



KEEPING IT FRESH

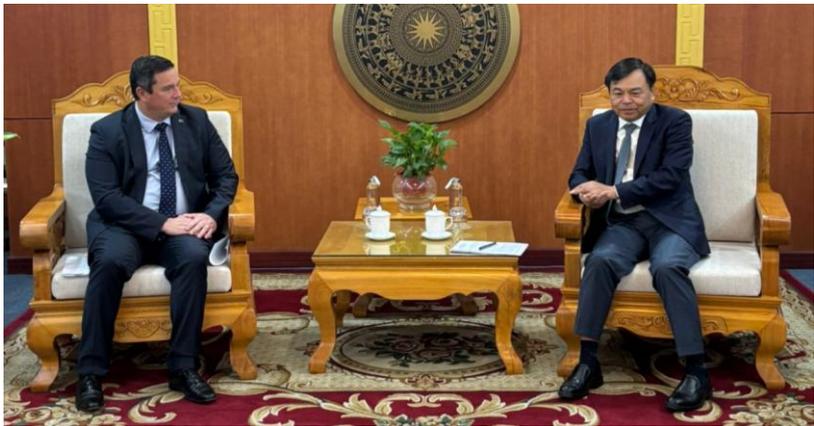


News from the FPEF – 05 November 2025

Dear FPEF Members,

During the past couple of weeks we issued a number of notifications regarding non-performance by third parties. It was quite concerning to note the monetary values involved with these matters, which will probably result in substantial losses to our members. I was however amazed at the extent to which the notifications were distributed and the number of responses we received. In one case it led to the speedy resolution of the issue, no doubt as a direct result of the notification.

I want to remind you of one of the benefits of your membership with FPEF: **helping members resolve challenges**. Business relationships can be tested from time to time, and when they are, the FPEF is here to help. We offer **confidential mediation services** to resolve monetary and contractual disputes fairly and efficiently — protecting both relationships and reputations. Please contact us to make use of this service, which could resolve issues before following more expensive and cumbersome legal routes.



Minister of Agriculture – John Steenhuisen meeting with Vietnam - Deputy Minister of Agriculture and Rural Development, Mr Nguyen Hoang Hiep.

As mentioned previously, we concluded very successful market access visits to **Japan and Vietnam** during October as part of the **Fruit SA delegation**. There are more details in this newsletter, but one of the key take-aways was that slow progress is not necessarily due to our government; bureaucracy can be slow on both sides of the pond. Fortunately, **Minister Steenhuisen** is making great progress in getting things done, as evidenced during the bilateral negotiations with the **Vietnamese Minister of Agriculture**. An MoU that has remained unsigned for 10 years will now be finalised before the G20 this month! This bodes well for expanding our market access, specifically in the **Far East**.

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This week, I am joining **Anton** on his last official visit to China, where we are manning *the dtic* stand at the **China International Import Export Expo (CIIE)** in Shanghai.



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Urgent Reminder: Outstanding Annual Declarations for Pallets Exported



Several members have not yet submitted their **2025 Annual Declaration for Pallets Exported**, despite the deadline of **31 October 2025** having passed.

These declarations are critical for accurate financial planning. Continued delays impact the entire membership. Members who have not yet submitted their declarations are requested to do so **on or before Friday, 7th November 2025**. *No further extensions will be allowed.*

For assistance, please contact the **FPEF accountant, Marinda Roux** via email Marinda@fpef.co.za or tel 082 560 1019.

TRAINING – JOHANNES BRAND

FPEF Harvest to Home Fruit Export Training Manual

The FPEF’s long-standing *Top of the Class* fruit export value chain training manual has undergone a major revision and expansion - and with it, a fresh new identity. Now rebranded as the **Harvest to Home Training Manual**, this comprehensive resource reflects the evolving dynamics of South Africa’s fresh fruit export industry.

Available **free of charge** in PDF format via the **USEFUL RESOURCES** tab on the **FPEF website**, the new edition provides an in-depth overview of the entire export value chain - from production and packing to cold storage, logistics, quality management, compliance, documentation, and global markets. It also covers key topics such as export and production economics and the critical role of export marketing agents.

Aimed primarily at industry professionals and entrepreneurs, *Harvest to Home* offers valuable insights into every step of the journey from orchard to international consumer .

A special word of thanks goes to **Andy Connell**, whose expertise was instrumental in updating the logistics chapters.



HARVESTTOHOME
The fresh fruit trade chain



FRESH FRUIT EXPORT VALUE CHAIN TRAINING MANUAL



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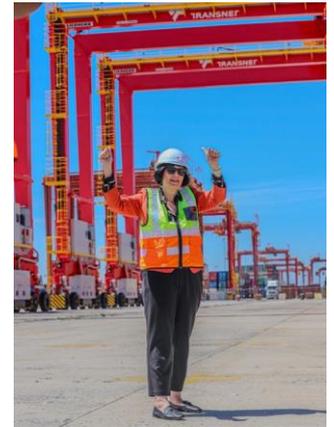
Transformation

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Minister Creecy - Cape Town Container Terminal



The **Cape Town Container Terminal** hosted Transport Minister, **Honorable Barbara Creecy**, this week and received an update on the Deciduous season readiness plans. Including the new equipment, revised processes, and enhanced manpower on the ground. The first batch of nine Rubber Tyred Gantries (RTGs) is in operations, the second batch of nine is in the commissioning stage with the remaining 10 still currently being assembled.



Transnet National Strategy session



Transnet Port Terminals hosts the **Reinvent for Growth Strategy Workshop in Durban** earlier this week, bringing together TPT senior and executive leadership to align on the critical elements of the Transnet Reinvent for Growth strategy.

