



KEEPING IT FRESH



News from the FPEF – 28 February 2024

Dear FPEF Members,

We are still wrapping up all the administration regarding Fruit Logistica Berlin 2024 but are already busy with arrangements for **Asia Fruit Logistica** in September in Hong Kong and **Fruit Attraction** in Madrid in October. You have received communication in this regard from **Marletta Kellerman** (our Marketing Manager).

Deposits to secure stands for us at both these events need to be paid in the next few days. In recent years, the dtic paid for the South African pavilion at Asia Fruit Logistica but given that they were not able to fully fund the pavilion in Berlin, coupled with the fact that we have not received any communication yet on funding Asia Fruit Logistica, we are working on the assumption that we will have to fund it. The funding should be provided by all six members associations of Fruit SA: the **FPEF, HORTGRO, SATI, the CGA, SUBTROP** and **BerriesZA**. More about our participation in trade shows can be found later in the newsletter.

Another event taking place on **5 and 6 August in Cape Town** is **IFPA's Southern Africa Conference**.

The Agbiz Chief Economist, **Wandile Sihlobo** wrote an interesting article on policy considerations with regards to market access and logistics. The document was shared with you and the content confirms our strategic focus.

- The products that dominated agricultural exports were citrus, maize, apples and pears, nuts, wine, soybeans, sugar, wool, grapes, berries, avocados and fruit juices.
- Improving the logistical infrastructure efficiency and export market expansion (access) are crucial for growth, sustainability, and job creation.
- The Department of Trade, Industry and Competition (dtic) and the Department of Agriculture, Land Reform and Rural Development (DALRRD) should lead the way for export expansion in these agricultural strategic markets.

More information on the logistics developments can be found later in this newsletter.



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Fruit Logistica Berlin 2024 Feedback

After a very successful Fruit Logistica Berlin, we would like feedback from our members to assist us in future decisions. We don't know the future involvement of government; especially with regards to funding and must pro-actively consider alternatives and options.

We have requested you to please provide us with an indication of the Rand value of business done (new and existing business secured). This information will only be used at an aggregated level to get an indication of the Return on Investment on our investment of R3 million – the cost of the Fruit Logistica Berlin stand.

A reminder to please send the information to marletta@fpf.co.za by **Friday, 1 March**. Please be assured that this information will be treated with the utmost confidentiality.

Feedback on survey for Fruit Attraction Madrid 2024

We asked our members to complete a survey to get an indication of the interest to “buy” a private booth at Fruit Attraction Madrid as we are exploring various options to obtain funding. Please see the outcome of the survey:

Participants: 21 members

Question 1: Would you consider buying a booth at Fruit Attraction which will be exclusively for your own use and will be branded with your logo?

Yes: 10
No: 11

Question 2: Are you willing to pay for such an exclusive booth?

Yes: 9
No: 12

Question 3: Please specify the amount that you are willing to pay:

Except for one reply of R150 000, the amounts ranged between R10 000 and R50 000

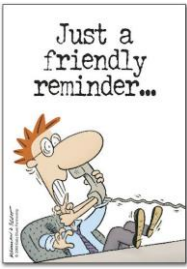


As the cost of a 9m² stand starts from R130 000 it is not likely that we will offer private booths at Fruit Attraction Madrid.

Should you have other suggestions on how we can obtain adequate funding to have a functional stand at the event, please send it to marletta@fpf.co.za.

We aim to have at least the same number of tables as what we had in Berlin where you can conduct your meetings. The cost for such a stand with only tables and chairs (no meeting rooms) will be at least R2,4m. We are engaging with the grower associations to contribute as well.

FINANCIAL MATTERS – OUTSTANDING MEMBERSHIP FEES 2024



FPEF membership fees were due on **31 January 2024**. However, there are a small number of our members who did not adhere to the deadline, and we appeal to those members to settle their outstanding fees by latest **29th February 2024**.

If you have any queries or questions or have another reason for withholding payment, please contact **Marinda Roux** to discuss marinda@fpef.co.za. Your co-operation and assistance are appreciated.

We sincerely wish to thank all those members who paid on time.

TRANSFORMATION – FIVCRT TRANSFORMATION WORKING GROUP GROWERS' VISITS

The **Fruit Industry Value Chain Round Table (FIVCRT)** is a public private partnership to further the interests of the fruit export industry. It has multiple work streams, one of which is the transformation workstream which the FPEF participates in together with its sister organisations within FruitSA and a number of government departments including DALRRD and NAMC. The primary purpose of the FIVCRT transformation group is to tackle transformation in a co-ordinated manner within the fruit export industry and to gather industry transformation data to monitor transformation gains and report to government. On the 12th of February, the FIVCRT transformation working group visited two black owned table grape farms in De Doorns (**Siyazama and Roode Zand**) and a black owned stone and pome fruit farm in Ceres (**Dwarsberg**). The farms made a good impression and the farmers all commented that they would not be where they are today without the support of the industry bodies under FruitSA.



FIVCRT transformation working group members at Dwarsberg



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Over the past few months Transnet has been on a recruitment drive to staff the fourth shift at the Cape Town Container Terminal which will be implemented on the 1st of March 2024. The average weekly productivity remains around 12 GCH with some days reaching 15 to 17 GCH. The availability of truck combos (mafi's) and the frequency of RTG breakdowns are cited as the main reasons that the port cannot consistently increase performance. To date the month of February has recorded 93 hours of wind delays compared to last year's 240 hours and a big contributing factor to the port moving more containers during the peak period.

During the **Western Cape TNPA business to business breakfast**, it was announced that a design consultant has been appointed for the development of the Phase 2B Cape Town Container Terminal expansion. The terminal upgrade will increase the density of the container terminal surface so that capacity can increase from 1 million to 1.4 million teu by stacking containers 5 high. The Rail area will be modernized, and capacity of the rail yard will be increased and the permanent truck staging area at the PIP site in Paarden Eiland will facilitate truck traffic through the new modern port gate with automated functions.



Captain Vernal Jones, Acting Western Cape Regional Executive TNPA

The Durban pilot boat is out for repairs and expected to return to service next week. This has put severe pressure on the helicopter service that was deployed 24/7. The pilot boat outage resulted in only one sailing and no docking the past Saturday. TNPA mentioned that two of their night pilots resigned, placing a further strain on resources until two additional pilots are certified for night flights.



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Port of Rotterdam

In Europe, **Rotterdam** is the leading agrofood port. Due to its proximity to the 'greenports' trade clusters and direct linkages from the key sourcing regions in Latin America and South Africa, Rotterdam is a hub of the agrofood supply chain, where reliability, speed, and efficiency are of the utmost importance.

The port authorities discussed their vision for the future of agrologistics in the port of Rotterdam whilst sailing with a ferry through the various port facilities like the **Rotterdam Food Hub**. The FPEF delegation visited the state-of-the-art deepsea terminals on the **Maasvlakte**. Additionally, the Customs Authority updated the FPEF delegation on the most recent developments that will expedite, optimize, and secure the customs clearance process. Following the conclusion of a successful and inaugural port tour, which was effectively coordinated between the **FPEF and the port of Rotterdam authorities**, the FPEF will undoubtedly provide members with updates about the possibility of organizing another port tour in future.



Best regards
Anton Kruger



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