



KEEPING IT FRESH

fpef
fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

News from the FPEF – 16 October 2024

Dear FPEF Members,



It was great to see and talk with many of you in Madrid at **Fruit Attraction** last week. Judging by how busy the stand was, it's clear that participating in the event was worthwhile. Given the numerous requests to expand our stand for 2025, we will collaborate with the other members of **Fruit South Africa** (the producer associations) to increase financial contributions. We'll also need to boost our budget to accommodate this event, as well as **Asia Fruit Logistica** and **Fruit Logistica Berlin**, where we received similar requests for larger stands. More information about Fruit Attraction on



page 2.

As was reported in our previous edition of Keeping it Fresh, a Fruit SA delegation, led by an official of the Department of Agriculture, also travelled to Thailand, the Philippines, Japan and South Korea for **market access** engagements. Overall, the meetings went well, and we expect that access will be granted soon for some fruit types.

Our **Annual General Meeting (AGM)** will be on **27 November** at the **Glen Carlou** wine estate near Paarl. It will be in hybrid format to give the opportunity for members who will not be able to attend in person, to participate. The keynote speaker will be **Wandile Sihlobo**, Agbiz's Chief Economist and author of a very interesting book, "**A Country of Two Agricultures**". Copies will be available for sale, and he will sign each one.

As you know, a new Board will be elected at the upcoming AGM, and a call for nominations will be sent out soon. Please start considering potential candidates. It's important to have the perspectives of female members represented on the Board.

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Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

FINANCIAL MATTERS – MEMBERSHIP FEES

Important Message - Declaration of Volumes Exported 1 Oct 2023 to 30 Sep 2024.

You will receive an email request from **Marinda Roux** marinda@fpf.co.za shortly to submit your declaration of exported volumes for the period under review. Your timely submission is crucial as it directly impacts the accuracy of our budget planning for the 2024/2025 financial year. The information gathered from your declarations enables us to allocate resources effectively, plan strategically, and make informed decisions that benefit the entire membership.

We appreciate your prompt cooperation in this matter and look forward to receiving your submissions by the stipulated deadline of **30 October 2024**.

MARKETING AND PROMOTIONS



We would like to thank the **Western Cape Government** for their financial contribution towards the stand.

Save the date for next year's edition: **30 September – 02 October 2025**.

Export Directory 2025

The **FPEF Export Directory** is compiled and distributed by the FPEF on an annual basis, and includes details of FPEF members, statistics of the previous fruit and vegetable seasons and other relevant information on the South African fresh fruit and vegetable industry. FPEF members are invited to **advertise** in the Export Directory for 2025. If you are interested in booking an advertisement in the directory, please contact **Marletta Kellerman** via email at marletta@fpf.co.za by **29 October 2024**.

Each member must also please send their updated company information to be listed in the new Export Directory. Please send the information to marletta@fpf.co.za no later than 18 October 2024.

Fruit Attraction Madrid 2024

Fruit SA hosted a 128m² stand at the recent **Fruit Attraction Madrid** trade show. The event was well represented by FPEF members which highlighted the importance of this show again. The Fruit SA stand was always busy with South Africans who conducted their meetings from the stand. There were 20 tables to accommodate as many as possible, but this was at times also not enough.



FPEF Young Professionals Networking Lunch Wed 2 October

The FPEF hosted a networking lunch for its **Young Professionals Network (YPN)** at **Glen Carlou** wine estate on the 2nd of October. The FPEF - YPN is an offshoot from the FPEF's Graduate Placement Programme through which we facilitate the placement of high calibre tertiary graduates in employment in FPEF member companies. The purpose of the YPN is to support the career growth of YP's that were appointed through the FPEF's graduate programme, and to stimulate a peer support system through which they can enjoy their career journeys together. The networking lunch included an entrepreneurship panel discussion with three inspiring entrepreneurs, **Robin Johnson**, a table grape farmer from De Doorns, **Nigel Jacobs**, founder of Jacobs Jam and **Wian Potgieter** co-founder of AggregateOne. The event was planned and executed by a volunteer team of young professionals who were instrumental in the success of the day. The event was also attended by invited guests including representatives from DALRRD and Transnet Port Authorities.



Until next time, **Anton Kruger**