



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

News from the FPEF – 28 September 2022

Dear FPEF Members,

And here we are almost on our way to **Fruit Attraction** in Madrid where we (under the banner of FruitSA) will have a National Pavilion.

The **Agri-Link Trade Show** in the Philippines takes place at the same time as Fruit Attraction. We will, however, have a stand and a small delegation there – consisting primarily of technical people from SATI and the CGA, as well as Dr Mono Mashaba (the FruitSA market access specialist). Senior officials from DALRRD will lead the delegation.



On the **Logistics front**, a piece of good news is that the 9th STS crane for the Cape Town Container Terminal has arrived. It should be operational in time for the table grape and – stone fruit export season.

MARKETING AND PROMOTIONS



FRUIT ATTRACTION MADRID 2022

You are invited to join us at the
**SOUTH AFRICAN
PAVILION** 
HALL 6 / C07
4 - 6 October



Fruit Attraction Madrid 2022

You are invited to join us at the South African Pavilion at Fruit Attraction Madrid 2022.

Date: 4 – 6 October 2022

Venue: IFEMA Madrid

Stand number: Hall 6 / Stand C07

The South African stand, which is sponsored by FruitSA, will work on the same basis as Fruit Logistica Berlin 2022. There will be tables available for meetings but unfortunately, no tables can be reserved and will work on a first come first served basis.

Please note that there is a separate SATI stand that is not part of the SA National Pavilion. There is meeting space available at a cost. Please contact Mecia Peterson at SATI directly to book a slot on the SATI stand: mecia@satgi.co.za



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

MARKETING AND PROMOTIONS (continued)

WorldFood Moscow 2022

WorldFood Moscow was hosted from 20 to 23 September, but South Africa did not participate in this event. According to our source, the exhibition was very small in comparison with previous years, and only one hall was enough to house all exhibitors of fresh produce. Only a limited number of Russian importers were also present at this year's event.

LOGISTICS

Together with our members we visited the Belcon rail facility where **Smah Kumalo**, the Western Cape Operations manager shared a presentation on their preseason planning. A walk through the facility gave us insight into the layout and we will closely follow their project timelines and share it with our members. Open frank discussions took place, and we will also relay it to the Cape Town Container Terminal who are keen to increase rail traffic.



Left to Right: **Smah Khumalo, Terence Botha and Reggie Brown**

EU Audit team visit: Citrus export Certification

Between 13 and 22 September, an EU delegation visited the various citrus-producing areas in South Africa.

Overall, the EU team highlighted the following positive findings during the auditing of the SA citrus CBS & FMS systems approach: they were impressed with the quality and provision of data; the successful collection and recording of data; the value of having preparatory meetings with DALRRD and industry before their visits. Lastly, the audit mission valued the structure and realistic picture of the citrus export industry, noting technology advancement and scale of the RSA citrus industry.

Industry was invited to attend the closing meeting between DALRRD, PPECB and the audit team. The FPEF seized the opportunity and attended the session to represent exporters. The final audit results will be provided by the EU team to DALRRD in due course. To resolve audit concerns, the FPEF will work cooperatively with the DALRRD, PPECB, and other industry partners.

FPEF Annual Transformation Webinar

The FPEF hosted its annual transformation webinar on the 15th of September. The focus of the webinar is to challenge and inspire business leaders in the fruit industry towards playing an active role in furthering positive and effective transformation in their businesses.

This year’s speakers were **Dr Mathews Phosa**, a leading figure in South Africa’s business and political world and **Ikarabele Lagae**, a young fresh produce exporter from Soweto. The webinar was expertly hosted by **Ndumiso Hadebe**, award-winning Economist, Entrepreneur and CEO of KH Research Equity Partners.



Dr Phosa highlighted the importance of transforming our industry to create jobs, build the economy and drive middle income growth. He acknowledged that legislation alone, will not be successful in transforming the industry and that we need to build on the success of public, private partnerships.



Ikarabele, shared his inspirational journey, from young school leaver in Soweto, to studying in China and entering the fresh produce export sector in South Africa. Ikarabele noted that our industry is in a shakedown phase, where the strong will survive but the weakest will fall away. Consequently, he cautioned that transformation cannot only be approached from a political perspective, but that we also need to view transformation within the context of the current business reality.

The webinar ended in a Q&A session in which both speakers shared valuable insights.

Orange Heart Fruit Drive

Orange Heart is the social responsibility initiative of the Citrus Growers' Association of Southern Africa. It provides a structure through which citrus growers and other industry stakeholders can contribute to uplifting and supporting the people of South Africa, especially people living in rural citrus-growing regions. This is done by working with beneficiary organisations such as FoodForward SA.

Orange Heart are currently looking for fruit for their Fruit Drive. Growers and exporters who are also looking to divert fruit from the port that they have been unable to export or have excess fruit, are welcome to contact them and they will make all the necessary arrangements to have the fruit collected and sent to beneficiary organisations.

For more information and to make donations, please contact Sive Silo on sive@citrusacademy.org.za/ 079 317 6286.

Kind regards
Anton Kruger