



KEEPING IT FRESH

fpef
fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

News from the FPEF – 25 May 2022

Dear FPEF Members,

Here is another edition of our newsletter where matters that were communicated during the past two weeks are presented in a summarised format. Some new matters, which have not been communicated yet, are also included.

In the regulatory and legal environment two pertinent issues were APAC (the Agricultural Products Agents Amendment Bill) and an opinion on legal action related to financial losses incurred due to vessel delays/ports.

With regards to APAC:

As was communicated earlier, we made oral presentations to the Parliamentary Portfolio Committee on Agriculture, Land Reform and Rural Development (DALRRD) on 3 May. A feedback session between industry, the committee and DALRRD took place on 17 May. To our dismay, most of our input and proposed solutions was rejected by DALRRD and only one proposal was positively considered, namely the requirement to take out credit- and marine insurance. This response by DALRRD is totally unacceptable and we have requested that the Bill be referred back to the Portfolio Committee for further consultation. It appears that the dire consequences of this Bill, should it become the Act, are still not understood by Government.

Legal opinion on financial losses

Various fruit industry associations and forums have been inundated with requests from members, be the growers or exporters with regards to the losses they suffered because of the delays and their legal rights to claim these losses. The opinion does not represent the opinions of the relevant forums but simply provides the members of the associations/forums with the options available to them in their Individual capacities.

Opinion

The question regarding who can legally be held accountable for the losses suffered by the growers and exporters of fresh fruit from South Africa, is a very complex one. The reality is that pursuing such a case will be a tedious, long, and expensive process, difficult to prove, with a slim chance of a favorable outcome for the plaintiff/s. Potential remedies and options can be considered, but the reality is that they are not easy or quick fixes. In general, any party contemplating legal action should carefully consider the relevant issues before deciding what is feasible, justifiable and what has merit. Each case is unique.

Visit to South Africa by the SHAFFE Secretary General (Nelli Hadju)

The Secretary General of SHAFFE spent two days in the Western Cape during her first visit to a SHAFFE (Southern Hemisphere Association of Fresh Fruit Exporters) member country. Our Marketing Manager, Marletta Kellerman, arranged the programme for the visit. We again want to thank all who made time to meet with her, namely **HEXKOEL**, the **PPECB**, **SIZA**, the **Port of Cape Town**, **SATI**, **BERRIESZA**, the FPEF Chairman (**Wayne Mudge**). These meetings assisted her to get a good overview of the practicalities and challenges of exporting fresh fruit from South Africa. She was also impressed by the positive and “can do attitude” of our industry.



Market Access

While we spend quite a considerable amount of time on logistical matters, we do not forget about the other critical strategic matter of access to new markets and retaining existing markets. We are hopeful to see more progress this year as it will be possible for the verification teams of the relevant target countries, to visit South Africa. Such visits are pre-requisites for evaluating applications.

We are also in the process of finalizing a “market access prioritization tool” with the Assistance of BFAP.

MEMBERSHIP

At our Board meeting on 18 May the following members' "probationary" membership status was upgraded to "full" membership after their one-year probationary period had expired.

Icon Fruits, Nine Fruits, Remhoogte Boerdery, Vrugteboom and Westfalia Marketing.

We would like to congratulate them, and we look forward to a continued mutually beneficial relationship.

LOGISTICS

We have seen quite a few positive developments in the port of Cape Town over the past two weeks. Progress is being made to get the 3rd berth up and running, staff are being trained and the 9th crane is expected to arrive from Durban by the end of June. After three months the window of Liebherr crane has been replaced and the shore tensioners have been repaired. A portion of the temporary truck staging area will be completed before the end of May, and it will be fully operational by the middle of June.

Connectivity challenges at NCT has been resolved and engineers started work this week on the MoorMasters with live testing of repairs on the 14th of June after which the berth will be available again.

Recently 60 reefers at DCT were not plugged in, the matter has been highlighted to terminal management to control stack access and consider more cameras. The cold stores in Durban are filling up fast and shippers are encouraged to ship at their earliest convenience to prevent congestion.

PHI (POST-HARVEST INNOVATION) NEWS

Stellenbosch University in partnership with Hortgro will host the XIV International Pear Symposium from **22 – 26 January 2023 in Stellenbosch**. They are inviting companies to partner with them to support the exchange of the latest research and technology on pear. A wide range of attractive sponsorship packages are available. Registration and abstract submission are also open. For more info, visit the Symposium website: www.pearsymposium2023.co.za.



TRANSFORMATION

FPEF Graduate Placement Programme

The FPEF held its annual lunch last week at Mont Marie in Stellenbosch for graduates appointed to FPEF member companies through the FPEF's graduate placement programme. It was a wonderful opportunity for the graduates to network, meet their peers and share experiences. The graduates once again impressed with their spark and confidence. Twelve graduates have been appointed so far in 2022 through the programme and interviews for a few more positions are ongoing so we trust this number will increase. If you would like to appoint a graduate for a commercial, logistics or post-harvest quality position through the FPEF's graduate placement programme or find out more about the programme please contact Johannes Brand (johannes@fpef.co.za).

MARKETING AND PROMOTIONS

Herewith a summary of Trade Shows that the FPEF is planning to attend until March 2023:

- **Fruit Attraction Madrid 2022:** Fruit Attraction will be held in **Madrid from 4 to 6 October 2022**. The industry will organise and fund a South African pavilion. We will also approach possible sponsors to assist in funding of the stand.



- **Asia Fruit Logistica 2022:** Asia Fruit Logistica 2022 will be held in **Bangkok, Thailand** and is scheduled to take place from **02-04 November 2022**. *The dtic* extends an invitation to exporters of fresh fruit products to apply to participate in this exhibition. The deadline date for the submission of complete National Pavilion application forms is 2 June 2022. We encourage all our members to still apply if you have a valid B-BBEE certificate with Level 1 to

8. It is important that we as industry prove to *the dtic* that we are serious and willing to support the National Pavilion. Currently the requirement is a B-BBEE certificate with level 1 to 4, but *the dtic* are considering changing it to level 8.

- **Fruit Logistica Berlin 2023:** Next year, Fruit Logistica will return to its original date in February. Currently, it is not on *the dtic's* National Pavilion List, but we are engaging with government to reconsider. If the government decides not to fund the stand, the industry will fund it again. We are looking at different options of funding, including sponsorships, advertising and co-exhibitors. Hopefully *the dtic* will be able to confirm their decision by end of July.



- **Gulfood Dubai 2023:** This trade show is from **20 to 24 February 2023** and the FPEF will apply to be a co-exhibitor on *the dtic* National Pavilion.



20 - 24 FEB 2023
Dubai World Trade Centre

Best regards,
Anton Kruger