



Dear FPEF members,

We are pleased to witness constant growth in FPEF membership, since we are continually striving to create value for our members through assistance with technical matters, generic promotions for new and existing markets, as well as our involvement in market access and development issues, industry training; postharvest research, development and innovation – all of which require diligent management of our finances.

To ensure that the exporters' voice is heard, the FPEF represents its members on various committees and groupings, such as the Fruit Industry Value Chain Round Table (FIVCRT), the CBS and FCM Stakeholder Forums, the Fruit South Africa Logistics Committee, Agri-Hub and the Export Council of the Department of Trade and Industry (dti), which facilitates participation in trade fairs and similar events. Some of our other initiatives include the Post-Harvest Innovation Programme, an Internship programme; the Leadership and Mentorship (L&M) and Top of the Class (TOC) training programmes.

It is almost time for the FPEF Annual General Meeting (AGM). Please take note that it is scheduled for Thursday 24 November at Rhebokskloof in Paarl. At this event, the new FPEF Board must be elected; a change to our Memorandum of Incorporation and the FPEF budget for the next financial year must be approved. Your attendance is therefore important.

Regards and hope to see you at the AGM!

Anton Kruger
FPEF CEO

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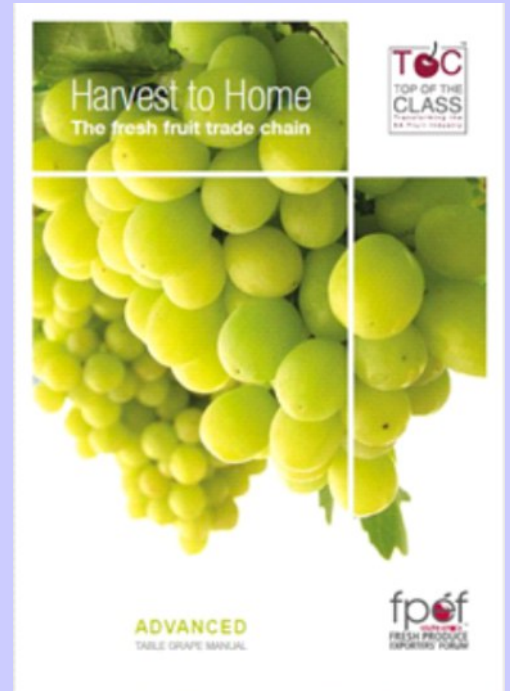
Advanced Table Grape Manual now used for TOC training

The FPEF subscribes to the philosophy that knowledge is power – training is therefore a priority. All of the FPEF trade chain manuals are used for training under our Top of the Class (TOC) programme. This series of Basic, Intermediate; Advanced Citrus and Pome Fruit manuals have been extended with the publication of the Advanced Table Grape Manual in July 2016.

The Advanced Table Grape Manual is a valuable new training resource. It provides a comprehensive overview of the table grape export industry, including its history, and covers topics such as production, packing and packaging, postharvest handling, logistics, documentation, systems and administration, global markets and marketing.

The manual is aimed at emerging producers and exporters and junior to middle management in the fresh fruit export industry. The objective is to equip individuals to advance in their own areas of responsibility and to provide them with a better understanding of their individual roles within the value chain.

The new advanced table grape curriculum was used during an eight-day TOC programme in July and August 2016, to train sixteen employees from table grape farms in the Northern Cape.



The TOC training group from table grape farms in the Northern Cape

Pinotage Youth Development Academy – graduation

In August 2016, twenty young people between the ages of eighteen and twenty-five entered the fruit sector as work-ready young professionals, following an intensive ten-month programme at the Pinotage Youth Development Academy (PYDA). This pilot group from Grabouw joined the Academy in Stellenbosch in November 2015, and are now looking forward to launching careers as a group of confident and well-rounded graduates.

The PYDA has a unique programme that combines personal development with industry-specific vocational skills and practical work experience. It has successfully developed historically disadvantaged youth for employment and sustainable change since 2013, and has a successful track record in the wine sector.

