



**Dear FPEF Members,**

Firstly, thank you for all the kind and encouraging words regarding our stand at **Fruit Attraction in Madrid** last week. We also value the suggestions to enhance the design and operating of the stand. Without your FPEF membership fees and financial contributions based on your export volumes, it will not be possible to have such a presence at the event as it is almost fully funded by industry. We are grateful for the Western Cape government’s and PPECB’s financial support.

The event was well represented by FPEF members which highlighted the importance of this show again. The FruitSA stand was always busy with South Africans who conducted their meetings from the stand. The FPEF had to rent extra tables and chairs to accommodate as many as possible, but this was at times also not enough.

Ambassador Mthembu-Mahanyele from the South African Embassy visited the stand and congratulated us on the success of the FruitSA stand.

Fruit Attraction celebrated its 15th anniversary, and it recorded the largest participation in its history with 2000 exhibiting companies from 56 countries, more than 64 000 square meters of floor space, and an attendance of more than 90 000 visitors from 135 countries.



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The **Agri-Link trade show in the Philippines** took place at the same time as Fruit Attraction and we also had a booth there – under the FruitSA banner. The team/delegation consisted mainly of technical experts from the industry to address market access matters under the leadership of dr. Boitshoko Ntshabele from DALRRD (Department of Agriculture, Land Reform and Rural Development) and we trust that it will expedite the application process. Dr. Ntshabele’s presence makes a difference as the meetings are then officially government-to-government engagements. His attendance is another example of how your financial contributions to the FPEF are being utilised as we carry his costs.



The FPEF COO attended a **panel discussion on agriculture at Wordfees 2023** in Stellenbosch. Europe and the UK has long been regarded as the preferred destination for South African exports of fresh produce and wine, and great success has been achieved, but there is also a massive opportunity to export to our neighboring countries, the rest of Africa and the Middle East. South Africa should also leverage its membership of the BRICS group to gain bigger access to India and China. Market access and logistical challenges are some of the stumbling blocks exporters faces.

It is important to advocate the position of the industry on these platforms, presenting a voice for FPEF members on matters of pressing concern. Trade agreements, high import tariffs and plant health issues formed the key subjects discussed by the panel. Also, logistics, a critical component for South African fruit exporters, was highlighted as the major risk for sustainable exports. The session was facilitated by Professor Andre Jooste from the Department of Agricultural Economics at the university of Stellenbosch. The panel consisted of Maryna Calow (Wines of South Africa) Hilton Zunkel, (a Trade Law expert at HiltonLambert Trade Law Advisors) and Werner van Rooyen from our office.

**LOGISTICS & OPERATIONS**

We are indeed living in interesting times; especially with regards to logistics: The resignations of the Transnet CEO and other executives unfortunately lead to even more uncertainty amongst Transnet staff. It is important that Government and Transnet act fast to stabilise the entity; otherwise, the current challenges which we face will increase.

Weather delays continue across all ports and vessel omissions have become the norm. The RTG (Rubber Tyre Gantry) engine replacement programme in Cape Town is running behind schedule, with the original completion date of middle October no longer attainable. We will share revised timelines once available, but all pressure is on the port to get these machines up and running as operating with 15 RTG’s, which is 50% of the required capacity is not sufficient.

FPEF approached the Transnet National Operations team and will in the next week sit together with the Navis team to explore options that will allow exporters to book slots at the terminal in advance and in so doing reduce the waiting time between packing and being able to enter the port. Trucking organizations and forwarding members will participate to seek process improvements. We will also host an online session for our members ahead of the deciduous season to share priorities, an update of developments in the port as well as an update of the NLCC (National Logistics Crisis Committee). The invitation is aimed at the logistics community, but all members are welcome to attend. Invitations will be sent by the end of the week.



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# FPEF GRADUATE PLACEMENT PROGRAMME 2024

Appoint high calibre black graduates which will be an asset to your company through the FPEF's 2024 graduate placement programme. 68 graduates have been placed at FPEF member companies since the programme launched in 2016 with a 70% retention rate.

Candidates are available for commercial, logistics and post-harvest technical positions.

The FPEF provides recruitment services free of charge via our service provider Agrijob, who will ascertain your needs and introduce you to suitable candidates. The FPEF will also make a salary contribution of R5 000 per month for up to 12 months for each graduate appointed.

Agrijob can also assist in meeting your recruitment needs for experienced candidates who are not part of this placement program, but this will be for your own account.

For more information on or to participate in the programme, please contact [johannes@fpef.co.za](mailto:johannes@fpef.co.za) 071 688 1888



T&C's apply

## **MARKETING AND PROMOTIONS**

### **Export Directory 2024**

The **FPEF Export Directory** is compiled and distributed by the FPEF on an annual basis, and includes details of FPEF members, statistics of the previous fruit and vegetable seasons and other relevant information on the South African fresh fruit and vegetable industry. FPEF members are invited to advertise in the Export Directory for 2024.

If you are interested in booking an advertisement in the directory, please contact Marletta Kellerman via email at [marletta@fpef.co.za](mailto:marletta@fpef.co.za) by **25 October 2023**.

Each member must also please send their updated company information to be listed in the new Export Directory. Please send the information to [marletta@fpef.co.za](mailto:marletta@fpef.co.za) no later than **13 October 2023**.



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**Member Declaration of volumes exported.**

In terms of the FPEF’s Memorandum of Incorporation (MOI), Paragraph 4.3, **all Forum Members are to supply their export volumes, by pallets**, in writing to the Forum’s Secretariat each year.

Your Company will receive an email from Marinda Roux, [marinda@fpf.co.za](mailto:marinda@fpf.co.za) (FPEF accountant) within the next 5 – 10 days requesting this information.

The exported volume is to be categorized as per the form supplied by Marinda and must refer to the company’s export volumes for the period **1 October 2022 to 30 September 2023**.

Your urgent assistance and co-operation with this exercise shall be appreciated and we also wish to thank our member for their prompt response in supplying these figures each year.

Kind regards  
**Anton Kruger**



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