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And just like that, the final newsletter of the year is here.

I would have loved to start this final iteration off on a jovial note. But the truth is, the fruit industry is in survival mode and there's a difficult journey ahead.

This week the industry hosted Minister Pravin Gordhan on a visit to a packhouse and a cold storage facility in the Western Cape, to further enhance cooperation with government. This follows protracted challenges at the port of Cape Town that have produced intensified angst within our industry. Especially now that most of our fruit is at different stages of being shipped to international shores. During the visit, Gordhan confirmed government's commitment to increased port efficiency. However, with growing interest around this critical topic, the industry has issued a few media statements to underscore the seriousness of the situation, and to give clarity around the status quo.

Meaningful partnerships with Transnet and government remain a priority. As the fruit industry, we don't shy away from our challenges and will continue to explore innovative solutions – there are nearly 325 000 jobs at stake.

On partnerships, at the AGOA Private Sector Forum on 2 November, it was good to see delegates from both the US and Africa supporting the renewal of this critical growth-centric preferential trade framework (with some even advocating for its permanency). A vital job creator in the US and Africa, AGOA must be renewed by June 2024, to avoid starting the process from scratch after the US elections.

This year Fruit SA had its annual strategic session and board meeting in November. Once again, robust discussion ensured continued crafting of the Fruit SA roadmap.

And on 31 October Fruit SA celebrated its 10th anniversary, along with attending ambassadors, dignitaries, stakeholders, and members of the media. Thank you to everyone who attended the celebratory event and to those who worked behind the scenes to ensure the overall success of the occasion.

Lastly, I wish our colleagues the best with the shipping of many of our fruit types to international markets at this time of year. May you also manage to enjoy a well-earned break with your loved ones during the holiday season.

HIGHLIGHTS FROM 2023

Join us as we journey through some of the Fruit SA and industry highlights from 2023.

Fruit Logistica

Berlin – Feb'23



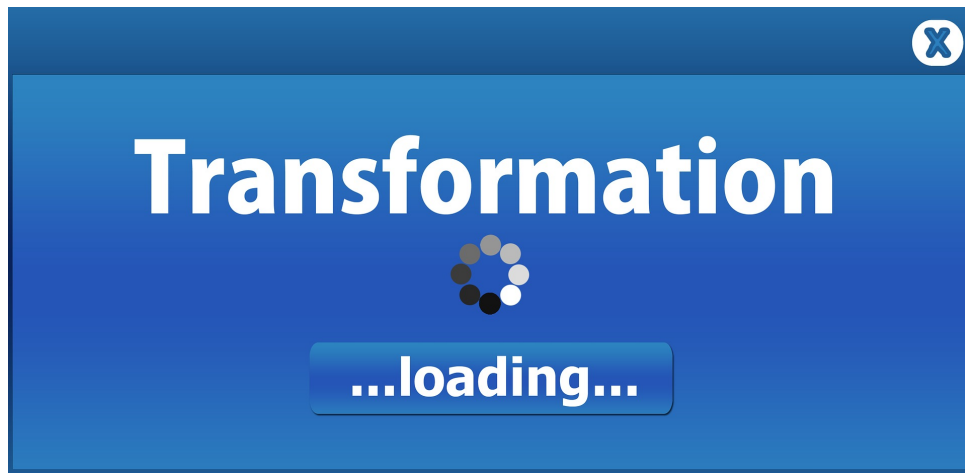
Asia – Sep'23



Like most of agriculture, the fruit industry is people-centric. This extends to the importance of industry representation at global fresh produce trade shows.

These events present an opportunity for Fruit SA to join industry representatives and come face to face with buyers and other role-players from around the world, to promote our world-class fruit. Fruit Logistica Berlin and Asia Fruit Logistica count among some of the major trade shows attended by Fruit SA this year (others, attended by industry representatives include Foodex Japan, Fruit Attraction in Madrid, Spain, and AgriLink in Manila, the Philippines).

