



# ANNUAL REPORT

2025





# contents

- 01 Chairperson's Report
- 03 Message from the CEO
- 07 Report from the COO
- 09 Logistical Affairs
- 11 Marketing
- 16 Membership & Communication
- 19 Post-Harvest Innovation Programme
- 22 Transformation
- 27 Financial Report
- 32 FPEF Board of Directors & Staff Members
- 33 FPEF Members' List





## CHAIRPERSON'S REPORT MARK JENSEN

October 2024 – September 2025

2025 has indeed been a year to remember for many positives.

The market conditions have been very favourable for the majority of our fruit basket. From berries and table grapes, through to citrus and pome fruit – the returns have mostly been substantially higher than in prior years. This was largely the result of lower-than-usual Northern Hemisphere crops and, in some cases, gaps in the window from other Southern Hemisphere competitors. These market returns – coupled with new record highs in export volumes that were driven largely by the citrus industry – mean that there will be a significant increase in the fresh fruit export industry's contribution to the gross domestic product (GDP) for the year.

This will, no doubt, fuel further investment in new plantings and expansion which will, importantly, create employment opportunities – not only at the production level but also throughout the entire chain that supports this

industry. This is fantastic news for the country. However, the flip side is that this growth will, in the coming years, need to be absorbed into global markets outside of our core markets – especially in years when Northern Hemisphere production returns to normal.

It is therefore clear that access to new markets remains the single biggest challenge and threat to our industry. If we consider some of the comments from political circles when the risks of the African Growth and Opportunity Act (AGOA) not being renewed were raised, it indeed highlighted how out of touch our politicians responsible for global trade are with our industry.

Whilst great collaborative work is being done by the Department of Agriculture and the industry to assist in the opening of markets from a phytosanitary perspective, the reality is that, with the high import duties still in place, these markets remain either inaccessible or accessible at a significant risk and cost. Competing against our Southern Hemisphere counterparts, who enjoy bilateral agreements, puts us at a huge disadvantage.

We have been highlighting this issue for two decades, yet little urgency has been shown. We can only hope that the recent threats from the USA and the broader geopolitical instability serve as a wake-up call for Government to finally start acting in the interests of the South African economy, rather than hiding behind the blanket Southern African Customs Union (SACU) framework.

On the logistics front, I believe we owe a debt of gratitude to Transnet management, our own FPEF team, and all of those from the industry – whether in a private capacity or as part of the growers' associations – who have worked so hard towards the turnaround of the ports and their performance.

There may still be a long way to go in achieving the performance we know is possible, but the transparent and collaborative approach of all the parties working towards these goals has been inspiring. It is an example of what is possible when trust is built in public-private partnerships.

At the time of writing, we are on track to meet the court deadline for the finalisation of the rules governing Agricultural Produce Agents. This will indeed be a culmination of nearly fourteen years of negotiations. A huge thank you to all of those who contributed countless hours in meetings, working groups and consultations over that period. We are confident that these rules balance the Registrar's responsibility to protect the growers, whilst recognising the practicalities and the ever-changing dynamics of our industry.

The year has also seen the changing of the guard of two long-time servants of the industry:



**Justin Chadwick**, who was CEO of the Citrus Growers' Association, retired earlier this year and was replaced by Boitshoko Ntshabele. We would like to thank Justin for his contribution over the years, and wish him all the best in his retirement. We welcome Boitshoko to the industry and believe his background in government, balanced personality and experience will add a valuable perspective. We look forward to working with him in the years to come.



Then, of course, our very own **Anton Kruger** has finally been able to retire after we extracted another three and a half years past his original retirement date. Anton has become synonymous with the FPEF and the industry as a whole, and has left an enormous mark on all aspects of our industry.

His quiet and calm leadership, persistence and attention to detail have seen him build a fantastic team of committed individuals – all determined to leave their own positive contribution to the industry. We are extremely grateful for your contribution, and we wish you all the best in your retirement!

After a rigorous appointment process, we welcomed Piet de Jager as CEO. It has become clear that Piet is no stranger to the agricultural sector, and it has been wonderful to see how quickly he has integrated into our industry. We wish him all the best in building on the foundations and successes of the FPEF under his predecessors, and in continuing to strengthen our contribution and alignment with the greater Fruit South Africa.

As my second term as Chairperson comes to an end, I would like to express my enormous thanks to Anton and his team, who have ensured the excellent functioning of all aspects of the FPEF. My gratitude also goes to my Vice-Chairs (Adolf Kieviet and later Charl du Bois), the Board, the representatives on the sub-committee and all other advisors who so generously give their time.

It is a dynamic, exciting, challenging and rewarding industry – we should all be grateful to be a part of it. I have been honoured to serve the industry again and I wish my successor all the best.

Regards,

A handwritten signature in black ink, appearing to read 'Mark Jensen'.

Mark Jensen





## MESSAGE FROM THE CEO ANTON KRUGER

When I was supposed to retire at 65, the FPEF Board requested that I stay on for another three and a half years. I gladly accepted this offer, since it has been a privilege to have been part of this vibrant industry.

This is, therefore, my final Foreword to the Annual Report as Chief Executive Officer of the FPEF...

The past year was characterised by disruptions, challenges and solutions. A big curveball was the Trump administration in the USA's introduction of a 30% import duty on South African products. However, the fresh produce export industry has long been subjected to high import tariffs by India (up to 53%), the People's Republic of China, and most other markets in Asia and the Far East.

The implementation of the 30% import tariff in the USA had a beneficial aspect, since it forced our government to put more focus on opening up new markets and to start negotiating favourable trade agreements with

the governments in the countries which we have identified as priority growth markets – primarily in Asia and the Far East.

It was refreshing to see the Department of Agriculture's focused drive on market access, with Minister John Steenhuisen demonstrating genuine leadership, and officials participating in our annual visits to priority markets where we seek access.

Such officials took the lead when meeting with their counterparts in those countries, whilst we have focused on engagements with importers, wholesalers, retailers and trade associations. A significant achievement during the past year was that Chinese authorities granted market access for stone fruit as a group, instead of requiring separate market access for each fruit kind.

On the logistics front, especially at the ports, we have experienced a positive cultural change within Transnet, which includes a new willingness to engage with the industry and to operate in a cooperative way. An example is the two generator sets that were provided to the Cape Town Container Terminal by the fruit industry. We have witnessed improvements in the ports, such as new equipment being commissioned and delivered on time.

We have continued our engagement with the South African Government on matters relevant to our industry, since I believe that we contribute significantly to an export-led economic growth strategy. However, some hurdles such as the non-alignment of activities among government departments like the Department of Trade, Industry and Competition (dtic), the Department of International Relations and Cooperation (DIRCO) and the Department of Agriculture, hamper this. This is a standing item

on the agenda of the Fruit Industry Value Chain Round Table (FIVCRT), of which officials from these three departments are members.

We have again participated in the most important international trade fairs, including Fruit Logistica Berlin, Asia Fruit Logistica in Hong Kong, Fruit Attraction in Madrid, the China International Import Expo and Fresh Produce India. The majority of these events were organised, funded and managed by the industry. Having once again witnessed the importance of our South African participation, the continued fiscal constraints of the dtic necessitate that we must make provision in our budget to fund our participation in these events.

