BERRIES ZA

SUPPORTING SOUTH AFRICAN GROWERS

CEO Report – 2024-2025



Brent Walsh

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Strategy

STRATEGY

Planning session held in 2024
– Facilitated by Camino Consulting
(HR Consulting Specialists)

Detailed process through PESTLE analysis and prioritisation

- Market Access
- Technical Expertise
- Logistics
- Collaboration

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MARKET ACCESS

MARKET ACCESS

Trade Shows

- Asia Fruit Logistica
- Fruit Attraction
- Fruit Logistica Berlin
- Fresh Produce India
- Berry Congress - Rotterdam

Trade Missions

- Japan
- India INDIA PROGRESS

Local Embassy Visits

- Vietnam (online)
- China (X 2) CHINA PROGRESS
- Thailand THAILAND PROGRESS

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MARKET ACCESS

MARKET ACCESS: 2025-2026

Trade Shows

- Asia Fruit Logistica
- Fruit Logistica Berlin
- Fresh Produce India
- China International Import Exhibition
- Agrilink Exhibition Philippines

Trade Missions

- Japan
- India
- China
- Philippines
- South Korea
- Thailand
- Vietnam

* Engagement with DoA through the FIVCRT TWG

  – Prioritisation Tool update with BFAP

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TECHNICAL EXPERTISE

TECHNICAL CAPACITY

- Renewal o f Dr Gulu Becker's consulting agreement with Berries ZA
- Procrop consulting agreement – annual publication of the Berries ZA spray book
- Tertiary Institution relationships
- Engagement with DoA through the FIVCRT MAWG
- SA accreditation of foreign phytosanitary facilities

Dr Becker to provide a detailed progress report and 2025-2026 year plan in the following presentation

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LOGISTICS

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CAPE TOWN PORT

Weekly Transnet engagement meetings

- Operational feedback on weekly:
  - Container moves
  - Stack delays
  - Vessel moves
  - Vessel delays
  - Equipment breakdowns
  - Maintenance planning
  - Equipment acquisition (arrival / commissioning of new equipment)

- 3 monthly Strategic Feedback & Planning sessions with Transnet Executive and Industry CEO's

- Fruit South Africa facilitated meeting with Minister Brabara Creesy

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COLLABORATION

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Across the value chain

BJMF / TECHNICAL FORUM
FIVCRT Transformation Working Group
Boland Landbou Ekonomiese Skakelgroup
Hortforum
Communication Strategy – Consulting specialists
BFAP – Annual Baseline Report, Annual Berry Report, China Market Business Case Report
Fruit South Africa
FPEF
Wesgro
Agbiz
PPECB – Research work

IBO
SHAFFE

IBO Summit 2025



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