



KEEPING IT FRESH



News from the FPEF – 14 February 2024

Dear FPEF Members,

I believe that at this stage, most of you who attended Fruit Logistica in Berlin, are back home safely. It appears that several of you contracted flu while in Berlin and we wish you a speedy recovery to follow up on the deals concluded at the event.

As was reported earlier, the Department of Trade, Industry and Competition (dtic) did not fund our industry's participation. Fortunately, our industry was able **to fund, design and operate** a South African Pavilion at the event - as can be seen in the photos.

A positive point was that the senior political officials of the SA Embassy in Berlin including the Deputy Head of the Embassy (**Mr Andries Oosthuizen**), the Political Counsellor (**Mr Willie van der Westhuizen**) and the First Secretary Political (**Mr Justin Kemp**) jumped in to ensure visibility of the South African government when they become aware of the dtic's cancellation of participation.



They then took it upon themselves to assist us every day on the pavilion, which we really appreciated. We launched the 2024 edition of our **Fresh Produce Export Directory** at the event by handing a copy of it to the Deputy Head of the Embassy, **Mr Andries Oosthuizen**.

I wish to express my appreciation to our Marketing Manager, **Marletta Kellerman**, who was responsible for a successful event. She will shortly ask you for an indication of the value of the business concluded as well as your input regarding the show (what can be done better, etc.)



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More information about this recent **Fruit Logistica Berlin**, planning for **Fresh Produce India** trade show in March in Mumbai, **Asia Fruit Logistica** in September in Hong Kong and **Fruit Attraction** in Madrid in October will be shared with you.

The most important matter to keep in mind is that we will likely have to fund these events in the future.

The gathering of people from all over the world at Fruit Logistica, gives the opportunity for international organizations to have meetings and other interaction. Examples are the **IFPA's** Executive Leadership Seminar, the **SHAFFE AGM** (where the future and operating model of SHAFFE was discussed, meetings of the **International Berry Organisation (IBO)**, the **World Citrus Organisation (WCO)**.

The **International Fresh Produce Association (IFPA)** announced recently that **Jane Stijdom** was appointed as the Country Manager for South Africa. We congratulate her, wishing her all the best and would like to assure her that she can count on the FPEF members who serve on the Country Council.

On the logistics front, especially the Port of Cape Town, we see increased levels of communication (including a daily War Room meeting) and management changes. The vacancy for a new Transnet CEO has been advertised and we trust the current Acting CEO will be permanently appointed.

You will have noticed the media releases by both the CGA and Hapag Lloyd regarding a new service. The FPEF also participated in the project by providing funding and expertise.

More details on what happened in the past two weeks will be shared in this edition of *Keeping it Fresh*.

MARKETING AND PROMOTIONS

Fruit Logistica Berlin 2024

Fruit Logistica remains one of the world's leading fruit and vegetable industry shows, which took place from 7 to 9 February. More than 66,000 visitors attended the show, and 2,770 exhibitors presented their companies and countries.



The 280m² stand with an open layout design was always busy with South Africans conducting their meetings from the stand. Even though we rented eight extra tables to have a total of 26 tables with four chairs each, there was always a need for more. This proved to us that there is a need for a stand of this size and that we need to consider all options on how to fund this in future.

According to our records, more than 50 FPEF members attended this event, with at least 14 with their own stands. There were also three co-exhibitors on the stand who paid for their own space. They indicated that they had a very successful event.



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The **Welcome Reception** was a very cheerful event where everybody could enjoy themselves over a glass of good South African wine. We would like to thank our sponsors again for making this event possible: **Contour Logistics, Dole South Africa, Everseason, Freshgold SA Exports, Fruit Heart Exporters, Komati Fruit, LCL Logistics Southern Africa, Pomona Fruit, PPECB, SAFPRO, Stems Fruit and Unifrutti SA.**

The get connected cards will be sent out in due course. We will also start collecting feedback from our members about their experience of the stand and will also ask for an indication of the value of the business concluded during this event as this will help us with future motivations.



Fresh Produce India 2024

India’s top business event for fresh fruit and vegetables is back in person again in Mumbai on 21-22 March. A FruitSA delegation will attend this event. The CEO of the FPEF will also represent South Africa on a panel, and will explain the overall South African fruit industry, the product range and exports to India.



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TRANSFORMATION

The **Western Cape Department of Agriculture** (WCDa) sponsors a group of emerging fruit farmers to attend Fruit Logistica Berlin every year to give them exposure to the export market environment. For several years, the FPEF has partnered with WCDa to assist the farmers with pre-trip preparation. The FPEF's transformation manager provided an overview of the value of international trade fairs from an exporters perspective and highlighted key aspects of healthy relationships between exporters and their overseas clients. The growers also received a briefing from the Western Cape Provincial Minister of Agriculture, **Mr Ivan Meyer**, pictured below with the growers, members of the minister's office and the FPEF transformation manager, **Mr Johannes Brand**.



Ports

Representatives from various industries attended the annual Port of Cape Town Stakeholder dialogue hosted by the Western Cape Government. Consensus from all parties was the need for PSP (Public Sector Participation), that it is a given, with only the ‘where and when’ which must still be decided. The Pier 2 partnership will be reviewed for learning points and areas of improvement. The due diligence portion for the Pier 2 deal has been completed and the focus is on internal governance. According to Michelle Phillips, the process is on track.



Michelle Phillips, Transnet Acting Group Chief Executive

There is no one-size-fits-all PSP model and expert advice from Mervin Chetty from MTBS is to push boundaries not only related to PSP’s but also how to position South Africa to a more prominent position on the continent. The Transnet board presented Minister Gordhan with a preferred list of candidates for senior management positions and the decision should be shared shortly.

The vertical separation in Transnet Freight Rail (TFR), originally planned for October 2023 will now take place on the 1st of April 2024. TFR will have an operating company (TFROC) and a network company (TFRIM). We await the latest rail network maps but were told that the Cape Town – Port Elizabeth line via Mossel Bay requires work to be fully functional.

The Port of Cape Town average weekly productivity numbers remain stagnant and equipment breakdown is listed as one of the contributing factors. We have requested visibility as time lost seems to occur on many fronts. Vessels at anchor have reduced but must be viewed against the lower-than-normal wind delays in February and volumes diverted to Port Elizabeth and conventional vessel loadings.

Preparations for the citrus season

Japan

The **Ministry of Agriculture Fisheries and Forestry** (MAFF) of Japan has informed the **Department of Agriculture, Land Reform and Rural Development** (DALRRD) that a MAFF inspector would travel to South Africa later this year to undertake concurrent audits in accordance with the Avocado and Citrus protocols.

As a result, MAFF has informed DALRRD that shipments to Japan may resume in the interim at a date mutually agreed upon and recommended by DALRRD. Industry requested DALRRD to notify MAFF of an anticipated date of **March 15, 2024**, on which shipments to Japan will resume.

Korea

The **APQA inspector** is scheduled to arrive on **April 2**, at which point auditing for 2023 and 2024 will start; commencement is contingent upon APQA approval by April 10. Regrettably, the inspectors from South Korea are unable to make it to South Africa before Easter weekend.

Best regards
Anton Kruger



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