On the regulatory front, we have continued with our efforts to finalise the rewriting of the APAC Rules for Export Agents, as well as the redrafting of the APA Act. The High Court Order, which we obtained in 2023, stipulates that the Rules must be redrafted jointly by the FPEF and the Agricultural Produce Agents' Council (APAC) before 14 December 2025. The process is now 90% complete. I wish to again thank the members of the FPEF Working Group involved in the process. Our three APAC representatives – Liezl Pentz, Aileen Zulch and Angelo Peterson – also deserve a big thank you. The process of rewriting the Rules started in 2012, and our Legal Advisor, Luzanne Brink, has been involved from the beginning for which she also deserves thanks.

Our ongoing involvement with the Merchant Shipping Bill is critical. Our experience has shown that such legislation is often drafted without considering the practical implications of implementation. We have again incurred substantial legal costs, but this was necessary to protect the sustainability of our industry.

Transformation remains an important focus area, and our Graduate Placement programme was successful once again. It would be welcomed, however, if more of our members participated in the programme.

Taking into consideration that the abovementioned activities cannot be performed without proper funding, I wish to thank every FPEF member for paying their FPEF fees. Without that income, it would not be possible for us to deliver the required services to our members.

**As was mentioned earlier, this is my last foreword for the FPEF's Annual Report, and I would like to take this opportunity to reflect on a few things. I have enjoyed my almost fourteen years at the FPEF – under the guidance of truly dedicated Board members and with a special, small FPEF team. Thank you to the Board members who serve our industry without receiving any remuneration.**

From Day 1, I said that we are a small team with a big role and impact, enabling our members to export. I believe we are doing something right and delivering value, since our membership has doubled from eighty to 173 without any recruitment. Unlike most growers' associations with statutory membership and levy income, the FPEF is a voluntary, non-profit industry organisation, funded by membership fees.

Without such a supportive Board and an excellent team of 'FPEF-ies', these fourteen years would not have been so enjoyable.

During the past fourteen years, we unfortunately had to terminate the membership of six members. This was necessary to maintain and protect the FPEF's credibility, as we need to be able to recommend to the

international trading community that they should preferably do business with FPEF members who adhere to our strict Code of Conduct. The FPEF represents 95% of all South African fresh produce export volumes and will never be 100% representative, because we do not accept every applicant. Applications are rejected if they do not satisfy our membership criteria, which includes due diligence.

I feel privileged to have been part of, and in some cases instrumental in, gaining market access for our products after visiting certain countries every year since my second year at the FPEF. Some examples include:

- China: Apples, pears and avocados. At the time of writing, the protocol for stone fruit was on the brink of being signed.
- India: Avocados.
- Japan: Avocados.
- The Philippines: Citrus.
- Vietnam: Oranges.
- Indonesia: Blueberries.
- Thailand: Apples.

I only wish that the citrus black spot (CBS) issue with the European Union (EU) could have been resolved by now.

It was also rewarding to have been involved in the strategic-level engagements concerning continuous improvements in the ports.

Part of the FPEF's mandate is to create and maintain the visibility of the South African fresh produce export sector, primarily through participation in international trade fairs. Initially, we only participated in two major

annual events (Fruit Logistica Berlin and Asia Fruit Logistica), but today we participate in ten.

It was also exciting to have been instrumental in transforming Fruit SA into a stand-alone collective body for the fruit industry and to have witnessed its growth. Part of this growth was creating a Fruit Desk at the Agricultural Business Chamber of South Africa (Agbiz), which is focused on policy matters. Another achievement, via Fruit SA, was creating the FIVCRT between Industry and Government.

The Post-Harvest Innovation (PHI) Programme is a prime example of a successful public-private partnership. The FPEF's appointment as the implementation agent of the PHI Programme (since 2011) by the Department of Science, Technology and Innovation (DSTI) is therefore a feather in the cap for the FPEF – acknowledging the Forum's excellent programme and project management expertise.

The PHI Programme is currently in its fifth phase (PHI-5) and all research and development (R&D) projects, conducted under the PHI Programme, are co-funded on a fifty-fifty basis by the DSTI and the participating industry associations.

The PHI Programme serves as a platform to facilitate and support post-harvest research, development and innovation – focusing on post-harvest projects and post-degree studies. Since its initiation in 2008, close to a hundred projects have been conducted under PHI with many of these leading to industry implementation.

Wonderful opportunities were also created for students and interns. Beyond potential employment due to project involvement, the PHI Programme has provided funding through bursaries, stipends, co-funding and salaries to countless participating Honours, Master's and PhD students, as well as postdoctoral fellows and some non-academic interns.

It was also a privilege for me to represent the FPEF on the following high-level councils and associations:

International:

- Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) – served one term as President and multiple terms as Vice-President and served as a member of the SHAFFE Executive Committee.
- The former Produce Marketing Association (PMA) and current International Fresh Produce Association (IFPA) – served on the Southern Africa Country Council for thirteen years.

Local:

- Agbiz Council.
- PPECB Board – served two terms as a Board member, of which one was as the Chairperson of the Human Resources Committee.
- Fruit SA Board.
- Agri-Hub – founder member and Chairperson.
- FIVCRT – Chairperson of the Resources Working Group and also a member of the Trade Working Group.

My experience was that the fresh produce export industry is a solution-driven industry with a 'can-do' attitude. We run towards a problem, not away from it!

Although I will be retiring from full-time employment in this wonderful industry, I still plan to be involved. I would like to believe I do have something to contribute via my networks (both local and international), relationships with government officials, advice, mentorship, strategic insights and projects.

Wishing my successor, Piet de Jager, every success!

Regards,



Anton Kruger  
FPEF Chief Executive Officer (CEO)





## REPORT FROM THE COO WERNER VAN ROOYEN

### Cultivating growth and resilience

The past year has been defined by strategic engagement and proactive problem-solving in the face of a dynamic global trade environment. The FPEF's focus in 2025 was to cultivate growth and resilience. Our attention remained on strengthening market access, modernising our data infrastructure, and navigating complex regulatory landscapes to secure a sustainable future for the South African fresh produce export industry.

Collaboration and strong relationships are key to the FPEF's success. Mutually beneficial partnerships between Government and Industry are the most important components to maintain a sustainable future for the FPEF.

In addition, South African fresh produce exports have experienced consistent growth – as a result of efforts to comply with export regulations, including pre-export controls and sanitary and phytosanitary (SPS) requirements. For continued export growth, shaping future supply chain efficiency and developing a thorough understanding of the export environment will be fundamental.

The collaboration efforts between the FPEF, Transnet and other producer organisations on the logistical front ultimately yielded positive results. For the first time in years, we have seen a positive reversal in the performance results of the Cape Town Container Terminal. Given the arrival of new equipment at the terminal, it is probable that the upward trend in the performance curve will persist. Furthermore, the FPEF has submitted formal comments on the tariff application of the Transnet National Ports Authority (TNPA) for the 2026/2027 and 2028/2029 financial years.

