

Dear FPEF Members,

As we look ahead to the deciduous season, there is the familiar sense of anticipation that comes with a new crop and fresh opportunities. After a demanding year, we are all hoping for a smoother ride. Experience has, however, taught us to prepare carefully: weather, logistics and market conditions will again have a significant bearing on the season's outcome.

Our focus remains on the practical issues that affect your ability to get fruit to market reliably and profitably. Unpredictable weather, pressure on port performance and uncertain trading conditions leave little room for avoidable delays or additional costs. Close co-operation across the value chain will be essential, and we will continue to bring the exporter's perspective into engagements with government, logistics providers and our industry partners.

Alongside these operational priorities, we are addressing regulatory and governance matters with potentially significant consequences for members. The draft Agricultural Produce Agent Bill and APAC's proposed fee structure require careful scrutiny. Our approach is to support sound oversight while making a clear case for provisions that reflect how the export industry operates, and fees that are transparent, justified and proportionate.

I will also be travelling east for market access visits to South Korea and Vietnam, and to attend the CIIE in China. These engagements provide an opportunity to strengthen relationships, support market access efforts and better understand the opportunities for South African fruit. Developing markets remains an important part of building resilience for our industry.

Closer to home, I look forward to seeing many of you at our AGM in November. It is a valuable opportunity to take stock, hear directly from members and discuss where FPEF should focus its efforts in the year ahead. Your participation helps ensure that our priorities remain grounded in your businesses' realities.

There will undoubtedly be challenges in the months ahead, but there is also much to work towards. I wish all our members and value-chain partners a successful deciduous season and look forward to tackling it together.

FINANCIAL MANAGER – MARINDA ROUX

ANNUAL EXPORT VOLUME DECLARATIONS

Reporting Period: 1 Oct 2025 to 30 Sep 2026

Exporter members should by now have received the Annual Export Volume Declaration document from our Financial Manager, Marinda Roux.

In accordance with the FPEF Memorandum of Incorporation (MOI), all exporter members are required to submit an annual declaration of their export volumes for the prescribed reporting period.

Why is this important? The information received forms an integral part of the FPEF budgeting and forecasting process for the 2026/2027 financial year and supports effective planning, resource allocation, and service delivery to our members.

SUBMISSION DEADLINE: 30 OCTOBER 2026

CONFIDENTIALITY ASSURED
The FPEF recognises the commercially sensitive nature of export volume information. All declarations will be treated as strictly confidential and will be accessible only to authorised personnel for purposes of analysis, budgeting, forecasting, and reporting.

IMPORTANT REMINDER

Should your company have recorded no export volumes during the reporting period, please provide written confirmation to this effect to marinda@fpef.co.za

🙏 **A Great thank you to all our members who have already submitted their volumes.**

MARKETING AND PROMOTIONS – MARLETTA KELLERMAN

Fruit Attraction Madrid 2026



Fruit Attraction Madrid 2026 took place from **6 to 8 October 2026** at the IFEMA MADRID Exhibition Centre in Spain. The FPEF funded and hosted a **160 m² South African pavilion**, in collaboration with BerriesZA, CGA, Hortgro, SATI and Subtrop, providing a platform for South African fresh fruit exporters to engage with international buyers and strengthen existing business relationships.

The 18th edition of Fruit Attraction once again achieved record-breaking results, attracting **128,364 trade professionals from 170 countries**, representing a 6% increase in attendance compared to the previous year. The exhibition brought together **2,588 exhibiting companies from 79 countries**, covering 162,000 m² of exhibition space. This represented a 4% increase in exhibitors.



The FPEF's meeting table booking system once again proved successful in facilitating business meetings at the pavilion. A total of **29 FPEF members pre-booked meeting tables**, requesting 232 meeting slots ahead of the event. The pavilion provided 24 meeting tables, with an average table utilisation rate of **78% over the first two days** of the exhibition. FPEF members were well represented at the event, with **at least 67 member companies** recorded as attending the exhibition.



The reception desk recorded **98 trade leads** during the exhibition, which were subsequently distributed to all FPEF members to support potential new business opportunities.

