



SFA  
SOUTHERN HEMISPHERE  
FRUIT ALLIANCE

# STATISTICAL YEARBOOK 2026

## MEDIA KIT



# WHO are we?

The Southern Hemisphere Fruit Alliance (SFA)—previously known as the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE)—is the voice of the fresh fruit industry in the Southern Hemisphere. The Alliance’s mission is to **unify the diverse and unique Southern fruit sector**, champion its cause and nurture environmentally, socially and economically sustainable global value chains for the region’s fruits.

SFA has been bringing players in the Southern Hemisphere fruit industry together since 1991, gathering and sharing knowledge and best practices, helping formulate answers to key global trade and production challenges, and providing advocacy on issues of concern to the entire fruit industry. Together, SFA’s member countries export nearly 12 million tonnes of fresh fruits per year, for a total value of over USD 15 billion—or roughly 15 percent of the global trade in fresh fruits.

**For over 30 years now, SFA has offered a platform for players in the Southern Hemisphere’s fruit industry to face challenges and exploit opportunities together.**

For any questions about the Southern Hemisphere Fruit Alliance, its members or activities, please contact [info@shfruit.org](mailto:info@shfruit.org).

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# JOIN US

## as an advertiser in our statistical yearbook!

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Our 60+ page statistical yearbook provides invaluable information on trends and new developments taking place in the Southern Hemisphere's fruit industry. Offering key data and unique insights, our yearbook will help professionals in the fresh fruit industry worldwide make more informed business decisions. The publication will be released at the Fruit Logistica trade fair in Berlin in February 2026. It will be made available for free via the websites of SFA and of its members.

### THIS IN-DEPTH REPORT FEATURES:

- **key statistical data and analysis** on global production and trade flows for major fruit categories, including apples, avocados, blueberries, citrus fruits (oranges, lemons, grapefruits and soft citrus), pears, table grapes, and stone fruits;
- **key insights from the SFA member associations** into the fruit industry in their countries (Argentina, Australia, Brazil, Chile, New Zealand, Peru, South Africa, Uruguay, and Zimbabwe); and
- **an overview of the main destination markets for exports** of fruits from the Southern Hemisphere, including North America, Europe, Russia, China, Japan, and Southeast Asia.

# SFA

## SOUTHERN HEMISPHERE FRUIT ALLIANCE

By advertising in our yearbook, your business will gain visibility among key decision makers and thought leaders across the global fresh fruit industry. The publication offers a unique opportunity to build brand presence for your business, whether you are producing, exporting or buying fruits, selling inputs or providing logistics or other services.

Our publication will reach:

- **fruit producers** in the Southern Hemisphere;
- **fruit exporters** in the Southern Hemisphere;
- **buyers of fruit in the main destination markets**, including the United States of America, Canada, Europe, China, Japan, Russia, and Southeast Asia;
- **industry associations** in the Northern and Southern Hemispheres;
- **opinion leaders and policymakers** in national and international governmental and non-governmental organizations; and
- **the specialized press.**

# ARTWORK specifications

Preferred artwork file type:  
**High resolution PDF or JPEG**  
 Colours: **CMYK**

## DEADLINES

**Bookings:** 15 November 2025

**Artwork:** 15 December 2025

**To secure your place in the SFA  
 Statistical Yearbook, contact Linda  
 Bloomfield at [ljbloomfield@aol.com](mailto:ljbloomfield@aol.com)**

## Contact us!

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# ADVERTISING RATES

Ad placement		Size	Euro	USD
Inside front cover		297(h) x 210(w) mm	€2 750	\$3 220
Inside back cover		297(h) x 210(w) mm	€2 650	\$3 100
Outside back cover		297(h) x 210(w) mm	€2 950	\$3 450
Inside full page		297(h) x 210(w) mm	€2 250	\$2 630
Inside half page		148.5(h) x 210(w) mm	€1 500	\$1 750
Inside quarter page		99(h) x 210 (w) mm or 148.5(h) x 74.25(w) mm	€1 000	\$1 170
Headline sponsorship (exclusive)	<ul style="list-style-type: none"> <li>clickable logo on all emails publicly announcing or launching the yearbook</li> <li>clickable logo on the outside front cover of the yearbook</li> <li>logo on the printed flyer for the yearbook</li> </ul>		€5 000	\$5 850

**Clickable logo on the Yearbook's webpage on the SFA website included in all advertising options!**