**The FPEF has also made significant headway in our market development efforts in India, which are fundamental to industry growth. A high-level delegation strengthened ties with the Indian Ministries of Agriculture and Farmers Welfare and of Commerce and Industry. Key outcomes of the visit include advancing market access negotiations and securing a mandate to establish an Agricultural Advisory Group with the South African High Commission – to fast-track technical discussions.**

The FPEF COO was elected to serve on the B20 Trade and Investment Task Force, which places the FPEF at the heart of global policy discussions. We are therefore actively contributing to policy recommendations – focused on promoting stability in global trade and creating a new trade and investment deal for Africa.

Shaping a favourable trade policy environment requires engaging with regulatory bodies to ensure that export processes remain efficient and cost-effective. SARS customs concessions are vital for the complex fruit and wine export supply chains, which have been in place for over twenty years. To prevent the sudden withdrawal of these critical SARS Customs and Excise concessions, the FPEF has submitted formal comments and

has also advocated for a phased approach – should it be required to integrate these concessions into modern legislation.

The FPEF's advocacy role should not be underestimated. In 2025, we continued advocacy on European Union (EU) regulations. In collaboration with the Citrus Growers' Association (CGA), we have submitted formal comments to oppose the extension of the EU's citrus black spot (CBS) measures. Whilst the measures were ultimately extended to 2028, this advocacy ensures that South Africa's scientific position is formally recorded for future challenges.

Driving operational excellence through innovation, the FPEF has increased its shareholding in Agri-Hub and has also invested in upgrading the technology platform. Investing in modern, integrated data systems is key to maintaining our competitive edge. A significant technology stack upgrade was successfully completed, promising enhanced data analytics and reporting capabilities for the entire industry.

Building partnerships and industry intelligence are key strategic initiatives of the FPEF's value proposition. Collaboration is the cornerstone of a resilient and informed industry. In a successful partnership with AgriSA, we issued a joint Trade Intelligence report, which provides a vital resource on tariff and non-tariff barriers. This initiative highlighted the sector's resilience and the industry's growth.

We also prioritise stakeholder engagement – to build and maintain relationships on behalf of FPEF members. This includes maintaining active dialogue with key government officials and participation in critical work-

shops, such as the World Trade Organisation (WTO) Agricultural Tariff session, to ensure the industry's voice is heard at the highest levels.

As we move forward, our operations will be guided by our members' priorities. The South African fresh produce export industry continues to be a beacon of economic resilience. Through strategic operations, collaboration and innovation, the FPEF is committed to driving sustainable growth and to protecting the interests of our exporters on the global stage.

Regards,

Werner van Rooyen



FPEF Chief Operating Officer (COO)





## LOGISTICAL AFFAIRS

### ANTOINETTE VAN HEERDEN

#### A year of progress and growth

It is with a renewed sense of optimism that we look back at the progress that Transnet has made over the past year. Under the leadership of Advocate Michelle Phillips, rail and port operations have stabilised whilst recovery efforts are in progress. Despite reporting a loss of R1,9 billion, Transnet's financial position has improved by 74% in comparison with the R7,3 billion loss during the previous year.

New equipment for all South African ports has arrived throughout the year. Durban's Pier 2 has received a hundred pieces of new cargo-handling equipment, and Transnet has accelerated the delivery of rubber-tyred gantries for the Cape Town Container Terminal. To ensure operational continuity, Transnet has also secured a ten-year agreement with **Original Equipment Manufacturers (OEMs) and twenty-year equipment management contracts**. Equipment maintenance, a critical but previously neglected area, has been significantly improved.

These additions improved port performance, since only two years ago, the Cape Town and Durban Pier 2 terminals operated with 50% landside-machine capacity. Pier 2 had 26 vessels at anchor, but the waiting time to berth has subsequently been reduced by 75%.

Transnet has also managed to conclude successful wage negotiations – to the relief of the berry industry, which experienced a different scenario three years ago when all terminals embarked on a two-week strike in October.

The Cape Town Container Terminal, which has been plagued by wind delays, will benefit from the new rubber-tyred gantries. They can operate in wind speeds of up to 90 km per hour – an increase from the current 72 km per hour. This will result in additional productive time in the port and fewer hours lost due to wind delays.



During the 2025 deciduous season, the Cape Town Container Terminal – despite operating with old landside equipment – handled the majority of Western Cape fruit exports, with only 1 200 reefers diverted to the Eastern Cape. This is a definite improvement to last year when 5 000 reefers were rerouted via the Eastern Cape.

## Rail

The Department of Transport (DoT) published the draft Network Statement for Transnet as planned, which will pave the way for private operators on the network.

Transnet Freight Rail has split into two separate entities, namely the Transnet Rail Infrastructure Manager (TRIM) that is responsible for the rail and signalling infrastructure and Transnet Freight Rail Operating Company (TFROC), which will focus on freight movement. TFROC plans to keep existing rail freight business, whilst the goal is for new companies to attract new business to rail.

The DoT issued a Request for Information (RFI) to gauge future opportunities for public-sector participation. Railway slots on the mineral lines have been awarded to private operators, as well as new container slots on the National Corridor (NatCor) container line. Passenger services and the remainder of the container lines will follow, together with branch lines. Ports have been included in the submissions and timelines will be confirmed.



## Citrus season

The 2025 citrus season exceeded growth expectations with year-on-year increases in container throughput – recorded across all ports. The Eastern Cape has achieved the highest growth, supported by the early start of seasonal shipping services. Despite the introduction of increased US tariffs exerting pressure on supply, exporters responded proactively by advancing shipments earlier in the year to mitigate the impact.

Despite rehabilitation work on the Bayhead road, affecting access to the two container terminals in Durban during peak season, the overall outcome was positive. Close collaboration between the port and cold storage operators contributed to a smooth and successful season.



## MARKETING

MARLETTA  
KELLERMAN

### Trade fairs

The FPEF has successfully secured funding from the Department of Trade, Industry and Competition (dtic) for participation in Fruit Logistica Berlin 2025. However, our participation in all other international fresh produce trade fairs was funded by the industry. We would therefore like to thank our members for their membership fees and financial contributions, based on export volumes, which helped to ensure the FPEF's presence at these events.

### Fruit Attraction Madrid 2024

Fruit Attraction is fast becoming the most popular international fresh produce trade fair in the world. The sixteenth edition of this fair, which was hosted in Madrid, Spain between 8 and 10 October 2024, attracted its highest ever visitor count. A total of 117 370 visitors from 145 countries attended the event, whilst 2 146 companies from 56 countries participated as exhibitors.

The overall exhibition space was also much larger than in previous years. For the first time, the event spanned ten halls of the trade fair centre –

a 10% increase in both space and attendance compared to the 2023 edition. These figures confirm Fruit Attraction's status as a fundamental platform for the global fruit and vegetable business.

Fruit SA hosted a 128 m<sup>2</sup> stand, which was funded by the CGA, the FPEF, Hortgro, SATI and Subtrop. The event was well represented by FPEF members, once again highlighting the importance of this fair for South African exporters. The Fruit SA stand was always busy with South Africans conducting meetings. There were twenty tables to accommodate as many people as possible, but even this was at times not enough.

We are grateful for the financial support of the Western Cape Department of Agriculture (WCDoA) and the Perishable Products Export Control Board (PPECB).



Fruit Attraction Madrid 2024.



