



# KEEPING IT FRESH



News from the FPEF – 19 March 2025

## Dear FPEF Members,

In this edition of our newsletter, you'll find summarized versions of the most important information shared with you recently, along with some new updates.

One of the key highlights is the **CGA's Citrus Summit**, which took place last week. Many of you attended and gained valuable insights into the macro-economic environment, market access, market development, sustainability, and transformation. During the event, **Transnet's CEO** provided updates on recent developments in rail infrastructure and new port equipment for **Durban, Coega, and Cape Town**. Notably, nine new RTGs are set to be delivered to TPT in Cape Town before the end of the month. The Summit also marked a significant leadership transition, as 650 delegates bid farewell to the outgoing **CGA CEO, Justin Chadwick**. Attendees also had the opportunity to engage with the new **CEO, Dr Boitshoko Ntshabele**.



In the week prior to the Summit, the **FPEF, Agri-SA and WESGRO** hosted a successful event on **6 March in Cape Town** where the keynote speaker was the **Western Cape Minister of Agriculture, Dr Ivan Meyer**. You can read the full report under the **Logistics and Operations** section later in this edition.

With uncertainty surrounding the approval of the national budget, the **dtic** is currently unaware of the funding it will receive. As a result, we are operating under the assumption that no government funding will be available for trade shows. This means that **FruitSA** will need to fund key events such as **Asia Fruit Logistica in Hong Kong (September), Fruit Attraction in Madrid (October), and Fruit Logistica Berlin 2026**.

Since the **dtic** was unable to register a stand in Hong Kong before the deadline, we (FPEF) have taken the initiative to secure our location. Your **membership and pallet fees** make this possible, and I sincerely thank you for your continued support.



- Market Access
- Government Engagement
- Export process assistance
- Provide Information
- Transformation
- Research, Development and Innovation

## MEMBERSHIP CERTIFICATES



Members (especially new members who have not received certificates before) are welcome to request a **FPEF membership certificate** from [claudia@fpef.co.za](mailto:claudia@fpef.co.za). The certificate will be provided digitally, allowing you to print and frame it as desired.

## FPEF Fruit Export Value Chain Training Programme

The **FPEF will be facilitating its TOC fruit export value chain training programme twice this year** in an interactive, online format starting in **May** and again in **October**.

The course content **covers the fruit export value chain from field to fork** and is aimed primarily at employees in junior to middle management positions within fruit export companies, packhouses and logistics companies. Participants will gain an excellent understanding of the whole value chain and additional knowledge and insight in their own area of responsibility.

Topics covered include; quality management, compliance, cold chain management, primary production, packing and packaging, road, sea and air freight, documentation, consumers, markets and the role of exporters.

**The cost is R4 500 per person excluding VAT for the full 6 day training programme.**

For further information or to book please contact Johannes Brand - [johannes@fpef.co.za](mailto:johannes@fpef.co.za)

## MARKETING AND PROMOTIONS



**FRESH PRODUCE**  
**INDIA**

### Fresh Produce India

FPEF will attend **Fresh Produce India from 3 - 4 April** as part of a FruitSA delegation. **FruitSA is a platinum sponsor** at this event.

With a packed programme of talks, presentations, interviews and tastings all taking place in the expo, Fresh Produce India brings together key players to discuss the big trends and opportunities in India's fast-moving fresh produce business.



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**Collaboration between FPEF, AgriSA and WESGRO**

Agricultural exports continue to show strong growth and remain a key sector poised to drive South Africa’s economic recovery and accelerate job creation.

On **6 March 2025**, **Wesgro**, the Fresh Produce Exporters Forum (**FPEF**), and **AgriSA** convened industry leaders and stakeholders for a pivotal event titled **“2025 Agricultural Trade and Investment: Charting the Way Forward.”**

As a leader in the South African fresh produce export environment and the official export council of the dtic (Department Trade, Industry and Competition), the FPEF is committed to delivering increased leadership and value. Collaboration with formidable institutions and stakeholders in the agricultural ecosystem of South Africa, is imperative for navigating the way forward amidst global trade uncertainty and increasing geopolitical tension.



**Western Cape Provincial Minister of Agriculture, Economic Development and Tourism – Dr Ivan Meyer** delivered an inspiring speech on the importance of the sector for South Africa and the province.

