



GENERAL MEMBERS' MEETING

9 OCTOBER 2024 – 9–10.30 am CEST

MEETING SUMMARY

Participants: Nitasha Baijnath-Pillay (Hortgro, South Africa), Marta Bentancur (UPEFRUY, Uruguay), Philippe Binard (Freshfel Europe/SHAFFE), Sarah Breitburd (Freshfel Europe), Justin Chadwick (CGA, South Africa), Sergio del Castillo (Procitrus, Peru), Jorge de Souza (Abrafrutas, Brazil), Jacques du Preez (Hortgro, South Africa), Jacques Ferreira (South African Table Grape Industry), Jana Janse van Rensburg (CGA, South Africa), Deon Joubert (CGA, South Africa), Gil Kaufman (Freshfel Europe/SHAFFE), Anton Kruger (FPEF, South Africa), Alejandro Pannunzio (Federcitrus/APAMA, Argentina), Ellen Pay (SHAFFE), Trevor Ranford (Summerfruit Australia), Fhumulani Ratshitanga (Fruit South Africa), Elzette Schutte (Berries South Africa), Wilechia van de Westhuizen (Hortgro, South Africa), Herman van Dyk (Berries South Africa), Werner van Rooyen (FPEF, South Africa), Roberto Varela (Federcitrus, Argentina), Nicole Zurita Rios (AGAP, Peru).

Discussion points:

Introduction	
- Opening of the meeting and presentation of all participants - Overview of the objectives and agenda of the meeting (see Annex 1)	- The objectives of the meeting are to a) provide an overview of the meetings and activities of the association over the past months; and b) discuss a number of issues related to the association's activities and management: the statistical yearbook, meetings and events, membership and budget. <i>For the agenda of the meeting, see Annex 1.</i>
Overview of the meetings and activities of the association over the past months	
EP provides an overview of the meetings that were held since June 2024, as well as of the main decisions that were taken during these meetings and of the actions that followed them. - General Members' Meeting (8 July): this meeting resulted in the creation of four working groups: Statistics, Logistics, Sustainability and Market Access. - Working Group on Statistics (13/14 Augustus): participants agreed that the association should: - improve the format of the excel file used for the weekly reporting of citrus exports; - expand reporting to other products (e.g. table grapes, stonefruit, blueberries, avocados); - develop a format to report on production (volumes and area under cultivation) (annually); - set up a simple online, interactive database to allow members to access the association's statistical information; and - publish an annual statistical yearbook. - Working Group on Logistics (27/28 Augustus): - participants agreed that the work of this working group should focus on the unfair service conditions and additional costs imposed by maritime shipping lines; - on 6 September, a survey was sent out, in Spanish and English, to gather examples of these conditions and costs, with the objective of compiling a charter of good practices or "code of conduct" for shipping companies to underwrite. Such a code of conduct would enable the entire industry – which represents a considerable share of	

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the maritime shipping business – to voice its views and needs, rather than individual growers or exporters who risk being castigated by the shipping companies. So far, only two (partial) answers to the survey have been received by the secretariat;

- on 30 September, a letter was sent to the US government to push for a solution to the port workers' strike that commenced on 1 October; and
- Deon Joubert of CGA of South Africa was appointed as leader of this working group.

- Working Group on Sustainability (10 September):

- during the meeting of this working group, participants:
 - approved a draft roadmap to guide the association's future work on sustainability, identifying four strategic pillars and a number of actions, including:
 - the organization of regular training webinars on well-defined topics;
 - the publication of a regular Sustainability Newsletter, highlighting positive stories on sustainability in the SHAFFE countries;
 - the revision of the association's White Paper on Sustainability; and
 - the participation of the association in international platforms (to be identified).
 - nominated Paul Hardman of CGA (South Africa) and Belén Rios of AGAP (Peru) as leaders of the group.
- under the auspices of this working group, the association has been participating in the meetings of GlobalGAP's working groups on the Environmental Sustainability Solution (Framework, Water, Soil Health, GHG/Footprinting and Food Losses and Waste).

- Working Group on Market Access (23/24 September): during this meeting, participants:

- identified a number of common challenges, including evolving packaging/labelling regulations, the withdrawal of active substances, divergent MRLs and divergent policies regarding irradiation in importing countries; and
- identified two chief functions that SHAFFE can fulfil with regard to market access, namely to create awareness and exchange views and experiences during the meetings of this group, and to advocate the worldwide harmonization of sanitary and phytosanitary regulations (e.g. regarding MRLs, irradiation and crop protection methods).

Participants agree that the Working Groups on Logistics, Sustainability and Market Access will meet on a regular basis (three to four times per year) to offer a platform for members for discussion and to ensure output. The Working Group on Statistics will meet on a needs basis, to ensure that the agreed outputs are produced. In addition, General Members' Meetings will be called on a regular basis (three to four times per year).

