



KEEPING IT FRESH

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fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

News from the FPEF – 30 August 2023

Dear FPEF Members,

Attending the BRICS Summit last week, it was good to hear that the Agricultural sector was highlighted as the sector to drive co-operation between BRICS countries. We have pointed out that, from our industry's perspective, the two most important barriers to drive this envisaged cooperation are tariffs and market access (primarily based on SPS measures). During the discussion, it was mentioned that there is indeed an intent to remove the tariff barriers, but in practice, the movement to do it is too slow. We need to understand what lies behind these policies.

Some comments of the other BRIC countries regarding the agricultural sector were:

Brazil:

Free trade needs to be pursued.

India:

Agriculture is one of the most important sectors to reduce environmental problems and proposed that stakeholders in the value chain/food system be rewarded for sustainable behaviour by way of tax benefits.

Russia:

A free trade block between BRICS members should be created.



Overall, the Summit was broadly positive for our industry; especially for the avocado industry as **the agreement for the export of avocados to China was signed on Ministerial level.**

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Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

In engagements before the Summit, **Wandile Sihlobo**, Agbiz' Chief Economist, said that South Africa's agricultural interests in the BRICS markets are not at the expense of the existing and vital export markets in the African continent, EU, Asia, Americas, Middle East and others. Wandile also said the following:

“South Africa's agriculture is export-orientated, and the focus should be on maintaining smooth relations with these critical export markets while searching for additional new markets. The priority countries for expanding agricultural exports should be China, South Korea, Japan, the USA, Vietnam, Taiwan, India, Saudi Arabia, Mexico, the Philippines, and Bangladesh. All have sizeable populations and large imports of agricultural products.

The Department of Trade, Industry and Competition, along with the Department of Agriculture, Land Reform and Rural Development, all share the view of widening the export markets for South Africa's agriculture. This should be at the top of the policy agenda, with many domestic production-oriented interventions for the sector.”

Other recent high-level matters include the **CBS** issue where the **CGA** wants the **World Trade Organisation** to decide on EU citrus black spot measures.

The **International Blueberry Organization** (IBO) has introduced the **“2023 Global State of the Blueberry Industry”** report. Despite impressive expansion, the industry has encountered significant margin pressures, attributed to a surge of 20-30% in input costs since 2002.

AGOA

The Fruit Desk at Agbiz is actively involved in the AGOA matter and reported that the AGOA Forum will still be held in November 2023 in SA where the renewal of the agreement will be discussed.

MARKETING AND PROMOTIONS

Asia Fruit Logistica 2023

Asia Fruit Logistica is scheduled for 6 to 8 September 2023 at the AsiaWorld Expo in Hong Kong. South Africa will have a dtic-funded National Pavilion. There will be tables available on a first-come, first-served basis. The dtic requests that all companies that make use of the South African pavilion for their business meetings, must provide an estimate Rand value of business conducted during the event. The FPEF will be responsible for the collection of this information after the event. Please note that your information will be treated as highly confidential.

Fruit Attraction Madrid 2023

Fruit Attraction will be held in Madrid from 3 to 5 October 2023. The industry will organise and fund a South African pavilion. There will be tables available (same as 2022) for meetings but unfortunately, no tables can be reserved and will work on a first come first served basis.

Stand number: Hall 4 C22 (4C22)

To book a meeting space on the SATI stand, please contact Mecia Petersen - mecia@satgi.co.za

The price is R2,000 for 45-minute meeting slots.

Fruit Logistica Berlin 2024

the dtic extends an invitation to all exporters of fresh produce to apply to participate in the Fruit Logistica Berlin 2024, scheduled to take place from 07 – 09 February 2024 in Berlin, Germany. The deadline for the submission of complete National Pavilion application forms is 07 September 2023 @ 16:00. Applicants need to complete the EMIA application form and submit it via e-mail only together with the required documents to: VMbuyisa@thedtic.gov.za / SMtimkulu1@thedtic.gov.za

For any enquiries pertaining to applications please contact Ms. Virginia Mbuyisa / Ms Sizakele Mtimkulu

Tel: 012 394-5988 / 012 394 1409

MEMBERSHIP MATTERS



We would like to extend a hearty welcome to **TWO** new **EXPORTER** members:

- **Access Farms (Pty) Ltd**
- **Angon Fruit (Pty) Ltd**

We look forward to a long and rewarding association with you.

