

BERRIES South Africa Newsletter

October 2020 Issue 15

www.berriesza.co.za

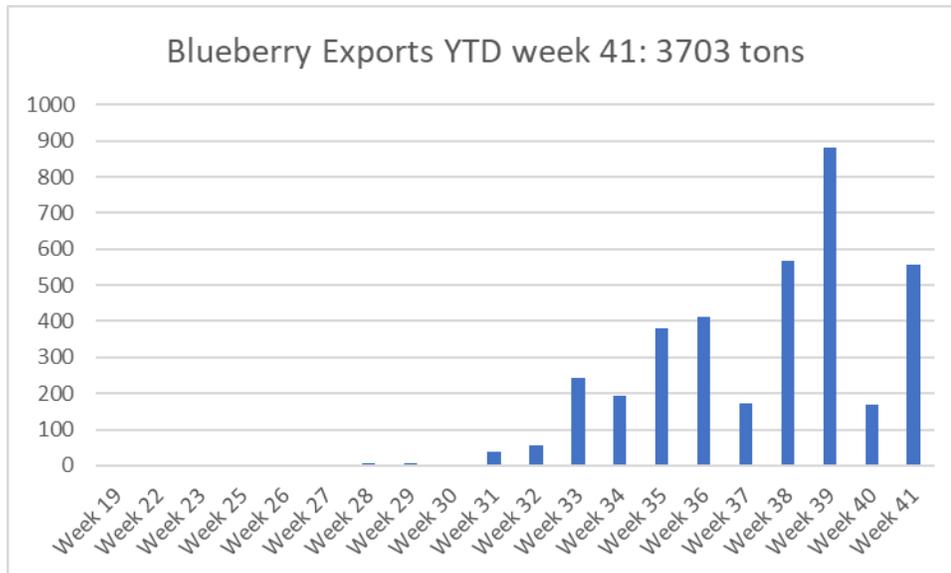


BERRIES ZA

SUPPORTING SOUTH AFRICAN GROWERS

A Word from our Chairman Justin Mudge

The berry industry finds itself in a unique position. Vibrant, entrepreneurial, growing and energetic could all be used to describe an industry that finds itself in a position very different from the framework within which we have to operate. This means that we often need to open a path that has not been defined. The route map that was illustrated at our AGM in May is now in process. We have concluded a new SLA with Hortgro that now encompasses only administrative function and we are thus independent on all matters of significance. SABPA became BerriesZA, not because we are stepping away from our producers but because we ultimately need to represent the industry. We have formed the Berries Joint Marketing Forum (BJMF) and this is starting to build momentum around areas of mutual interest in the marketing arena and **other** areas of stakeholder interest. We have also been invited to sit around the table with FruitsSA, this is critical as this is the arena where prioritization for market access will ultimately be decided within the wider fruit industry. These are all steps in the right direction to formalize our industry and achieve the recognition that industry rightly deserves.



BJMF Season update:

Blueberry production volume is lower than anticipated due to the cold weather experienced in the Northern parts of South Africa. We anticipated a harvest of approximately 23,000 tons with export numbers at 17,000 tons. We now anticipate a harvest of approximately 22,000 tons, and a subsequent lower export volume as well. This year up until week. Up until week 41 we have exported 3703 tons.

LEVIES UPDATE: During the virtual AGM in May a decision was made to increase levies on all blueberries Class 1 from 10c/kg to 30c/kg. Raspberries and Blackberries remain unchanged at 10c/kg. Levies are applicable on all Class 1 fruit- whether its export or local!

WHERE DOES YOUR LEVY CONTRIBUTION GO? Berries ZA is committed to the following pillars of development:

- Transformation
- Communication
- Information
- Research
- Market Access



ATTENTION ALL GROWERS!

Have you register on AGRIHUB? If not yet, then PLEASE do so asap. Why? Because Agrihub is the official platform of our industry. Without your information in the database we will not be able to have an accurate indication of the scope of our industry. Want awesome reports on a weekly basis? Then please make sure you as a grower is 1) registered with Berries ZA, registered on Agrihub, and attend our Berry Joint Marketing Forum to stay updated! Please contact Elzette Schutte for more information on how to register on Agrihub.



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Cape Town Port Information

- Acquire and commission additional cranes: 4 new cranes are already operational
- Use BELCON as an inland terminal from November 2020. Benefits will be:
 - Reducing delays due to wind
 - Use rail to transport containers to the vessels
- Increase the number of plug points at FPT
- Manage water surging. New tender to supply the hydraulic system will be published in October 2020.

Future plans

- Increase capacity from 800 000 TEU's to 1 m TEU's per annum
- Build new staging area for trucks
- Adapt infrastructure in order to accommodate bigger vessels

BERRY IMPORTANT: In 2020 SABPA has officially changed its name to Berries South Africa, BerriesZA for short. Our new address is : La Concorde, 57 Main Road Paarl. Please come and say hi and have some coffee in the KWV sensorium. Our website has also changed- it is now www.berriesza.co.za Berries South Africa has 85 producer members and 12 Associated members. Please have a look on our website for more detail. Please contact Elzette Schutte (Operations Manager) at 0824110500 or elzette@berriesza.co.za for any questions.

Save the date for our first BerriesZA webinar: 18 November 2020. Why? Because we are still wary to gather together, and because the season is upon us. That's why we will not be having our technical symposium as we hoped. More information to follow.

Onwards and Upwards at Fall Creek

During the past few months, Fall Creek Farm and Nursery has made great strides towards establishing our new nursery in Northern Paarl in the Western Cape. Despite many challenges due to Covid-19, the team has shown resilience and were still able to start growing the first crop of blueberry plants, now well on its way.

They are currently hard at work to start the next phase of development and to establish core propagation facilities on site. Another exciting development is the consolidation of their production and administration teams by moving offices to operate from the same address in Paarl. This will ensure a streamlined approach to create optimized conditions for both their employees and business stakeholders. After being settled into their new space in November 2020, Fall Creek's doors will be open to South African blueberry partners to visit and view their offices and nursery.

For more information on Fall Creek Farm and Nursery you are welcome to contact Burgert at burgertvd@fallcreeknursery.com or our Commercial Manager, Wian Mouton at wianm@fallcreeknuresery.com.



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Fallcreek facility in Paarl, photo provided by Fallcreek.