



KEEPING IT FRESH



News from the FPEF – 02 October 2024

Dear FPEF Members,

It's that time of year again when **Fruit SA delegations**, together with officials of the **Department of Agriculture**, undertake market access visits to some of the priority markets in the East. At the time of writing this, we are in **Thailand** and then plan to travel on to the **Philippines, Japan** and **South Korea**. While we are abroad for these market access visits, it seems prudent to share the process to gain market access with you once more.

Process to gain access to a new country

- Gaining access to new markets for fresh fruit is a government to- government process.
- Each country has requirements to prevent the entrance of new plant pests and diseases associated with agricultural produce, under the rules of the International Plant Protection Convention (IPPC).

Pest info package → Pest risk assessment → Mitigation → Quarantine pest list → Operational workplan → Verification visits → Official signing (Ministers) → EXPORTS!

We are seeing progress with our applications in some of the markets and therefore these visits are of great importance to retain the momentum. It also gives us the opportunity to meet with the South African Embassies abroad and seek their assistance. In **Bangkok, Ambassador Darkey Africa** plays an important role in engaging with the Thai Government.



Dr Mono Mashaba (Market Access Specialist at FruitSA), **Cyril Julius** (COO of the PPECB), **Gloriah Ramabulane** (Asst Director: Trade Relations at DALRRD/DoA), **Ambassador Darkey Africa**, **Anton Kruger** (CEO FPEF)



Market Access
Provide Information

Government Engagement
Transformation

Export process assistance
Research, Development and Innovation

Attending, and participating in trade shows is sometimes directly linked to the market access process - as is now the case where we will participate from 3 to 5 October at **AgriLink** in the Philippines. Our continued participation for eight years contributed to gaining access for oranges. We trust that this year's participation will assist with expediting the conclusion of other applications.

These market access and development activities, including trade shows, make up a significant portion of our annual budget.

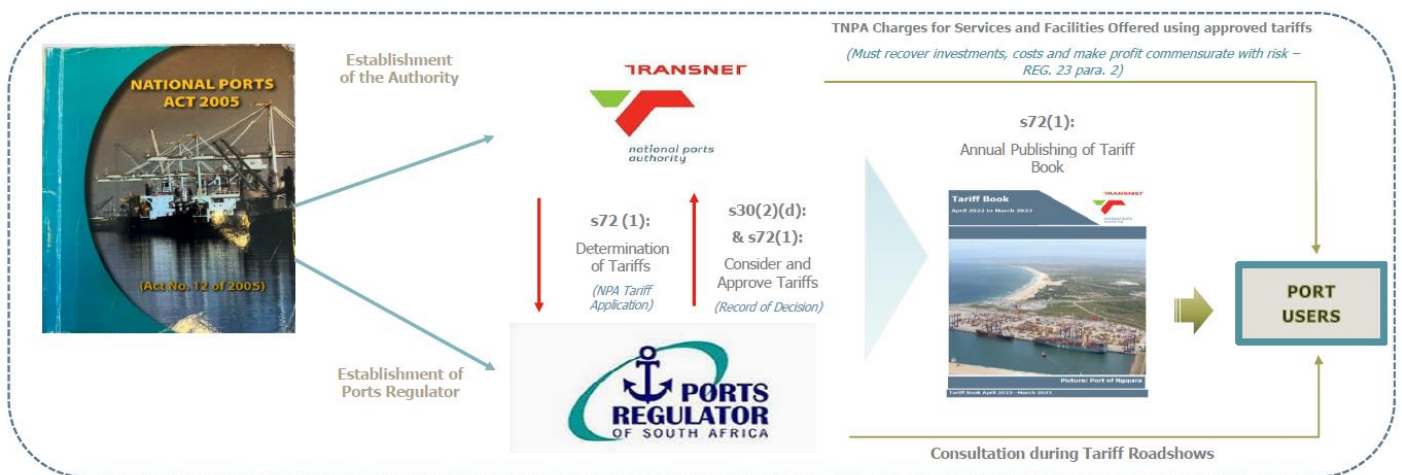
Next week we will attend **Fruit Attraction Madrid**. It will take place from **8 to 10 October 2024** at **IFEMA Madrid**. The FPEF will host the National Pavilion together with Fruit South Africa (CGA, Hortgro, SATI and Subtrop). A 128 m² stand is secured in **Hall 4 stand number C22**. There will be tables available for meetings on a first come, first served basis.



LOGISTICS & OPERATIONS

NPA (National Port Authority) Tariff application

The National Ports Act of 2005 makes provision for annual Tariff applications and once approved will be used by TNPA to charge for services and facilities. Public consultation sessions take place in each port and during the Western Cape Roadshow it was noted that out of the 22/23 budget only R172 million was spent, 44% less than the R390 allocated to the Port of Cape Town. The question then is what justifies the increase if the budget is not spent? We have escalated the matter via Agbiz. At the same time, the ports of Mossel Bay and Saldana spent R70 million more than budgeted which for the entire Western Cape Region shows a shortfall of R163 million compared to the budget.



