



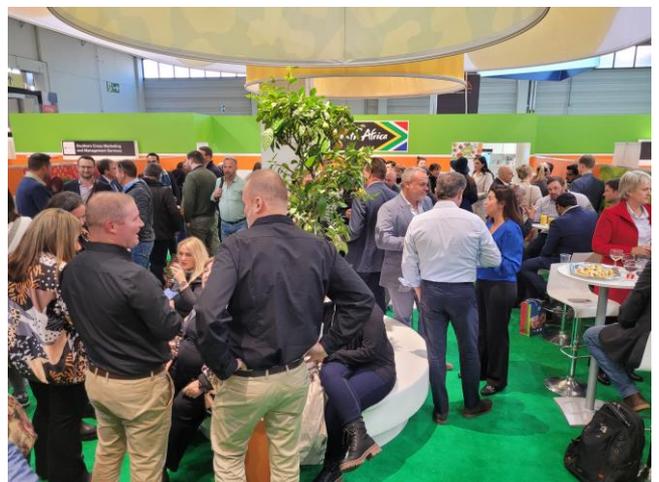
# KEEPING IT FRESH **fpef** fresh produce EXPORTERS' FORUM SOUTH AFRICA

News from the FPEF – 22 February 2023

## Dear FPEF Members,

By this time, most of the FPEF members who travelled to participate in **Fruit Logistica: Berlin**, are back in South Africa - after having experienced days without loadshedding! Our Marketing Manager, **Marletta Kellerman**, will give more feedback regarding Fruit Logistica; as always, the South African stand was filled to capacity.

Here at home, our days are filled with finding solutions for logistical challenges (now exacerbated with higher levels of loadshedding) via various forums and committees. Whilst doing this, we are also continuously involved in the regulatory environment and try to remove obstacles and red tape which hamper exports.



Finding access to new markets also remains firm on our radar.

As you are all aware, Transformation remains high on the priority list, and we are contributing to it via our Graduate Placement programme - of which information material, including video snippets, was shared with you earlier in the week.



### Back to Fruit Logistica:

South Africa participated via a National Pavilion at the recent Fruit Logistica Berlin trade show, that took place from 8 to 10 February in a cold Berlin. The stand was funded by the Department of Trade, Industry and Competition (dtic). Due to the dtic's new requirements, based on applicants' B-BBEE status, to be approved as co-exhibitors to participate, only six FPEF members were approved as co-exhibitors - of which two were only approved two weeks before the event, together with the FPEF.



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation



The communal area was always busy with South Africans who conducted their meetings from the stand. FPEF also rented extra tables and chairs that were offered to our members.

The FPEF's 2023 edition of the annual Export Directory was launched at this event and the FPEF CEO **Anton Kruger** handed copies to the South African **Ambassador Stone Sizani** and to **Minister Cem Özdemir**, Germany's Minister of Food and Agriculture.



As usual, the FPEF hosted a Cocktail Reception on the South African stand. It was a very pleasant social event with good South African wine and snacks. We were also honored by the attendance of **Ambassador Stone Sizani**. We would like to thank our FPEF members who sponsored the event: **PPECB, Contour Logistics, GoGlobal Group, SAFPRO, United Exports South Africa, Paltrack, Morgan Cargo, Stems Fruit and LCL Logistics South Africa**.

We would also like to thank **Schoonbee Landgoed** who sponsored the delicious fresh fruit juice that was handed out on the South African stand.

**Save the date: 7 – 9 February 2024** for the next Fruit Logistica Berlin. We are engaging with the dtic to get the B-BBEE requirements relaxed, which will enable more of our members to be eligible to be approved as co-exhibitors.

We will again request that the FPEF be involved in the design of the Pavilion to ensure optimal utilisation of the space.



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

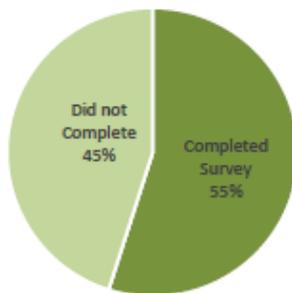
Research, Development and Innovation

## TRANSFORMATION NEWS – FPEF ANNUAL TRANSFORMATION SURVEY

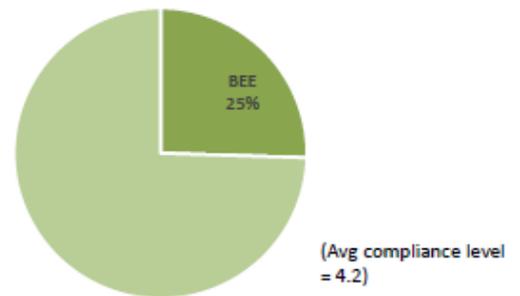
Every year the FPEF conducts a short survey to understand the transformation status of our members in order to track transformation progress, keep the government updated and secure dtic funding for FPEF activities such as trade fares. Thank you to all the members who completed and returned the survey, with a record 84 responses representing 55% of our members. We are pleased to report positive progress on a number of fronts, in particular an increase in the number of FPEF members who are BEE compliant increasing to 25%. Further to this, 26 FPEF member companies provided additional details of specific transformation initiatives they have undertaken. Key results are illustrated below.

