



BERRIES ZA

— SUPPORTING SOUTH AFRICAN GROWERS —

SYMPOSIUM 2023

State of the Industry

BRENT WALSH



Key Points

1. 2022 – REFLECTION, LEARNING & ACTION
2. BERRIES ZA – STRATEGY IN ACTION
3. 2023 AND BEYOND
4. WRAP





2022





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2022

BERRIES ZA RESPONSE TO THE LABOUR CRISIS

- » Letters of demand addressed directly to Ministers Patel, Gordhan, Didiza, and Portia Derby (Transnet CEO)
- » Two hard hitting press releases
- » Subsequent media exposure (interviews) and multiple platforms, local and international
- » Daily engagement with Portia and other Transnet Operational Heads

WHAT DID
WE LEARN?







STRATEGY IN ACTION





- ❖ Market Access
- ❖ Quality
- ❖ Technical Progress / Capacity
- ❖ Logistics Shift
- ❖ Transformation
- ❖ Stakeholder Engagement
- ❖ Research
- ❖ Consumer Product Engagement
- ❖ Data-Driven Insights



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- ❖  At political trade negotiation level
- ❖  Pending protocol approvals
- ❖  Submitted, pending response
- ❖  Pending resubmission
- ❖  Pending submission from SA

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- ❖  Submitted, pending response
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“ TECHNICAL CAPACITY, RESEARCH & TRANSFORMATION ”

- ❖ Investing in capacity building from academic level (Pretoria and Stellenbosch)
- ❖ Plant health and entomology
- ❖ Ongoing post-harvest studies with Stellenbosch
- ❖ Access additional specialist at Stellenbosch to facilitate market access Pest Information Package (PIP) submissions
- ❖ Transformation – study grant provided for MSc candidate at SU – Entomology
- ❖ Stellenbosch Disease Clinic (funding contributions)
- ❖ Chemical registration – ongoing partnership with Procrop to facilitate the submission and registration of new chemicals



STAKEHOLDER ENGAGEMENT

MULTIPLE PLATFORMS REPRESENTING THE BERRY INDUSTRY

Dept of Agriculture – Provincial and National – Market access, Working groups / Industry Round Tables

PPECB / NAMC / FPEF

DTIC – Market access and political relationships

FruitSA – Industry governance representation

Agbiz – Policy across the Agri-sector (Recently joined the Fruit Desk)

Internal stakeholders – Communication strategy





STAKEHOLDER ENGAGEMENT

INTERNATIONAL EXPOSURE, MARKET INTELLIGENCE & PROMOTION

Representation on the IBO Board (IBO AGM's & Summit)

Trade shows – market specific (EU, ASIA, INDIA)

Trade missions and State Visits (local and international)





**DATA
SCIENCE**

Reputation
CRM
Quality

Plan

A close-up photograph of several ripe, red raspberries on a branch with green leaves. The raspberries are the central focus, showing their characteristic bumpy texture and vibrant color. The background is a soft-focus green, suggesting a healthy, growing plant.

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2023 AND BEYOND



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2023 AND BEYOND





TRANSNET

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2023 AND BEYOND

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WRAP

WHAT DO WE NEED TO DO DIFFERENTLY?



QUALITY, QUALITY, QUALITY



UNDERSTAND THE
CHALLENGES AND PROBLEMS



USE SCIENCE TO UNLOCK THE
SOLUTIONS

THANK YOU