



News from the FPEF – 14 November 2018

Dear FPEF members,

Welcome to another edition of *Keeping it Fresh*.

Market Access and Development

A Fruit SA delegation is currently in China after having spent the past week in Seoul and Tokyo on market access and development matters. In Beijing, we are also participating in the *Beijing Fruit & Vegetable Fair* with a 48m² stand. A report on the outcomes of these meetings will be shared with you in due course as not all discussions and matters have been concluded at the time of writing this. In some instances, there seems to have been good progress with our applications.

In **Tokyo** the SA Embassy and Fruit SA jointly hosted a seminar on the South African fresh fruit trade. The attendees were from importers, retailers and logistics service providers.

In **Seoul** we have learnt that 40% of all grapefruit consumed in South Korea, is from South Africa. The retailer *e-Mart*, with whom the SA Grapefruit promotion was done in July this year, confirmed the success of the promotion – as was seen in their increased sales during the promotion as well as afterwards.

Meetings were also held with representatives of other retailers and importers and all confirmed the following with regards to SA fresh fruit exports **to Korea**:

- There is a need for our table grapes. Current imports are mainly from Chile, Peru, the USA and Australia.
- It was confirmed that the next access application should be for avocados.
- The popularity of SA grapefruit was highlighted.

Some common themes during all the meetings thus far were:

- The growing importance of plant health and full traceability
- The need for convenience, including matters such as on-line shopping, “ripe-and-ready” produce, new varieties (seedless, easy-peelers, etc.),
- Climate change, environmental practises
- The “digitised economy”, including matters such as electronic certification
- Continued focus on a healthy lifestyle, quality fresh produce and waste reduction
- The growing importance of the so-called “value-for-values” trading environment; especially ethical trading

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.

REMINDER: CYBER SECURITY AND TECHNOLOGY MEETING

Date: 15 November 2018 (Thursday) Time: 10h00 – 12h30 Venue: Olive Grove Auditorium, Stellenbosch

ANNUAL GENERAL MEETING

Thank you to those of you who have already indicated whether you will attend the **AGM on 28 November at the Glen Carlou Vineyards at 11h00**. For those who have not responded as yet, please do so before close of business on **16 November**. If you are not able to attend, then please complete a **proxy** and send it to Claudia (claudia@fpéf.co.za). It is important that there is a quorum at the meeting as the 2019 FPEF Board will be elected and the proposed budget for the next financial year will be tabled for approval.

EXPORT DIRECTORY 2019

The **FPEF Export Directory** is compiled and distributed by the FPEF on an annual basis and includes details of FPEF members and statistics of the previous fruit seasons. FPEF members are invited to advertise in the directory and there are still pages available for the 2019 edition. If you are interested in placing your company ad in the directory, please notify Marletta at marletta@fpéf.co.za by the **16th of November 2018**.

FPEF GRADUATE INTERNSHIP PROGRAMME

The FPEF graduate internship programme seeks to place high calibre, black, tertiary graduates with FPEF members for a one-year internship, with the hope that most interns will receive permanent appointments thereafter. Exporters are currently interviewing shortlisted candidates for January 2019 appointments. We have had a good response to the current round with 7 export companies participating and 8 positions potentially available. Should you be interested in participating in this programme, please contact our transformation coordinator Johannes Brand (johannes@fpéf.co.za).

CGA CITRUS SUMMIT

During March 2019, the CGA will present the third biannual **CGA Citrus Summit**. The goal of the Summit is to bring together growers and other value chain role-players in order to gain information and deliberate on challenges and opportunities for the southern African citrus sector. The theme of the 2019 CGA Citrus Summit is “Grow the Future, together. Balancing growth and inclusivity”. The CGA has sponsorship opportunities available; primarily funding students and/or black growers/potential exporters to attend at a cost of R10 000 per individual. Sponsoring five such persons will entitle the sponsor to be in the Silver Sponsorship category. Information about the benefits, exposure, etc. can be obtained from the CEO of the CGA, Justin Chadwick: justchad@cga.co.za.

DECLARATION OF VOLUMES

There are still members who have not submitted their volumes. We request that you make this a priority and send the figures to Marinda at marinda@fpéf.co.za by close of business on **Friday 16, November**.

Greetings

Anton