



'Dynamic' is the word that immediately comes to mind when speaking about the fresh fruit export industry, since the industry is constantly being faced with the challenges of an ever-changing environment.

Some of these challenges include new legislation, rules and regulations, set domestically and by importing countries. To address these issues and find innovative solutions require continuous engagement with local and international decision makers. Please read more in this newsletter about market access and development issues, addressed by a Fruit South Africa delegation during recent visits to India, Indonesia and the Philippines, as well as recent FPEF activities and initiatives.

In conclusion – since the FPEF is continually striving to create value for our members, we are pleased to note a continued increase in FPEF membership.

Best regards,

Anton Kruger
FPEF CEO

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TRANSFORMATION THROUGH TRAINING

Introducing the Advanced Table Grape Manual

The FPEF is proud to introduce the Advanced Table Grape Manual – the latest volume in the FPEF series of trade chain manuals. The Advanced Table Grape Manual is user-friendly and contains an in-depth overview of the South African table grape industry, including the latest information provided by expert contributors.



FPEF series of trade chain manuals now available

The series consists of the Basic manual (published in English and Afrikaans), the Intermediate and Advanced Citrus, Pome Fruit and Table Grape manuals. These manuals are used by the FPEF Top of the Class (TOC) training programme; aimed at farm and pack house workers, emerging producers and emerging exporters, as well as by FPEF members for the training of new staff members. Through training initiatives, the trade chain manuals serve important industry needs and assist in achieving the ultimate goal of transformation and empowerment.

The entire series of trade chain manuals are now available at the FPEF. To order or for more information, please contact Claudia Walklett at claudia@fpef.co.za

FPEF Internship programme

Apart from the long-standing and successful Top of the Class (TOC) and Leadership and Mentorship (L&M) programmes, the FPEF has recently expanded its transformation portfolio through the introduction of an Internship programme – in collaboration with fruit exporters.

The objective of the programme, which is managed by Johannes Brand, is to facilitate the entry and participation of high-calibre black graduates into core commercial roles within South African fruit export companies and to promote the opportunity for permanent placement after completion of the internship.

The programme, which was launched in January 2016, is off to a good start with four interns appointed at four different fruit export companies. One of the interns has recently been appointed on a permanent basis, whilst one of the participating companies is now looking to place a second intern. The FPEF intends to expand the programme in 2017.

Thandolwethu (Thando) Landu is one of the first interns to participate in the FPEF Internship programme. Thando commenced his internship with Capespan in Bellville in March 2016 – under the mentorship of the Capespan Operations and Shipping Manager, Annalene Sadie. As his chief mentor, Annalene is responsible for planning and supervising the internship programme and guiding Thando through the process.

Thando was placed within the Logistics Department at Capespan, since he has a National Diploma in Logistics. His interest in logistics started at a career expo during his matric year in 2011 at the Gqebera High School in Port Elizabeth.



Annalene Sadie and Thando Landu at Capespan

The following year he commenced studying logistics at the Nelson Mandela Metropolitan University in Port Elizabeth and, during the course, completed in-service training at Volkswagen.

After graduating early in 2015, Thando applied for a logistics coordinator post at a fruit export company. Marianne Rousseau of the National Training Institute (NTI) conducted the job interview and, during the course of discussions, informed him about the FPEF Internship programme. Thando was very interested and applied immediately. After two successful interviews, he was accepted for a year-long internship at Capespan.

Annalene and Thando are both very enthusiastic about the internship process. He will work within and become familiarised with different aspects of the fruit industry logistical chain. There is also the possibility that the internship can lead to a permanent position with Capespan, if both parties are amenable to this.

During his first two months at Capespan, Thando has spent time in different departments and gained experience in the administrative process, including data processing and vessel planning. *“I have visited orchards and fruit intake depots as well as been to the port to see the vessels, so I am receiving first-hand exposure to the fruit industry infrastructure and logistical functions. I am motivated and really enjoying what I am doing... Today I can truly say that I am passionate about logistics,”* says Thando.

“In the two months he has been with us, Thando has been thrown into the deep end and has fitted in well with our personnel,” says Annalene. *“We have open-plan seating in our offices, so he gets to hear and see what everyone does on an ongoing basis. In conclusion, I can say that Thando has proved to be reliable, trustworthy and hardworking. He is close to my heart and, to put it quite simply, Thando is my star!”*

Please note: The above article was adapted from an interview by Louise Brodie for SA Fruit Journal.

For more information on the Internship, L&M and TOC programmes, please contact Johannes Brand at johannes@fpef.co.za

Taiwanese BAPHIQ verification visit to South Africa

Mr Chao Hsien-Hsiang – quarantine officer from the BAPHIQ (Bureau of Animal and Plant Health Inspection and Quarantine) in Taiwan, visited South Africa earlier this year for the inspection and verification of apple production and packing facilities. The visit was coordinated by representatives from DAFF (Liezl van Rooyen and Eric Mudau), the PPECB (Bernard Henning) and the FPEF (Werner van Rooyen).