*Fruit Attraction Madrid 2024.*

#### **China International Import Expo 2024**

As the official South African Fresh Produce Export Council, the FPEF participated in the China International Import Expo (CIIE), which was held from 5 to 10 November 2024 in Shanghai, China. We occupied a 9 m<sup>2</sup> booth on the dtic national pavilion, located in the Country Hall – an area reserved exclusively for invited countries.

Our participation was primarily political and diplomatic rather than commercial, which resulted in only a few enquiries for fresh fruit suppliers.

#### **Fruit Logistica Berlin 2025**

From 5 to 7 February, Fruit Logistica Berlin – one of the world's leading trade fairs for fresh produce – attracted an even larger number of international trade visitors and exhibitors than last year, bringing together more than

91 000 people from across the global fruit and vegetable trade. According to official survey results, this year's exhibition had 67 500 trade visitors and 23 500 exhibitor representatives.

The dtic funded our participation at this event with a 255 m<sup>2</sup> national pavilion. The stand was constantly busy with South Africans conducting meetings. Two meeting rooms and ten tables, available through a reservation system, were almost fully booked throughout the first two days.

According to our records, more than sixty FPEF member companies attended the event. Of those, at least fourteen had their own stands, whilst four FPEF members were co-exhibitors at the South African pavilion.

We also had meaningful interactions with staff members of the South African Embassy and Consulate in Germany.

The Welcome Reception was a cheerful event during which everyone enjoyed a glass of fine South African wine. A huge thank you to our sponsors for making this event possible: Contour Logistics, the FPEF, Unifrutti SA, SAFPRO, GoReefers, the PPECB, Freshgold SA Exports, Grown4U and LCL Logistics Southern Africa.

The dtic will again fund a national pavilion at the next Fruit Logistica Berlin, which is scheduled for 4 to 6 February 2026.



## Fresh Produce India 2025

The FPEF participated in Fresh Produce India, which was hosted from 3 to 4 April in Mumbai, as part of a Fruit SA delegation. Fruit SA was also a platinum sponsor at the event.

The event brought together key players to discuss major trends and opportunities in India's fast-moving fresh produce business.

The FPEF COO, Werner van Rooyen, delivered a presentation on South Africa's fresh fruit trade with India and also participated in a panel discussion – 'Supplier Spotlight: South Africa'.



Fruit Logistica Berlin 2025.



Fruit Logistica Berlin 2025.

## Asia Fruit Logistica 2025

Asia Fruit Logistica reaffirmed its status as the premier global trade platform for Asia's fresh fruit and vegetable business, held from 3 to 5 September in Hong Kong. More than 14 000 trade visitors attended the event, and the 760 exhibitors from 43 different countries and regions made it the most international edition yet. The 120 m<sup>2</sup> South African pavilion, which was 12 m<sup>2</sup> larger than last year, was funded by the Fruit SA member associations – Berries ZA, the CGA, the PPEF, Hortgro, SATI and Subtrop.

The eighteen tables on the stand were well utilised by South African companies and constantly abuzz with meetings. The new table-booking system worked well, and we accommodated most requests for meeting space.

We would like to thank the WCDoA and the PPECB for their financial support.

The next Asia Fruit Logistica is scheduled for 2 to 4 September 2026 in Hong Kong.



Asia Fruit Logistica 2025.

## FPEF Export Directory

Updated annually, the FPEF Fresh Produce Export Directory is an essential source of information on the South African fresh produce export industry. This directory serves as an excellent marketing tool by listing FPEF members with their contact details and product information, whilst featuring the latest statistics on export volumes, export periods and export destinations for South African fresh fruit and vegetables.

The 2025 edition of the Fresh Produce Export Directory was launched at Fruit Logistica Berlin. The Chairperson of the FPEF Board of Directors, Mr Mark Jensen, presented a copy to the South African Ambassador to Germany, Mr Stone Sizani. Printed copies were also distributed at Asia Fruit Logistica, the CIE and Fruit Attraction Madrid this year.

To cater to the Asian market, the Export Directory was translated into Mandarin and made available on USB cards. In addition to printed copies and USB cards, the FPEF Export Directory is also available for download from the FPEF website – in both English and Mandarin.



*A digital version of the 2025 Export Directory, in English and Mandarin, on a USB card.*



*Printed versions of the 2025 Export Directory, in English and Mandarin.*

## Export Council

As the official Fresh Produce Export Council in South Africa, registered with the dtic, the FPEF serves as a pivotal link between Government and Industry regarding market access matters, industry promotion and other related issues. To qualify for a transformation grant, the FPEF submits an annual business plan to the dtic.



## MEMBERSHIP & COMMUNICATION

CLAUDIA WALKLETT

### Governance

During 2025, the FPEF Board of Directors consisted of sixteen industry representatives. In addition to the elected directors, Mr Luke Govender of the Department of Trade, Industry and Competition (dtic) served as an ex officio member, whilst Mr Francois Knowles and Ms Liezl Pentz represented the Agricultural Produce Agents' Council (APAC) as ex officio members. Two members – Mr Chiliboy Ralepelle and Ms Karabelo Motsei-Mngomezulu – were co-opted to the Board during the year.

We are grateful to all Board members for their steadfast dedication and voluntary service. Their experience and commitment continue to support sector growth and innovation.

The FPEF Annual General Meeting (AGM) took place on **27 November 2024 at Glen Carlou Vineyards in Klapmuts**. **Wandile Sihlobo**, Chief Economist at the Agricultural Business Chamber of South Africa (Agbiz), was the guest speaker and shared valuable insights into the macro-

economic environment and the pivotal role of the fresh produce sector in the South African economy.

The majority of the 2024 Board members indicated their willingness to stand for re-election in 2025. The following directors, however, were not available to serve in the upcoming year: Gary Britz (ELE Trading), Adolf Kievet (Freshworld), Nico Kotze (Capespan South Africa) and Iain McIntosh (Ocean Network Express [ONE] South Africa).

In accordance with the FPEF's Memorandum of Incorporation, the Board must have a minimum of twelve and a maximum of sixteen members. Associate members hold four seats and are not required to be FPEF members. Eleven directors who served in 2024 were eligible for re-election, whilst twelve new candidates were nominated. Please note that candidates serve in their individual capacities – company names are provided for identification purposes.

### Candidates eligible for re-election:

- Hans Boyum – Westfalia Marketing Africa
- Awie de Jager – Delecta Fruit
- Chris Engelbrecht – GoGlobal Group
- Marietjie Franzsen – The Grape Company
- Mark Jensen – SAFPRO
- Cyril Julius – Perishable Products Export Control Board (PPECB)
- Pedré Koekemoer – Pomona Fruit
- Snyman Kritzinger – Grown4U
- Hannes Nieuwoudt – Dole South Africa
- Roelf Pienaar – Tru-Cape Fruit Marketing
- Craig Schaefer – Core Fruit

**Exporter nominees:**

- Charl du Bois – Capespan South Africa
- Stiaan Engelbrecht – Everseason
- Cecilia Landman – XTreme International
- Rosené Matthee – Zest Fruit
- Charl Milleskie – Lona Citrus
- Karabelo Motsei-Mngomezulu – Ideafruit Export
- Carel Nieuwoudt – Bet-El Fruits
- Petronette Nortjé – Internode Marketing Company & Logistics (IMCOL)
- Chiliboy Ralepelle – Alliance Fruit
- Cobus van Graan – Zest Fruit

**Associate nominees:**

- John Gray – The SPOT
- Neil van Rooyen – ClemenGold International

After members voted via the digital platform, Slido, the Board for 2025 was composed of the directors listed below. The Board then elected Mr Mark Jensen as Chairperson and Mr Charl du Bois as Vice-Chair for 2025.