Fruit Attraction continues to provide an important platform for promoting South African fresh produce, maintaining international trade relationships and creating opportunities for export growth.

Fruit Attraction Madrid 2027 will take place from **5 to 7 October 2027** at the IFEMA MADRID Exhibition Centre.





FPEF Export Directory 2027

It is time to compile the **2027 FPEF Export Directory!**

Member Information
To ensure that your company's information is accurate and up to date in the new edition, all FPEF members are kindly requested to complete the **Microsoft Form** emailed to members on **21 October 2026** from marletta@fpef.co.za.

Deadline: Wednesday, 28 October 2026
Please note: FPEF cannot accept responsibility for any incorrect information published in the *2027 Export Directory* or on the FPEF website if updated details have not been provided.



Advertising Opportunities

FPEF members are invited to advertise in the **2027 FPEF Export Directory**.
If your company is interested in placing an advertisement in the upcoming edition, please confirm your interest by emailing **marletta@fpef.co.za** no later than **Friday, 6 November 2026**.

LOGISTICAL AFFAIRS – ANTOINETTE VAN HEERDEN

Prioritization of Western Cape Branch Lines



Following the **Western Cape Freight Forum** session held on **25 August 2026**, the **Western Cape Mobility Department** is undertaking a project to prioritise branch rail lines across the province to support freight rail revitalization, improve logistics efficiency, strengthen supply chains and unlock economic opportunities.

The initiative seeks to establish an evidence-based prioritisation that reflects actual freight demand, commercial viability and operational requirements.

Stakeholder engagement will focus on reviewing prioritisation criteria, understanding current and future freight volumes and commodity flows, identifying the conditions needed to shift freight from road to rail, highlighting infrastructure and operational constraints, and exploring opportunities for freight consolidation and industry partnerships.

This collaborative process will help inform future technical investigations, business case development, and investment planning for sustainable freight rail development in the Western Cape.

PPECB supporting the deciduous season

Ahead of the deciduous season, **PPECB** has agreed to introduce a **second monitoring shift**, providing seven-day coverage from **06:00 to 22:30**.



Recognizing that adverse weather can affect physical inspections, PPECB also aims to improve visibility of reefer container conditions by linking exporters' temperature-monitoring systems to its monitoring processes via an API.

Exporters interested in participating can trial the API link to share their temperature-monitoring data, supporting more effective monitoring and earlier identification of potential issues.

CORPORATE AND INDUSTRY AFFAIRS – WERNER VAN ROOYEN

The **FPEF**, as part of a **Fruit South Africa delegation** visited **Manila on 12–13 October 2026** to speed up market access for South African fruit and to build new commercial links in one of Southeast Asia's fastest-growing consumer markets. The delegation included representatives of **Fruit South Africa, the Fresh Produce Exporters' Forum (FPEF), Citrus Research International (CRI) and the Department of Agriculture. South Africa's Ambassador (in the Philippines), H.E. Ms Bartinah Radebe-Netshitenzhe,** led the engagements.



(From left to right): Mr Werner van Rooyen (FPEF), Dr Elma Carstens (CRI), South African Ambassador - H.E. Ms Bartinah Radebe-Netshitenzhe, Ms Kelebogile Brandt (DoA), Ms Sahabne Ullah (Fruit SA)

The Philippines remains one of Asia's most dynamic economies. Between 2014 and 2019, the country sustained an annual average GDP growth rate of 6.54%, driven by resilient domestic demand and a strong services sector. The Philippine Gross Domestic Product posted a year-on-year growth of 2.3 percent in the second quarter of 2026. The main contributors to the second quarter 2026 year-on-year growth were Wholesale and retail trade.

The delegation met the Philippines Bureau of Plant Industry (BPI) to review several market access matters. Most importantly, the next in line market access item is pome fruit. South Africa is finalising its comments on a draft workplan from the BPI. The workplan followed a verification visit to South African pome fruit production sites, earlier this year. Both governments are continuing technical discussions on optimising the citrus protocol, including improved cold-treatment options for South African citrus. Market access is pursued one commodity at a time, and stone fruit is next on the priority list.