This engagement serves as a platform to drive collaboration, clarity, and a shared focus on delivering growth and value across the business.

Deciduous season

Agrihub recorded the **first export grape pallets in cold storage**, marking the **start of the deciduous season**. Alongside stone fruit, volumes are expected to increase gradually as we move toward the peak period. Discussions with Transnet’s National Planning team and Cape Town Container Terminal management are ongoing to improve the wind recovery process and optimise the use of the booking system.

MARKET ACCESS VISITS TO JAPAN AND VIETNAM

The **FPEF** participated in a **Fruit South Africa** delegation visit to strengthen relations between South African fruit trade with these two countries. **Minister Steenhuisen** invited the Fruit South Africa delegation to represent fruit alongside the **Department of Agriculture (DoA)** embarking on a visit to sign a Memorandum of Understanding between the two countries' Agricultural departments.



Japan

The Fruit South Africa delegation embarked on a courtesy visit to Japan, meeting with the **Ministry of Agriculture, Forestry and Fisheries (MAFF)** and the **Ministry of Health, Labour and Welfare – Directorate Food Safety (MHLW – Food Safety)**. In addition, the delegation addressed the importance of South African fruit during a Business Forum, in partnership with the **Embassy of South Africa in Japan**, where importers and logistics service providers were present. The delegation also had the opportunity to visit the wholesale and retail markets in **Tokyo**.



The key market access challenges for citrus fruit **remain cold treatment application of time & temperature protocols against fruit fly infestation**. Latest international research evidence highlights more favourable cold treatment measures. Citrus exporters would also like wider access for other mandarin types. Effectively, the only South African mandarin permissible to export to Japan is **clementines**. Also included in South Africa's request is wider access for all Navels, existing access is limited to specific Navels such as **Washington Navels, Navel Lates & Cara Cara**. In terms of table grapes, South African market access is limited to the table grape variety, **Barlinka**. The request to Japan - Ministry of Agriculture, Forestry and Fisheries (MAFF) is for wider access for all South African table grape varieties. The next South African market access application in line of priority, is **berries**.

Vietnam



The **South African State visit to Vietnam** provided a good opportunity for the fruit industry to solidify its presence in this market. **Vietnam is viewed as the gateway for South Africa to the ASEAN region and South Africa is seen as the gateway for Vietnam into the wider African market**. This provides a good opportunity for both countries to **strengthen bilateral trade**. To strengthen bilateral ties between South Africa and Vietnam, the future must involve moving from a relationship to a strategic partnership between both countries.

The **Fruit South Africa delegation** accompanied the **Minister of Agriculture** to a Ministerial meeting, announcing the intent to sign a memorandum of understanding between the two countries' departments of agriculture. The delegation also had the opportunity to attend a **South Africa/Vietnam Business Forum**, opened by the **Honourable President Ramaphosa**.

In Vietnam, South Africa has existing market access for **oranges**, and priority access for **mandarins, grapefruit and lemons**. Thereafter, **berries** will be prioritised as the next market access application.

The incoming **FPEF CEO, Piet de Jager** and **COO, Werner van Rooyen** also had the opportunity to greet **Honourable President Ramaphosa** and conveyed the **fruit industries challenge with high tariffs in the Eastern markets**. The FPEF highlighted the need to reconsider our **member status to SACU**, which is not conducive to effective trade negotiations for **Free Trade Agreements (FTA's)** or **Preferential Trade Agreements (PTA's)** applied to agriculture for lowering or removing tariffs in our Eastern markets.



fltr: Berries ZA – CEO (Brent Walsh), FPEF COO, DoA (Kelebogile Carol Brandt) and incoming FPEF CEO

PPECB Golf Day

The FPEF will be supporting one of our members, the **PPECB** by joining them for a 4-ball alliance for their upcoming **Golf Day** taking place on **27 November**. More information can be found below.



PPECB

"Chip in"
for Charity
GOLF DAY

Durbanville Golf Course - Thursday, 27 November 2025

4 ball - R 6 000 ex VAT

INCLUDES:

Golf Shirt, Cap, Greenfees, Halfway House light meal and a Meal at the Prize Giving with Incredible Prizes.

4 Ball Alliance, 2Scores 2Count - Preferred Drive on Par3, Par4 & Par5 holes.

Registration from 07h00.

BOOK NOW

For further information on available sponsorship opportunities **CLICK HERE**.

Contact for any Enquiries:
Shannon Gaskin on shannon@tuskevents.co.za or 0765517115 on Whatsapp only.



SAVE THE DATE: FPEF AGM

Herewith a big **THANK YOU** to those of you who have already registered for the **AGM** taking place on **20 November at Glen Carlou Vineyards in Klapmuts at 11h00**. As this will be our **outgoing CEO, Anton Kruger's last AGM** we encourage as many of our members as possible to attend in person.

If you are unable to attend the AGM in person or virtually, we kindly request that you **complete a proxy form**. We also invite members to submit nominations for the Board of Directors. Please contact Claudia Walklett claudia@fpf.co.za for further information.

Prof Piet Croucamp is our keynote speaker and is a professor in politics and international relations at the North-West University. His research has been published in local as well as international journals. Piet is a regular media commentator and was the first presenter of the KykNet series of documentaries on mega farming in Southern Africa.



I look forward to meeting you at our upcoming AGM on the 20th November at Glen Carlou Vineyards outside Paarl. Please ensure that you confirm your attendance and join us in celebrating our achievements of the past year and planning for the next year.

Until next time,

Piet



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