As part of the curriculum, the students completed the FPEF Top of the Class (TOC) programme earlier this year. The inclusion of TOC training was funded by the FPEF, whilst the course as a whole was made possible through a collaborative funding partnership between Tesco and the Trade in Global Value Chains Initiative (TGVCI) of the United Kingdom Department for International Development (DFID).

The passion of the PYDA team for the students and the impact on the students was clearly evident during their graduation.



The group of young graduates at the Pinotage Youth Development Academy.

Market access and development mission to the Far East

In September 2016, a Fruit South Africa (FSA) delegation, which consisted of Derek Donkin (Subtrop CEO), Dr Mono Mashaba (FSA), Jacques du Preez (HORTGRO), Justin Chadwick (CGA CEO), Werner van Rooyen (FPEF) and Willem Bestbier (SATI CEO), visited Thailand and Vietnam to follow up on market access and development issues for South African fruit.

The itinerary included a number of strategic meetings of which the most important were with the Department of Agriculture in Thailand; the Vietnam Plant Protection Department and the Vietnam Fruit and Vegetable Association (VINAFRUIT). The South African Agricultural Attaché in Beijing, Mr Mashadu Silimela, and staff members of the South African Embassies in Thailand and Vietnam provided professional assistance throughout the visit.

During the visit to Vietnam, it was evident that there is a need to increase awareness of South African fruit. Ho Chi Minh City, the former Saigon, is the business centre of Vietnam and hosts the annual Vietfood & Beverage trade show. This international exhibition on food processing, packaging technology and equipment is a valuable opportunity for the industry to promote South African fruit.

The meeting with VINAFRUIT also provided an opportunity. The association was established in 2001 and consists of 120 enterprises operating in the fruit and vegetable sector. It also facilitates in-store marketing promotions on an almost daily basis. It was then agreed that the FPEF and VINAFRUIT should enter an agreement to promote South African fruit in Vietnam.



The FSA delegation was hosted at the home of the South African Honorary Consul in Ho Chi Minh City, Vietnam (top left); dragon fruit (middle) and a lime pack house in Vietnam (top right); the FSA delegation with members of the Department of Agriculture in Thailand (below).



For more information on operational and technical issues, please contact Werner van Rooyen at werner@fpef.co.za

POST-HARVEST INNOVATION (PHI) PROGRAMME

Upcoming PHI Symposium

The 2nd Post-Harvest Innovation Symposium is around the corner. The Symposium, which is scheduled for 21 and 22 November at the Spier wine estate in Stellenbosch, should attract wide attendance from the postharvest scientific community and role players within the fresh produce industry.

Dr Chris Bishop – head of the Postharvest Unit at Writtle College in the United Kingdom, and Dr John Purchase – CEO of the Agricultural Business Chamber (Agbiz), have been secured as keynote speakers at this event.

PHI postharvest short course creates potential

The PHI Programme has initiated and funded a postharvest short course for new farming entrants – through the FPEF and in collaboration with Stellenbosch University (SU). Dr Elke Crouch of the SU Department of Horticultural Science developed the two-day course to be a comprehensive training package on a theoretical and practical level.

In August 2016, the course was hosted over two days in Stellenbosch in the Western Cape as well as in Tzaneen in Limpopo with a total of 38 participants attending each course. The course in the Western Cape was presented in English and Afrikaans and focused on the citrus, pome and stone fruit, table grape, pomegranate and Cape flora industries. In Limpopo, the course centred on the citrus, avocado, mango and tomato industries and provided for Venda and Northern Sotho language preferences.

Through the course, participants would learn what product quality is and how to measure it; be able to determine fresh produce maturity and know where to find the applicable local and export maturity standards; understand the basic principles that govern postharvest quality, and be able to implement changes in their operation to maintain product quality and prevent postharvest losses.

In other words, participants had the opportunity to gain first-hand knowledge from experts in the postharvest field – through an extensive series of lectures, a field trip to a local distribution centre and a display and discussion session about common postharvest defects and handling practices.

