

FPEF MEMBER BENEFITS

The FPEF is a voluntary, non-profit organisation with a membership base that represents more than 90% of fresh produce exported from South Africa. FPEF Members comprise fruit exporters, producer-exporters, export and marketing agents, pack houses, logistics and other service providers.

Whether accredited or associate; FPEF members receive many direct and indirect benefits:

- **Stakeholder Engagement.** The neutral and representative status of the FPEF allows it to engage with authorities on a national and international level, as well as leveraging external funding on behalf of the industry.
- **Market Access and Development.** Access to new markets, as well as retaining existing markets and optimising import conditions in established and new markets is one of the key focus areas of the FPEF. The FPEF is instrumental in efforts to resolve the challenges experienced with exports to various countries as well as to gain access to new markets.
- **Compliance.** FPEF member companies enjoy a high level of credibility, due to the FPEF's strict accreditation criteria and *Code of Conduct* with which they have to comply. This comes into play when the Forum receives enquiries from overseas buyers wanting to know whether a particular South African supplier is a member of the FPEF. On the other hand, FPEF members are welcome to contact the CEO to verify whether a potential importer is on the list of 'suspect' importers.
- **Dispute Resolution.** When disputes arise over monetary matters, the FPEF Secretariat provides a mediation service for its members to find speedy and cost-effective resolutions.
- **Real-time Statistics.** The FPEF is a shareholder in Agrihub (Pty) Ltd., established to develop and maintain an online facility that can provide real-time shipping information to the industry. FPEF members do have access to this information at no cost. A member needs to obtain a password in order to utilize the service.
- **Marketing Forums.** The FPEF is a member of the Citrus, Table Grape, Berries and Pome and Stone Fruit Marketing Forums.
- **Trade Shows.** *Fruit Logistica Berlin* and *Asia Fruit Logistica* are two of the most significant trade shows on the international fresh fruit calendar. Naturally, it is very important that the South African fresh fruit export industry participates. The FPEF, in its capacity as the official *Fresh Produce Export Council*,

registered with the dtic (Department of Trade, Industry and Competition) applies annually for funding from the department to ensure a strong South African presence. The FPEF assists with the design of the South African pavilion, which facilitates interaction between FPEF members and international traders.

- Other key trade show participation includes *Fruit Attraction Madrid, Gulfood Dubai, World Food Moscow, Agrilink Philippines, China International Import Expo (CIIE)* and *Fresh Produce India*. Most of these strategic important events, are funded by the industry.
- Apart from trade fairs, the FPEF utilises opportunities created by the dtic, Wesgro and the Western Cape Department of Agriculture to attend smaller events, organise trade missions and distribute appropriate information within the industry.
- **Marketing Material.** The annually updated Export Directory, widely regarded by local and international governments as the official South African fresh produce export publication, is available on the FPEF website, but also distributed at trade fairs and exhibitions. It contains the latest export statistics and a list of FPEF members, their products, and most recent contact information. An electronic version of the directory is available as a USB and translated where applicable.
- **Industry Information.** FPEF members receive a vast range of information on government services and programmes, export protocols and alerts, and weekly market and shipping statistics via email. In addition, the FPEF is involved in high level engagement and liaison with government departments and state enterprises regarding export protocols, inspections, logistics, and market access.
- In addition, the FPEF chairs and hosts different marketing and technical meetings and represents members and the fresh produce industry on numerous Boards, national and international committees, associations and Forums.

Further to the benefits listed above, the FPEF manages a number of programmes for the greater good of the industry. Please refer to our website (www.fpef.co.za) for further details on these initiatives:

- **Post-Harvest Innovation (PHI) Programme.** The PHI Programme is a research and innovation initiative managed by the FPEF and co-funded by the Department of Science and Innovation to address critical challenges in the post-harvest leg of the value chain. The Programme is currently in its 8th year of existence and has allowed the industry to invest in more research and development and, in turn, develop a profile amongst new emerging professionals in the country, leading to the intake of more highly skilled scientific and technical workers. All PHI-funded projects present benefits for FPEF members. Some of these include the development of a solar power decision-making tool for use in pack houses and cold stores, an online agrochemical database, and free energy audits.
- **Transformation and Training.** The FPEF's transformation initiatives consist mainly of a Graduate Placement (Internship) programme, the Top of the Class (TOC) and Leadership & Mentorship (L&M) training programmes and a programme to develop emerging exporters. These programmes are aimed

at fresh produce industry employees, emerging farmers and exporters. Training material, including the FPEF series of Trade Chain Manuals, are accredited by SETA. The FPEF's Graduate Placement Programme focuses on providing high calibre black tertiary graduates with experience in scarce skills in the industry through a 1-year placement within our fruit export member companies. The scarce skills include distribution/logistics, marketing, sales and accounting within the context of the fruit export industry.

- A BBBEE Toolkit was also compiled by the FPEF to assist our members with completing their Scorecards.