



# KEEPING IT FRESH



**News from the FPEF – 06 August 2025**

## *Dear FPEF Members,*

As we all know, the situation regarding US tariffs continues to evolve, creating ongoing uncertainty about the exact impact on our industry.

One important matter on which there is now more clarity is the implementation date: The Executive order published by the United States today clarifies that **goods loaded** onto a vessel at the port of loading and in transit on the final mode of transit **before 12:01 am eastern daylight time 7 days after 1 August 2025**, and **entered for consumption**, or withdrawn from warehouse for consumption, **before 12:01 am US eastern daylight time on 5 October 2025**, shall not be subject to such additional duty and shall instead remain subject to the additional ad valorem duties previously imposed in Executive Order 14257.

**Wandile Sihlobo, Agbiz's Chief Economist**, pointed out that the recently announced 30% tariffs on goods imported from South Africa are not the end of the road, as the negotiations continue between the two countries. Still, the lingering uncertainty and the fact that the tariffs are in place remain a major concern.

We have been, and continue to be, actively involved in various high-level forums and structures where solutions to the tariff issue are being pursued. Our inclusion in these discussions is a strong testament to the credibility and standing of the FPEF within the industry.

Despite the announcement of the 30% tariff, the **South African Summer Citrus export programme** announced its largest shipment ever. About 85% of the programme's estimated product was loaded by the end of July. Typically, at this time of year it would be at +/- 60%, but as the demand for the product has been growing, the available supply was able to meet and exceed that.

Talking about shipping, you can read about the latest development on the **domestic logistics front**, under the **Logistics** section.

In less than a month, we will be in Hong Kong at **Asia Fruit Logistica** and you can read more about this under the **Marketing and Promotions** section.

This week, we're pleased to introduce another new member of our Board – **Neil van Rooyen**. You can read more about him at the end of this newsletter.



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We had the privilege of participating in the **Southern Africa Conference** of the **International Fresh Produce Association (IFPA)** in Pretoria, where our **COO, Werner van Rooyen**, represented us with distinction as an expert panelist on logistics.

*From left: Werner van Rooyen (COO, FPEF), Jessica Keller (IFPA) and Steve Alaerts (Foodcareplus Logistics)*

## MARKETING AND PROMOTIONS – MARLETTA KELLERMAN

### Asia Fruit Logistica 2025

The next edition of **Asia Fruit Logistica** returns to **Hong Kong's AsiaWorld-Expo on 3-5 September 2025**. 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 120 m<sup>2</sup> stand is secured in Hall 5 stand number T19.**



### Fruit Attraction Madrid 2025

The next edition of **Fruit Attraction** will take place from **30 September to 2 October 2025 at IFEMA Madrid.**

The FPEF will host and fund the National Pavilion together with the Fruit South Africa members (grower associations).

**A 160 m<sup>2</sup> stand is secured in Hall 14 stand number D10 (new hall).**

**In response to feedback and suggestions from FPEF members following previous events, particularly regarding the use of tables and chairs at the stand, the following arrangements will apply at Asia Fruit Logistica and Fruit Attraction Madrid:**

- **All tables will be available strictly on a reservation basis.** No one will be allowed to use a table without booking it first.
- Reservations can only be made at the reception desk during the show - **no advance bookings will be accepted.**
- Tables will be allocated on a first come, first served basis.
- To ensure fair access, each company will be limited to a maximum number of reservations to prevent continuous or extended use of a table by the same company.
- **Preference will be given to FPEF, CGA, Hortgro, SATI, Subtrop and BerriesZA members.** Please present your business card as proof of membership.

**If you make use of the tables on the South African pavilion, we kindly request your feedback to [marletta@fpef.co.za](mailto:marletta@fpef.co.za) on any business conducted during the event. Your input helps us assess the Return on Investment of these initiatives and improve the value and impact of future events.**

University of Stellenbosch AgriCareerConnect



On the **31<sup>st</sup> of July**, the FPEF participated in **AgriCareerConnect (ACC)** at the **University of Stellenbosch**. The career fair provides an ideal opportunity for the FPEF to promote its graduate placement programme, through which high calibre tertiary graduates are appointed to FPEF member companies. ACC has become a vital platform where students, graduates and postgraduates connect with industry leaders, explore career opportunities across the agricultural value chain, and gain insights into what employers seek at entry level and beyond. The FPEF participated alongside other value chain players including **Rijk Zwaan SA, Starke Ayres, Koppert SA, Freshmark (Shoprite Checkers), Citrus Academy, Nile.ag, RussellStone Group, Blueberry Hill Farms, Unlimited Group, Funky Ouma, Simply Garlic, AGT Foods, Tunnel Tomatoes and Experico**. This event follows the FPEFs participation in the successful ACC event held at the University of Johannesburg in May, and the upcoming ACC event at the University of Pretoria in August.

If you would like to appoint a high calibre graduate through the **FPEF’s Graduate Placement Programme**, please contact **Johannes Brand** at [johannes@fpef.co.za](mailto:johannes@fpef.co.za). The FPEF Graduate Placement Programme covers **recruitment fees** and makes a **salary contribution for 12 months**. T&C’s apply.