The PHI postharvest short course for emerging producers was not only topical and relevant, but each successful participant also received a SETA-approved certificate upon completion of the course. In the end, the course attracted such overwhelming interest and generated such positive feedback, that similar courses may be considered in future. It also led to the intention to develop dedicated postharvest short course training material for new farming entrants and emerging producers in general.



POST-HARVEST INNOVATION (PHI) PROGRAMME

PHI postharvest short course creates potential



The Tzaneen group of PHI postharvest short course participants (above), attending lectures (below) and during a visit to Halls Limpopo Packers in Tzaneen (previous page).



Bushbuckridge Agricultural Development Plan

The final report on the Bushbuckridge Study, which was presented by the LIMA Rural Development Foundation to the PHI Management Committee on 26 July 2016, indicated that the area was operating far below its potential. The Bushbuckridge Local Municipality (BLM) was clearly overwhelmed with the problems they were facing. As a result, these problems should be addressed as part of a Provincial Government initiative. The proposed way forward is the revitalisation, recapitalisation and redevelopment of thirteen identified orchard estates and the prioritisation of cropping options.

Formal communication was forwarded to the DG: Mpumalanga Provincial Government to propose a meeting during which the report and key recommendations can be formally presented and the way forward can be discussed.

For more information on the PHI Programme, please contact Junette Davids at junette@fpf.co.za

World Food Moscow 2016

Over the last two decades, World Food Moscow has grown to be the largest food and beverage trade fair in Russia. The event, which took place from 12 to 15 September this year, attracted 1522 exhibitors from 62 countries and close to 31 000 trade visitors.

The Department of Trade and Industry (dti) again funded and organised the South African pavilion, which was shared amongst the FPEF and other co-exhibitors. Even though the FPEF stand was relatively basic due to budget constraints, it still attracted more trade visitors than it did in 2015. FPEF members were also able to use our stand to conduct business meetings.

Our presence at World Food Moscow not only helped to raise awareness of the South African fresh fruit export industry, but it also enabled the FPEF to gather valuable trade leads.

In addition, the event provided the opportunity for the FPEF CEO to participate in a number of high-level meetings, such as with the Vice Chairman of the Chamber of Commerce and Industries of the Russian Federation, Mr Vladimir Padalko. A media conference followed after this meeting, during which the FPEF CEO was interviewed for a Russian television news channel (Russia-24).



At World Food Moscow 2016: Luke Govender (dti Export Promotion), Isaac Miti (South African Agricultural Attaché in Moscow), Jodi Scholtz (dti Chief Operating Officer), Anton Kruger (FPEF CEO), Ambassador Nomasonto Sibanda-Thusi and Moloko Leshaba (South African Trade Attaché in Moscow); the FPEF stand and the FPEF CEO during an interview for Russian television, below.



Asia Fruit Logistica 2016

Asia Fruit Logistica 2016 attracted more people than ever before! It featured a record amount of exhibitors – around 665 companies from 37 countries, whilst more than 11 000 visitors from 74 countries indicated a 22% increase on last year's visitor count.

Participation of the South African fresh fruit export industry was again sponsored by the FPEF, SATI, HORTGRO, the CGA, Subtrop and the Western Cape Department of Agriculture. Advertisers, such as the PPECB, Unichoice and Grown4u also contributed to the cost of our national pavilion.

Overall, the fair was a huge success for the industry. Our stand was a hive of activity as meetings were conducted almost constantly and a vast amount of trade visitors were accommodated. As before, our marketing material – FPEF Export Directories and USB cards containing the Mandarin and English versions, proved to be very popular.



Team South Africa at Asia Fruit Logistica 2016: Lucien Jansen (PPECB), Jacques du Preez (HORTGRO), Werner van Rooyen (FPEF), Justin Chadwick (CGA CEO), Dr Mono Mashaba (FSA), Anton Kruger (FPEF CEO), Tina-Louise Rabie (PPECB), Marletta Kellerman (FPEF), Willem Bestbier (SATI CEO) and Derek Donkin (Subtrop CEO).



We hope you have enjoyed reading this newsletter.

FPEF members are welcome to send comments, contributions or queries to the editor, Desireé Thompson, at desireethompson@mweb.co.za