First-ever transformation showcase: Jun'23

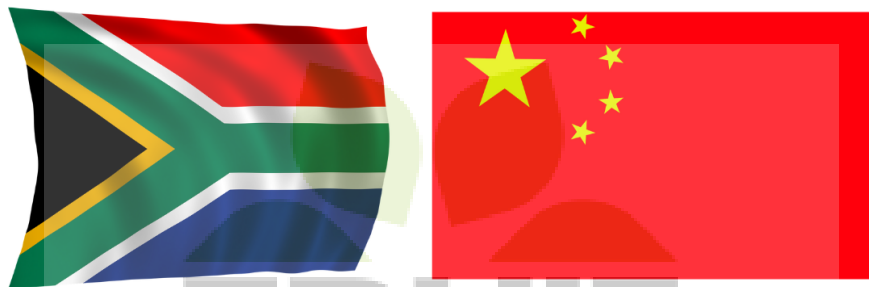


Fruit SA hosted its first-ever transformation showcase, in collaboration with the CGA Grower Development Company (CGA-GDC). The event was featured on www.foodformzansi.co.za.

Batlhako Temo Farm in Brits in the North West Province was the subject of this key industry initiative. The enterprise was established in 2020 and currently exports 50% of its produce to markets like Taiwan, the Middle East, Russia, the Philippines, China, and Singapore. With a hectareage of 61.5, 44.41 ha is planted, and 22.78 ha is in production. Fruit SA and the CGA-GDC proudly welcomed attending government officials and other stakeholders who witnessed this transformation success story first hand.

Click [here](#) to view the 2022 FIVCRT Annual Transformation Review, for a status update on industry transformation initiatives.

SA avocados granted market access into China: Aug'23



Gaining market access into China for avocados was a significant breakthrough for the fruit industry of SA, on various levels. Trade negotiations being fraught with complexities, this big win was the result of 10 years of tireless negotiation between the two countries. “Gaining access to China is a vital step in driving an export-led growth for the South African avocados, which is a commitment the government has made under the Agriculture and Agro-processing Master Plan,” said DALRRD Minister Thoko Didiza. It also brings hope for other South African fruit types like stone fruit and blueberries that have been “queueing” for their turn.

South Africa hosts the XV BRICS Summit 2023: Aug'23



SA chaired the XV BRICS Summit in Sandton, with representatives from 61 countries in attendance – a great opportunity for SA to assert its standing as an international role-player and trading partner.

Importantly, the BRICS member countries expressed support for comprehensive reform of the United Nations – including its Security Council – with a view to making it more democratic, representative, effective and efficient, said President Cyril Ramaphosa in his post-BRICS speech. “The other significant outcome of the summit was the decision to expand the membership of BRICS to include Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates”.

Citing a record total of US\$12.8 billion of South African agricultural exports to the rest of Africa, the EU, Asia, America, Middle East, and others in 2022, Agbiz Chief Agricultural Economist Wandile Sihlobo emphasised that South Africa’s agricultural interests in the BRICS markets are not at the expense of these existing and vital export markets.

Industry roadshow to UK and German retailers: Sep’23

FRUIT
South Africa





Warranted industry-wide concern is mounting regarding ever-increasing compliance costs related to assurance schemes. Therefore, Fhumulani Ratshitanga (Fruit SA), Paul Hardman (CGA) and Derek Donkin (Subtrop) visited retailers in the UK and Germany to raise these concerns, find ways to reduce duplication and escalating costs, and to gain a better overall understanding of the premise that determines these increasing costs.

Though the visit was promising, consistent future engagements and requisite feedback are planned.

Fruit SA publishes 2021/22 statistics booklet: Sep'23



The latest published Fruit SA [statistics booklet](#) features key production data for the 2021/22 season. Apart from being an extremely useful reference within the fruit industry and among stakeholders, this booklet has also gained remarkable popularity amongst trade show attendees who include current and potential buyers of our world-class fruit.

FSA 10th anniversary celebration in Pretoria: Oct'23





South Africa







Ambassadors, distinguished guests, industry stakeholders and members of the media converged at Monte de Dios, Pretoria to join in celebrating the 10th anniversary of Fruit SA, a milestone marked by significant collective success.

As an embattled industry, we often don't allow ourselves to bask in the beam of our well-earned successes. This auspicious occasion presented such an opportunity, to pause, reflect, and celebrate the collective industry success and on-going camaraderie amongst stakeholders over the last decade.

Do visit our [website](#) for a peek at the event footage and presentations.

Editorial team

Fhumulani Ratshitanga

Nomonde Ntloko

Catherine Milward-Bridges

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