



Fresh Produce Exporters' Forum

FRUIT SOUTH AFRICA STRUCTURE



Fruit Industry Structure

OVERVIEW OF THE FPEF



WHO IS FPEF:

- A voluntary, non-profit organisation / no Statutory Levy
- 134 members, accounting for about 90% of fresh fruit exported from South Africa.
- Providing leadership and services to its members, the international buying community and the fresh fruit export industry as a whole.
- FPEF members consist of fruit exporters, producer-exporters, export and marketing agents, pack houses, logistics and other service providers

FUNDING OF PROMOTIONS

- When the FPEF initiates, or is involved in export promotion activities, we need to raise the funds from our members and/or the dti.
- The FPEF's voluntary contributions are done on an annual basis and are not guaranteed income - thus planning and funding of events are usually limited to one year.
- Statutory levies are for a period of four years which makes it easier to plan for longer terms projects.

OVERVIEW OF THE FPEF



PROMOTIONS

TRADE SHOWS:

- Fruit Logistica Berlin (dti national pavilion)
- Asia Fruit Logistica (dti national pavilion)
- WorldFood Moscow (dti national pavilion)
- Fresh Produce India (funded by industry)
- Fruit and Veg Beijing (funded by industry)

Other shows attended in previous years: WOP Dubai,
Foodex Japan and Gulfood Dubai

PROMOTIONS

Export Directory:

- Annual publication
- Members information and statistics of previous season
- Partially funded by advertisers and the dti (not guaranteed)
- Distributed at Trade shows, industry events and embassies/consulates





Thank you