**FPEF Board of Directors – 2025**

- Hans Boyum – Westfalia Marketing
- Awie de Jager – Delecta Fruit
- Charl du Bois – Capespan South Africa (Vice-Chair)
- Chris Engelbrecht – GoGlobal Group
- Stiaan Engelbrecht – Everseason
- Marietjie Franzsen – The Grape Company

- John Gray – The SPOT
- Luke Govender – dtic (ex officio)
- Mark Jensen – SAFPRO (Chairperson)
- Cyril Julius – PPECB
- Francois Knowles – APAC (ex officio)
- Snyman Kritzinger – Grown4U
- Cecilia Landman – XTreme International
- Rosené Matthee – Zest Fruit
- Karabelo Motsei-Mngomezulu – Ideafruit Export (co-opted)
- Hannes Nieuwoudt – Dole South Africa
- Liezl Pentz – APAC (ex officio)
- Roelf Pienaar – Tru-Cape Fruit Marketing
- Chiliboy Ralepelle – Alliance Fruit (co-opted)
- Craig Schaefer – Core Fruit
- Neil van Rooyen – ClemenGold International

In 2025, Board meetings were hosted at the FPEF offices, as well as the Thyme Wellness Spa and Guest House on the following dates:

- 22 January – FPEF offices
- 21 May – FPEF offices
- 20 August – Thyme Wellness Spa and Guest House

## Membership

The FPEF membership stands at 173 members. During the period under review, seven Exporter and three Associate membership applications were approved, whilst three members resigned (one Exporter and two Associate members).

## Communication

### Social media

The FPEF maintains an active presence on LinkedIn and Facebook, sharing timely industry updates, trade-show announcements and highlights of our Exporter and Associate members.

### Website

Our website continues to serve as a valuable resource for industry stakeholders and potential importers. The FPEF Fresh Produce Export Directory – which includes graphs, statistics and member contact details – remains available on the website, and is also offered in Mandarin to support engagement in key markets.

### Newsletters

'Keeping it Fresh' is published every two weeks – providing industry updates, trend analyses and FPEF news. In addition, weekly newsletters are distributed on behalf of our industry partners, including Agbiz, Agri-Hub, Business Unity South Africa (BUSA), the Bureau for Food and Agricultural Policy (BFAP), the Sustainability Initiative of South Africa (SIZA), the CGA and Hortgro.

## Point to ponder:

*"When we strive to become better than we are, everything around us becomes better too."*

– Paulo Coelho





## POST-HARVEST INNOVATION PROGRAMME

DESIREÉ THOMPSON



The Post-Harvest Innovation (PHI) Programme is a successful public-private partnership between the Department of Science, Technology and Innovation (DSTI) and Industry – with the FPEF serving as the implementing agent. Funding for the current fifth phase (PHI-5) of the Programme is received from the DSTI – through its Sector Innovation Fund (SIF) – with research and development (R&D) project costs being jointly funded on an equal basis by the DSTI and the participating industry associations.

Industry partners include Hortgro, the South African Table Grape Industry (SATI), the South African Subtropical Growers' Association (Subtrop SAAGA), Cape Flora SA and Berries ZA. Projects are conducted at ExperiCo, AgriSMART SA, Stellenbosch University and the University of KwaZulu-Natal.

PHI-5, which commenced in April 2022, is scheduled to conclude on 30 June 2026. As it enters its final stages, nine R&D projects have been completed, whilst seven Knowledge Products have been developed to date.

Over the past year, knowledge and information sharing were paramount.

On 27 February 2025, representatives from the DSTI and Industry visited the PHYLA Hortgro phytosanitary facility, where four of the projects under PHI-5 had been conducted, to showcase the impact of the PHI Programme. The visit, attended by Dr Mmboneni Muofhe, Deputy Director-General (DDG) of the DSTI, was arranged by the FPEF – in collaboration with Hortgro – following the success of a similar site visit the year before.



Inside the PHYLA Hortgro facility. From left: Ms Sunita Kalan (Director: DSTI Sector and Local Innovation), Ms Buliswa Omodona (Personal Assistant to the DSTI DDG), Dr Renate Smit (Hortgro Phytosanitary facility manager and Entomology researcher), Dr Minette Karsten (Hortgro Crop Protection programme manager), Dr Mmboneni Muofhe (DSTI DDG), Dr Shelley Johnson (Hortgro Research Associate: Phytosanitary Entomology and Market Access Specialist), Mr Anton Kruger (FPEF CEO) and Ms Desireé Thompson (PHI Programme Manager).



Prof. Wiehann Steyn (General Manager: Hortgro Science) delivering the opening address at the Hortgro Post-Harvest Symposium.



At the 2025 Hortgro Post-Harvest Symposium.

The biennial Hortgro Post-Harvest Symposium was held on 5 June 2025 at the Lord Charles Hotel in Somerset West, as part of a three-day event that began with the Hortgro Science Research Showcase on pome fruit

(3 June) and stone fruit (4 June). The importance of the PHI Programme was highlighted throughout the event via presentations on selected PHI-5 projects, delivered by PHI researchers and students.

On 9 September 2025, the PHI Programme held a Steering Committee (SteerCo) meeting at the Stellenbosch Institute for Advanced Study (STIAS) in Stellenbosch. Following the meeting, four PHI researchers and some of their team members delivered in-person project presentations. It provided them with the opportunity to share their project findings with SteerCo members, and it also created a platform for lively interaction and discussions.

The presentations were well received by all. The incoming FPEF CEO, Piet de Jager, joined online. Since he will chair the next PHI SteerCo meeting, the event served as the ideal opportunity to introduce him to the Committee, which consists of representatives of the FPEF, the DSTI, the Department of Agriculture, Hortgro, SATI, Subtrop, Cape Flora SA and Berries ZA.

Importantly, five new Knowledge Products were also developed during the past year to provide practical solutions for the South African fresh horticultural export industry. These include:

#### **Improving the structural integrity of cartons for the export of fynbos**

New carton prototypes, manufactured and tested by Mpact (FPEF member company), offer improved structural integrity compared to the existing S22 Superstack carton that is currently used by the industry. Three carton designs are now available for adoption by the Cape flora industry, with one design (extended lid with a standard tray) showing particularly excellent results.

### Non-chemical control of post-harvest diseases of avocados

Two new Knowledge Products were developed under this project:

**1. Biocontrol yeasts:** Novel yeast strains were formulated and tested as a non-chemical method to control post-harvest diseases of avocados. The best strains proved to be as effective as the fungicide, Prochloraz, when used preventatively.

