

“Keeping it Fresh”

News from the FPEF – 21 August 2019

Dear FPEF members,

Welcome to this edition of **Keeping it Fresh** where we share some of the recent relevant news and developments in a summarized format with you.

Yesterday (20 August), the Fruit SA Board met with Minister Thoko Didiza and the senior management team of the Department of Agriculture, Land Reform and Rural Development (DALRRD - formerly DAFF) where our industry's dynamics, concerns and challenges were discussed. The core matters discussed were:

- **Market access**
- **Transformation**
- **Infrastructure and Logistics**

Industry and Government agreed on the need for a more “aggressive” approach to accelerate market access.

With regards to Transformation, the FPEF's Internship Graduate Internship programme was highlighted as an important initiative. However, Government wants to see more black exporters – and our Transformation Coordinator (Johannes Brand) is developing a strategy for it. It also became clear (again) that we need all our members to provide the information on your transformation activities in order for us to present the full picture to Government.

Addressing the logistics challenges (ports, high-cube container issues) will be facilitated by DALRRD.

The Minister also emphasised the importance of intra-Africa trade; especially in light of the Continental Free Trade Agreement.

The need for implementation was emphasised and it was agreed to have regular progress/feedback reports.

Another important meeting was that of BFAP (Bureau for Food and Agricultural Policy) on 14 August where key stakeholders from government, business and the media met for the launch of the *2019/20 Baseline Agricultural Outlook*. The baseline highlights the critical performance of the agricultural sector to date and includes predictions as to what can be expected from major commodities in the near future. The baseline report can be accessed on **BFAP's website**. The fruit industry's information is on pages 78 to 90 - and the critical importance of expanded access to new markets is highlighted.

INVITATION TO OUTWARD TRADE AND INVESTMENT MISSION TO ABIDJAN, COTE D'IVOIRE

The Department of Trade and Industry (*the dti*) extends this invitation to all South African manufacturers and export community members to participate in the upcoming Outward Trade and Investment Mission to Abidjan, Cote d'Ivoire from the 07th to 11th of October 2019.

Closing date to submit applications is end of business day Friday **23 August 2019**.

The target sectors for this mission include:

- Agriculture and Agro-processing; and
- Infrastructure: roads & rail, bridges, ports, built environment professionals

Application form enquiries (EMIA)

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AGRI CAREER DAYS AT THE UNIVERSITY OF PRETORIA AND STELLENBOSCH UNIVERSITY

The FPEF has been instrumental in establishing these Career Days in 2012 and we have been participating since then. These events have now evolved into something more comprehensive and are being managed by Agrijob. Should you wish to participate, please contact Marianne van der Laarse (Managing Director of Agrijob) at marianne@agrijob.co.za.

The ultimate career portal for the agricultural and agri-food sector www.agrijob.co.za was launched in October 2018 @ Stellenbosch University (SU), with seed funding from SU Faculty of AgriSciences. The University of Pretoria (UP) has since also become an Education Partner. Traffic on the website since the launch increased by more than 700%, with daily hits between 30 and 80 per day. A next step is to facilitate industry and graduate/student engagement, and an **Agricultural Career Day** is the ideal platform. We are therefore proud to announce the following **Agricultural Career Day** events:

- **University of Pretoria 5 September 2019 @** Future Africa, the trendy new development at the UP Proefplaas
- **Stellenbosch University 3 October 2019 @** venue to be confirmed

A full-day event involving the private sector and industry organisations in agriculture and related fields:

- **Short and powerful talks by experienced graduates throughout the day** in the auditorium, sharing their career paths
- students can attend presentations of choice.
- **Small exhibits/mini-lounges expo style and breakaway rooms** where companies can have **one-on-one or group sessions** with under- and postgraduate students and selected school learners. Outdoor exhibits (banners/gazebos) will create a festive environment. Student appointments for sessions with companies will be facilitated by using a 'speed-dating' app, sponsored by Centre for Growing Talent by PMA.
- **Integration of other disciplines**, i.e. Engineering, Information Technology, GIS, B.Com.
- **Target Group:** Under- and postgraduate students in Agriculture, Food Science, Forestry and Genetics, first year BSc Biological Science students, and selected school learners with interest in Agricultural Sciences.
- **Industry participation and funding:** We expect at least 35-45 companies/industry organisations to participate. Participating companies will make contributions based on their level of participation, and corporate sponsorships will also be offered.

Not so good news is that our industry is experiencing **serious shortages of Horticulturists/Agronomists/Soil Scientists** – especially candidates with experience in primary production management – fruit, vegetables, crops and other horticultural commodities. Also a need for integration of other disciplines, i.e. Engineering , IT and BCom. **We need to find urgent solutions – here are a few suggestions:**

- Make **holiday work** (short-term internships) available for students, June-July 2019 or December 2019-January 2020;
- Consider a fixed-term internship programme from 2020 onwards;
- Participate in the upcoming **Agricultural Career Day** events at University of Pretoria and Stellenbosch University;
- Get involved on www.agrijob.co.za by becoming an Industry or Association Partner;
- Produce a 2-3 min. video to promote your company's most challenging positions to fill, i.e. Agronomist, Grower, Packhouse Manager, brand it accordingly and make it available for use on the Agrijob website. Our goal is expansion of Agrijob's 24h virtual career directory. For affordable short video production, for Gauteng contact **Indirect Media**, Christiaan Mostert christiaan@indirectmedia.co.za cell 072 575 2649, and Western Cape **Lucentlands**, Louise Brodie ochreworks@freshpix.co.za cell 078 168 0113.

Agrijob has since appointed Majella van der Arend as Admin Manager; she is an experienced administrator and is well-known in the horticultural industry. **Contact us** for your **recruitment requirements**, and if you would like to **participate in the upcoming Agricultural Career Day events** or become **a partner on the Job Portal**.

ASIA FRUIT LOGISTICA 2019

Yesterday, Tuesday 20 August 2019, the organizers of Asia Fruit Logistica announced their final decision **to continue with ASIA FRUIT LOGISTICA 2019 on 4-6 September 2019 as planned**, with Asiafruit Congress on 3 September 2019.

Best regards

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