



# KEEPING IT FRESH

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

**News from the FPEF – 18 September 2024**

## Dear FPEF Members,

Our endeavour to continually highlight the importance of our industry's role in contributing to the country's economy continues. Some recent activities are indicated in this edition of our newsletter.

**Wolfe Braude** from the **Fruit Desk at Agbiz** recently participated in the **Forum on China-Africa Cooperation (FOCAC) 2024 summit in China**. A key message is that commitments were made to regular engagements between South Africa and China, with the aim of continuing the momentum in agricultural trade, overcoming **tariff and non-tariff barriers**, and exploring further opportunities in the Chinese market.

We met with **Minister Parks Tau** (dtic) on Friday last week where the **tariff issue** was brought to his attention, and we shared the table below to indicate South Africa's uncompetitive position in our priority growth markets vs. the other Southern Hemisphere countries:

Asian market/SHAFPE country	South Africa	Australia	New Zealand	Peru	Chile	Argentina	Uruguay
China			Bilateral agreement	Bilateral agreement	Bilateral agreement		
India				GSTP	Bilateral agreement GSTP	GSTP Mercosur - India bilateral	Mercosur - India bilateral
Indonesia		ASEAN - Australia - New Zealand	ASEAN - Australia - New Zealand	GSTP	GSTP	GSTP	
Japan				Bilateral agreement	Bilateral agreement		
South Korea				Bilateral agreement GSTP PTN	Bilateral agreement GSTP PTN	GSTP	PTN
Malaysia		Bilateral agreement ASEAN - Australia - New Zealand	Bilateral agreement ASEAN - Australia - New Zealand	GSTP	Bilateral agreement GSTP	GSTP	
Philippines		ASEAN - Australia - New Zealand	ASEAN - Australia - New Zealand	GSTP PTN	GSTP PTN	GSTP	PTN
Thailand		ASEAN - Australia - New Zealand Bilateral agreement	Bilateral agreement ASEAN - Australia - New Zealand	GSTP	GSTP	GSTP	
Vietnam		ASEAN - Australia - New Zealand	ASEAN - Australia - New Zealand	GSTP	GSTP	GSTP	

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Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

As regards **market access**, we are continuing with visits to our priority countries as part of delegations led by the Department of Agriculture (DoA). We have seen in the past that these persistent visits delivered results in terms of our GRO strategy (G = Gain, R = Retain, O = Optimise). Some recent examples: access for avocados to China, India and Japan.

Another positive development is that the Chinese authorities have agreed to handle stone fruit as one group, and not plums, nectarines, etc each as a separate application (as is the case in most of the markets in the Far East and Southeast Asia). To maintain the momentum with all the applications, we will visit the following countries in October and November: ***Thailand, the Philippines, Japan, South Korea, China, Vietnam and Indonesia.***

As we are all aware when we eventually get access to these markets, we need to get the fruit to those markets as soon as possible and rely on **optimal logistics services**, primarily port operations. More information regarding this is provided under the Logistics and Operations portfolio.

On the enhancement of our visibility, we continue to ensure a South African presence at **international trade shows** via South African stands/pavilions which we fund in the absence of Government funding. The costs for some of those stands which we have funded, and are still funding are:

- Fruit Logistica Berlin 2024 R2,2m
- Fruit Logistica Berlin 2025: R2,4m
- Fruit Attraction: R2m

More information on this under the subheading of Marketing.

#### **Providing value for you:**

We sent a survey to you of which the results would guide us in determining our focus areas.

A big thank you to those members who have responded to the below **survey**.

We would like to encourage you that if you haven't responded yet, to please do so by ***close of business*** this coming **Friday, 20 September**.

Please make use of this link to send your responses:

<https://forms.gle/fvwPzh39ytuxn3cv5>

We look forward to your feedback.

## **MEMBERSHIP**



We would like to extend a hearty welcome to **two new Associate members** and trust that we will have a mutually rewarding association together.

**Citrus Growers Association of Southern Africa (CGA)**  
**Plus 0**

### **FPEF Annual Transformation Webinar Thursday 19 September 10:00-12:00**

We invite all FPEF members to attend this year's transformation webinar which takes place this week on Thursday. The webinar is particularly aimed at executives and decision makers with the aim of inspiring and equipping you towards leading effective transformation in your business. **This year's speakers are former Springbok rugby player Chiliboy Ralepelle and renowned Agricultural Economist Wandile Sihlobo.** Please register via the QR Code ➔.



### **PALS Market Access Training**

Last week the FPEF facilitated a two-day export market access training session in Ceres for emerging farmers in collaboration with **Partners in Agri Land Solutions (PALS)** and **Kouebokkeveld Opleidingsentrum**. The focus of the training was to give farmers an overview of the export process once the fruit leaves the farm, open their eyes to market led production and provide an understanding of export economics and market dynamics. The importance of building strong relationships between growers and export agents was also highlighted and discussed.