**2. Rapid hot water treatment (rHWT):** Research to optimise the treatment of fruit with rHWT, to control post-harvest avocado fruit rot, has delivered a clear protocol for the treatment of avocados that can match or outperform the fungicide, Prochloraz, for the control of both stem-end-rot and anthracnose. It provides a non-chemical, curative treatment with potential industry-wide application.

### Ethyl formate fumigation and alternative application methods

This project developed a new controlled-delivery system for ethyl formate that overcomes ethyl formate's natural volatility. The innovation allows for more effective control of ethyl formate release, enhancing both its safety and effectiveness in post-harvest fumigation.

### A quest to develop an efficient organic avocado treatment using nanotechnology

This project developed a new organic product for the avocado industry as an alternative to Prochloraz. Results showed that the product can significantly suppress the pathogens responsible for anthracnose and stem-end rot.

During the past year, the PHI Programme also maintained its focus on human capital development by creating opportunities for students and interns through high-end skills development and transformation. Participating post-graduate students and interns, many of whom are historically disadvantaged individuals (HDIs), benefited from PHI funding support through bursaries, stipends, co-funding or salaries. As several R&D projects concluded, a number of participating students graduated, whilst four interns and one student managed to secure employment as a result of their project involvement.

In addition, case studies documenting the research were recently commissioned for most projects conducted under PHI-5. The final case studies will be submitted to the DSTI, whilst a selection will be published as articles in SA Fruit Journal. The PHI Programme and the FPEF are also represented at the Fruit Industry Value Chain Round Table (FIVCRT) Research and Technical Working Group.

With PHI-5 concluding in June 2026, the DSTI is now seeking to secure funding for a further phase of the PHI Programme. Looking ahead, the hope is that this long-standing and invaluable Programme will be able to continue into a sixth phase.





The FPEF remains deeply committed to driving industry transformation, guided by its vision: 'to facilitate a significant shift in the inclusion and sustainable participation of black South Africans within secondary agriculture in the fresh produce export value chain'.

#### **FPEF Graduate Placement programme**

The FPEF Graduate Placement programme serves as our flagship transformation initiative, since we believe it holds the greatest potential to bring lasting change to the industry. In 2025, the programme maintained its positive trajectory – with fifteen black graduates successfully securing employment in the fresh produce export sector. The programme enables the placement of high-calibre black graduates within FPEF member companies – taking up diverse roles across commercial, logistics, post-harvest technical and data science functions.

Since its launch in 2016, the programme has facilitated the placement of 97 graduates within the industry. We are particularly proud of its strong retention

rate: to date, 66% of participants have transitioned into permanent positions or have secured contract extensions beyond their initial fixed-term contracts.

Agrijob, as the appointed service provider, manages recruitment for the programme and ensures a consistently high level of service. Agrijob engages directly with individual FPEF member companies to understand their specific requirements before matching them with suitable graduates. To support successful placements, the FPEF covers the recruitment fees and contributes R6 000 per month towards each graduate's salary for the first twelve months of employment.

AgriCAREERConnect (ACC) is an initiative of Agrijob. In 2025, the FPEF participated in the ACC career fairs – hosted at the University of Johannesburg in May, at Stellenbosch University in July, and at the University of Pretoria in August. ACC provides an excellent platform to showcase the FPEF Graduate Placement programme and also engages directly with future talent.

ACC has become a key meeting point where current students, graduates and post-graduates connect with industry leaders. It enables them to explore career opportunities across the agricultural value chain and helps them to gain valuable insights into employer expectations – at entry level and beyond.





FPEF Transformation Manager, Johannes Brand, at the ACC career fair that was hosted at the University of Johannesburg.

### FPEF Young Professionals' Network

The FPEF launched its Young Professionals' Network (FPEF YPN) at the end of 2024 – as an extension of the Graduate Placement programme. It brings together both current and former participants who have entered the industry through the programme. The YPN's purpose is to foster personal growth, skills development, industry exposure, entrepreneurship and relationship building – whilst creating opportunities for networking, peer support and shared experiences. All YPN activities are conceptualised and driven by a committee of young professional volunteers.

The YPN's main annual event is a networking lunch, which was hosted in 2024 at Glen Carlou Vineyards in Klapmuts on 2 October. The networking

lunch included an entrepreneurship panel discussion with three inspiring entrepreneurs: Robin Johnson (a table grape farmer from De Doorns), Nigel Jacobs (co-founder of the Jacobs Jam company) and Wian Potgieter (co-founder of AgrigateOne). Guests at the event included representatives from the former Department of Agriculture, Land Reform and Rural Development (DALRRD) and Transnet National Ports Authority (TNPA).



Members of the FPEF YPN at the 2024 networking lunch.

On 29 March 2025, the FPEF YPN hosted an artificial intelligence (AI) workshop at Zest Fruit (FPEF member company) in Stellenbosch. The focus was on leveraging generative AI to enhance communication, efficiency and decision-making in the workplace. From lively discussions to hands-on demonstrations – the young professionals explored how AI is transforming work, and left inspired to make more effective use of AI in the workplace.

The workshop was facilitated by Premodial Zhou – co-founder of Rapidev Labs in Cape Town. Mr Zhou covered a range of AI tools, including ChatGPT, DeepSeek, Copilot and Perplexity, and provided an overview of prompt engineering and its importance in the effective use of generative AI.



*FPEF YPN members at the AI workshop in March 2025.*

In June 2025, members of the FPEF YPN met in Stellenbosch for a day of networking and team building. The event included a pottery painting session, lunch and refreshments, which provided the opportunity for participants to connect, share ideas and strengthen professional relationships.

#### **The FPEF Harvest to Home (H2H) Fruit Export Value Chain training programme**

The FPEF recently rebranded its long-standing Top of the Class (TOC) programme – now known as the Harvest to Home (H2H) programme. H2H provides a comprehensive overview of the fruit export value chain –

from harvest to home. Whilst primarily focused on employees in junior to middle management within fruit export companies, pack houses and logistics firms, it also serves as a valuable training resource for emerging farmers and exporters.

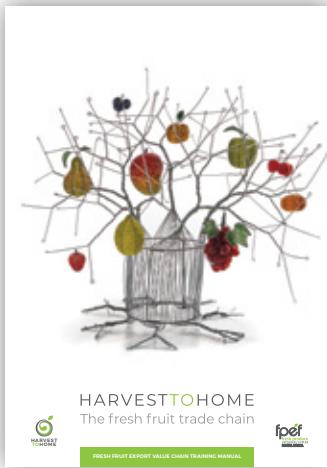
Participants develop a thorough understanding of the entire value chain, alongside deeper insights into their specific areas of responsibility. The programme's training modules encompass quality management, compliance, cold chain management, primary production, packing and packaging; road, sea and air freight, documentation, consumer and market dynamics, as well as the role of exporters.

A total of 69 individuals completed the course in 2025, which brings the total number of people trained since the programme was launched in 2004 to 1 445.



*Employees of Fruitways Marketing (FPEF member company) at the H2H training session in September 2025.*

In 2025, the FPEF Transformation Manager led a comprehensive update and rewrite of the H2H training manual, with significant contributions from fresh produce logistics expert, Andy Connell, who played a key role in revising the logistics chapters. The updated edition was published in PDF format at the end of the 2025 financial year – the manual will be made freely available to the industry.



