

KEEPING IT FRESH

fpef
fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

News from the FPEF – 16 September 2026

Dear FPEF Members,



One year at FPEF – what a rollercoaster!

It is hard to believe that I have already completed my first year at FPEF – and what a year it has been.

There has certainly been no shortage of challenges. Wind, port disruptions, geopolitical uncertainty and even war have tested our fresh produce export value chain in ways few could have predicted. At times it has felt as though just as we get over one hurdle, the next one appears.

But the past year has also reminded me why this industry is so special. New markets are opening, new opportunities are emerging, and time and again our producers, exporters and service providers find a way to adapt, collaborate and keep the fruit moving.

One of the highlights for me has been the opportunity to engage with so many of our members. Whether during individual visits, industry meetings, our committees and events, or simply through the many calls and conversations when an issue needs to be

resolved, these interactions have helped me better understand both the challenges our members face and the value they expect from FPEF.

fpef
fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

Market Access

Provide Information

Government Engagement

Transformation

Export process assistance

Research, Development and Innovation

It has also been a privilege to represent our members and the broader fresh produce export industry in engagements with government, Transnet, regulators, international partners and other stakeholders, as well as at various industry forums and events. Our industry has an important story to tell, but also a strong voice that needs to be heard when decisions affecting our competitiveness are being made.

If there is one thing I have learned over the past year, it is never to underestimate the resilience of the South African fresh produce industry. We operate in an increasingly competitive and uncertain world, but we also have an extraordinary value chain with the experience, innovation and determination to find solutions.

There will undoubtedly be more twists and turns ahead. Our job at FPEF is to make sure that we continue to represent our members, create value, open doors and help build an environment in which South African fresh produce exports can grow.

After one year, I remain incredibly positive about our industry and the opportunities ahead.

One year down. Still enjoying the ride!

FINANCIAL MANAGER – MARINDA ROUX

Annual Declaration of Volumes Exported — Coming Your Way in October

FPEF members are reminded that the Annual Declaration of Volumes Exported for the period **1 October 2025 to 30 September 2026** will soon be due.

In the middle of October, our Financial Manager, **Marinda Roux (marinda@fpf.co.za)**, will email all members the formal request along with the declaration form to complete.

Once you've received this request, we kindly ask that you submit your completed declaration as soon as possible.

It is of utmost importance that every member submits their declaration, as this information directly impacts FPEF's budget and operational planning for the next financial year. Your prompt response helps ensure we can plan and allocate resources effectively on behalf of all our members.

Please keep an eye on your inbox for Marinda's email, and don't hesitate to reach out to her directly with any questions about the declaration process.

Asia Fruit Logistica 2026

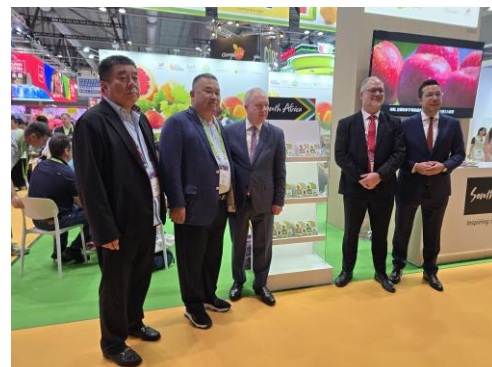
The latest edition of **Asia Fruit Logistica** took place from **2 to 4 September 2026** at **AsiaWorld-Expo** in **Hong Kong**.



FPEF hosted and funded the South African Pavilion together with the Fruit South Africa members (grower associations). The **120m²** stand was buzzing with energy as South African fresh produce exporters met with existing clients, connected with new business opportunities and strengthened relationships with international partners.

Around **2 600** exhibitors from approximately **90**

countries presented their products, services and technical solutions at the event. It attracted approximately **90 000 participants** from **151 countries**. Although we do not have specific figures, South African attendance was lower than in previous years. Nevertheless, the exhibition was well attended by FPEF members.



