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“Keeping it Fresh”

News from the FPEF – 19 September 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.

SPEAKER AT THE 2ND ALL AFRICA POST-HARVEST CONGRESS AND EXHIBITION – JUNETTE DAVIDS

We are proud to announce that Junette Davids, our PHI Programme Manager, has been invited as a speaker at the African Union’s post-harvest congress. She has been invited to tell them about our Post-Harvest Innovation Programme; particularly focusing on how a government/industry partnership could be successful and possibly duplicated in other African countries. The presentation is taking place in Addis Ababa, Ethiopia from 17 – 20 September 2019.

ANNUAL SA CITRUS LAUNCH IN YOKOHAMA

The South African Embassy in Japan in collaboration with the Japan Rugby Association, Kumagaya-city office, Citrus Growers Association, ROYAL (the importer), and HERITAGE (the catering partner), provided the **South African grapefruit juice** to enhance the attractiveness of the reception.



The juice was enjoyed by approximately 180 guests including the Ambassador, Springboks players, the member of the Imperial House of Japan (Princess Akiko of Mikasa), the former Prime Minister of Japan (Mr Mori), the former Minister of Education, Culture, Sports, Science and Technology (Mr Shibayama), and the head of Japan Sports Agency (Mr Suzuki).

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CITRUS: CUT-OFF FOR VALENCIA EXPORTS TO THE EU

Please take note of the Department of Agriculture's decision to **stop citrus inspections of Valencia's from non-CBS Free Areas, destined for the EU** - this season (2019).

The last day for PPECB inspections is 20 September 2019.

TRANSFORMATION SEMINAR

The third FPEF Transformation Seminar held yesterday in Stellenbosch was well attended by approximately 60 attendees comprised of FPEF members as well as members of Hortgro, SATI and the CGA.

Prof Mohammad Karaan, a Professor in Agricultural Economics at Stellenbosch University and **Prof Mzukisi Qobo**, an Associate Professor: International Business & Strategy at the Wits Business School were the speakers. Recordings of the presentations will be distributed to members when they become available.

GENERIC PROMOTIONS AND MARKETING

As usual, we are quite busy at this time of the year, representing our industry at international trade fairs and events. After *Asia Fruit Logistica*, it is time for *World Food Moscow* from 24 Sept to 27 Sept. FPEF has a booth on the National Pavilion in Pavilion 3, Hall 14 stand number C677.

Asia Fruit Logistica 2019: The importance of South Africa having a presence at this event was again highlighted during our participation this year. Attendance was inevitably impacted somewhat by recent unrest in Hong Kong, but visitor numbers exceeded expectations, reaching 90 per cent of 2018 figures. Thank you to the dti (Department of Trade and Industry), who have again funded a National Pavilion. Feedback received from some industry members was very positive and that the stand was well designed.

Fruit Logistica Berlin 2020

Please note, the closing date for Fruit Logistica Berlin 2019 applications has been extended to **20 September 2019.**



The FPEF Team (Anton Kruger, Marletta Kellerman and Werner van Rooyen) at Asia Fruit Logistica in Hong Kong.

Best regards

Anton