Statistical yearbook

EP raises a number of questions regarding the Statistical Yearbook for discussion among participants, and presents a draft table of contents for this yearbook (see *the meeting slides in Annex 2*). A number of participants question the added value of such a yearbook as a number of other organizations already compile similar statistical information, and highlight the need to avoid any duplication of efforts. In addition, it is argued that the statistics may become outdated very quickly, and that for some products, and depending on the timeframe used for the yearbook, statistics may be cut off halfway through the season; hence, the timing of the yearbook needs to be well thought out. It is also argued that an interactive online database compiling the statistical information gathered by the association would be of greater value to the SHAFFE members, as such a database could be updated on a regular basis. On the statistical yearbook, participants agree that:

- the added value of the yearbook is in the compilation of statistics for the entire Southern Hemisphere, for all product categories; a yearbook would also allow the association to strengthen its image (for example by highlighting the importance of the industry in the Southern Hemisphere, collectively, in terms of production and export volumes and values);
- any duplication of efforts by other organizations should be avoided; to this end, the secretariat will engage with the World Citrus Organisation, the World Apple of Pear Association, the International Blueberry Organization, etc.; existing statistics compiled by these organizations may be summarized and presented in a new manner in our statistical yearbook;
- the yearbook should contain not only statistics but also a commentary, for each of the SHAFFE countries, with insights on the general trading environment, trends in production and exports, challenges faced, etc., as well as a general industry outlook for the next years;
- the yearbook should not contain any statistics on prices, nor should it contain any forecasts; only historical data should be included;
- the yearbook should follow the calendar year;
- the yearbook should be made available publicly, for free;



- the yearbook provides an opportunity to raise additional funds for the association through the sale of advertisements;
- the decision on whether or not to produce printed copies of the report will be influenced by the advertisers;
- the association could develop packages for advertisers, combining advertising space in the yearbook with the sponsoring of the association's congress (see below); and
- all SHAFFE members will be asked to identify and approach two sponsors in their respective countries; the search for sponsors will not be a task of the secretariat. Sponsors may be sought in all segments of the value chain, including e.g. suppliers of machinery.

Association events

Participants discuss the following events, to be organized by the association:

- **Webinar:** it is agreed that the association should organize a webinar on sustainability in the near future. This webinar should not provide a platform for an academic discussion on the concept of sustainability, but rather offer concrete, practical information on a specific theme, for example the use of bio-inputs or water management in fruit production. Such information may be provided by technicians. The webinar may also be used to showcase "success stories" about the implementation of sustainable practices in SHAFFE countries (for example regarding the use of bio-inputs, which could be followed by a discussion of the registration process for bio-inputs in the European Union). Highlighting such stories can strengthen the reputation of the association, help improve the image of the fruit industry in the SHAFFE countries by showcasing its commitment to sustainability, and reinforce efforts to improve market access in importing countries. In addition, these webinars would create possibilities for the association to gain additional income through the sale of advertisements/sponsorships. It is agreed that the Working Group on Sustainability will further develop the details of the webinar.
- **Southern Hemisphere Fruit Congress:** participants agree that the association should organize a virtual congress, with two different time slots on the same day (one for Australasia and one for the rest of the world), with the same programme for both runs. It is agreed that the congress should take place in late March/early April. It is suggested that the association may present its annual statistical yearbook and the code of conduct for maritime shipping (if ready, see above) at the congress. The SHAFFE members will assist the secretariat in the search for sponsors for the congress; to this end, publicity packages (combining advertisements in a publication such as the yearbook and at the congress) may be developed.
- **Event at FruitLogistica:** it is agreed that the association should organize a public relations event in the sidelines of FruitLogistica. The event should take place in the morning, starting at about 8 am, and not last longer than two hours. Participants agree that the event should be seized as an opportunity to stress the gravitas of the fruit industry – and of the association – in the Southern Hemisphere, in terms of the value of fruit production and exports, but also in terms of job creation and overall well-being (for example through rural development) in the SHAFFE countries. A keynote speech by a prominent speaker, for example by an ambassador of one of the SHAFFE countries in Germany, could be followed by a brief panel discussion or presentation on a theme of general interest, and time for socializing and networking.

Association management

Participants discuss the following issues related to the management of the association:

- **Membership:** EP informs participants that membership in Argentina and Peru has changed, with some members leaving the association and new members coming in (*see the attached meeting slides in Annex 2*).
- **Contributions:** to date, the following contributions remain unpaid: for 2023, Chile and Uruguay; for 2024, Australia, Chile and Uruguay. Zimbabwe's free membership will expire at the end of 2024; participants agree that the country should pay the full membership fee as of January 2025. In addition, it is agreed that the secretariat should send out all invoices for the annual membership fees at the start of each calendar year.
- **Budget:** EP informs participants that the actual balance on the SHAFFE account is 43 852€, and that the account will remain balanced only if all members pay their annual contributions on time. EP reminds participants that the association has signed a services agreement with Freshfel Europe, under which the latter provides a number of services (*see the attached meeting slides in Annex 2*), for an annual price of 28 000€ (to be paid in January 2025). The secretariat will clarify with Freshfel Europe which information on developments at the European level (for example, in terms of legislation and



market access conditions) will be shared with SHAFFE and its members, and set up a mechanism to this end. The issue of the outstanding invoice for a video to promote the master's programme for fruit industry professionals (which never materialized) from a supplier in Chile will be decided upon by the association's current president and vice-president, with the knowledge of the treasurer.

