



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

News from the FPEF – 24 February 2021

Dear FPEF Members,

Herewith another edition of our newsletter where we bring you updates and summaries of relevant information shared with you during the past two weeks.

Day 335 of the COVID-19 Lockdown - and the vaccination process is in progress. "Business4South Africa" have



compiled a *COVID-19 vaccination message guideline*. The COVID-19 Vaccination Message Guideline was developed by the Communication Work Stream of the Technical Committee of the Inter-Ministerial Committee on Vaccinations. The guide includes current (18 February) official information about COVID-19 and the vaccination programme and answers to frequently requested information such as: vaccine safety, effectiveness and sourcing; the different vaccines being procured or considered; current vaccine rollout policy and plans; responses to the most pressing vaccine related questions and "myths"; along with other communications resources. Please note: this messaging guideline is free for use by business and will be updated

periodically by Government. Download the guide [here](#).

NEW MEMBERS

It gives us great pleasure to invite two new members to the FPEF. We trust that their membership with the FPEF will be mutually beneficial and that they will find value in becoming long-standing members of the FPEF. They are:

- **Nine Fruits Exports** (Pty) Ltd (Exporter Member)
- **Hapag-Lloyd Africa** (Pty) Ltd (Associate Member)



LOGISTICS AND PORTS

Weekly meetings between the industry and the port authorities and daily reports on the situation in the ports are ongoing in an effort to mitigate risks. A strategic session with the senior management of Transnet took place on 17 February.

ASIA FRUIT LOGISTICA

Asia's premier fresh produce trade show returns to AsiaWorld-Expo in Hong Kong on 28-30 September 2021.

Recently ASIA FRUIT LOGISTICA has been the target of groups that offer a variety of fraudulent

services. This includes but is not limited to fraudulent travel, advertising, invoicing and data services. These groups are **NOT** official vendors. ASIA FRUIT LOGISTICA does **NOT** cooperate with these companies and advises all exhibitors and visitors to ignore any attempts. Please also note that ASIA FRUIT LOGISTICA and its official vendors **DO NOT** sell attendee lists under any circumstance.

The organisers strongly advise that you do not click on any links from e-mails or groups that look suspicious and always check with them before contracting with anyone or making any payments to third parties. If you suspect that you have been contacted by a fraudulent vendor or have any questions, please contact them at info@gp-events.com.



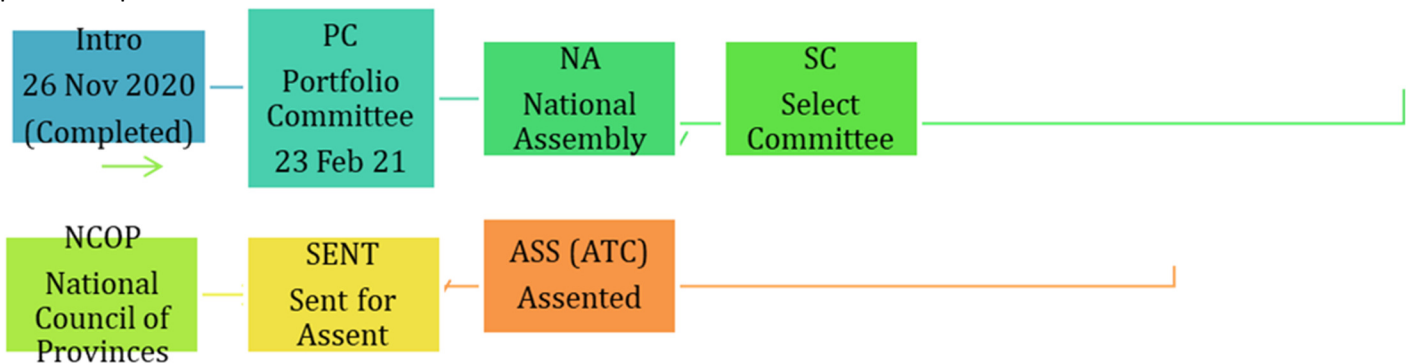
28–30 September 2021

ASIA FRUIT LOGISTICA

APAC BILL

The Portfolio Committee on *Agriculture, Land Reform and Rural Development* met on 23 February where the APAC Amendment Bill was discussed.

According to information provided, the process is that we as industry should in due course have the opportunity to provide input and comments:



As was mentioned earlier, it is very important that as many submissions/comments as possible are being done and that we (FPEF) will provide a template as a guidance tool to you in this regard.