The programme commenced with a visit to weighing, packing and storage facilities in the export supply chain. Mr Chao Hsien-Hsiang visited the following facilities to investigate the cold treatment process:

the DCP Container Depot in Killarney Gardens – for the calibration of shipping containers; and the SAFT (South African Fruit Terminals) Cold Storage facility in Killarney Gardens – for the inspection of fruit and the container loading process.

Thereafter, the FPEF provided a broad overview on its role in the South African fresh fruit export industry, followed by a presentation on the cold treatment process conducted by the PPECB. To conclude the programme; Mr Chao Hsien-Hsiang, accompanied by DAFF officials, departed for a visit to apple production areas in the broader Western Cape region.

The entire cold chain and every step of the operational process was investigated to ensure that South Africa comply with the cold treatment protocol and requirements, as prescribed by the relevant Taiwanese authorities.

Outcome of the verification visit:

The visit was successfully received with overall positive feedback from the BAPHIQ – Council of Agriculture in Taiwan.

The South African cold treatment process was accepted and the industry's efforts acknowledged.

It was noted that the PPECB's commitment to the Taiwanese cold treatment process resulted in more successful cold treatment shipments to this special market.

Fresh fruit exporters form an integral part of the cold treatment process and the FPEF, by representing the exporters, helps to ensure good relations with international trading partners during verification visits. It was therefore good to note that Mr Chao Hsien-Hsiang was pleased to see a well-organised South African fresh fruit export industry complying with the cold treatment requirements for Taiwan, and that he recognised the exporters' participation in the process.



For more information on operational and technical issues, please contact Werner van Rooyen at werner@fpf.co.za

POST-HARVEST INNOVATION (PHI) PROGRAMME

PHI publication

The PHI Programme is now in the third and final year of its current funding cycling – all research and development (R&D) projects are expected to be completed by December 2016. To report on all PHI-funded projects, the compilation of a new PHI publication is underway.

Impact Study

OABS Development (Pty) Ltd has been commissioned to undertake an Impact Study on the PHI Programme. The study will evaluate a number of impact factors, from industry competitiveness to the development of marginalised players, since the inception of the Programme. The projects relevant to the study are those that were supported during the Programme's first and second funding phases (2008-2014).

The aims of the Impact Study are to evaluate the Programme's impact on:

- Skills development and job creation in research, development and innovation (RDI), including the absorption of postgraduate students and interns;
- The levels of investment in RDI by the private sector industry partners/stakeholders;
- Knowledge or technology transfer and implementation in the industry;
- Growth of the relevant commodity sectors, in areas such as employment, contribution to GDP, export earnings, percentage of penetration into new markets, etc.;
- The impact the Programme had on SMMEs; black and emerging players in the relevant sectors;
- Increased competitiveness, taxable revenue or economic growth and empowerment.

In addition to these impact areas, the study aims to identify factors that enable or constrain the beneficial impact of the Programme, as well as interventions that can improve the Programme.

Bushbuckridge Study

The FPEF has commissioned LIMA Rural Development – through the PHI Programme, to investigate the environmental and horticultural status of the Bushbuckridge Local Municipality (BLM) and accordingly, to make recommendations for an Agricultural Development Plan of the BLM. The study was completed in May 2016. The final report will be presented to the PHI Management Committee on 26 July 2016.

A workshop will be organised for all the important stakeholders, including FPEF members and the fruit industry leadership, to prioritise and structure action plans on development activities in order to fast-track the agricultural redevelopment of the BLM. The workshop is planned to take place in August 2016.

A similar study is earmarked for the Vhembi district in Limpopo, and is expected to commence soon.

PHI Symposium

The planning of the **second** Post-Harvest Innovation Symposium, which will be hosted at the Spier wine estate in Stellenbosch on 21 and 22 November 2016, is underway. Reflecting on past achievements and setting the trend for future development in postharvest innovation, the Symposium provides a platform for South African researchers to disseminate their most recent postharvest developments in a wide range of postharvest-related technology areas.

POST-HARVEST INNOVATION (PHI) PROGRAMME continued...

Postharvest technology short course

The PHI Programme introduced a postharvest technology short course, specifically designed for emerging farmers. Dr Elke Crouch of the Department of Horticultural Science at Stellenbosch University, developed the two-day course. It covers the postharvest physiology and technology of citrus, pome and stone fruit; pomegranates, table grapes, tomatoes and protea/fynbos. The course will be presented in Stellenbosch and in Tzaneen in August 2016.

For more information on the PHI Programme, please contact Junette Davids at junette@fpef.co.za

FREEDOM DAY CELEBRATIONS IN BERLIN

On 27 April 2016, the South African Embassy in Berlin hosted a wonderful reception to celebrate RSA Freedom Day. More than 400 guests from the diplomatic, economic and political sectors were treated with a proudly South African cultural programme, which featured the Vulingoma choir and other artists from South Africa, as well as an authentic South African menu.