### Market access for emerging farmers and exporters

The FPEF works with emerging fruit farmers to enhance their access to international markets. A cornerstone of this initiative is targeted training sessions that equip growers with an understanding of the export journey – starting the moment their produce leaves the farm.

These sessions cover key aspects such as export economics, global market dynamics and the pivotal role of export agents. By fostering deeper knowledge and stronger relationships between farmers and agents, the FPEF aims to unlock greater export opportunities and to build a more inclusive and competitive fruit export sector.

In this regard, the FPEF – in collaboration with the Western Cape Department of Agriculture (WCDoA) – provided a one-day export market access training session to emerging table grape farmers in De Doorns. Training was conducted in October 2024, prior to the table grape season.



Table grape farmers and WCDoA officials in De Doorns – at the FPEF export market access training day.

In January 2025, the FPEF Transformation Manager facilitated a training session to help prepare six emerging fruit farmers – sponsored by the WCDoA – to attend Fruit Logistica Berlin in 2025.

In addition, the FPEF continues to assist aspiring and emerging exporters through a 'help desk' that guides them in becoming export ready, whilst focusing on risk management. The FPEF also provides emerging exporters with free membership (with full benefits) for a minimum period of two years.

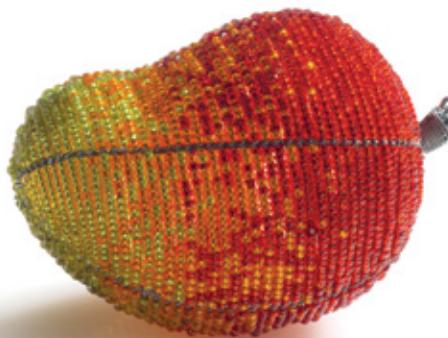
#### **FPEF BEE certification**

The FPEF achieved BEE compliance with level 7 recognition as a Qualifying Small Enterprise under the amended agricultural sector scorecard for specialised entities, following a BEE audit that was conducted in September 2025.

#### **Government and Industry collaboration**

The FPEF remains active as a member of the Fruit Industry Value Chain Round Table (FIVCRT) Transformation Working Group. The purpose of the working group is to drive transformation – amongst Fruit SA members (Hortgro, the CGA, SATI, Subtrop, Berries ZA and the FPEF) and various government departments – in an effective and coordinated manner. A key outcome of this initiative is the coordinated monitoring of transformation progress within Fruit SA member associations and the compilation of an annual transformation report to keep the government informed in this regard.

The FPEF also serves on the Horticulture Sector Sub-Committee and the Sectoral Skills Committee of the Agricultural Sector Education Training Authority (AgriSETA), to represent the interests of FPEF members within the AgriSETA. In 2025, the FPEF worked with the growers' associations under Fruit SA to develop two new occupational qualifications for the industry, namely Fruit Packhouse Line Manager and Fruit Packhouse Manager.





## FINANCIAL REPORT

**MARINDA ROUX**

### Overview

The 2025 annual financial statements of the Fresh Produce Exporters' Forum (FPEF) have been independently audited by SDK Chartered Accountants (SA). The statements present a clear, comprehensive and transparent analysis of the Forum's financial position as at 30 September 2025.

These financial statements have been prepared in accordance with the Accounting Standard of the International Financial Reporting Standard (IFRS) for Small to Medium-sized Entities (SMEs), as issued by the International Accounting Standard Board (IASB). The financial statements are based upon appropriate accounting policies – consistently applied throughout and supported by reasonable and prudent judgements and estimates. The audit opinion issued was unqualified, confirming the reliability and integrity of the Forum's financial records.

### Financial highlights

- Unqualified audit report.
- Net investment revenue of R1 123 391.
- Maintained a strong financial position through rigorous budget management, careful expense control and strategic resource allocation.

### Financial management and governance

The FPEF Board of Directors affirms that the Forum's financial affairs were managed with the highest standards of professionalism, accountability and transparency – throughout the 2024/2025 financial year. Comprehensive management accounts are presented to the FPEF Board on a regular basis, enabling the Board to exercise effective oversight of the Forum's financial activities. Any matters of concern or emerging financial challenges are promptly reported to the Chief Executive Officer to ensure that corrective measures can be implemented without delay.

The Forum remains committed to ensuring that members' annual contributions are used efficiently and responsibly to advance the strategic objectives of the organisation. In line with this commitment, the FPEF continually reviews investment opportunities to maximise returns on surplus funds whilst maintaining prudent risk management practices.

#### **Management of donor and grant funding**

Beyond its core operational activities, the FPEF plays a critical role in managing donor funds, grants and external contributions that support the development and sustainability of the South African fresh produce export sector.

The Forum administers funding from several partners and stakeholders, including Tesco and various government departments, implementing targeted projects and capacity-building initiatives that strengthen the competitiveness of the industry. The continued collaboration with these entities underscores their confidence in the FPEF's ability to manage funds with integrity and transparency.

#### **Conclusion**

The FPEF remains committed to responsible financial management, transparency and accountability. We appreciate the ongoing support of our members, donors and partners and look forward to continuing our work in promoting the South African fresh produce export industry.



*Members may request a copy of the signed financial statements from our Auditors, SDK Chartered Accountants (SA): Dirk Truter [dirk@sdkca.co.za](mailto:dirk@sdkca.co.za) or from the FPEF Accountant, Marinda Roux [marinda@fpef.co.za](mailto:marinda@fpef.co.za)*

Detailed Income Statement for the year ended 30 September 2025

INCOME	20 320 630	2025	R	FUNDING & GRANTS RAISED / RECEIVED	896 505
<b>CONTRIBUTIONS</b>				Donor Funds - Agri-Western Cape - Trade fairs	393 478
<b>FPEF MEMBERS</b>	<b>18 150 187</b>			Donor Funds - Other - Trade fairs	30 000
Membership fees (including new member acquisition)	16 588 655			Tesco - Africa / Global Communities Fund	92 021
Export Directory publication (Adverts)	299 000			Transformation - Training TOC / Online	381 006
Trade fairs (FPEF + Industry partners)	53 000				
Interest Std Bank / Stanlib re-investment (including fair value gain)	1 123 391				
Sundry income (SA Fruit Journal)	15 107				
Recoveries - various costs / Tesco management fee	71 034				
<b>GRANTS / PROJECT FUNDING - dtic</b>	<b>1 273 938</b>				
Reimbursement FL Asia	43 722				
Export Directory publication	200 000				
Reimbursement FL Berlin	30 216				
Export Council grant	1 000 000				