Number of members represented in the survey = 84

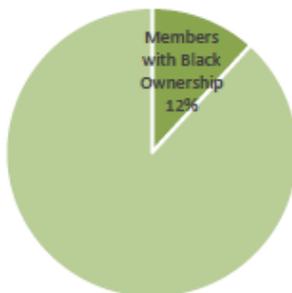
FPEF members who completed the survey



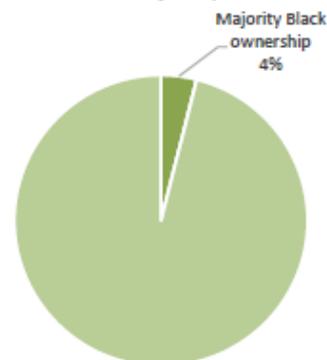
FPEF members with BEE Certificates



FPEF members with a % black ownership



Members with majority black ownership



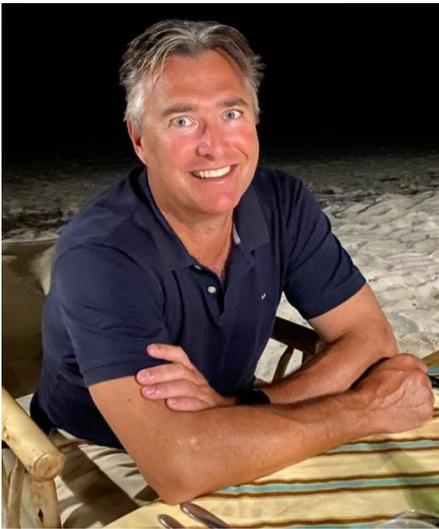
## LOGISTICS

When the port of Cape Town re-opened on Sunday following four and a half days of wind delay, the port opened the gates (no booking required) to assist industry and 875 reefers entered the port on one day resulting in mixed stacks and internal delays for the port to shuffle stacks. Allowing all the reefers in on Sunday filled up the reefer stack resulting in the reefer stack closure of 24 hours. The convenience of getting all the reefers from plug facilities into the port came at the cost of slower port operation and the fact that the port had to stop reefer acceptance as the stack was full. The current logistical chain struggled to recover from such a long delay and it will still take days to bring stack levels down.

All available plugs for today and tomorrow have been booked. There are two reefer loaders on the berth which means large portions of the stacks are under operation and cannot be used to take in new boxes until operations have been completed and in so doing reducing stack capacity.

We recently asked the question if we should advocate the closure of the booking systems but views from the haulage associations is that the booking system is working but needs improvements and/or adjustments. From today's deciduous meeting the takeaways were that the booking system needs to differentiate between dry and reefer so that reefer tolerances can be adjusted for reefers. Delays at depots/cold stores results in bookings being cancelled but without available appointments, delays with cost ensue. Between the booking system and port communication – the need from industry is the ability to plan better.

### BOARD MEMBER PROFILE: MARK JENSEN (CHAIRMAN)



As was mentioned in previous editions, we will publish short information/profiles of our Board members and we start off with our **Chairman, Mark Jensen.**

*"I grew up on a citrus farm in the Sundays River Valley, before going on to study and qualify as a Chartered Accountant. My father Valdy Jensen was very involved in the push for the deregulation of the fruit industry in the 1990's which gave me exposure to the industry and led me to starting SAFPRO in 1998. Originally, I only focussed on citrus, but my brother Craig joined shortly thereafter, and in 2022 we celebrated our 25<sup>th</sup> year of exporting. The company now exports the range of Citrus, Pome and Grape, from what we believe are amongst the country's finest producers.*

*I feel that in our industry we are extremely blessed to be able to see so much of the world and to be exposed to so many different businesses, nations and cultures. I believe it gives us a real perspective of how truly wonderful this country is and what enormous potential there is if only the self-serving politicians didn't ruin it. I have previously served on the FPEF as both a Board Member and former Chairman and look forward to being back.*

*To manage our stressful industry, I thoroughly enjoy a round of golf and try and get out on a bicycle whenever possible. There is nothing quite like a mountain bike ride through the Eastern Cape mountains or an early morning cycle along Marine Drive watching the sun rise over the ocean.*

*To really switch off, the best spoil is to head off with friends on fishing trips to destinations that combine not just the fishing but the beauty and magic of some of the remotest places on earth.... even better when there is no phone signal or wifi!*





*Otherwise as with all good Saffers I enjoy a good braai and a few drinks with friends/farmers/customers/colleagues or family. In this industry they pretty much all feel the same!"*

**Shared by Mark Jensen (Chairman of the FPEF Board)**

In forthcoming editions of Keeping it Fresh, we will get to know the other Board members as well.

From my side, I need to point out again that the FPEF Board members are not being remunerated to serve on the Board and they really do it to serve our industry. **A big thank you to all of them!**

Best regards

**Anton**