One of the highlights on the menu was the desert course – a delicious fruit salad, which was prepared from some of the fruit that was donated by the South African industry. The remainder of the fruit was used to decorate the venue, together with other promotional material and sponsored gifts.

The FPEF would like to thank Capespan for donating a generous amount of fruit, which not only helped to raise awareness of our industry, but also contributed to the success of the event.



Foodex Japan 2016

Foodex Japan is the largest international food and beverage trade show in Asia; known as the 'gateway' to the Asian food markets. This year marked the 41st anniversary of this annual event, which attracted 76 532 registered visitors and 3000 exhibitors over the four days from 8 to 11 March.

The FPEF participated for the first time as co-exhibitor at the South African pavilion, which was organised by the Department of Trade and Industry (dti). The fact that a number of enquiries were received for fruit kinds that do not currently have market access to Japan, emphasised the importance of the FPEF representing and raising awareness of the South African fresh fruit export industry.



Below left: Marletta Kellerman (FPEF) and Ms Phindile Dingile - the South African Agricultural Attaché in Japan.



FRUIT SOUTH AFRICA

Market access and development mission

A Fruit South Africa (FSA) delegation represented the South African fresh fruit export industry during a recent market access and development mission to India, the Philippines and Indonesia. The delegation consisted of Dr Konanani Liphadzi (FSA CEO), Anton Kruger (FPEF CEO), Justin Chadwick (CGA CEO), Derek Donkin (Subtrop CEO), Jacques du Preez (HORTGRO), Dr Mono Mashaba (FSA) and Lucien Jansen (PPECB CEO).

Visit to India

The FSA delegation visited Mumbai in India between 25 and 30 April 2016, mainly to represent the South African fresh fruit export industry at Fresh Produce India, but also to gain insight into the current dynamics of the Indian fresh fruit trading environment, to determine further possibilities for the generic promotion of South African fruit, and to clarify matters like labelling.

Fresh Produce India was hosted in Mumbai from 26 to 27 April. Fruit South Africa was again a Gold sponsor at this leading and only annual fresh produce conference event in India. The FSA Gold-sponsorship status helped to increase awareness of the South African fresh fruit export industry.

The visit to Mumbai also provided the opportunity for the FSA delegation to attend a number of valuable meetings, which was organised by Mr Mkhululi Mankazana (Councillor: Agriculture) and Ms. Afeena Ashfaque (Information Officer: Cultural Affairs) of the South African High Commission in New Delhi. Mr Mkhululi and Ms Ashfaque further assisted the South African delegation by participating in these meetings.



Visit to the Philippines

The FSA delegation visited Manila in the Philippines from 1 to 3 May 2016 to follow up on previous market access visits, to strengthen the working relationship between South Africa and the Philippines, and to gain a better understanding of this market.

Ambassador Martin Slabber and staff members of the South African Embassy in Manila organised a comprehensive programme and provided efficient and professional assistance throughout the visit. The FSA delegation was joined by the Agricultural Attaché in Japan, who is responsible for the Philippines, in a number of meetings with fresh fruit importers, the Philippine Bureau of Plant Industry (BPI), the Philippine Chamber of Commerce and Industry (PCCI) and the Director for Agriculture of the PCCI. In addition, the South African delegation hosted a cocktail function for importers and visited the Divisoria fresh produce market after hours.

FRUIT SOUTH AFRICA

Visit to the Philippines continued...

This was the third consecutive industry visit to the Philippines. Philippine officials and members of the PCCI acknowledged that South Africa is serious about this market and also indicated that they view the personal efforts of Ambassador Slabber as a competitive advantage for South Africa.



The FSA delegation with staff members of the South African Embassy in Manila; Philippine officials and importers, above, and a night visit to the Divisoria market in Manila, below.



Visit to Indonesia

The FSA delegation visited Jakarta in Indonesia on 4 and 5 May 2016 to strengthen relationships with South African Embassy officials, Government authorities and importers; to discover the challenges and opportunities experienced in Indonesia, and to determine how fruit export volumes can be increased.

The main objective of the visit was to obtain clarity on issues related to the fact that South Africa was awarded 'Mutual Country of Recognition' (MCR) status. During a meeting with the Indonesian authorities in Jakarta, these matters were clarified. The primary benefits of MCR status are that the Port of Tanjung Priok (Jakarta) can be used, and that laboratory tests are not necessary for every consignment of fruit approved/listed in the official Decree of the Indonesian Government.

This visit has confirmed the importance of face-to-face meetings. The FSA delegation also acknowledges Mr Willem Geerlings of the South African Embassy in Jakarta. His tireless efforts resulted in the achievement of the mentioned results.



Members of the FSA delegation and Indonesian officials, at a meeting regarding market access issues, above.



We hope you have enjoyed reading this newsletter.

FPEF members are welcome to send comments, contributions or queries to the editor, Desireé Thompson: desireethompson@mweb.co.za