The pre-booking system for tables worked well and provided more South African companies with the opportunity to conduct business from the stand.

We received **112 trade leads** at the front desk, which were shared with all FPEF members.

Asia Fruit Logistica will return to Hong Kong's AsiaWorld-Expo from **7 to 9 September 2027** to celebrate its **milestone 20th edition**.

Fruit Attraction Madrid 2026



The next edition of **Fruit Attraction Madrid** will take place from **06 to 08 October 2026** at **IFEMA Madrid**.

The FPEF will host and fund the South African Pavilion together with the Fruit South Africa members (grower associations). A **160m²** stand has been secured in **Hall 14, Stand D10 (14D10)**. Pre-bookings for meeting tables are now open and will close on **25 September, 16h00**.

Please ensure that you have read and understood the terms and conditions prior to booking a table. During the exhibition, additional bookings may be made at the pavilion on a first-come, first-served basis, subject to availability. Preference will be given to members of **FPEF, CGA, Hortgro, SATI, Subtrop, and BerriesZA**. Please have a business card available as proof of membership if requested.

Training – FPEF Harvest to Home (H2H) fruit export training programme

FPEF recently delivered its **Harvest to Home Programme** to junior and middle management within the **Fruitways group**, taking participants through the full fresh produce export value chain from **31 August to 16 September 2026**. The programme combined classroom learning, group activities and practical exposure covering production, quality management, cold storage, packaging, logistics, transport, export documentation, marketing, global export markets and the role of exporters.

The training gave participants a broader understanding of the interdependencies across the value chain, including how their own roles contribute to the bigger picture, while providing practical insights they can apply to perform more effectively in their areas of responsibility.

The next interactive online **H2H programme begins on the 13th of October** and there are **still a few places available**. For more information please contact **Johannes Brand** – johannes@fpf.co.za.



Follow up to the August meeting hosted by Minister Creecy and deciduous season readiness

On **11 August**, **Minister Creecy** and **senior Transnet managers** met with representatives of the deciduous fruit industry. The engagement provided an opportunity for Minister Creecy to update the industry on efforts to strengthen Transnet's role in supporting the sector and to assess its readiness for the upcoming deciduous fruit season.



Solly Letsoala, Group CEO of Transnet

During the meeting, the Minister tasked **Mr Solly Letsoala, Transnet Group Chief Operating Officer**, with engaging the shipping lines to strengthen the existing War Room and ensure that the platform supports agile and responsive decision-making.

A second priority identified was the need to increase rail volumes from Belcon. With approximately one and a half months remaining before the start of the deciduous fruit season, the **FPEF invited Mr Letsoala to undertake a joint visit to Belcon in October 2026**. The visit will provide an opportunity to engage with all rail service providers, assess progress, and obtain an update on the implementation of the agreed action items.

Western Cape Department of Mobility

The **Department of Mobility** hosted a session to discuss the proposed **Western Cape Terminal Network Design**. The concept of freight villages and super inland terminals is widely implemented internationally and is being considered as part of the Western Cape's approach to strengthening its freight and logistics network.

Based on the **Freight Demand Model (FDM)**, the **GAIN Group** presented proposals and ideas regarding the potential location of inland container terminals and specialised terminals. These included a **fruit terminal at Ceres and Caledon**, a **processed fruit terminal at Malmesbury**, and a **super terminal at Kraaikon**.



The Freight Demand Model indicates that mineral volumes are expected to stagnate at a certain level, while growth in general and bulk cargo will be required to achieve the targeted freight volumes.

During breakout sessions, industry stakeholders had the opportunity to provide input on the proposed network design, including their priorities, operational requirements and specific industry needs. The discussions provided valuable insight into how the proposed terminal network could better support the Western Cape's agricultural, manufacturing and broader freight sectors.

Until next time,

Piet