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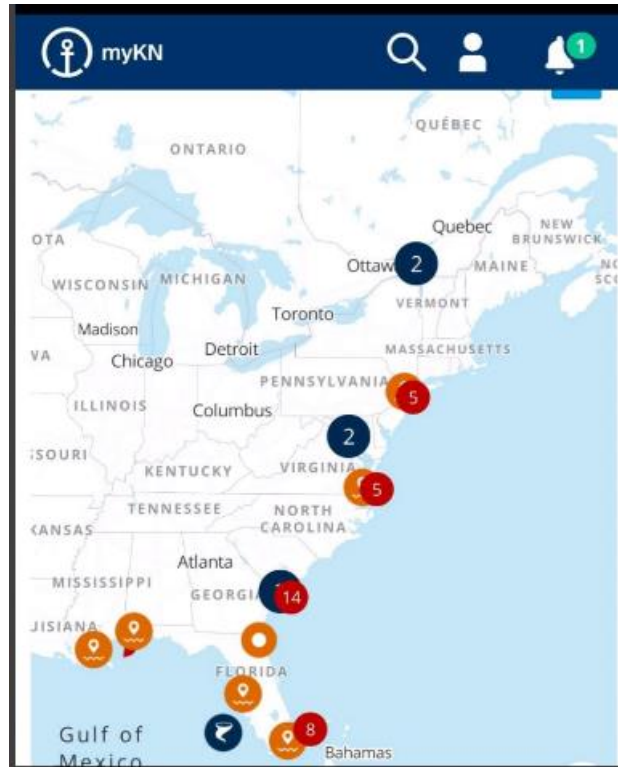
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ILA strike

Today marks the second day of the **ILA** (International Longshoremen's Association) strike, the first in 47 years. The union rejected a proposal that included a 50% pay increase over six years, a tripling of employer contributions to the employee retirement plan, enhancements to healthcare options, and a request to keep the existing language in contracts related to automation and semi-automation unchanged. It is estimated that a one-week strike could cost the economy \$3.78 billion, increase the cost of consumer goods and put pressure on inflation. The strike is primarily driven by disputes over labour contracts, working conditions, and wage negotiations. Although no vessels seem to be in the ports, there are quite a number at anchor and K&N shared an overview on LinkedIn.



Change of seasons

As the Citrus season is winding down, the Durban Transnet team declared the season closed while the Eastern Cape still sees a last bit of volume moving. In preparation for the deciduous season, the **Western Cape Regional Executive** together with his management team hosted **FPEF, Hortgro and SATI** to discuss seasonal readiness plans. The grouping will release a joint statement with a summary of the discussion.



FPEF Annual Transformation Webinar Thursday 19 September

The FPEF hosted its annual transformation webinar on the 19th of September. The goal of the webinar is to inspire and equip business leaders to lead proactive and effective transformation in their businesses. This year's speakers were **Chiliboy Ralepelle** and **Wandile Sihlobo**. Chiliboy is a former professional rugby player who is now involved in the fresh produce export trade and Wandile is a well-known agricultural economist and author.

Chiliboy emphasised the importance of transformation within South Africa's agricultural sector, particularly in fresh produce exports. He highlighted the role of exporters in driving economic growth and creating opportunities for historically disadvantaged communities, especially rural farmers. By integrating these farmers into the supply chain and providing them with resources, training, and market access, exporters can foster sustainability, inclusivity, and innovation. He shared his personal journey from humble beginnings in a rural village to becoming a successful businessman, urging leaders to prioritise empowerment and collaboration for long-term success. Drawing on lessons from sports and leadership, he advocates for inclusive growth that benefits all, ultimately helping to build a more prosperous and equitable future for South Africa.



Wandile highlighted the significant growth in South Africa's agricultural sector since 1994, with domestic agricultural output doubling by 2022/23. This expansion has been driven by technological advancements, improved farming practices, and progressive trade policies, which have positioned South Africa as a key player in global agriculture, ranking 32nd in the world in agricultural exports in 2023. Despite these gains, challenges remain, particularly in ensuring that growth is inclusive and transformative. He underscored the dual nature of South African agriculture: a thriving commercial sector dominated by white farmers, and a subsistence, non-commercial sector primarily consisting of black farmers. While there are rising examples of successful black farmers, transformation in the sector has been slow, with less than 10% of commercial agricultural production attributed to black farmers. Employment in agriculture has remained steady despite technological advances, with 920,000 workers employed in the industry by the end of 2023. Wandile concluded by urging the government and private sector to collaborate on crafting policies that promote inclusive growth, building on existing frameworks such as the National Development Plan and the Agriculture and Agro-processing Master Plan.

Greetings from Thailand,
Anton Kruger