



GENERAL MEMBERS' MEETING

8 JULY 2024 – 10–12 pm CEST

MEETING SUMMARY

Participants: Lindi Benić (Hortgro/South African Table Grape Industry, South Africa), Marta Bentancur (UPEFRUY, Uruguay), Philippe Binard (Freshfel Europe), Jacques du Preez (Hortgro, South Africa), Paul Hardman (Citrus Growers' Association, South Africa), Anton Kruger (Fresh Produce Exporters' Forum, South Africa), Karen Morrish (Apples and Pears, New Zealand), Alejandro Panunzio (Frutas de Argentina), Ellen Pay (SHAFFE), Trevor Ranford (Summerfruit Australia), Jorge de Souza (Abrafrutas, Brazil), Brent Walsh (Berries South Africa).

Discussion points:

INTRODUCTION	
- Opening of the meeting and presentation of the new secretary general - Overview of the objectives and agenda of the meeting	- The objective of the meeting is to agree on the general topics that SHAFFE should focus its work on, define the strategy to carry out that work, and discuss the required financial means. - The content of the discussion is based on the outcomes of the online member survey and the one-on-one discussions between the secretary and individual members in June (with Summerfruit Australia, UPEFRUY, the Fresh Produce Exporters' Forum (South Africa), Fruit South Africa, the Citrus Growers' Association (South Africa), Abrafrutas (Brazil) and the Zimbabwean Horticultural Development Council).
THEMATICAL WORK	
Statistics	
How can SHAFFE improve and add value to its work on statistics?	- There is a clear interest on the part of the members to strengthen SHAFFE's work on statistics. - The discussion focuses on how SHAFFE can improve and add value to its work on statistics, by: - expanding the range of statistical information collected, to include not just export data but also data on production, and not just for citrus but for other products as well (table grapes, stone fruit, pome fruit, avocados, blueberries); - improving the format in which the data are diffused to members, for example by setting up an online interactive database; and - compiling and publishing an Annual Statistical Yearbook with a summary of the weekly statistics, an evaluation of the past campaign, and an outlook for the next season. The Yearbook would also allow SHAFFE to raise additional funds through the sale of advertisements. - The costs of developing an online interactive database may be significant, and any improvements may be limited to a revision of the excel files used to gather and divulge the data. - Members agree that the Annual Statistical Yearbook is an excellent idea, and a logical continuation of the work so far. The Yearbook may be linked to SHAFFE's annual exporters' congress. - A working group will be set up to further discuss how SHAFFE's statistical work can be strengthened.

Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE)



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Market access	
Which are the major themes related to market access? What role can SHAFFE play in this regard?	- The discussion focuses on the role that SHAFFE can play with regard to market access, which came out of the survey and individual discussions as a crucial theme for SHAFFE's future work. - Several potential actions are discussed, including the creation of a monitoring system for market access conditions in destination markets. There is great interest on the part of the members in market access information (e.g. SPS conditions, MRLs, sustainability requirements). However, constant monitoring of all types of market access conditions in all destination markets is practically and financially infeasible for the association. - SHAFFE will set up a standing focus group on market access, where members can raise market access problems and exchange experiences regarding the negotiation of bilateral market access protocols. This group may also identify any horizontal issues relating to market access, and formulate advocacy actions that SHAFFE may undertake regarding these issues (for example vis-à-vis the WTO or the IPPC).
Other themes	
What are other major themes that SHAFFE should focus on its future work?	- Other themes that came out of the survey and individual discussions as crucial for SHAFFE's future work include rising production and transportation costs for producers and exporters in the Southern Hemisphere; logistics (costs and efficiency); sustainability; and the proliferation of private certification schemes. - There is a strong interest among members in the costs and efficiency of logistics (where SHAFFE may establish links with logistics operators such as shipping lines or port operators), and in any other element that adds to producers' and exporters' costs, such as certification requirements. - Members agree to maintain and strengthen the association's standing focus group on sustainability, where members can exchange information (including on certification schemes) and develop a common stance. This group may identify further actions that SHAFFE may undertake on the issue of sustainability. - For 2024, SHAFFE enjoys free membership of GlobalGAP. It is agreed that GlobalGAP's new Environmental Sustainability Solution is of interest to SHAFFE, and that SHAFFE will renew its contacts with GlobalGAP to further the collaboration between the two organizations and voice the views of its members.
ASSOCIATION MANAGEMENT	
Meetings	
What should be the type and frequency of the internal meetings organized by the association?	- The association will set up regular meetings for all members, once every two months. - In addition, the various working and focus groups will also meet on a regular basis, e.g. once per trimester (to be determined in function of the groups' work). - SHAFFE will hold a regular meeting for all members at FruitAttraction in Madrid, on 9 October from 9 until 10.30 am. - The executive committee will meet whenever necessary to ensure the proper functioning of the association. - The annual general meeting will be organized in Berlin, in conjunction with Fruit Logistica.