R

**EXPENDITURE 2025****19 039 847**

Agbiz - Gensets port assistance	608 696	New member credit checks	4 248
Agri-Hub industry contribution	565 077	Post-Harvest Innovation Programme	611 259
Annual Report	97 455	Printing and stationery	35 946
Audit - tax and secretarial	29 180	Rental - Regus / storage	221 947
Audit fee	94 600	Small assets written off	8 658
Bank charges	55 149	Subscriptions / membership fees / conferences	138 991
Compensation commissioner	25 620	Sundries	20 589
Consult: Legal & Mediation / HR / Lobby	310 831	Telephone (cellular)	32 506
Courier and postage	18 754	Tesco - projects	20 426
Depreciation	26 022	Trade fairs (Recovered - Industry R1 800 000)	1 606 675
Employees and contract employees	7 347 002	Transformation initiatives	2 245 633
Entertainment	11 176	Travel and accommodation: local	218 008
Export Directory	448 580	Travel and accommodation: overseas	564 351
Fruit SA - Export Council grant	1 000 000		
Fruit SA - Exporter contribution	800 571		
Insurance	47 263	<b>NET SHORTFALL FOR THE YEAR</b>	<b>1 280 783</b>
Internet, IT and computer maintenance	107 435	Less: Funds transferred to Tesco Project Reserves	(71 595)
Market access	1 001 511	<b>FPEF SURPLUS FOR THE YEAR</b>	<b>1 209 188</b>
Market development: international promotions	134 381		
Marketing materials	46 211		
Market statistics and information	297 004		
Marketing forums and technical meetings	42 628		
Media platforms: web maintenance	5 431		
Meetings / Board / AGM and other	190 033		

FRESH PRODUCE EXPORTERS' FORUM NPC  
(registration number: 1998/018451/08)

Income Statement for the Post-Harvest Innovation Programme: PHI-5  
for the year ended 30 September 2025

PHASE 5	2025
	R
<b>INCOME</b>	<b>3 481 286</b>
CONTRIBUTIONS (Industry partners)	3 301 218
Interest income	180 068
<b>EXPENDITURE</b>	<b>7 114 614</b>
Research and development projects	5 640 255
Programme management/implementation	1 474 359
<b>NET (SHORTFALL) FOR THE YEAR</b>	<b>(3 633 328)</b>
RETAINED INCOME C/F 1 OCT 2024	5 320 341
RESERVES AS AT 30 SEP 2025	1 687 013

FPEF  
BOARD OF  
DIRECTORS  
2025



Mark Jensen  
(Chairperson)



Charl du Bois  
(Vice-Chair)



Hans Boyum



Awie de Jager



Chris Engelbrecht



Stiaan Engelbrecht



Marietjie Franzsen



John Gray



Cyril Julius



Snyman Kritzinger



Cecilia Landman



Rosené Matthee



Karabelo Motsei-  
Mngomezulu



Hannes Nieuwoudt



Roelf Pienaar



Chiliboy Ralepelle



Craig Schaefer



Neil van Rooyen



Liezl Pentz  
(Ex officio)



Luke Govender  
(Ex officio)



Francois Knowles  
(Ex officio)

FPEF  
STAFF  
MEMBERS  
2025



Anton Kruger  
(CEO)



Werner van Rooyen  
(COO)



Antoinette van Heerden



Marletta Kellerman



Desireé Thompson



Johannes Brand



Marinda Roux



Claudia Walklett

## EXPORTER MEMBERS

Access Farms	Dole South Africa	Good Hope Marketing
Afrigold SA	Down South	Grape Alliance Marketing
ALG Marketing	Du Toit Agri	GrapeHub
Alliance Fruit	ELE Trading	Green Marketing International
AM Fresh South Africa	Epic Fruit Exporters	Groep 91 Uitvoer
Angon Fruit	Everseason	Growers by Nature
A.S. Viljoen & Seuns Boerdery	EXSA	Grown4U
Banhoek Fruit Packers	Favourite Fresh Export	G.S. Schoonbee Landgoed
Berryworld South Africa	Fresh 365 International	HNP Marketing
Bet-El Fruits	Freshgold SA Exports	Icon Fruit
Betko Fresh Produce	Freshgro Citrus Growers	Ideafruit Export
Bono Farm Management	Freshness First	Impala Citrus
Boschkrans Boerdery	Fresh-Pride SA	In2Fruit
C Fruit	Freshworld	In Season Marketing
Cape Five Export SA	Fruit Flow Concept	Internode Marketing Company & Logistics t/a iMCOL
Capespan South Africa	Fruit Heart Exporters	Iris Fresh
CitrX	FruitOne	Jo-Rie Products
Core Fruit	Fruitways Marketing	JWM Asia South Africa
De Keur Marketing	Fruitworks	Karpus Exports
Delecta Fruit	FVC International	Karsten Marketing
Dibanisa Fruit	GF Marketing	Kat River Citrus Primary (KATCO)
DKI Fruit Marketing	Global Pacific Produce SA	

## EXPORTER MEMBERS

Khula Fresh	Pomona Fruit	Toro Fruit
Kingfisher Fruits	Pure Legacy	Triple D Farms
Komati Fruit	Rainbow Export	Tru-Cape Fruit Marketing
Kromco	Remhoogte Boerdery	Twente Partners South Africa
Laeveld Sitrus	Riyp	Ultimate Produce
Lange Farms	SAFPRO	Unichoice Produce Direct
Le Roux Fruit Exporters	SAFRESCO	Unifrutti SA
Letaba Estates	Samapro Trading	United Exports South Africa
Lona Citrus	SAPEX Exports	Van Doorn Citrus
Lucerne Fresh	Seaboard International Trading Company	Vanguard Group International
Mahela Group	Sonlia Marketing	Van Zyl Agri Export
Market Demand Fruits	Southern Cross Marketing and Management	Venganix
Masterclass International	Southern Fruit Growers	VIDAFRUIT
Modderdrift	Southern Fruit Trading	Vintage Group
Mooigezicht Estates	SRCC Marketing	Vitanova International
Mouton Citrus	Star South Fruits	Vrugteboom SA
Muka-Tangi Farming Operations t/a Easy Farm	Stargrow Fruit Marketing	Westfalia Marketing Africa
Niche Fruit	Stems Fruit	Wolseley Fruit Packers
Nine Fruits Exports	Suiderland Plase	WP Fresh Distributors
Orex Export	Sunfed	XTreme International
Patensie Citrus	Swollenfruit Packing	Yukon International
Pitto	The Fruit Farm Group South Africa	Zest Fruit
	The Grape Company	Zonnehaven

## ASSOCIATE MEMBERS

Adagin Technologies  
African Port Logistics & Infrastructure t/a Khold  
APL Cartons  
CH Logistics  
Citicom IP  
Citrogold  
Citrus Growers' Association of Southern Africa (CGA)  
ClemenGold International  
Contour Logistics  
CTI Coldstore  
DHL Global Forwarding SA  
Directreefer  
Energy Partners Refrigeration  
Ethekwini Cold Stores  
FPT Group  
GoGlobal Group  
Hapag-Lloyd Africa  
Hortec  
Imperial Clearing and Forwarding South Africa  
Integrated Fruit Marketing  
Laeveld Agrochem Marble Hall  
LCL Logistics Southern Africa  
Maersk South Africa  
Morreto Trade  
Mpact  
Ocean Network Express (ONE) South Africa  
Paltrack  
PCA Logistics  
Perishable Products Export Control Board (PPECB)  
Plus 0  
Potatoes South Africa  
Producer Ally  
Prophet Systems SA  
SAFT Group  
Sappi Southern Africa  
SGI Industries  
The SPOT  
Unitec South Africa  
Unitrans Freight Forwarding and Clearing  
ZZ2

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