TRANSFORMATION

FPEF Fruit Export Training – Top of the Class Programme (TOC), starting 18 October. (See below for more information). Please RSVP to Johannes Brand, johannes@fpf.co.za.

fpf INTERACTIVE ONLINE FORMAT

FRUIT EXPORT TRAINING

TOP OF THE CLASS PROGRAMME (TOC)

The course content covers the fruit export value chain from field to fork and is aimed primarily at employees in junior to middle management positions within fruit export companies, packhouses and logistics companies. It is also a valuable training tool for emerging farmers and exporters. Participants will gain an excellent understanding of the whole value chain and additional knowledge and insight in their own area of responsibility. Topics covered include; quality management, compliance, cold chain management, primary production, packing and packaging, road, sea and air freight, documentation, consumers, markets and the role of exporters.

The full programme will be covered in 3 blocks of 2 days each (total 6 days).

When 18 - 19 Oct | 1 - 2 Nov | 15 - 16 Nov

Where Interactive online format

Cost R4 000 / person ex VAT for the full 6 days

For further information or to book please contact
Johannes Brand
johannes@fpf.co.za
071 688 1888

Book as a group or an individual to be grouped with other participants

TOC
TOP OF THE CLASS
Transforming the SA Fruit Industry

FPEF partnerships with government institutions

In recent years, an opportunity emerged where the Department of Agriculture, Land Reform and Rural Development (DALRRD), Directorate: Inspection Service (IS) and industry mutually benefitted from a long-term partnership. DALLRD:IS embarked on an initiative with the FPEF (Fresh Produce Exporters' Forum) via a pilot project for phytosanitary inspection of table grapes. The project was successfully delivered for the past three years. Recently, DALRRD:IS approved the project for another year, commencing from week 50 during the 2023/2024 table grape season. During the export season for table grapes, the largest proportion of phytosanitary inspections are conducted in the Western Cape area.

Due to new varieties that generate a larger yield, the growing trend in table grape production volumes results in a significant burden on the phytosanitary inspection process. Initial theoretical calculations indicate a 20% increase in deciduous fruit exports during the 2023/2024 season.

Exporting to markets governed by phytosanitary protocols necessitates logistical supportive functions that contribute to efficient turnaround times of phytosanitary inspections.

This partnership enables industry to provide supportive logistics functions and DALRRD:IS to solely focus on their mandate, to execute on the phytosanitary inspection function and as such, DALLRD and FPEF combine efforts, to successfully manage the peak inspections volumes.

Ports

August has been a challenging month for the port of Cape Town starting with the Taxi strike and before the port could fully recover several factors impacted the port within a short period of time. The factors on its own would have a smaller impact but when combined, we see reefer stacks closing and vessels omitting. This time of year, we don't see the South Easter often, but strong winds can still slow or stop operations and create high swells. The high swells prevent TNPA from berthing/sailing vessels safely and created vacant space on the berth. Inside the port, the swell has stopped operation on vessels unless the vessel has a shore tensioner connected. Unfortunately, one of the vessels pulled a shore tensioner into the water and about 16 hours was lost as the vessels could not sail until the unit was recovered. The port is now down to one unit which means the vessels on the other two berths will stop when heavy swells occur.

Following the feasibility study, the port has received the go ahead to procure the new RTG's which will provide some relief against these unusually severe and prolonged weather conditions.

Last week TNPA (terminal landlord) hosted a long-awaited consultation with truckers in Cape Town, sharing plans for the port complex, container terminal and Culemborg site. The value of the temporary truck staging area was brought into question listing the size and condition as concerns. The response from TNPA was swift and a meeting has been called to consult with truckers and industry and this is indeed a positive step. The permanent truck staging area planned for the PIP site has moved out a year, with construction starting in the year 2025 and occupation in 2026.

Best regards
Anton Kruger