The delegation also met leading Philippine fruit importers. These importers see growing opportunities for especially South African citrus, grapes and blueberries. Importers also pointed to practical improvements that would help trade grow, such as longer import permit validity to allow for longer shipping times and potential logistics delays. The Philippines is a consumer-driven market with a strong retail and food-service sector. The industry will keep working with government and Philippine partners to finalise outstanding market access matters.



The Fruit South Africa delegation and Philippines Bureau of Plant Industry (BPI)

YOUNG PROFESSIONALS NETWORKING (YPN) EVENT – JOHANNES BRAND

On the **17th of September**, the **Fresh Produce Exporters Forum (FPEF)** hosted its **Young Professionals Networking Event at Glen Carlou Wine Estate**, together with **Fruit South Africa's Transformation Showcase**.

The event brought together representatives from government and industry, alongside members of the FPEF Young Professionals Network, providing an opportunity to showcase the FPEF's transformation initiatives and, importantly, the people at the heart of them.

The FPEF Graduate Placement Programme remains our flagship transformation initiative. Through the programme, we seek to create meaningful employment opportunities for talented young graduates within the fresh produce export industry, while developing and equipping them to become the industry leaders of the future.

It was particularly encouraging to see government and industry representatives engaging directly with these young professionals and witnessing first-hand the traction they are gaining in the industry, the value they are already adding to their organisations, and the calibre of young people coming through the programme.



The event was a great success and a valuable reminder that transformation is ultimately about people, opportunity and creating pathways for the next generation to grow, contribute and lead within our industry.

Thank you to everyone who participated and contributed to making the day such a success.



SAVE THE DATE: FPEF AGM

The **FPEF Annual General Meeting (AGM)** will take place on **25 November at 11h00** at **The Venue**, **Blacksmith Estate, Upper Long Street, Groenvlei, Paarl**.

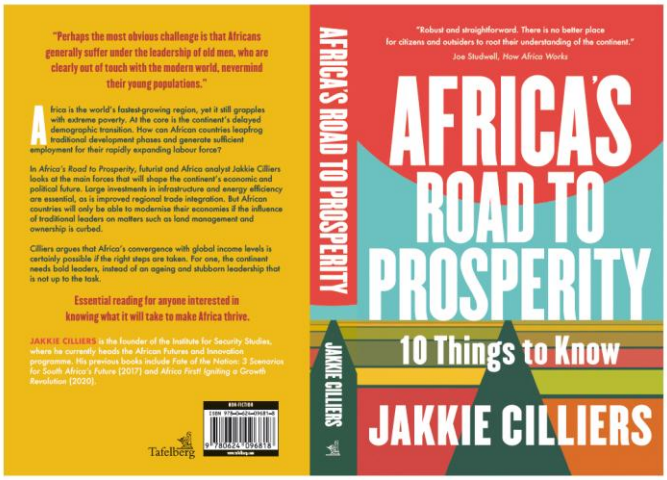
The formal invitation has been sent to members. If you have not received it, please contact Claudia Walklett at claudia@fpef.co.za.

The main items on the agenda will include the **election of the FPEF Board for 2027**, the **approval of the budget and audited financial statements**, and a keynote address by **Dr Jakkie Cilliers**, Head of African Futures & Innovation at ISS Africa.



Dr Jakkie Cilliers is the founder and former executive director of the ISS. He currently serves as chair of the ISS Board of Trustees, head of the African Futures and Innovation (AFI) programme at the Institute's Pretoria office, and an extraordinary professor at the University of Pretoria. His 2017 best-seller Fate of the Nation addresses South Africa's future from political, economic and social perspectives. His four most recent books, Africa First! Igniting a Growth Revolution (March 2020), The Future of Africa: Challenges and Opportunities (April 2021), Africa Tomorrow: Pathways to Prosperity (June 2022) and Africa's Road to Prosperity: 10 Things to Know (July 2026) offer rigorous analyses of the continent as a whole. From August to December 2025, Cilliers was a Richard von Weizsäcker Fellow at the Robert Bosch Academy in Berlin, during which he worked on *Africa's Road to Prosperity.*

Dr Cilliers will present on **South African futures**. Members will also have the opportunity to purchase his latest book after the AGM at a price of **R360 per copy**.



Until next time,

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