



KEEPING IT FRESH **fpef** fresh produce EXPORTERS' FORUM SOUTH AFRICA

News from the FPEF – 20 July 2022

Dear FPEF Members,

A strike by SARS employees, loadshedding, closing down of petroleum refineries, challenges in the ports, non-scientific EU measures for the export of oranges, the ongoing war between Russia and the Ukraine, and an increase in shipping costs are some of the major factors testing our industry’s resilience. Be assured that we are involved on various levels with the issues which we can influence. Some issues on policy level, we address jointly with Agbiz via our Fruit Desk – and the weekly Agbiz newsletter, which is distributed on Thursdays, contains information about it.

We also report on our activities via regular e-mail messages, as well as this publication which you are reading now. Our strategic focus areas and benefits of FPEF membership are listed at the bottom of the pages.

An opportunity to engage with representatives of other industries on some of these issues, is the **Fresh Connections Southern Africa Conference**.

During the past 10 years I have gained valuable industry insights and connected with thought leaders by attending the PMA’s *Fresh Connections*. I am looking forward to this year’s event. It is however, no longer called *Fresh Connections* - the new name is the **IFPA Conference**. This is due to the merger of the PMA and United Fresh whereby the **IFPA** (International Fresh Produce Association) was formed. I hope to see many of our fresh produce colleagues on **17 and 18 August in Cape Town** at the Century City Conference Centre for the event.

Delegates can look forward to hearing from the following internationally acclaimed speakers:



Rapelang Rabana featured on the cover of Forbes Africa magazine before the age of 30, was chosen as a Fast Company Maverick, named ‘Entrepreneur for the World’ by the World Entrepreneurship Forum, and selected as a ‘Young Global Leader’ by the World Economic Forum. With Rapelang, you get to see digital technology through the eyes of a practical, hands-on innovator.

Elena Ozeritskaya is the Founder and Managing Director of Fresh Insight. The company’s mission is to help food companies develop and launch meaningful products and brands for consumers. She combines consumer trends and insights with strategy and design to shape clients’ concepts, flavour stories, value propositions, and brands. Elena is a passionate trend watcher and storyteller with a creative mind and heart in food.



Market Access
Provide Information

Government Engagement
Transformation

Export process assistance
Research, Development and Innovation

MARKETING AND PROMOTIONS

Fruit Logistica Berlin 2023

The *dtic* extends an invitation to exporters of fresh fruit and vegetable products to apply to participate in the **Fruit Logistica Berlin 2023** exhibition, scheduled to take place from 08-10 February 2023 in Germany, Berlin. The deadline date for the submission of complete National Pavilion application forms is **08 September 2022**. For any enquiries pertaining to applications please contact DNyalunga@thedtic.gov.za or VMbuyisa@thedtic.gov.za. Applications should be emailed to the same email addresses.

Asia Fruit Logistica: Closing date for Co-Exhibitor Applications Extended

The *dtic* extends an invitation to exporters of fresh fruit products to apply to participate in the Asia Fruit Logistica 2022 exhibition in Bangkok at the Queen Sirikit National Convention Center, scheduled to take place from 02-04 November 2022. The closing date for applications has been extended to **29 July 2022**.

Applications should be emailed to MRanphabana@thedtic.gov.za or VMbuyisa@thedtic.gov.za

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. The stand will work on the same principle as Fruit Logistica Berlin 2022. More information will be shared in due course by Marletta Kellerman.

LOGISTICS

Dredging operations at Cape Town container terminal has concluded with all three berths operational, the port is operating with 6 cranes until LC3 and LC6 has been repaired. The Durban crane that will be moved to Cape Town has been identified and Transnet Durban provided an update that the move will likely take place towards the end of August now with commissioning before October.

All ports and rail terminals networks were down yesterday from 07:00 – 10:00, mainly affecting email and as of this morning, Transnet has not yet identified the cause of the outage.

PHI (POST-HARVEST INNOVATION) NEWS

Discussions are still underway with the *Department of Science and Innovation* (DSI) on the details of the next phase of the PHI programme as the DSI requires the Programme to be managed in a different way than the previous phases, which includes annual contracting (for 4 years) with the FPEF.

Six industry associations (Hortgro, Subtropical Growers' Association, SA Table Grape Industry, POMASA, Berries ZA and Cape Flora SA) expressed their interest in participating in the next funding phase. These industries however expressed a concern about the proposed annual contracting without an upfront contractual commitment from the DSI that it would honour each of the four annual contracts.

A total industry *R&D budget* of R20 456 739 (including VAT) was approved by both the DSI and the participating industries (50% contribution from DSI and 50% collective contribution from participating industry associations).

To date, twelve PHI-supported R&D related articles from the previous funding phase were published in the SA Fruit Journal (SAFJ). Three additional articles will be published in the August/Sept edition.

FRUIT EXPORT VALUE CHAIN TRAINING PROGRAMME

The FPEF Fruit Export Training Programme will commence for the **second** time this year on the following dates: **28-29 September, 12-13 October and 26-27 October** via an interactive online format. Please contact **Johannes Brand** at the contact details mentioned below should you be interested in joining.

fpef
FRUIT EXPORT TRAINING
INTERACTIVE ONLINE FORMAT

TOP OF THE CLASS PROGRAMME (TOC)

The course content covers the fruit export value chain from field to fork and is aimed primarily at employees in junior to middle management positions within fruit export companies, packhouses and logistics companies. It is also a valuable training tool for emerging farmers and exporters. Participants will gain an excellent understanding of the whole value chain and additional knowledge and insight in their own area of responsibility. Topics covered include; quality management, compliance, cold chain management, primary production, packing and packaging, road, sea and air freight, documentation, consumers, markets and the role of exporters.

The full programme will be covered in 3 blocks of 2 days each (total 6 days).

When
The programme will be offered twice this year.

1st training	2nd training
11 - 12 May	28 - 29 Sep
25 - 26 May	12 - 13 Oct
8 - 9 June	26 - 27 Oct

Where
Interactive online format

Cost
R3 800 / person ex VAT for the full 6 days

For further information or to book please contact **Johannes Brand**
johannes@fpef.co.za
071 688 1888

Book as a group or an individual to be grouped with other participants

TOC
TOP OF THE CLASS
Transforming the SA Fruit Industry

Kind regards
Anton Kruger