



Dear FPEF Members,

This year remains challenging; if it is not the ports, low prices of our products in some of the markets, new requirements, then the weather is unpredictable with floods, veld fires, wind, etc. Despite all of this, it is heartening to still hear the positive sentiments of our members about our industry.

Part of the positive attitude can be seen in the increased interest to attend **Fruit Attraction** next week in Madrid and engage with existing and potential customers. All the FruitSA members, with the exception of BerriesZA, will fully fund the stand: FPEF, HORTGRO, CGA, SUBTROP and SATI. The stand number is **Hall 4 / 4C22**.

The **Agri-Link** trade show in the **Philippines** takes place at the same time and will also be funded by the FruitSA members; with the exception of BerriesZA and Subtrop.

We continue to address the challenges and constraints for our industry via all avenues to our disposal. More details on this, later in this newsletter.

FPEF staff as well as Board members are involved with and/or serve on various committees and boards to ensure our visibility and participation. One such international association is the IFPA (International Fresh Produce Association) – previously known as the PMA.

The IFPA does have a Southern Africa Country Council and our members serving on the Council are indicated in this picture:



Clive Garrett, Piet Prinsloo and Tommie van Zyl: **ZZZ**
 Trevor Dukes: **The Fruit Farm Group**
 Adolf Kieviet: **Freshworld** (and FPEF Vice-Chairman)
 Jaco Oosthuizen: **RSA Group**
 Charl du Bois: **Capespan**
 Lucien Jansen: **PPECB**
 Willie Jacobs: **Potatoes SA**
 Vito Polera: **FVC International/Food Lovers' Market**
 Anton Kruger: **FPEF**

These combined voices aim to add to efforts to address the issues and challenges.



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Trade Relations with Vietnam

The Vietnamese Ambassador, Mr. Hoang Sy Cuong invited a FruitSA business delegation to participate in the Embassy's recent event to celebrate 30 years of diplomatic relations between Vietnam and South Africa. Our Chief Operating Officer participated in a joint meeting with the Vice-President of State of Vietnam, during which the FPEF introduced information on the successful export of deciduous fruits from South Africa to Vietnam. The finalisation and signature of the protocol for the export of citrus to Vietnam was cited as a major priority for South African fresh product trade and shared.



This event provided an exclusive opportunity for the two countries' business communities to match up, and also a chance to connect directly with Vietnam governmental authorities. The FPEF COO used the opportunity and met with Mr Việt Châu, Deputy Director General for the Vietnamese International Cooperation Department of the Ministry of Agriculture and Rural Development. The conversation stipulated the need to fast track market access for fruit and future negotiations for a Free-Trade-Agreements (FTA) with Vietnam.

LOGISTICS & OPERATIONS

Mop up operations and damage assessment has started in the Western Cape after a weekend of widespread flooding, high winds, and road closures. Cape Town Container Terminal lost 67 hours due to wind delays and 10 stacking areas were impacted by containers blown over, tipped or stacks moving. Producers report that they observed infrastructure damage but that vines for the most part are unaffected. Over the next week or two the picture will become clearer.

The City of Cape Town together with stakeholders such as trucking organizations and the Paarden Eiland community gathered to discuss the need for the trucking fraternity ahead of the TNPA permanent staging area that is currently slated for 2026 completion. Input was sought if the facility should be a staging area and / or a truck stop. While drilling down on requirements, possible sites were mentioned next to the R27 where trucks currently stop but the surface as well as the land next to the canal close to the M5 interchange need construction work to be done.

TRANSFORMATION

FPEF Transformation Webinar

The FPEF held its 7th annual transformation webinar on the 19th of September. The goal of the webinar is to inspire and equip business leaders to facilitate proactive and effective transformation in their businesses. This year's speakers were Mr Jonathan Goldberg and Mr Athol Trollip. Jonathan is the Chairman of Global Business Solutions and has been a business leader in the changing labour law landscape over the past twenty years. Athol is a well-known politician, motivational speaker and ex-farmer who is currently the Provincial chairperson of ActionSA in the Eastern Cape.



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In his talk, Jonathan unpacked the implications of the new Employment Equity (EE) Amendment Bill on businesses. He highlighted the fact that 94% of employers surveyed by the Director General of the Department of Employment and Labour were found to be non-compliant with the current employment equity legislation. Jonathan then provided an overview of the draft employment equity targets set by the Minister of the Department of Employment and Labour under the amended legislation, which is likely to be implemented in 2024. The current legislation makes provision for fines starting at the greater of R1.5m or 2% of turnover for a first offence, up to the greater of R2.7m or 10% of turnover for multiple contraventions within a three-year period. He stressed that in his view, all employers can avoid non-compliance and fines, provided they either meet the targets and/or keep adequate records to justify not meeting the EE targets. Acceptable justifications for not meeting the EE targets include; no recruitment opportunities, no promotion opportunities, no available suitably qualified people, a court order, mergers and acquisitions, transfer of businesses

and major business interruptions.



Athol reminded us of the devastating effect of the 1913 Native Land Act in South Africa, which led to evictions, expropriation, relocation and segregation and is responsible for much of the trouble which blights the transformation of South Africa's agriculture sector. He believes we can however overcome this legacy with a lot of time and effort from both the government and private sector. He believes a key blockage that the government needs to address is the provision of secure land tenure to black farmers. He shared some of his experiences during the time he was contracted to support SAFPRO's exemplary support of 13 black citrus farmers in the Eastern Cape and 2 packhouses serving the growers (SAFPRO is a FPEF member company and the CEO, Mark Jensen is Chairman of the FPEF Board). They managed to secure funding to expunge the growers debt, which was crippling them, secured one year's production grant finance and assisted with much needed technical knowledge. Athol also reminded us that industry bodies such as the FPEF have a vital role to play in lobbying the

government to address key issues facing the industry.

The recording of the webinar is available at the following link and a copy of Jonathan's slides are available upon request (contact johannes@fpf.co.za): <https://youtu.be/OCeAplFBJIM>

MARKETING AND PROMOTIONS

Fruit Attraction Madrid 2023

As is mentioned earlier in the newsletter, Fruit Attraction will be held in **Madrid from 3 to 5 October 2023**. There will be tables available (same as 2022) for meetings but unfortunately, **no tables can be reserved** and a first come first served approach will be adopted. The FPEF staff will need to ensure that a specific member does not occupy a table for an entire day in order to give as many members as possible the opportunity to utilise the space.

Stand number: **Hall 4 C22 (4C22)**

Meeting space is also available at the SATI stand (4D22). To book a space, please contact Mecia Petersen - mecia@satgi.co.za. The price is R2,000 for 45-minute meeting slots.



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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@fpéf.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@fpéf.co.za no later than **11 October 2023**.

Kind regards
Anton Kruger



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