



KEEPING IT FRESH

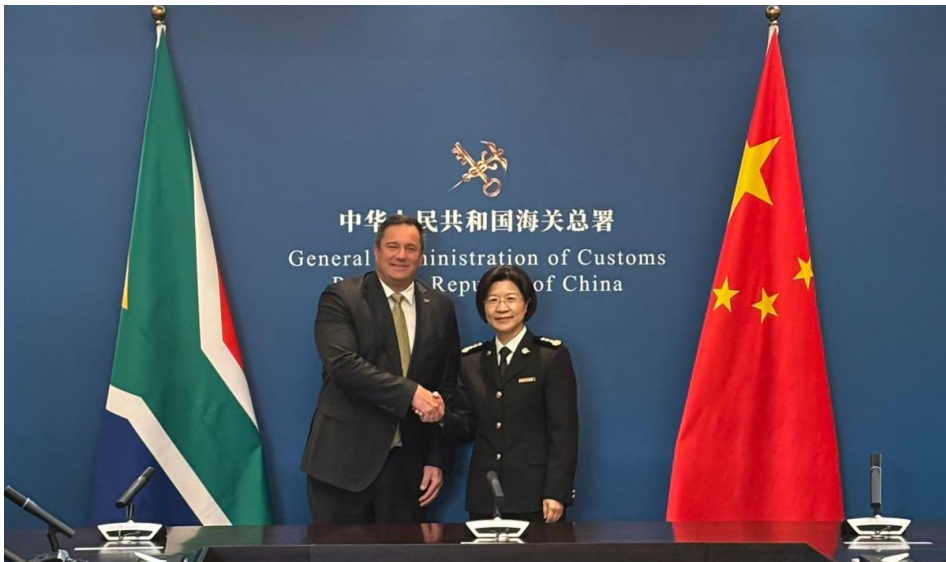


News from the FPEF – 23 July 2025

Dear FPEF Members,

We are proud to share that the FPEF continues to be recognised at the highest levels of Government. This was recently affirmed when we were the **only agricultural entity invited by the Deputy President** to accompany a high-level delegation to **Beijing** last week for the **South Africa–China Business Forum**.

The objective of the visit was to strengthen South Africa’s strategic trade and investment ties with China, particularly in priority value chains. The delegation included **Minister Parks Tau** (dtic) and **Minister John Steenhuisen** (Department of Agriculture), and our participation created valuable opportunities to engage directly with both ministers. Of particular significance was our involvement in a key meeting between **Minister Steenhuisen** and **Minister Sun Meijun** of the **General Administration of Chinese Customs (GACC)** to discuss our **market access application for stone fruit**.



Minister John Steenhuisen with Minister Sun Meijun

Some of you may have heard or read that **Minister Steenhuisen** announced last night that we returned from China, with a protocol for the **export of stone fruit to China** - following the recent visit, which I had the privilege of joining. Please note that this is still a **draft protocol**, and it has not yet been formally signed by the Minister and his Chinese counterpart. There are still a few details to be finalised before the agreement can be concluded. We will keep you updated on any further developments.



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We also used the opportunity to highlight the **FPEF's role** as the **official Fresh Produce Export Council registered with the dtic** in discussions with **Minister Tau**.

Meanwhile, on the other side of the world, **urgent attention is needed to address the trade situation with the United States**. The proposed **30% tariffs on South African exports** are a serious threat to our competitiveness in that market. We remain hopeful that clarity will be provided in the coming weeks ahead of the implementation deadline on **1 August**.



Delegation with Minister Steenhuisen

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).



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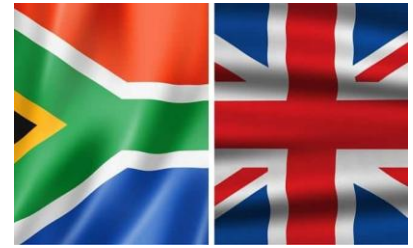
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Department Trade Industry and Competition Roundtable

The FPEF attended a **roundtable initiative of the United Kingdom Trade Partnerships Programme (UKTP)** in collaboration with **South Africa's DTIC** (Department Trade, Industry and Competition, and the Department of Agriculture).



The FPEF, official export council of fresh fruit and vegetables, presented an overview of the fresh produce industry. An overview of export volumes, capacity, mandates, and the support structures for our accredited exporter members, were the key points discussed.

The roundtable is beneficial for **enhancing trade partnerships** between the **South African fresh produce sector** and the **United Kingdom buyers**. Also in attendance at the roundtable were importers from countries such as **Scotland and Ireland**.

The importers in attendance emphasised the necessity of organic fresh produce exports from South Africa. The export processes, available certification for organic fruit, and compliance measures were of great interest to interested buyers.

The FPEF export directory was distributed to prospective buyers, and as a result of the roundtable, **two importers** of fresh produce will be meeting with the FPEF to discuss the specific commodities and export procedures in greater detail. It is also important to note the move and perspective towards **sustainable agriculture**.

The International Trade Centre implements the United Kingdom Trade Partnerships Programme (UKTP), which is funded by the Foreign, Commonwealth and Development Office (FCDO) of the United Kingdom of Great Britain and Northern Ireland. The objective of UKTP is to optimise the advantages of the UK and EU Economic Partnership Agreements and the UK's Developing Countries Trading Scheme in order to increase trade between developing countries and the United Kingdom and the European Union. At various stages of the value chain in the agriculture, agro-processing, processed foods, and green tech sectors of South Africa, UKTP implements a variety of export trade promotion and capacity development activities.

Recent discussions with our members and producers, have once again underscored the **critical need for clear and well-structured agreements** in the supply and export of fresh fruit and vegetables. This reaffirms the value of the **Marketing Agreement template** we developed, which continues to serve as a vital resource for ensuring smooth and transparent business relationships. Please request a copy from claudia@fpf.co.za should you need one.

Until next time,

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