

3 April 2025

IFPA EXPRESSES DISAPPOINTMENT OVER 30% TARIFFS ON SOUTH AFRICAN FRESH PRODUCE

U.S. President Donald Trump announced on 2 April that he would impose a 10 percent tariff on imports from all countries around the world starting on 5 April and would also impose an additional, individualised tariff on approximately 60 countries beginning on 9 April, including a 30% rate on South Africa.

More details are available in a [fact sheet](#) and [Executive Order](#) published by the White House. South Africa's Presidency said the trade tariffs announced by Trump affirm the urgency to negotiate a new bilateral and mutually beneficial trade agreement with the US.

International Fresh Produce Association (IFPA) Chief Global Policy Officer Alexis Taylor said, "IFPA firmly supports fair and thriving international trade. Fair trade expands markets, drives prosperity, and ensures access to fresh, nutritious foods worldwide. The global trade of fresh produce is essential to the health and well-being of people in every nation, and we are concerned about the broad application of tariffs on global trading partners and the resulting disruptions to supply chains, market stability, and food prices worldwide. Additionally, the risk of retaliatory tariffs from other countries further exacerbates these issues, creating a cycle of trade barriers that harm consumers and producers alike. While targeted use of tariffs can be a tool for addressing inequities between trading partners, the broad application of this blunt tool often disrupts markets, raises consumer costs, and places unnecessary strain on growers and producers across the supply chain.

"Fresh produce trade is uniquely complex, shaped by seasonal and regional factors that require a well-functioning market for year-round availability. Once businesses lose market share, reclaiming it is difficult—if not impossible—dealing a lasting blow to an industry vital to food security and economic stability."

"The imposition of these tariffs will be a major setback for the fresh produce industry," said Jane Strijdom, IFPA Southern Africa Country Manager. "South African producers are already navigating numerous economic and logistical challenges. Adding a 30% tariff on top of these existing pressures will hamper their ability to compete fairly in the global market. We support the South African and United States governments to negotiate urgently on a workable solution for fresh produce's global supply chains."

Stay Informed

Find resources on tariffs which may help inform your individual business needs on IFPA's resource page. Stay up to date with IFPA news on our commentary and press pages. Please send U.S. tariff-related questions to USGR@freshproduce.com.

ABOUT IFPA

The International Fresh Produce Association (IFPA) is the largest industry association representing the interests, individuals, and organizations of all sizes and specialties across the global supply chain. We are positioned to serve as a resource and partner for the media, policymakers, and change leaders who are invested in the solutions the industry has the power to provide.

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