Communication	
What should be the type and frequency of the communication sent out by the association (newsletters, social media)?	- The secretariat will prepare and send out a newsletter, once every two months, to members and external contacts, with updates on the activities of the association and its individual members. - All members will keep the secretariat informed about their activities and about the themes they are working on (e.g. by including the secretariat in the distribution lists of their newsletter, regular updates, position papers, etc.); the secretariat will make a selection of this information for reproduction in the SHAFTE newsletter. - A selection of the articles of the SHAFTE newsletter will also be posted on social media (e.g. Facebook, X, LinkedIn). - Another potential communication tool that is discussed is a regular newsletter on efforts implemented by SHAFTE members to increase sustainability in the fresh fruit value chains; the compilation and diffusion of this newsletter would fall under the activities of the standing focus group on sustainability. - The secretariat will review the association's website and social media accounts, and implement improvements if and where needed.
Association events	
Webinars	- The survey and individual discussions with members demonstrated that members find the SHAFTE webinars valuable. - The following themes are proposed for future webinars: sustainability (including regulatory developments), the costs of production and trade, and logistics (costs and efficiency). - The dates, practical organization, target audiences (internal vs external) and the themes and speakers of the webinars remain to be determined.
Southern Hemisphere Fresh Fruit Trade Congress	- The association will organize a Southern Hemisphere Fresh Fruit Trade Congress in 2025. - The format (in person or virtual), possible location, theme and possibilities to attract sponsors remain to be determined.
(Associate) membership	
Should SHAFTE's membership structure be changed to include associate members?	- Members discuss the possibility to change SHAFTE's membership structure to include associate members. - The possibility to create a category of associate members – which would bring in additional funds for the association – is worth exploring further. Several SHAFTE members have experience in this regard. - It is agreed that it is crucial to ensure that SHAFTE has valuable services to offer before approaching any potential associate members. - A thoughtful evaluation must be made of which operators/associations could be associate members, what would be their expectations, to which kind of services these members would have access, and which fee they would pay.



Budget (see annex)	
Budget 2024–2025 and outstanding invoices	- If all members pay their contributions for 2023 and 2024, the budget for 2023 remains balanced. - The invoices for the member contributions will be sent out asap. The deadline for payment is 30 days. - Current budget predictions for 2025 show a deficit that even the final fund balance from 2024 cannot fully compensate. - Hence, there is an urgent need to find additional sources of funding (e.g. associate membership, new members, sponsoring of events, sale of ads in a statistical yearbook). - SHAFFE must appoint a treasurer. - It is agreed that the outstanding invoice from Albawik for the development of a mini-website and video is not due, as SHAFFE never expressed its agreement with the purchase of these services.
Services by Freshfel Europe	
Freshfel Europe presents an overview of the services that it will continue to provide to SHAFFE.	- Freshfel Europe will continue to provide a number of secretarial/support services to SHAFFE, including: registration of the association and bank account; technical services related to the email system, website and social media; compilation of weekly export statistics and assistance in the statistical work (compilation of weekly export statistics, development of a statistical yearbook); use of a meeting room; and the provision of information on European regulatory developments. - The agreement between SHAFFE and Freshfel Europe that governs the provisions of these services will be revised and confirmed asap. - The cost of the services provided by Freshfel Europe is EUR 28 000 annually.

