

# KEEPING IT FRESH

fpef  
fresh produce  
EXPORTERS' FORUM  
SOUTH AFRICA

News from the FPEF – 06 April 2022

**Dear FPEF Members,**

In light of the increased focus needed on addressing the logistics issues in our industry, the FPEF Board have decided that additional capacity is needed. A new position of **Logistics Affairs Manager** was thus created.

The vacancy is being advertised externally via social media, but we have also distributed the advertisement to our members. Please note that the service provider **Uphando HR Services**, is handling the recruitment process and applications must be sent to **Ellen van der Vyver**: [ellen.vandervyver@uphando.co.za](mailto:ellen.vandervyver@uphando.co.za)

The closing date for applications is **12 April 2022**.

### **Agbiz Fruit Desk**

The FPEF is a co-funder of the *Agbiz Fruit Desk* (Agbiz Fruit). The primary purpose of this position is to assist our industry on policy and advocacy matters, jointly with the Agbiz resources and other industry desks such as Grain and Wine. Some cross-cutting matters, such as the ports, can be addressed as a collective.

The position was vacant for more than a year and the new incumbent, **Wolfe Braude**, will assume duties in April.

He brings with him expertise and experience on, amongst others, trade and agricultural policy and international governance.



## **PARTICIPATION IN INTERNATIONAL EVENTS**

### **The IFPA (International Fresh Produce Association)**



We participated in the **International Fresh Produce Association Executive Leadership Summit** in Berlin on 4 April.

Guest speakers presented issues for consideration, which were discussed in small groups to identify the implications for IFPA as it strives to create a vibrant future for all. Logistical challenges were identified by all countries as the main concern.

## **SHAFFE webinar**

We participated in the SHAFFE webinar on 30 March where the Southern Hemisphere fresh fruit exporters shared information on the current status of the industry: especially regarding consumer trends, logistics and the impact of the Russian/Ukraine situation.

The trends identified and confirmed by the members are:

- Growing importance of e-commerce
- Continued focus on healthy living
- Sustainability - which includes reducing the use of plastics
- The growing importance of the Indian and Chinese markets.

Challenges experienced by all Southern Hemisphere exporters of fresh produce:

- Logistics, which was reported by 90% of the respondents
- Rising costs – including shipping costs
- Phytosanitary challenges in some markets
- Domestic protectionism by some export destinations.

South Africa's dominant position as the number one exporter in the Southern Hemisphere, with 33% of all fresh fruit exports by SHAFFE member countries, was confirmed. This is by volume, but if we look at the value of these exports, South Africa is not number one - due to the lack of Free Trade Agreements or Preferential Trade Agreements with the markets in the East.

## **LOGISTICS**

### **Citrus Marketing Forum**

The Citrus Marketing Forum meeting delivered a strong message of increasing volumes. The high growth rate is highly likely to test transport, infrastructure, capacity, and shipping.

The soft citrus category did not present their estimate as the first estimate of the season is still pending before publication.

The forum discussed in depth the impact of the Russia/Ukraine situation. Exporters will each take trading decisions based on their risk evaluation of the situation.

The message to producers and exporters remains; only the best quality of fruit should be exported with sensible supply to our trading partners.

### **Ports**

The challenges in our ports continue and we stay involved in trying to find solutions for immediate problems, and others on the short to medium term.

Equipment reliability and availability significantly impact productivity across our national port system. As reported previously, one STS (Ship-to-Shore) crane will be supplied to the Port of Cape Town. Increasing RTG (Rubber Tyre Gantry) availability is critically important as secondary equipment, facilitating productivity in the terminal. During the deciduous season, on average, between 18 and 19 RTG's were available, seldomly reaching 20 RTG's. However, there is provisional plans to deliver four new RTG's to the port of Cape Town. The additional planned equipment allocated to the port of Cape Town, will greatly assist the operational teams fulfilling their tasks, but the industry requires a long-term strategy on equipment maintenance, procurement and replacement. Without ten STS cranes, there is still a constraint on waterside productivity. Operating nine STS cranes on three berths, is one of the most important factors for the Port of Cape Town to effectively accommodate vessels and prevent vessels from omitting the Port of Cape Town.



### **Export requirements: Israel**

The export of table grapes from South Africa to Israel is regulated by a bilateral agreement between the two countries. To date there is two seaports (Port of Cape Town and Durban) that are approved for exporting table grapes to Israel. Logistical challenges during the table grape season resulted in an opportunity to explore shipments via other seaports in South Africa to Israel. Industry engaged DALRRD to inquire regarding the approval of ports in Coega and Gqeberha, for the shipment of South African table grapes to Israel. The request was accepted by Israel's plant protection authority. Exporters of table grapes to Israel, may use the ports of Coega and Gqeberha, for their shipments, however, pre-cooling should be applied in Cape Town, under PPECB's supervision and loaded directly to vessels in Gqeberha.

## **MARKETING AND PROMOTIONS**

### **Fruit Logistica Berlin**

As was communicated before, the South African Department of Trade, Industry and Competition (dtic) is not funding South Africa's participation at **Fruit Logistica Berlin** this year. As we understand the importance of this show, the FPEF and the grower associations (who are members of Fruit SA) decided to host a SA pavilion and to provide the funds.

With the limited funding available, our Marketing Manager (Marletta Kellerman), however managed to design and have a proper stand built to ensure our visibility. The show is currently underway and the FPEF team is working hard to represent the industry.



In the next Keeping it Fresh we will report back on the show.



***The FPEF team (Werner van Rooyen, Anton Kruger & Marletta Kellerman) on their way to Germany to attend Fruit Logistica Berlin 2022 and to host the South African stand.***



**Reminder: FPEF Fruit Export Value Chain Online Training in May**

The FPEF is running its well-known **Top of the Class** fruit export value chain training programme in an interactive, online format over three blocks of 2 days each in May. The programme is aimed at junior and middle management in FPEF member companies who are new to the industry and provides an excellent overview of all aspects of the export value chain from the farm to the market including production, cold chain management, quality management, compliance, packing, packaging, logistics, consumers and marketing. The cost is R3,800 per person excluding VAT. We still have a few places left on a first come first served basis. For more information or to book, contact Johannes Brand [johannes@fpf.co.za](mailto:johannes@fpf.co.za).

**fpf**  
**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@fpf.co.za](mailto: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

*Best regards from Berlin,*

**Anton Kruger**