### Transnet Stakeholder Engagement

Transnet and the Port of Cape Town recently invited reefer trucking companies to a Stakeholder Engagement Session in preparation for the upcoming Deciduous Fruit Season. Attendees included TNPA (Transnet National Port Authority), shipping lines, and industry bodies. The session began with introductions from FPEF and SATI, followed by presentations from terminal representatives. Truckers had the opportunity to ask questions in small groups, discuss challenges, and contribute to an action list.

Transnet proposed quarterly engagements, which was positively received. This is a great starting point for enhancing future sessions. The focus moving forward is to ensure that the feedback leads to tangible improvements.



### Value chain mapping

The mapping process is complete, and we now have a mutual understanding of the steps fruit takes from orchard to ship. The team has identified critical factors necessary for a successful export shipment at the trucker, freight forwarder, and port levels. This document has been circulated to all members, and we welcome your input to compile a comprehensive list of pain points and suggestions for resolving or mitigating these challenges. You can provide your feedback using the presentation format or via email by the end of business on September 20th. Thank you!



Recent developments with regards to maintaining access and **optimising conditions/protocols** are:

### Food Safety

The Directorate of Food Safety and Quality Assurance (FSQA) of the Department of Agriculture resolved to reestablish the Food Safety Forum following a meeting with Derek Donkin, CEO of Subtrop. The FPEF COO will serve as representative at the forum and call on interested FPEF members to drive solutions from an export perspective. Recent urgent challenges encountered with regards to officially recognized laboratories in terms of the scope of testing and frequency of analysis of specific agrochemicals were a contributing factor to the Forum's reinstatement. The following will serve as the foundation for the forum's overarching objective:

- To mitigate food safety-related risks that impact regulated agricultural products intended for export and, consequently, the local market, including chemical maximum residue limits, microbial and physical hazards, and traceability.
- To facilitate the coordination of analytical work between public and private laboratories.
- To achieve a harmonious equilibrium between the necessity of adhering to international market food safety standards and the cost of compliance.

### Philippines

DALRRD: Plant Health, Directorate Food Import and Export Control addressed the non-tariff barrier highlighted by industry for exports of fresh produce to the Philippines. Industry is waiting on feedback from official communication send by DALRRD to the Philippines, requesting them to delink the exporters from the pack houses. We are still awaiting their response.

### United Kingdom: WTO SPS notification and supporting document received

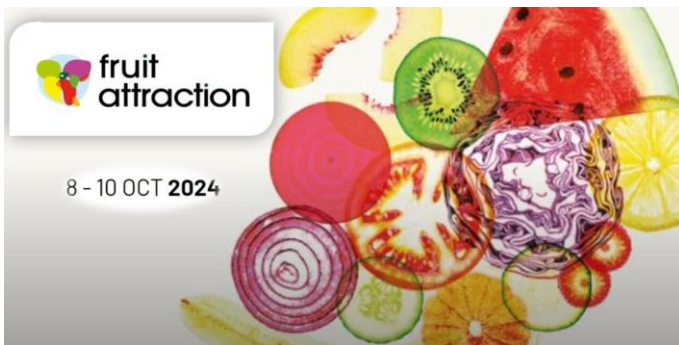
The following amendments are being made to England, Scotland, and Wales (Great Britain) assimilated law (Commission implementing regulation (EU) 2019/2072):

- Implementing new specific import requirements in response to the European and Mediterranean Plant Protection Organization (EPPO)'s comprehensive pest risk analysis (PRA). The risk category of a list of plant products imported from the European Union and Switzerland will be modified after the completion of risk assessments under the UK Border Target Operating Model. Members will be appraised of these changes that would impact exports to the United Kingdom of specific plant products.

### Asia Fruit Logistica Hong Kong

Asia Fruit Logistica returned to Hong Kong in the first week of September. The 108m<sup>2</sup> South African pavilion was funded by FruitSA (BerriesZA, CGA, FPEF, Hortgro, SATI and Subtrop) at a cost of R2 million. The stand was well utilised by FPEF members and always buzzing with meetings hosted at the stand. Although a typhoon warning was issued during the event, only the last day was affected where the show only started in the afternoon. More than 100 trade leads were received and will be shared with all members via email. The next Asia Fruit Logistica is scheduled for **3 to 5 September 2025 in Hong Kong.**

### 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 (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.

Meeting space is also available at the SATI stand (4D22). For more information or to make a booking please contact [Thuria@satgi.co.za](mailto:Thuria@satgi.co.za). The price is R2,000 for 45-minute meeting slots.

Until next time,  
**Anton Kruger**

