



# KEEPING IT FRESH

**fpef**  
fresh produce  
EXPORTERS' FORUM  
SOUTH AFRICA

**News from the FPEF – 03 July 2024**

**Dear FPEF Members,**

With the announcement of the new Cabinet, we will ensure to engage with the Ministers most relevant to our industry as soon as possible. Please note that the ministry of Agriculture has been separated from the ministry of Land Reform and Rural Development. The Ministers for the various portfolios are as follows:

- The Minister of **Agriculture** is *John Steenhuisen*.
- The Minister of **Land Reform and Rural Development** is *Mzwanele Nyhontso*.
- The Minister of **Trade, Industry and Competition** is *Parks Tau*.
- The Minister of **Science, Technology and Innovation** is *Blade Nzimande*.
- The Minister of **International Relations and Cooperation** is *Ronald Lamola*.
- The Minister of **Transport** is *Barbara Creecy*.

**We wish them every success.**



*John Steenhuisen*



*Mzwanele Nyhontso*



*Parks Tau*



*Blade Nzimande*



*Ronald Lamola*



*Barbara Creecy*



Market Access

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Last week we shared a research report with you which was done by GIBS/Stellenbosch/Henley on “**Optimising export performance and securing sustainable exporter-importer relationships**”. It provides some interesting insights. If you have not received it, please contact Claudia Walklett: [claudia@fpf.co.za](mailto:claudia@fpf.co.za)

An important development with regards to retaining market access is that South Africa has last week requested the establishment of two panels at a meeting of the **Dispute Settlement Body (DSB)** of the **World Trade Organization (WTO)** to examine what, in South Africa’s view, are unscientific and discriminatory measures placed on citrus imported from South Africa by the European Union (EU).

These steps were taken to address the EU’s regulations on two separate plant health issues: **Citrus Black Spot (CBS)** and **False Codling Moth (FCM)**. The regulations are being challenged by the South African government to protect the livelihoods of tens of thousands of people in the local citrus industry.

**IFPA Southern Africa Conference: 5 and 6 August**



Herewith a reminder that the *special registration rates for FPEF members* is only valid till this coming **Friday 5 July**.

To register, all you need to do is to follow one of these links:

1. Allied Individual Registration: <https://scatterlings.eventsair.com/ifpa-2024/allied-registration>
2. Allied Group 5+ Registration: <https://scatterlings.eventsair.com/ifpa-2024/allied-association-group-5>

At the bottom of the registration form, there is a drop-down menu with the names of Allied Associations. *You need to select the correct association (FPEF).*



 <p><b>The Southern Africa Conference</b> INTERNATIONAL FRESH PRODUCE ASSOCIATION <b>5 - 6 AUGUST 2024</b> <b>CAPE TOWN, SOUTH AFRICA</b></p>	<p><b>MEMBER RATES</b> (includes members of IFPA Member Allied Associations)</p> <p><b>EARLY BIRD</b> Before or on 5 July R5,000</p> <p><b>STANDARD RATE</b> 6 July and After: R5,900</p> <p><b>EARLY BIRD GROUP RATE</b> Before or on 5 July Group (5+ pax): R4,250</p> <p><b>GROUP RATE</b> 6 July and After Group (5+ pax): R5,400</p>	<p><b>NON-MEMBER RATES</b></p> <p><b>EARLY BIRD</b> Before or on 5 July : R5,900</p> <p><b>STANDARD RATE</b> 6 July and After: R6,600</p> <p><b>EARLY BIRD GROUP RATE</b> Before or on 5 July Group (5+ pax): R5,250</p> <p><b>GROUP RATE</b> 6 July and After Group (5+ pax): R5,900</p>
	<p> New this year! Women’s Fresh Perspectives Breakfast is included in the ticket price.</p>	



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**Value stream mapping with Transnet**

We would like to extend a big word of thanks to **Oliver Wood**, the **Managing Director** of the **Ideafruit Group** and his team for hosting the Transnet team as part of the value stream mapping. The aim was to understand the process and drivers behind the packhouse, cold-store and export processes. The Transnet team consisting of **operational staff** that manage the reefer stack, the **planning team** and **Navis team** (booking system) could see and experience how the **apple** packing and export process differs from other fruit types. **Oscar Borchards**, the **Transnet Western Cape Regional Executive** mentioned in an **FTW** (Freight and Trading Weekly) article that the collaboration is an effort to identify opportunities to improve efficiencies. The initiative is in line with the port’s commitment to break down silos in the value chain.



**Container Terminal Operating Contract**

Transnet is committed to keeping shipping lines accountable to the **CTOC agreements** (Container Terminal Operating Contract) and the goal is to **maintain fluidity, turn vessels around** and **consistent predictable access to market**. The contract, for example, **allows 10% deviation on volumes** but if a vessel wants to load double what has been agreed, it delays other vessel stack dates and follow-up berthing. **FPEF via Fruit SA** will support the enforcement and we expect better productivity and planning through this initiative.



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## Transnet Freight Rail Network Statement engagement

FPEF together with Agbiz and Forestry attended the industry engagement on the **Network Statement** with the Infrastructure management team, to build on the presentations given at the public information sessions. We presented corridors of interest that are currently in operation, corridors that are no longer in use but of interest, and insight into factors influencing volumes as well as industry requirements.



*Antoinette van Heerden - FPEF*

The Infrastructure Manager requested additional information such as short-, medium- and long-term priorities. With two weeks left to finalise the Network statement, we invited the team



*Theo Boshoff - Agbiz*

to Cape Town for a session with exporters. We will keep you posted on developments with regards to this.

## MARKETING AND PROMOTIONS

### Asia Fruit Logistica 2024



4-6 September 2024  
**ASIA FRUIT LOGISTICA**

The next edition of **Asia Fruit Logistica** returns to **Hong Kong's AsiaWorld-Expo** on **4-6 September 2024**. The FPEF will host the National Pavilion together with Fruit South Africa and is funded by the different associations under the Fruit South Africa umbrella.

A 108 m<sup>2</sup> stand is secured in **Hall 5 stand number Q02**. There will be tables available for meetings on a first come, first served basis.

### Fruit Attraction Madrid 2024

The next edition of **Fruit Attraction** will take place from **8 to 10 October 2024** at **IFEMA Madrid**.

The FPEF will host the National Pavilion together with Fruit South Africa and is funded by FPEF, CGA, Hortgro, SATI and Subtrop.



A 128 m<sup>2</sup> stand is secured in **Hall 4 stand number C22**. There will be tables available for meetings on a first come, first served basis.



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**Agrilink Philippines 2024**

The next edition of **Agrilink Philippines** is from **3 to 5 October** in the **World Trade Center, Manila**. The FPEF will participate in this event and our members are welcome to visit us at the 18m<sup>2</sup> Fruit SA stand. Stand number to be confirmed.



**China International Import Expo (CIIE)**

the dtic extends an invitation to apply to participate in the **7th China International Import & Export (CIIE) 2024**, scheduled to take place from **05 – 10 November 2024 in Shanghai, China**.



**中国国际进口博览会**  
**CHINA INTERNATIONAL IMPORT EXPO**

The deadline date for the submission of complete National Pavilion application forms is **05 July 2024**.

Please see email sent on Monday 1 July (from Marletta Kellerman) for more information and application documents.

Applications are **only online** and can be emailed to [MGawula@thedtic.gov.za](mailto:MGawula@thedtic.gov.za) / [DRMagolego@thedtic.gov.za](mailto:DRMagolego@thedtic.gov.za).

Best regards  
**Anton Kruger**



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