Annexes:

- Budget 2024–2025
- Meeting slides



Annex 1. Budget 2024–2025

	2024	2025
INCOME		
Contributions	40,800	40,800
Pending contributions 2023	25,500	
Income from congress		20,000
Income from yearbook		10,000
Total income	66,300	70,800
EXPENDITURE		
Secretary general	22,913	45,120
Accounting costs for SG	793	650
Office costs for SG	1,000	500
Freshfel - services	28,000	28,000
Travel	750	4,500
Meetings (rental meeting rooms)	350	1,000
Promotional material	500	500
Affiliation GCFP	2,500	2,500
Affiliation GlobalGAP		3,000
Website (statistical database)		2,000
Invoices Albawik	971	
Unforeseen expenses	2,000	2,000
Total expenditure	59,777	89,770
RESULT	6,524	-18,970
<i>Initial fund balance (30 Jun 2024/1 Jan 2025)</i>	10,545	17,069
<i>Final fund balance (31 Dec)</i>	17,069	-1,901

Annex 2. Meeting slides

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Southern Hemisphere Association of Fresh Fruit Exporters

General Members' Meeting – 8 (9) July 2024

Introduction



Marta Bentancur, UPEFRUY, SHAFFE president
Ellen Pay, SHAFFE secretary general
all participants

Agenda



Themes

- Statistics
- Market access
- Other themes

Practical strategy

- Meetings
- Communication
- Association events
- (Associate) membership

Financial means

- Budget
- Services by Freshfel Europe

Thematical work – market access



Internal: monitoring / information sharing

- monitoring of market access conditions

e.g. SPS regulations, sustainability regulations, MRLs, tariffs and quotas, stocktaking of MRL databases, stocktaking of bilateral protocols

- sharing of experiences on market access barriers / negotiation of bilateral market access protocols (standing working group)

External: lobbying / liaison

- support members' efforts
- policy paper on market access barriers

Thematical work – other themes



rising production/transportation costs for SH exporters

logistics (costs + efficiency)

sustainability

proliferation of (sustainability) requirements and certification schemes

promotion

Role for SHAFFE?

- support members' efforts
- policy paper on common themes?
- liaison
 - FAO / WTO / WHO / United Nations Forum on Sustainability Standards
 - Codex Alimentarius / IPPC (observer status)
 - European Commission
 - national authorities (USDA-FDA / China /...)
 - other associations (e.g. in Northern Hemisphere, IFPA, retailer groups)
 - Global Coalition of Fresh Produce (2 500€) + GlobalGAP (3 000€)

Meetings



Regular members' meetings *once or twice a month?*

FruitAttraction *regular meeting or event with theme?*

Working groups *practical (e.g. statistics, congress)*
 thematical (market access, sustainability, logistics)

Country reporting *twice a year?*

Executive committee and/or board

Annual general meeting *at Fruit Logistica*

Communication



SHAFFE newsletters

- newsletter with member updates?
- newsletter on sustainability?

Website

Social media

Name of the association

Association events



Webinars	topic	<i>sustainability (water, bioinputs)</i> <i>cost of production and trade</i> <i>logistics (costs + efficiency)</i> <i>technology / productivity</i> <i>regulations (e.g. EU green deal, packaging)</i> <i>market trends</i>
	timing target audience (internal / external) technical sponsors	

Southern Hemisphere Fresh Fruit Trade Congress

- virtual or in person / annual event in member country, with field visits
- working group

(Associate) membership



Associate members

- who?
- level of contribution?
- services offered?

New (full) members?

Association management - budget



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Association management – membership fees



Current fee: 5 100€

Outstanding:

2023: Argentina / Australia / Brazil / Chile / Uruguay

2024: all

Zimbabwe: fee waived until February 2025

Treasurer

Association management – services by Freshfel Europe

28 000€/year

bank account – statistics – European policy – cloud/website – social media

Association management – invoice from Albawik

disputed invoice for 4 875€ for video/mini-website (master course)

Outputs



- a new impetus and direction for the organization
- a clear overview of the budget and potential budget gaps, appointment of treasurer
- agreement on collaboration with Freshfel Europe
- clear strategic decisions on:
 - associate membership
 - type and frequency of meetings (regular members' meetings, country reporting)
 - formation of working groups (e.g. on statistics / organization of webinars / organization of congress / market access)
 - themes and dates for two webinars
 - meetings at FruitAttraction and Fruit Logistica
- ***commitment from all SHAFFE members to actively contribute to the organization's activities, for example by attending the regular members' meetings, providing input for a regular newsletter or participating in ad hoc working groups***

Your engagement and input is crucial
to the success of our association! Sharing of information and
exchanging experiences only works if every member contributes.

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