



Dear FPEF Members,

This **Women's Month**, we take a moment to recognise and celebrate the remarkable women who serve on our Board.

They give of their time, expertise, and leadership without remuneration – a true testament to their commitment and passion for our organisation and its vision. Their contributions, insights, and guidance strengthen us in countless ways, and we are deeply grateful for their dedication.

To the women on our Board – thank you for leading with wisdom, heart, and courage.



Marietjie Franzsen



Cecilia Landman



Rosené Matthee



Karabelo Motsei-Mngomezulu



Liezl Pentz

Be sure to read more about **Cecilia Landman** at the end of this newsletter.

Last week we attended the launch of the **Bureau for Agricultural Policy (BFAP)**'s **2025 Baseline study**. The contents of the study are captured in a book which is a comprehensive resource containing all the detailed forecasts, market analysis, and strategic insights presented at the conference.

As BFAP says: *It's the perfect tool to help you stay ahead of trends and make data-driven decisions all year long.*

[Download the Book Here](#)

Apart from this event, we engaged on various fronts with matters which are important to you as FPEF members and herewith, a summary of the most pertinent matters:

The negotiations between the South African Government and its American and Chinese counterparts regarding **tariffs and trade agreements** are ongoing and the Manager of our **Fruit Desk at Agbiz** keeps a close eye on it and ensures that our voice is heard. The information received is being shared with you as we receive it.

A silver lining to the USA tariff issue is that the South African Government has an **Export Support Desk** with a direct point of contact for affected companies.

The contact details of the **Export Support Desk** are as follows:

Exporters to the United States and Market Enquiries related to the Americas:

REGION	OFFICIALS	
AMERICAS	Ms Nthatsi Moraloge NMoraloge@thedtic.gov.za (012) 394-1125	Mr Karabo Modimokwane KModimokwane@thedtc.gov.za (012) 394-1164

Market Enquiries related to other markets:

REGION	OFFICIALS	
AFRICA	Ms Zamaswazi Nkosi ZPNkosi@thedtic.gov.za (012) 394-3533	Mr Mncedisi Madela MMadela@thedtic.gov.za (012) 394-5659
	Ms Sithembile Shongwe SLShongwe@thedtic.gov.za	Ms Sibongimpilo Mashatola SMashatola@thedtic.gov.za (012) 394-5507
ASEAN AND ASIA	Ms Meresina Ranphabana MRanphabana@thedtic.gov.za (012) 394-5918	Ms Mundzhedzi Mahosi MMahosi@thedtic.gov.za (012) 394-5645
	Ms Ledile Bambo LBambo@thedtic.gov.za (012) 394-1997	Mr Kenneth Malatsi MMahosi@thedtic.gov.za (012) 394-1061
EUROPE	Ms Hloniphile Nkiwane HNkiwane@thedtic.gov.za (012) 394-3496	Mr Seth Pule SPule@thedtic.gov.za (012) 394-3087
MIDDLE EAST	Mr Waseem Rinquest WRinquest@thedtic.gov.za (012) 394-5863	Ms Mpho Sebatana MSebatana@thedtic.gov.za (012) 394-3415

Another positive development is the introduction of a **Block Exemption for Exporters** which has been granted by the Competition Commission to enable collaboration and coordination by competitors.

More information is available on <https://www.thedtic.gov.za>

As communicated previously, the **dtic** (Department of Trade, Industry and Competition) will not be funding Asia Fruit Logistica in Hong Kong this year. The event is therefore being funded almost entirely by us, together with contributions from several grower associations.

We are especially grateful to the **Western Cape Government** for their financial support, which has enabled us to increase the number of tables and chairs available for meetings.

You can read more about the arrangements for the use of the meeting space in the section that follows.

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 m² 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 m² 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 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.*

Meeting spaces are now available to book online on the **SATI stand at Fruit Attraction Madrid**.

- The price is R2,200 for 45-minute meeting slots
- Meeting spaces are on the **SATI stand, number 14E10**
- After booking a timeslot, payment should be made within 48 hours to secure the slot

Please contact **Denene Erasmus** - Denene@satgi.co.za – to make a booking.

FPEF Young Professionals Network (YPN)

On Saturday, the **FPEF YPN** working group met to start planning the YPN's annual flagship networking event to be held in October. The event focuses on networking, career and personal development, and industry exposure. It also provides an ideal platform to showcase the FPEF graduate placement programme and YPN to government and industry stakeholders. Young professionals employed in the industry through the FPEF's Graduate Placement Programme lead and drive the YPN's activities.



Merchant Shipping Bill

The expedited NEDLAC social engagement process on the **Merchant Shipping Bill** is set to conclude this week. The final meeting will revisit the cabotage clauses, which propose restricting coastal shipping to South African-owned, -crewed, and -flagged vessels. Following these deliberations, a consolidated report will be prepared for submission to the **Parliamentary Portfolio Committee**.

Terminal news

On the Equipment front, Cape Town Container Terminal reported that **four of the nine newly completed Rubber Tyred Gantry (RTGs)** are currently allocated to operator training, which will continue through September. Machines will be deployed progressively as shifts complete training and certification. The terminal will advise specific deployment dates in due course.

Meanwhile, assembly of the **second batch of RTGs** is progressing, with updated photos to be shared soon.

Planning for the 2025/26 deciduous season will resume next week, building on the outcomes of the June workshop.



Pier 2 Straddle Carrier Availability



At Pier 2, the number of available straddle carriers declined over the past two weeks due to challenges with the spares supplier. According to the Technical Manager, the issue has now been resolved, with spare parts beginning to arrive yesterday. Industry stakeholders raised concerns regarding the current number of straddles deployed per shift compared to previous years. Transnet has committed to engaging with stakeholders to align on operational requirements and expectations.

Truck Booking System - Eastern Cape implementation

The **Truck Booking System** will be rolled out at **NCT** at the end of the reefer season and a training session will be held on the **3rd of September 2025** via **MS Teams**.

BOARD MEMBER INTRODUCTION: CECILIA LANDMAN



Cecilia Landman grew up in the Gravelotte and Letsitele area where her lifelong connections to the agricultural community first began. She holds a BCom in Accounting from the University of South Africa and an Executive MBA from the National University of Singapore, qualifications that have guided her leadership in the business sector and to understand the Eastern cultures better by broadening her knowledge about international business and strategy.

Currently, Cecilia is the CEO and co-founder of the family business; The X Group. The X Group is a vertically integrated citrus enterprise, encompassing farming (Xcelsior Agri), packing (Xact Packers), and global exports (Xtreme International). Under her leadership, Xtreme International has grown into a trusted citrus export company, supplying 29 countries worldwide, with 85% of its volume sourced from grower shareholders.

Cecilia's career spans more than two decades in the citrus industry. Prior to establishing Xtreme International in 2007 she served as a minority shareholder and Managing Director of Katope Citrus from 1999 to 2006, where she built deep enterprise in managing grower relationships and international trade.

Her leadership philosophy is anchored in faith and responsibility ***"We are merely custodians of what we have been entrusted from above. We shall lead a purposeful honest and responsible business."*** With a vision focused on longevity, Cecilia is dedicated to ensuring the sustained growth and future of the business while upholding values of integrity and stewardship.

Beyond business, Cecilia shares in the family business alongside her husband and co-founder Gert Landman, and their four children Cecilia, Llewellyn, Adriaan and Dené. She is passionate about horse riding, golf and enjoys reading business and growth-focused books, drawing inspiration both in and out of the boardroom. She lives by the philosophy ***"Live and let live / treat others the way they want to be treated."***

Until next time,

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