



# KEEPING IT FRESH

**fpef**  
SOUTH AFRICA  
FRESH PRODUCE  
EXPORTERS' FORUM

*News from the FPEF – 05 August 2020*

## ***Dear FPEF Members,***

Amidst the COVID-19 circumstances, our industry continues to operate with resilience.

We are however, noticing a sharp increase in cases reported by you **of non-payment by importers** in various countries – and it seems that some of these importers and traders use COVID-19 as an excuse. It might be true in some cases, but in the majority of cases reported, the problems originated before COVID-19 was declared as a pandemic with the resultant international lockdowns and measures which impacted negatively on the sale and consumption of fresh fruit in some markets. Should you consider doing business with an unknown client, you are welcome to contact us and enquire if we have information on that specific importer/trader. You can also contact the Foreign Economic Representatives at the South African Embassies abroad. Marletta Kellerman can assist with their contact details: [marletta@fpef.co.za](mailto:marletta@fpef.co.za)



On the flipside, we are also receiving requests for assistance and **complaints from international traders/importers** about unscrupulous South African exporters - but none of those complaints involve members of the FPEF. Our strict membership criteria and Code of Conduct are deterrents to such behaviour. When we receive such complaints and/or information, we (again) advise that international buyers do business with FPEF members. These complaints however, tarnish the image of the South African fresh produce export industry and in an attempt to protect the image (and thus also that of our members), we refer such complaints to APAC (Agricultural Produce Agents' Council). Under the APAC Act, an export agent who is not registered with APAC, can be interdicted by APAC to either stop trading or they need to register and then trade under the rules of APAC.

**Operational conditions** for our exports are not without challenges but are being managed. If you do experience challenges of which we are not aware, please inform us in order for us to assist.

It is a pleasure to inform you that our Operational Manager, **Werner van Rooyen**, in his capacity as chairman of **Agrihub** was successful in obtaining funding from the Western Cape Government to develop an additional service, namely **Agrihub Inform** (an optimisation tool for supply chain efficiency).

This is really a very special achievement, given COVID-19 and reduced Government funding. Werner has truly succeeded in convincing the decision makers about the value of this tool.





**REMINDER: PhytClean ORCHARD AND PACKHOUSE online registration for stone fruit exports to EU (Apricots, Peaches, Nectarines, Plums, Fresh Prunes and Cherries) and USA**

Please note that you only have until **THIS FRIDAY** to register your orchards and packhouses for **stone fruit** exports to EU (Apricots, Peaches, Nectarines, Plums, Fresh Prunes and Cherries) and USA.

**REMINDER: PhytClean ORCHARD AND PACKHOUSE online registration for Apple & Pear exports to the USA & Mexico, Apple exports to China (provisional registration for pears) & Taiwan**

Please note that you only have until **THIS FRIDAY** to register your orchards and packhouses for **Apple & Pear** exports to the USA & Mexico, Apple exports to China (provisional registration for pears) & Taiwan.

Please complete online registration and payments by **7 August 2020**, to allow for an internal verification process to be completed. Please ensure that all orchards and packhouses are registered before 7 August 2020.



NB: Packhouse (PHC) registrations needs to be conducted separate from the orchard (PUC) registrations.

**TRADE SHOWS 2020**

***Asia Fruit Logistica 2020***

According to the organizers the show is still going ahead. FPEF is still waiting for the dtic to confirm if there will be a national pavilion. The show is from 18 to 20 November in Singapore.

***WorldFood Moscow 2020***

Due to travel restrictions, the FPEF will not attend this show anymore.

***PMA Fresh Summit 2020***

Please note that the PMA's *Fresh Summit* in October (13<sup>th</sup> to 15<sup>th</sup>) has not been cancelled – but will be a virtual event. For more information, please visit <https://www.pma.com/events/freshsummit>.



