



KEEPING IT FRESH

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SOUTH AFRICA

News from the FPEF – 21 August 2024

Dear FPEF Members,

Seeing that August is **Women's Month**, I hope that all **female FPEF members** are experiencing special things, in your work as well as in your personal life.

If you receive the quarterly **SA Fruit Journal**, you will notice that the foreword of the publication puts the focus on women in the South African fruit industry. Should you not receive the publication, and wish to receive it, please send a message to Claudia Walklett so that she can add you to the distribution list. This offer regarding the journal is obviously also applicable to the males in the industry.

While we are on the topic of females in the industry, please note that **we need females to serve on the FPEF Board**. As you are aware, the Board members are elected every year at the **FPEF's Annual General Meeting (AGM) which will take place on 28 November**. I therefore request the female FPEF members to please make yourselves available for election, and the men to also start identifying females who you could nominate. More details on the nomination process will follow in October.



And now, the usual summary of the information shared with you during the past two weeks.

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Market Access

Provide Information

Government Engagement

Transformation

Export process assistance

Research, Development and Innovation

MARKETING AND PROMOTIONS

Asia Fruit Logistica 2024

The next edition of **Asia Fruit Logistica** returns to **Hong Kong's AsiaWorld-Expo on 4-6 September 2024**. The FPEF will host the National Pavilion together with Fruit South Africa (BerriesZA, CGA, Hortgro, SATI and Subtrop). A 108 m² stand is secured in **Hall 5 stand number Q02**. There will be tables available for meetings on a first come, first served basis.



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 m² stand is secured in **Hall 4 stand number C22**. There will be tables available for meetings on a first come, first served basis.



LOGISTICS & OPERATIONS

As previously communicated, the TPT, CTCT (Cape Town Container Terminal) and FPEF worked together with the support of our members, mapping the end-to-end process in the value chain.

Why is this important?

It encourages the sharing of knowledge and collaboration to identify opportunities that enhance efficiency. The deciduous season is fast approaching, and it is essential that we do not only depend on past initiatives to help us export our fruit to market. The process mapping provides us with a baseline to identify the processes that require more investigation.

Where are we now since the start of the initiative?

We are at the stage of prioritising the most challenging processes and developing and implementing mitigation measures in order to overcome identified inefficiencies at the various problem areas. Our recommendations must translate into practical solutions to ensure efficiency. This aligns with the Operational Excellence Centre's established in TPT with the sole purpose to enhance efficiencies.

Certainly, we need the guidance of a variety of experts to steer us in the right direction. This initiative relates to the technical support offered by business (through the NLCC) and the partnership with Transnet, especially TPT. Continuous improvement on operational level, is complementary to the NLCC's technical support for maintenance at the ports.

TRANSFORMATION: ANNUAL CAREER FAIR WEEK

Transformation: Annual Career Fair Week at University of Limpopo:

A Gateway to Future Opportunities

By Majella van der Arend, Agrijob

From 5 till 8 August 2024, the University of Limpopo hosted its annual Career Fair week. This event provided students with the invaluable opportunity to meet potential employers, explore work-integrated learning options, inquire about internships and bursaries, and engage face-to-face with company



representatives from various provinces.

One of the prominent participants, Agrijob, showcased their proactive approach in collaborating with universities to connect companies with students and graduates. They represented a diversity of companies under the AgriCAREERConnect umbrella, such as the Fresh Produce Exporters Forum, Q-

Pro Feeds, RijkZwaan and SA Wine. Agrijob highlighted various opportunities in the agricultural sector, including internship programmes such as the FPEF Graduate Placement Programme. Agrijob also offered students practical advice on how they can take the next step to kickstart their careers with confidence. For more information about the FPEF's Graduate Placement Programme please contact johannes@fpf.co.za



Best regards
Anton Kruger