 8000



Scan here for
sources

Disclaimer

Wesgro has made every effort to ensure that the information in this publication is accurate. We provide said information without representation or warranty whatsoever, whether expressed or implied. It is the responsibility of users of this publication to satisfy themselves of the accuracy of the information contained herein. Wesgro cannot be held responsible for the contents of the publication in any way. © Wesgro, 2025