



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.

FRUIT ATTRACTION MADRID 2019

Fruit Attraction 2019 took place in Madrid from 22-24 October. It is the commercial meeting point for the entire fruit and vegetable value chain at international level. It was the second time that the industry (FPEF, Hortgro, CGA, SATI and Subtrop) sponsored a stand at Fruit Attraction. Ambassador Mntintso together with the FPEF CEO, Mr Anton Kruger opened the stand with a small ceremony. The stand was 88 m² with tables available for all South Africans to conduct their meetings from. The stand was a hive of activity and extra tables and chairs were hired to try to accommodate as many companies as possible. All feedback was very positive. Next year Fruit South Africa will again organize a stand and we will try to make it even bigger and better than this year.



The Fresh Produce Exporters' Forum (FPEF) co-sponsored two emerging farmers (Messrs Warren Bam and Brian du Preez) and one emerging exporter (Mr Ikarabele Motshwane) to attend Fruit Attraction 2019. Ms Junette Davids accompanied the delegation on the excursion. Several meetings were set-up with potential buyers, prior to the journey. Great appreciation is expressed to Stems Fruit, particularly Ms Ohra Smit and Christine Hanekom for including the delegation during two meetings with their importers (EU and UK) - the delegation gained first-hand experience of the nature of meetings with clients. The delegation also gained a better understanding of importers' requirements regarding availability

of cultivars; fruit quality; fruit size; taste quality; food safety; insight into market trends, etc. A constant flow of explicit communication between exporter and importer was highlighted as a critical element in any exporter/importer relationship. These meetings were particularly valuable to the young budding exporter, Mr Motshwane who asked many questions during the meetings.

In addition to the pre-scheduled formal meetings, members of the delegation secured engagements with potential clients whom they met at the event. The delegation further explored Madrid, especially the Old City, which included a visit to a supermarket – where they focussed on the quality and prices of fruit and which fruit types enjoyed greater shelf space than others.

Another memorable experience was a dinner with Fruit SA members when the waiters graced the patrons with beautiful opera songs between meals.



WORLD CITRUS ORGANISATION

The newly founded World Citrus Organization (WCO) was officially launched at Fruit Attraction, Madrid. With this official presentation, citrus fruits are finally placed at the same level of coordination worldwide as other fruit categories, such as

pears & apples, kiwis, avocado or red fruits, which already have their own global platforms. The WCO will act as the global platform for dialogue and action between the citrus producing countries worldwide. The core aim of the WCO is to facilitate member countries to better face common challenges and seize opportunities for the collective benefit of the citrus sector, in a spirit of cooperation and transparency. The group's first official meeting will be



held in Berlin next February during the annual Fruit Logistica exhibition, where they will focus on sharing ideas and boosting international consumption of all types of citrus.

FRUIT LOGISTICA BERLIN 2020

If you are looking for trade fair tickets please visit <https://csg-av-swa.shop.secutix.com/>. All trade fair tickets are sold at a discount here, compared to all other online sales channels.

These are the savings:

Day ticket FRUIT LOGISTICA 2020: Saving of 4 EUR per tickets (12.5% discount) compared to the official online shop.

Season (three day) ticket FRUIT LOGISTICA 2020: Saving of 10 EUR per tickets (20% discount) compared to the official online shop.

RUSSIA-AFRICA SUMMIT

The first Russia-Africa Summit and Economic Forum was held from the 22nd to the 24th of October in Sochi, Russia, where heads of state from 43 African countries and their host, President Vladimir Putin, discussed how to increase trade and cooperation between the Russian Federation and Africa. The summit was preceded by a Business Forum attended by investors and businesspeople looking at ways to scale up investment in various countries on the African continent.

Southern Africa was represented by all heads of the SADC and President Ramaphosa led the RSA delegation. South Africa used the occasion to promote our fruit in the Russian market. A big banner (5x15 m) was erected on the way from the airport to Sochi by the Grapefruit Industry of South Africa. South African events took place in the Public Library which was decorated with FruitSA banners. FPEF was responsible for the design of all marketing material (banners).

THE FPEF EXPORT DIRECTORY 2020 - MEMBERS' DETAILS

The process has started to prepare and compile next year's Export Directory. Seeing that the publication is widely used; both internationally and local, it is important to have the correct information of our members captured in it. You should have received an e-mail message from Marletta Kellerman by now – requesting you to confirm and/or update your details. If you have not done so yet, please send the information as soon as possible to: marletta@fpéf.co.za.

REMINDER: ADVERTISING IN THE FPEF EXPORT DIRECTORY

The **FPEF Export Directory (ED)** is compiled and distributed by the FPEF on an annual basis, and includes details of FPEF members, statistics of the previous fruit seasons and information on FPEF projects and initiatives.

FPEF members are invited to advertise in the ED for 2020.

Pricelist 2020	
Inside full-page A5	R15 500
Back cover page	From R42 800
Back inside cover page	From R26 750
Front inside cover page	From R26 750

If you are interested in placing your company ad in the directory, please notify Marletta via email at marletta@fpéf.co.za by the **11th of November 2019**.

Due date for artwork: 29 November 2019.

INVITATION TO PARTICIPATE IN THE FPEF GRADUATE INTERNSHIP PROGRAMME 2020

The FPEF launched a graduate internship programme in 2016. Since its inception, 16 graduates have been placed in internships in FPEF member companies, of which 11 received permanent appointments with their host company to date.

The purpose of the programme is to bring high-calibre, black graduates into the industry in commercial, logistics and technical roles, with the hope that successful interns will receive permanent appointments following their internship. Over time, the goal is to see a growing group of talented black professionals succeed and add value to our industry. The FPEF will contribute R3 000 per month towards intern salaries for qualifying interns and will cover the recruitment cost.

Agrijob, a new career platform launched in close collaboration with top universities, is handling the recruitment process and we have a short list of strong candidates available for placement from January 2020.

For more information, please contact johannes@fpef.co.za.

PORTS WORKGROUP

Our Operational Manager, Werner van Rooyen, will represent our industry on the workgroup looking into the various problems at the port terminals in South Africa. These serious matters were escalated to Presidential level and were highlighted on a recent airing on the TV programme, Carte Blanche. The programme can be viewed by using the following link:

<https://m-net.dstv.com/show/carte-blanche/videos/ports-in-peril/videos>

SAVE THE DATE: FPEF AGM

Please be advised that the **FPEF AGM** will be held on **Thursday, 21 November at Glen Carlou Vineyards at 11h00**.

An important point on the agenda is the election of FPEF Board members. Should you want to nominate anyone to be represented on the Board please complete the nominations which were sent by e-mail, and send it to claudia@fpef.co.za before 6 November.

Best regards

Anton

