



KEEPING IT FRESH

fpef
fresh produce
EXPORTERS' FORUM
SOUTH AFRICA

News from the FPEF – 03 May 2023

Dear FPEF Members,

With all the recent long weekends and shortened work weeks almost behind us, I am sure that everyone is keen to get back to “normal” schedules - although our industry’s activities never stop. Some of the entities on which we rely to ensure that the value chain functions properly, unfortunately do come to a halt and/or slower pace. As your industry association, we try and address those matters to the best of our ability and you will read more about it in this newsletter.

In this edition, biographical information about our Board member, **Awie de Jager** is being shared.

MARKETING AND PROMOTIONS

Freedom Day Celebrations in Russia

The **South African Embassy in Moscow** hosted a **Freedom Day event on the 27th of April**. Embassy staff and guests were treated with fresh fruit from South Africa provided by Zest Fruit and Stargrow. The colorful fruit displays added to the South African atmosphere of the function. We wish to thank **Zest Fruit** and **Stargrow** for their contribution to this event.



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

Logistics

As with the deciduous peak, the windy season has come to an end in Cape Town, with zero vessels at anchor and a vacant berth. We joined SATI in a season review, the feedback was plentiful, a good reality check and fresh ideas to assist us in our preparation for the next season has already started. With the Belcon PSP contract in place and operational arrangement in its final phases it is the first off dock nearing completion with two more in concept phase and we will follow developments and share details should these firm up.

Concerns were raised by the shipping lines yesterday as to the conditions of cranes at Pier 1 terminal due to the continuous breakdown of these old cranes. Transnet flew in technicians from Ireland to attend to the cranes as there is a risk of delays into Cape Town which must be avoided.

On the NATCOR line there has been severe cable theft the last few days, there are staged loads on route and security has been deployed to protect loads. TFR has drone and staff deployed at hotspots, but the theft has spread over a larger area and TFR is awaiting feedback from their security team.

Citrus Export Season: CMF & Variety Focus Groups

In preparation for the 2023 citrus season, the FPEF (Fresh Produce Exporters’ Forum) and CGA (Citrus Growers’ Association) had a strategy workshop in January, to determine the next steps. Aligning on the CGA strategy: Vision 260, the FPEF has a significant role to play to facilitate in the successful and sustainable export of citrus in the next 5 to 10 years. The FPEF nominated exporter representatives for participation in the **CGA Variety Focus Groups**, providing the exporter’s perspective during these producers orientated meetings. The following **FPEF nominees** serve on the various focus groups:

Commodity	Name
<i>Grapefruit</i>	Charl Milleskie Patrick Bird Carl Cilliers
<i>Lemons</i>	Snyman Kritzinger Patrick Bird
<i>Oranges</i>	Adolf Kieviet Carl Cilliers Pieter von Maltiz
<i>Soft Citrus</i>	Charl du Bois Snyman Kritzinger



2nd CMF meeting of the year

The FPEF and CGA jointly decided to host the **CMF** (Citrus Marketing Forum) more frequently, serving as a catalyst for sharing information, providing up-to-date feedback on the present export environment and mitigate any risks, locally (potential unrest, industrial strike action) and internationally (economic impact) on citrus exports. A provisional date is scheduled for **24 May** to have the second CMF meeting of the year. We envisage having monthly or bi-weekly CMF meetings, taking place virtually, during the citrus season. The FPEF and CGA will jointly chair these meetings.



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Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

REMINDER: ANNUAL DECIDUOUS COORDINATING MEETING

Event date/time: 10 May @ 09h00

Virtual meeting:

Join Zoom Meeting

<https://us06web.zoom.us/j/89734336581?pwd=MTNKendFbzFNZWxvSUN1NGpmOEgrZz09>

Meeting ID: 897 3433 6581

Passcode: 225410

Deciduous fruit producers, exporters, relevant role-players, and stakeholders exporting deciduous fruit to the various markets including the following special markets: China, Israel, Japan, Mexico, Taiwan, Thailand, EU, Vietnam, USA etc. are invited to attend and participate in the annual deciduous coordinating meeting.

The FPEF, along with representatives from DALRRD (Directorate: Plant Health and Inspection Services) and other South African Deciduous Fruit Industry Associations, will be having a preparatory meeting to discuss the success and challenges of the previous export season (2022/23) with the intention to increase efficiency in the export process, decide on key actions and procedures and prepare for the following deciduous export season (2023/24). All the arrangements and requirements for the 2023/24 export season will be discussed and finalised.

BOARD MEMBER PROFILE: AWIE DE JAGER



“I grew up on a diverse family farm in Mpumalanga and loved spending much of my childhood driving tractors, trucks and anything that needed moving. The farm life engraved in me a deep love for agriculture and its people, and I am grateful for every day I spend in this lovely sector.

I started my career in the Lowveld as an agricultural economist and later business banker for Absa bank, after which I spent some time in the UK to broaden my vision. Upon my return to South Africa, I was fortunate to cross paths with Rory Antrobus who saw the opportunity in a young, dynamic and hardworking lad. Global Pacific South Africa was started in 2010 and I was appointed as the commercial guy. We focussed on retail procurement - initially for Morrisons, and later for Aldi UK.

Following a change in business model at Global Pacific, I joined Delecta Fruit as Managing Director in 2019 and am grateful for the rewarding journey we are on. Delecta is a grower-owned, multi-category fruit exporter that focuses on maximising returns for our producers and ensuring optimised market access across the globe. It’s a joint effort and I am thankful to be surrounded by a highly competent team that plays to each other’s strengths and has grace for one another’s shortcomings.



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

I am constantly amazed by our diverse industry and the global markets we serve. Walking a wholesale market and showcasing the attraction of our South African fruit to global retailers energises me all the same. I strive to strike business deals that are truly beneficial for all parties and enable longevity.

My wife and I met in London, and we decided to raise our kids in South Africa. We have 3 healthy boys that fill our lives with adventure and excitement, and as many would agree - never a dull moment. I am a passionate father and value spending time with my wife and kids. We enjoy the outdoors, especially time on farms; we love The Lord and try to serve our community wherever we can.



It would probably be better to describe myself as a generalist when it comes to hobbies and interests. Hiking, mountain biking and overall fitness are high priorities for me, but more so many an activity where speed, adrenaline and adventure can be combined.

Despite the various challenges our country endures I love South Africa and strive to be part and parcel of the solution.”

Best regards
Anton Kruger