The event addressed important topics in the context of escalating global geopolitical tensions. The topics aligned with the aim of G20 leaders, addressing major issues related to international financial stability, climate change mitigation and sustainable development. In anticipation of South Africa hosting the **2025 - G20 summit**, the agricultural sector of South Africa serves as a beacon of economic strength due to its resilience and expansion.

Herewith, a summary of key points discussed:

- Leaders in the agricultural industry must change the narrative on agricultural exports, given the global geopolitical environment and uncertainty.
- AGOA continues to be a significant piece of legislation for both the United States and South Africa. Particularly in the context of agricultural trade between the two nations. It is worthwhile considering the optimization of the legislation to the mutual advantage of both nations.
- South African agricultural exports may become more appealing to certain markets as a result of the global geopolitical tension and the impact of increasing tariffs on trade. South Africa has the potential to capitalize on this situation and even increase its market share in specific markets.
- In South Africa, producers are not only obligated to practice sustainability in agriculture in order to comply with regulations; rather, they have historically been compelled to do so, which has contributed to the expansion and resilience of the agricultural sector.



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Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation



The **FPEF and Agrisa** jointly compiled an **Agricultural Trade report** focusing on, but not limited to, key statistics on agricultural trade with G20 markets, key commodities, tariffs and non-tariff barriers. The report serves as a tangible outcome for hosting the event and informing dialogue and decisions during the B2O dialogue forum. Please contact [werner@fpf.co.za](mailto:werner@fpf.co.za) should you wish to receive a copy of the report.



**FPEF, ATF (Agricultural Trade Forum) and the World Trade Organization**

The FPEF attended a **workshop/training** presented by the **World Trade Organization (WTO)**.

The workshop covered **WTO agreements on agriculture, domestic notifications and negotiations**.



The workshop was scheduled as part of the **Department of Agriculture’s Agricultural Trade Forum**, intended for both government officials and private sector stakeholders (Industry).

Interestingly, the last domestic support notification of South Africa at the WTO, was in 2014. The type of domestic support was for general services, domestic food aid for a school nutritional programme and a regional assistance program to assist producers in under developed and disadvantage areas to encourage agriculture and rural development.

**Topics covered, included but not limited to:**

1. Agricultural Subsidies and their different disciplines and uses.
2. Notification requirements under the Agreement on Agriculture and Related Decisions.
3. Evolution of negotiations on agriculture.

A special thank you to **Diwakar Dixit, Counsellor and Secretary, Committee on Agriculture: Agriculture and Commodities Division World Trade Organization** and **Dr Edwini Kessie, Director: Agriculture and Commodities Division, the World Trade Organization**, for sharing their knowledge and presenting the complexity of WTO agreements and negotiations on agricultural in a simplistic form. Members interested in more information are welcome to contact [werner@fpf.co.za](mailto:werner@fpf.co.za).



Market Access

Government Engagement

Export process assistance

Provide Information

Transformation

Research, Development and Innovation

Herewith a reminder of the collaborative event between the **Agricultural Economics Association of South Africa's (AEASA) Western Cape Chapter** and the **Agricultural Economics Postgraduate Association at Stellenbosch** – the launch of a new book “**The uncomfortable truth about South Africa's agriculture**” by **Wandile Sihlobo and Johann Kirsten**.

**Date:** 26 March 2025

**Time:** 18:30

**Venue:** JH Neethling (Stellenbosch University Campus)

**RSVP:** By 20 March 2025 at

<https://forms.gle/ekyipXFko6bss5YY9>

Seats are limited.

**AEPA** **AEASA**

# Book launch event

**Date:** 26 March 2025  
**Time:** 18:30  
**Venue:** JH Neethling Courtyard  
Please RSVP by Thursday, 20 March 2025

AEASA & AEPA invite you to the launch of the new book “The Uncomfortable Truth of South Africa's Agriculture”.

*Mr Sihlobo is the Chief Economist of the Agricultural Business Chamber of South Africa.*

*Prof Kirsten is the Director of the Bureau for Economic Research at the University of Stellenbosch. Their insights will be valuable to any agricultural economist.*

**RSVP:**  
<https://forms.gle/ekyipXFko6bss5YY9>

Greetings from Brazil,  
**Anton Kruger**



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Provide Information

Government Engagement

Transformation

Export process assistance

Research, Development and Innovation