- **Treasurer:** participants elect Fhumulani Ratshitanga of Fruit South Africa as the association's new treasurer, for an unspecified length of time.
- **Calendar:** it is agreed to organize a second meeting of each of the four Working Group between November and mid-January. The Annual General Meeting will be held in February 2025, in the margins of FruitLogistica in Berlin, while the annual Southern Hemisphere Fruit Congress will be organized in early spring 2025 (late March/early April).

Annexes:

1. Agenda of the meeting
2. Meeting slides



Annex 1. Agenda of the meeting

- Agenda for the meeting + presentation of participants
- Overview of the association's work: meetings held so far, main outcomes, main points of action
- Statistical Yearbook: format, content
- Association events:
 - Southern Hemisphere Fruit Congress: format, content
 - Event in the sidelines of FruitLogistica: format, content
 - Webinar on sustainability: format, topic, speakers
- Membership: update Peru/Argentina, Zimbabwe, new (associate) members, update on contributions



Annex 2. Meeting slides

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General Members' Meeting – 9 October 2024

Introduction



Marta Bentancur, UPEFRUY, SHAFFE president

all participants

Agenda reflects two main objectives: a) b) decide on how to move forward practically on a number of matters



Overview of the association's work: meetings held so far, main outcomes, main points of action

Statistical yearbook: format, content

Association events:

- webinar on sustainability: format, topic, speakers
- Southern Hemisphere Fruit Congress: format, content
- event in the sidelines of FruitLogistica: format, content

Association management:

- membership
- contributions
- budget
- calendar

1/4 Overview of the association's work



General members' meeting	8 July
Working Group on Statistics	13/14 Aug
Working Group on Logistics	27/28 Aug
Working Group on Sustainability	10 Sept
Working Group on Market Access	23/24 Sept
General members' meeting	9 Oct

2/4 Statistical yearbook



- target audience
- added value
- free for all, subject to restricted access (against payment?), or published in two versions i.e. one general, public version (e.g. for use in the media), and one full, restricted version
- printed and/or digital
- timing (annual congress? export calendars?)
- advertisements:
 - each SHAFFE member country to bring 2 advertisers (full page, half page, quarter page)
 - two sponsor(s) (1 full page on inside front/back cover + visibility at launch event/on website)

2/4 Statistical yearbook



Introduction of SHAFFE

Introduction of the yearbook (e.g. product classifications, country groupings and databases used)

Foreword by the president (broad statement on state of the industry, editorial)

Production: (all statistics per product, volume and value, past 5/10 years, graph + interpretation)

- output:

 - world (ranking of main production countries)

 - SHAFFE countries

- planted area

 - world (ranking of main production countries)

 - SHAFFE countries

Trade: (all statistics per product, volume and value, past 5/10 years, graph + interpretation)

- world

 - imports (ranking of importing countries)

 - exports (ranking of exporting countries)

- SHAFFE countries

 - exports (main destinations markets)

Country reports: for each SHAFFE country:

- statistics production + exports (per product, volume and value, past 5/10 years, graph + interpretation)

- commentary by each SHAFFE association on main trends, trading environment, outlook

which products??

3/4 Association events



Sustainability webinar *water management, bioinputs, alternative energy...*
timing
format, target audience *internal / external*
sponsors

Southern Hemisphere Fresh Fruit Trade Congress

virtual / in person
timing (launch of yearbook)?
format? theme?
sponsors?

Event at FruitLogistica

cfr. IBO: 2h, presentation of statistical yearbook
presentations on present and future of the sector + panel discussion
reception
sponsor(s)?

4/4 Association management – membership

ARGENTINA OUT	ARGENTINA IN
Cámara Argentina de Fruticultores Integrados (CAFI)	Asociación de Productores de Arándanos de la Mesopotamia (APAMA)
Argentinean Blueberry Committee (ABC)	
Cámara Argentina de Productores de Cerezas Integrados (CAPCI)	
PERU OUT	PERU IN
Asociación de Productores de Uva de Mesa (Provid)	Asociación de Gremios Productores Agrarios del Perú (AGAP)

4/4 Association management – contributions

Outstanding:

2023: Chile / Uruguay

2024: Australia / Chile / Uruguay

2025: invoices will be sent out in January 2025

Zimbabwe: fee waived until end of 2024



4/4 Association management – budget

Balance on 1 Oct 2024: 43 852€

Major payment of 28 000€ to Freshfel Europe in January 2025 for:

- bank account, financial reporting
- use of address, registration as not-for-profit in BE
- assistance on European policy
- statistics: weekly export statistics + yearly consolidation
- IT: webinars, website, social media

Treasurer! Created by statutes, w be reassuring to have someone to guide/exercise oversight

4/4 Association management – calendar

- Working Groups: meetings from November to mid-January
- Annual General Meeting: FruitLogistica, 5-7 February 2025 (+ PR event)
- SH Fruit Congress (+ yearbook?) May? June?

**Coming together is a beginning;
keeping together is progress;
working together is success.**

Henry Ford

Please contact the secretariat at any time
to voice your views and suggestions
regarding any of our projects or events.