



# BERRIES ZA

— SUPPORTING SOUTH AFRICAN GROWERS —



## ORGANISATION OVERVIEW

## SHAPING THE FUTURE OF THE SOUTH AFRICAN BERRY INDUSTRY

### ABOUT | WHO WE ARE

#### BOARD OF DIRECTORS

**Herman van Dyk — Chairperson**

#### Directors:

Bruce Carter

Dylan Coleman

Justin Mudge

Jeán Kotzé

Hannes Laubscher

Johan le Roux

Jon Salters

Sean Tager

**Brent Walsh — CEO**

**WE PARTICIPATE IN A VARIETY OF FORUMS ON VARIOUS LEVELS.**

**BERRIES ZA IS A SOUTH AFRICAN ORGANISATION REPRESENTING THE LOCAL BERRY INDUSTRY.** We are focused on driving a growth strategy for the industry, by the industry — providing our members with support, access to international breeding programmes, and cutting-edge genetics. In paving the way for sustainable growth, we aim to be leaders, not followers.

#### OUR VALUE CHAIN CONSISTS PRIMARILY OF THE FOLLOWING:

Growers — Producers — Packhouses — Cold storage — Exporters — Research teams (entomology, plant pathology, microbiology) — Transnet — Shipping companies — Importers (international recipients) — Retailers (local and abroad) — Consumers

#### OUR HIERARCHY OF GOVERNANCE

**STRUCTURES ARE:** Berries ZA (Board of Directors) — Fruit South Africa — DALRRD — DTIC — DIRCO



## OUR STORY | WHY WE ARE HERE

**Berries ZA was established in 2011 to create a structured platform that addresses common industry issues for the mutual benefit of our members.**

While the local berry industry might be small compared to other fruit industries in South Africa, the total annual exports currently exceed 20 000 tons — with this number expected to rise year-on-year.

Through the formation of Berries ZA, we can focus on collective strategic objectives to create a more prosperous local industry for producers and the community as a whole.

**3.8 JOBS  
PER HECTARE**

\*BFAP Baseline report

[www.bfap.co.za](http://www.bfap.co.za)

**WE ARE**

bold, inclusive,  
independent, and  
obsessed with  
**quality & flavour.**

## OUR OBJECTIVES | WHAT WE AIM TO ACHIEVE

### OUR OBJECTIVES INCLUDE THE FOLLOWING:

- Ensure an economically viable and sustainable berry industry.
- Establish uniform grading regulations for berries produced in South Africa.
- Liaise with other berry groups — locally and internationally — to exchange information of mutual benefit.
- Promote sales and consumption of berries in the local and export markets.
- Facilitate relevant research in the berry industry.
- Liaise with the Department of Agriculture, Land Reform and Rural Development, other government departments, and industry stakeholders.
- Collect and share relevant industry information.



AS PART OF FRUIT SOUTH AFRICA, OUR VALUES ARE:



### OUR PEOPLE

One of our most valuable assets is the people in our industry. Therefore, we commit to a spirit, culture and actions aimed at enhancing the development of and opportunities for employees within profitable and sustainable businesses. This commitment relates to compliance with all relevant national and international labour legislation and practices.



### ETHICAL BEHAVIOUR

We encourage compliance with ethical behaviour norms and best practice principles relating to agricultural workers' working and living conditions. We condemn any unethical actions that go against legislation.



### FREEDOM OF ASSOCIATION

We commit to social dialogue, freedom of association, free choice of employment, and free movement of people. We will diligently work towards Social Compact to align and clarify these roles and responsibilities of various stakeholders in the public, private, and community spheres.



### TRANSFORMATION

We commit to the transformation of our industry — this includes agricultural economic development based on a value-chain approach — and to address socio-economic imbalances and challenges in rural areas in partnership with the public sector.



### ENVIRONMENTAL STEWARDSHIP

We will protect our environment and encourage international best practices aligned with ensuring bio-diversity and the protection of our land and water resources.



**Berries ZA Operations Manager:**  
**ELZETTE SCHUTTE**



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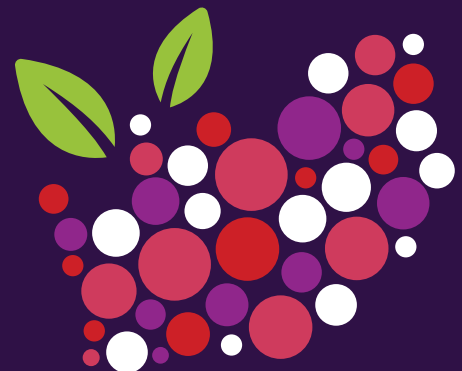
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