***Fruit Logistica Berlin 2021***

The recent survey conducted amongst our members regarding Fruit Logistica Berlin 2021 indicated that 77% of FPEF members who have responded (39 members) will attend this show (if there are no travel restrictions). 54% have indicated that they would like to be exhibitors. This information will be shared with the dtic to assist them with their planning for next year.

***Trade Missions***

Please note that all surveys were only conducted with regards to trade shows and not for trade missions. The dtic and Wesgro are in the process of identifying innovative ways of promoting our exports in light of the COVID pandemic. They would like to explore hosting virtual Outward Selling Missions and Webinars. This will entail identification of suitable speakers, securing of venues and our Embassies will assist with linking SA companies with potential buyers. FPEF will send out a survey this week to all our members for feedback regarding this new initiative. You are welcome to suggest initiatives that they could consider, to promote our exports under the new normal we find ourselves in. Please send your suggestions to [marletta@fpéf.co.za](mailto:marletta@fpéf.co.za).

## **INTEGRATED WATER RESOURCES MANAGEMENT (IWRM) AND THE PROCESS OF DEVELOPING AND IMPLEMENTING A RECONCILIATION STRATEGY**

Our intern, Kuhle Ndyondya attended this short training course. It focused on promoting the coordinated development and management of water, land and related resources, to maximize the economic and social welfare without compromising the sustainability of vital ecosystems. There were eight modules offered that roughly covered topics on water quality, water availability and the reconciliation strategies that will help strike a balance between water availability and water requirements. This course is relevant to the fruit industry for our fruit growers through developing proper irrigation systems with water quality. In the process of utilizing water the fruit industry should consider ecological sustainability so to ensure optimum harvesting and ensuring the environment is not damaged in the process.

## **CONFRONTING CLIMATE CHANGE (CCC) – CARBON FOOTPRINT WORKSHOPS**

CCC benchmarking and training workshops have been moved online now. Please visit the CCC website to see when the next training session will take place (<https://www.climatefruitandwine.co.za/>). By moving into the virtual meeting space the CCC are able to reach a larger audience, with the advantage that participants do not have to travel either.

## **AgriCAREERConnect 2020, VIRTUAL**

This is your company's opportunity to engage with young graduates with fresh thinking attitudes. Be the first in line to spot and employ the fresh new minds of our industry - for first jobs, internships, or holiday work.



Last year's AgriCAREERConnect events reached more than 1000 students, and exhibitors were impressed with the high calibre of talent. AgriCAREERConnect Virtual 2020 is

again organised in close collaboration with universities of Pretoria and Stellenbosch. Attracting students to AgriCAREERConnect Virtual 2020 is easy, as universities have been teaching students virtually since March this year, resulting in established and effective communication channels. The dates and venues are as follows:

**University of Pretoria - 8 October 2020**

**Stellenbosch University - 15 October 2020**

Please use the following link to participate: <https://www.agrijob.co.za/agricareerconnect/>

Herewith, a **summary of the rules and regulations** which have been published in the Government Gazette since the previous edition of *Keeping it Fresh*:

<b><i>Amendment to air services directions</i></b>	<a href="#">Air services amendment 27 July 2020</a>
<b><i>Auctions and sales in execution conducted by the sheriffs of the court</i></b>	<a href="#">Auctions and sales in execution</a>
<b><i>Amendments to biodiversity directions</i></b>	<a href="#">Biodiversity amendment</a>
<b><i>Livestock auctions</i></b>	<a href="#">Directions on livestock auctions</a>
<b><i>Extension of the validity of visas and permits</i></b>	<a href="#">Home affairs validity of visas</a>
<b><i>Amendments to the directions on the reopening of schools</i></b>	<a href="#">Amendment to basic education directions</a>
<b><i>Extension of the validity of visas and permits</i></b>	<a href="#">Home affairs validity of visas 4<sup>th</sup> amendment</a>
<b><i>Lockdown Regulations Amended</i></b>	<a href="#">Advance level 3 second amendment</a>

**Kind regards**  
**Anton**