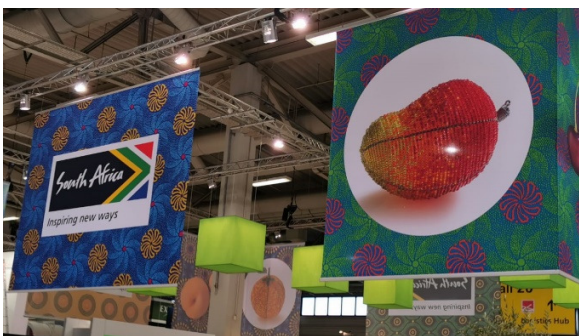




Dear FPEF members,

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.



As is the case every year this time, most of our members were in Germany attending Fruit Logistica Berlin 2020. Thanks to the Department of Trade, Industry and Competition (*dtic*), South Africa again had a presence in the form of a National Pavilion of more than 400m². Our Marketing Manager, Marletta Kellerman, did a sterling job with regards to the design and graphics (which incorporated the cultural diversity of South Africa). The Pavilion was highly visible and functional as well. Judging by initial feedback, it seems that the event was of value to our members.

The event was also utilised to launch the 2020 edition of the FPEF's Export Directory. The FPEF Chairman, Adolf Kieviet, handed a copy of the publication to the South



African Trade Councillor in the Embassy in Berlin, Jacob Moatshe.



Copies of the publication, together with the USB version will be mailed to all FPEF members in due course. The directory will be available to download on our website soon.

GULFOOD DUBAI: 16-20 FEBRUARY

The next event we will participate in, is Gulfood in Dubai from 16 to 20 February - and Marletta Kellerman will represent us there to ensure that SA is visible as one of the 200 countries which participate in this trade show. The South African pavilion is in **Shk Rashid Hall** and the stand number of FPEF is stand **R-B36**.

DTIC APPROVED FUNDING FOR EVENTS

The FPEF, in its capacity as the official Fresh Produce Export Council, registered with the *dtic*, each year applies for *dtic*-funding for certain events. We are thus pleased to announce that the *dtic* have approved funding for the following events which are relevant to us for the next financial year:

Event	Date (Month)
Fruit Logistica Asia in Singapore	Sept 2020
World Food Moscow	Sept 2020
China International Import Export	Nov 2020
Fruit Logistica Berlin	Feb 2021
Gulfood Dubai	Feb 2021
FOODEX Japan	March 2021

MARKET DEVELOPMENT

One of the roles of the FPEF is to assist our members in exploring opportunities in potential markets, and/or optimising and growing existing markets. Due to our continuous engagements with the Government, it happens that we are invited to explore such opportunities together with Government. Two such recent examples are Poland and the Czech Republic. The SA Embassies in those countries have invited the FPEF to promote our industry amongst importers, wholesalers, retailers and relevant Government officials in Warsaw and Prague. The visit to Warsaw concludes today and the meetings in Prague will take place in the next few days. Reports on these visits will be shared with you in due course, but judging by the meetings arranged by the Embassies, it seems that there is an appetite for fresh fruit from South Africa; in Poland it is especially for citrus, table grapes and avocados.

As regards market retention and optimisation, a current challenge is exporting to Saudi Arabia which now requires additional laboratory tests to be conducted. Our Operational Manager, Werner van Rooyen is taking the lead in an effort to obtain a more achievable protocol.



NEW ASSOCIATE MEMBER

We would like to extend a hearty welcome to our new Associate Member, **APL Cartons** and trust that they will find value in being a member of the FPEF.

FREEK DREYER – CERTIFICATE OF MERIT AWARD

ZEST Fruit's Freek Dreyer recently received recognition for his work in growing South African fresh fruit exports to Russia. He was awarded a Certificate of Merit from the Chamber of Commerce and Industries of the Russian Federation.

REMINDER: IMPORTANT DATES

Citrus Marketing Forum (CMF) meeting: 11 MARCH (time and venue to be confirmed by the CGA).

AGRICAREERCONNECT

The FPEF's graduate placement programme, in which high calibre black graduates are appointed within FPEF members companies, is a pivotal programme within the FPEF's transformation strategy.

AgriJob, a career portal who work closely with top universities, are responsible for the recruitment of candidates for the FPEF's graduate placement programme. AgriJob hold an annual career fair at the university of Stellenbosch and Pretoria, which provides an ideal opportunity for FPEF members to find qualified and skilled staff, identify talent by engaging with students and graduates and showcase career opportunities at your company. Sponsors and exhibitors can get a speaking slot in the auditorium, where expert graduates share their career paths and promote your company's career opportunities.

AgriCAREERConnect 2020 dates:

- 16 April 2020, STIAS, Stellenbosch University
- 29 July 2020 (Animals) & 30 July 2020 (Horticulture and Crops), Future Africa, University of Pretoria

The AgriCAREERConnect events last year brimmed with energy: hundreds of students/graduates engaged with more than 35 companies, and enthusiastic graduates shared their career paths and highlighted career opportunities. Get a glimpse of what happened at these events in these short videos!

@Stellenbosch <https://youtu.be/FKhLT7vYP00>

@Pretoria <https://youtu.be/a8mCaTrcCIM>

To be part of this year's innovative career events, come join us at the FPEF stand or book your own stand at www.agrijob.co.za/agricareerconnect or contact Majella van der Arend (majella@agrijob.co.za): Cell 064 757 1140.

POST-HARVEST INNOVATION PROGRAMME (PHI): SECOND CALL FOR RESEARCH FUNDING PROPOSALS

On 5 February 2020, the FPEF issued a second call for funding proposals to its partner industry associations under the current PHI-4 Programme funding phase. The 'call for proposals' was initiated due to residual funds *after* allocations were made to industries that committed to co-funding a video-based monitoring and inspection training module for phytosanitary mitigation. The video-based monitoring and inspection training module is designed to address a *current and urgent market retention need in the industry* while tailored according to individual industries' requirements.

All PHI industry partners were invited to submit funding proposals that fall within the broader postharvest scope of the Programme. The scope of the total funding available for the call is **R382 000**, which will be co-funded by PHI and industry on a 50/50 basis (i.e. R191 000 from PHI and R191 000 from industry). All proposals must be endorsed for co-funding by the relevant industry partner, before submission to the FPEF. Funding proposals with an HDI training development component will receive preferential consideration.

The closing date for ***industry-endorsed*** funding proposals is **13 March 2020** and must be emailed to Ms J Davids at junette@fpéf.co.za. Please contact Ms Davids if you require further information regarding the call for proposals.

From a very cold Warsaw!
Anton