APAC: TRANSFORMATION SURVEY

APAC sent out a letter requesting information on transformation. We realise that we also do a transformation survey every year (unfortunately with a poor response by our members). Quite a number of our members requested if APAC could not use the information provided for the FPEF's survey, but APAC's response was that they require more information than that which is included in the FPEF survey.

ROAD TRAFFIC ACT - PROHIBITION ON VEHICLES EXCEEDING A HEIGHT OF 4,3 METRES

This protracted process on obtaining moratoriums every few years to allow the use of high-cube containers now seems to again receive attention on ministerial level. The Parliamentary Portfolio Committee on Transport will meet on 2 March to discuss it. As you are aware, we have made numerous submissions, suggestions/proposals and presentations on the matter - and will do so now again via our *Fruit Desk* at Agbiz together with the *Road Freight Association* and the *SA Association of Freight Forwarders*. We are still seeking the motivation/reasoning for this decision by the department and the ultimate objective would be to have the Regulation scrapped.

FPEF EMERGING EXPORTER SUPPORT PROGRAMME

Last week marks the launch of our new Emerging Exporter Support Programme. At the end of last year, seven promising, aspiring emerging exporters were invited to apply for the programme. Of the seven applicants, four were shortlisted. On the 9th of February, the four candidates had an opportunity to make a pitch to the selection committee (comprised of FPEF member CEO's, Anton Kruger and the FPEF's transformation manager), followed by questions from the committee. The shortlisted candidates really impressed the committee with a combination of their professionalism, communication skills, entrepreneurial spirit, confidence, preparation and track records. All four candidates were invited to participate in the programme and all returned their signed acceptance letters last week.

Under the programme, they will receive a combination of mentorship, coaching, practical support (access to fruit, markets, post-harvest technical guidance, logistics guidance, risk management etc.) and where relevant, be provided with opportunities to gain practical exposure and experience in the form of short-term placements and/or job shadowing.

A big thank you to those FPEF members who have already offered to assist (following last year's survey), to get the beneficiaries to a point where they are established as sustainable exporters. Over the next fortnight, we plan to match the beneficiaries with suitable FPEF members and get the ball rolling.

If you have not yet offered support and would like to do so or would like more information, please contact Johannes Brand. johannes@fpf.co.za, 071 688 1888.

FPEF TOP OF THE CLASS FRUIT VALUE CHAIN TRAINING INVITE - ONLINE INTERACTIVE FORMAT

fpf
FRUIT EXPORT TRAINING
INTERACTIVE ONLINE FORMAT

TOP OF THE CLASS PROGRAMME (TOC)

The recently updated 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 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: Apr - May 2nd training: Sep - Oct
(specific dates to be set in collaboration with participants)

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@fpf.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

PLANT BREEDERS' RIGHTS

A reminder about the importance of plant breeder rights: It is important to be cognizant of proper contracting between exporters and suppliers/growers as well as the need for exporters to conduct full and proper due diligence on their suppliers before concluding contracts. During engagements with FPEF members on these issues it also transpired that it is not only an exporter matter, but that growers have a responsibility towards exporters too.

In order to assist with the contracting, the FPEF has developed a generic marketing agreement template which captures the most important matters. We have shared this previously with members of the FPEF as well as with you. It seems prudent to share it again. Should you need such a template please contact Claudia Walklett: claudia@fpef.co.za



BOARD COMMITTEES

The FPEF Board members and their activities are not always very prominent, but they do fulfil crucial roles. Some examples are the current committees on which they serve to deal with matters of strategic importance:

- APAC
- Market Access
- Agricultural Master Plan
- Transformation

SA FRUIT JOURNAL (SAFJ)



Please note that the industry publication, the SA Fruit Journal is being distributed in digital format. The latest edition is available on:

<https://www.safj.co.za/publication/sa-fruit-journal-february-march-2021/>

REMINDER: SHAFFE VIRTUAL CONFERENCE

A reminder about the SHAFFE virtual conference on **25 March**. Attendance is free, but you need to register beforehand on the website:

<https://shaffe.net/shaffe-congress-2021/>. The SA speaker and panellist will be Professor Ferdi Meyer from BFAP.



**SOUTHERN HEMISPHERE
FRESH FRUIT TRADE CONGRESS
ONLINE (Zoom) 25th March 2021**

**11am CET
Asia & Oceania
5pm CET
Europe/America**

Herewith, a summary of the latest COVID-19 Regulations and Directives:

<i>Advanced level 3 regulations amended</i>	Partial reopening of land borders Certain gatherings prohibited National State of Disaster extended
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Please stay safe!

**Kind regards,
Anton Kruger**