

“Keeping it Fresh”

News from the FPEF – 31 October 2018

Dear FPEF members,

Welcome to another edition of *Keeping it Fresh* - one of the FPEF's communication tools to keep our members updated about matters which affect our members and our industry.

MRL'S DECIDUOUS FRUIT

The MRL requirements for the deciduous season have been published recently. The full information is available from <https://www.hortgro.co.za/science-tech-hub/market-access/>.

FEEDBACK ON HIGH-CUBE TRANSPORTATION MEETING

Thank you to Werner who represents the FPEF on this Work Group.

Following the decision of the meeting convened by the Minister of Transport on 11 October 2018 in Cape Town as reflected below:

1. The "moratorium" would be extended by one year to 1 Jan 2019, during which traffic officials would enforce the regulations without punitive measures being imposed and would collect data on the compliance or non-compliance of the movements of high-cube containers on the road.
2. A technical task team will be initiated, chaired by the DOT, including a number of key state and industry stakeholders, to formulate a plan for the way forwards. The team will conduct its work during the 1-year extended moratorium.
3. The work of the task team will include research led by the CSIR, investigating aspects of high-cube container transport which may include but not be limited to: vehicle safety, economic implications and opportunities for coastal shipping.
4. The Ministry issued a press statement to this effect on 12 October 2018.

The inaugural meeting of the Task Team took place on 29 October 2018, where the FPEF is represented. The next meeting of the Task Team is provisionally scheduled for 12 December 2018.

IMPORTANT NOTICE: ALL EXPORTERS AND FACILITIES HANDLING FRUIT AND VEGETABLES TO THE USA!

Food facility registration required through [FDA Industry Systems website](#) or submitted via mail or fax using the [FDA Form 3537](#).

Once-off registration was required previously, which was permanent.

According to the FDA (USA Food and Drug Administration) – under the (new) Food Safety Modernization Act (FSMA), registration is now required to be renewed every two years.

Registration is open from 01 October 2018 until 31 December 2018.

The process will take under ten minutes to complete on the FDA website and is free of charge.

FEEDBACK ON THE CITRUS COORDINATING MEETINGS

The Citrus Coordinating meeting took place on 24 October and was well attended with 236 participants present. The Department of Agriculture, Forestry and Fisheries, the National Plant Protection Organisation of South Africa (NPPOZA) and CGA hosted the event. Feedback was given to citrus producers, packhouses, logistics service providers, IT vendors, exporters and other fruit industry stakeholders providing an overview of the past season. Key registration dates and presentations of the meeting were circulated to all members.

If not received, please contact claudia@fpéf.co.za.

The practical implications of the EPA/SADC:

- A document was circulated recently on this topic and some members requested clarification of the application for quota permits applicable to the export of **fresh** fruit to Europe. According to Agbiz and the trade lawyers who assisted Agbiz in this, it was confirmed that only frozen fruit, HS 0811 code, is implicated in the application for quota permits for export of fresh fruit to Europe.

EXPORT DIRECTORY 2019

Herewith a reminder on information for the 2019 edition of the Export Directory to be supplied by members. Thank you to the majority of our members who have already responded to the request to provide updated details for the 2019 edition of the Export Directory. Those of you who have not responded as yet, please do so before 2 November as Marletta needs it to ensure that the publication is print-ready by December in order to launch it at Fruit Logistica: Berlin in February 2019.

SHORT FEEDBACK ON FRUIT ATTRACTION

- We participated for the first time in Fruit Attraction in Madrid from 22 to 25 October. Our participation was fully funded by industry. Our stand, The SA stand was a hive of activity and we had to obtain additional chairs and tables. It was initially thought that our participation would be primarily for the benefit of table grape and stone fruit exporters (who find it difficult to attend Fruit Logistica Berlin in February). However, it became clear that this participation benefits all fruit types.
- Thank you to Marletta for taking care of the stand design - and fulfilling the role of stand assistant (waitress!) in addition to performing the usual front desk duties with me. This additional role was necessary due to our financial constraints and it is hoped that we will have sufficient funding available in 2019 to hire the "waiters/waitresses".
- Based on the feedback provided by our members, it is clear that our participation should continue and that a larger stand should be considered for 2019. We will have to fund it again.
- Linked to our Transformation programme, four emerging/black farmers and exporters were taken along and our Transformation Coordinator, Johannes Brand, ensured that they were exposed to the complexities, challenges and opportunities associated with the export of fresh fruit.

EMERGING FARMERS/EXPORTERS' PARTICIPATION IN FRUIT ATTRACTION

As is mentioned in the report about our participation in Fruit Attraction, four emerging/black farmers and exporters attended the event. The primary objective of the trip was to give them further exposure to the overseas market and to gain a better understanding of the market requirements and dynamics. Amongst others they had insightful meetings with a large UK importer supplying M&S, Tesco's and Sainsbury's, who highlighted the trend towards the consolidation of suppliers and the difficulty for new smaller suppliers to get a foot in the door and a large European importer who opened their eyes to both opportunities and risks within the EU market.

TRANSFORMATION SURVEY

We undertake an annual survey amongst our members to obtain information on their Transformation achievements. This information was requested by Marinda via email from our members on 29th October and your urgent response would be highly appreciated as we are requested by Government on an ongoing basis to show what the industry is doing with regards to transformation. This year we have limited the questions to a bare minimum in order not to burden our members with additional admin.

FEEDBACK ON THE RECENT TRANSFORMATION SEMINAR

Our second annual Transformation Seminar took place recently and it was a huge success – thanks to our Transformation Coordinator, Johannes Brand. The success was evident based on positive feedback received. The seminar consisted of a keynote address by Bongive Njobe (Head of Social Investment at the First Rand Group and former Director-General of DAFF), William Hughes (evicted ex-Zimbabwean farmer and former Vice-Chairman of the Zimbabwean Commercial Farmers Union) and Brad Green (transformation specialist, executive and shareholder at the Signa Group). Recordings of their challenging and inspiring talks are available and the download link has been distributed to our members via email.

SAVE THE DATE: FPEF AGM

Herewith a reminder to save the date for our upcoming AGM taking place on **28 November at 11h00 at Glen Carlou Vineyards**. If you have not RSVP'd yet to claudia@fpef.co.za indicating whether you will be attending and joining us for lunch, please do so by **Friday, 16 November**. We would like to welcome all our members to this annual event and trust that you will be able to attend.

DECLARATION OF VOLUMES

It is again time for our exporter members to declare the volumes which has been exported. Marinda sent out the relevant documents and you are reminded to provide the information before **9 November**. Without this information, it will not be possible to invoice our members - which in turn will lead to the FPEF not being able to perform its duties as an organisation. Your information will only be used for this purpose and will not be divulged to any party.

Best regards

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