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**Pomegranate Minimum Export Standards**

Please take note that the DoA has opened the Standards and Requirements Regarding Control of the Export of Fruits, Excluding Citrus and Certain Deciduous Fruits (**H. Pomegranates**), for your comments. A template for comments, along with the draft standards and requirements, has been circulated to exporters.

Kindly submit your proposed comments using the provided template and send them directly to **Winnie Mafiri** at [WinnieM@nda.gov.za](mailto:WinnieM@nda.gov.za) (DoA-FSQA).

If you have not received the draft documents or the comment template, please contact [claudia@fpf.co.za](mailto:claudia@fpf.co.za) as soon as possible. **The deadline for submission of comments is 31 August 2025.**



**WTO Notification from China for Wood Packaging Material**



**China** has revised **Measures for the Administration of Imported Wood Packaging Material**. Articles 14 and 15 were deleted, that was previously notified in 2005.

Measures for the Supervision and Administration of Quarantine of Wooden Packaging for Inbound Goods according to ISPM 15 has been notified. Imported wood packaging material, include: wooden materials used to cushion, support and reinforce goods, such as wooden boxes, wooden crates, wooden pallets, wooden frames, wooden barrels (except oak barrels for wine), wooden shafts, wooden wedges, pads, sleepers, lining wood, etc.

There is no impact on IPPC, heat-treated and ISPM 15 compliant wooden pallets used in fruit exports. This highlights that the General Administration of Customs in China is prioritising the compliance measure during inspection.

The Cape Town Container Terminal achieved a throughput of **13 652 TEU's last week**. **GCH** remained at a level of around **15 container moves per hour**. **Moves per Ship Working Hour** was in the range of **30.9 per hour**. During the same timeframe, stack occupancy remained low, amounting to 24%. At the Multipurpose terminal, TPT reported a **GCH of 18, SWH of 31** with stack occupancy remaining at a **lower level of 25% for the same week**.

The terminal experienced mechanical challenges, mainly to cranes 6,7 and 9. As of last week, it was confirmed crane 7 is planned for maintenance, crane 9 is back in operation and working and crane 6 experienced a snapped spreader wire; replacement has been sourced from the sister terminal.

The release of the new RTGs is on schedule and the terminal is looking at the 2nd half of August and we will share revised dates as more information becomes available.

Currently, the **Digital Gate Integration** system initiative in the Port of Cape Town is **pending and not awarded**. The scope of work is presently being reviewed by the project team, and the project progress updates will be provided at the quarterly meetings.

Last week, TNPA reported on **time performance of vessels of 93.33%** and **vessel service delays amounted to 6.67%**. High swells impacted the Santa Clara from discharging and loading, with a deviation reported of approximately 28hours.

The Cape Town Container Terminal (CTCT) experienced a power outage earlier in July, resulting in system down time. An update was received from the terminal on the cause of the power outage due to a faulty HT cable. The terminal is unable to give more technical details and a full report is to be shared with the Harbour Master. The report is still outstanding.

### American Express Shipping Service

South Africa continues to negotiate with the United States over the looming 30 percent trade tariffs. We are now on day six of the seven-day reprieve from implementation of the measure and President Trump and Ramaphosa hold the keys to fruit trade volumes between South Africa and the USA. The negotiations between the United States and South Africa will determine and inform the planning of shipping lines. Certainly, the economic viability of fruit exported to the United States market and the volumes allocated to the market will be determined by the price.



MSC and Maersk's co-sharing agreement for the AMEX service (American Express Service) appears to be uncertain, for good reason. Allegedly, MSC has stated that the co-sharing agreement will be terminated on 1 October 2025. Since 2019, this service has been operational, providing guaranteed weekly connections between the US East Coast and a variety of South African ports. It is a partnership between Maersk and Mediterranean Shipping Company (MSC). The dissolution of the co-sharing agreement was announced several months ago. Maersk continues to explore the possibility of rerouting vessels through Europe in order to serve the United States market via Algeciras. It is reasonable to conclude that this alternative is still under investigation, and there is no definitive information available. The announcement of a direct weekly service to the United States by MSC remains unverified.

### BOARD MEMBER INTRODUCTION: NEIL VAN ROOYEN



Neil van Rooyen is a Chartered Accountant CA(SA) and CFO of ClemenGold International and Fruitalyst, where he plays a key role in guiding financial strategy across the citrus value chain. With over a decade of experience in the fresh produce sector, Neil brings a hands-on, results-driven approach to financial leadership—always focused on efficiency, sustainability, and using the right tools for the job.

His work spans everything from primary agriculture and packhouse operations to export logistics and retail programmes, all under the umbrella of the ANB Group. Neil is passionate about building systems that reduce duplication, streamline decision-making, and support long-term industry growth.

Away from spreadsheets and boardrooms, Neil enjoys running, watching rugby, and spending time with his family. He's also known to host a good braai with friends—where citrus conversations are never off the table.

Until next time,

*Anton*



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