ASIAFRUIT

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

Wednesday 9th March 2022, 21:30 GMT

SHAFFE event examines trade challenges



Ben McLeod of Mr Apple will speak at the congress

Online congress homes in on rising costs, Ben McL logistical disruptions and sustainability requirements for Southern Hemisphere suppliers

he rising cost of international trade will be a key discussion point at the second Southern Hemisphere Fresh Fruit Trade Congress.

Hosted by the Southern Hemisphere Association for Fresh Fruit Exporters (SHAFFE), the event takes place online on 30 March.

The programme will explore the increasing costs impacting fresh fruit exporters and growers in the region, the opportunities and challenges in mega markets such as India and China, and the current state of play of sustainability requirements in Europe and the US.

The event will also outline the Southern Hemisphere season outlook for 2022/23.

Anton Kruger, CEO of FPEF South Africa, is one of the confirmed panellists. Kruger says spiking costs along the supply chain are a major concern. "Tripling container rates, increasing costs for services and inputs and the cascading effects of the economic sanctions taken on Russia challenge the long-term economic viability of the Southern Hemisphere fruit sector," Kruger explained.

Other confirmed speakers include Ben McLeod, sales and marketing director of New Zealand apple grower-packerexporter Mr Apple, and Jason Bosch, general manager of Origin Direct Asia South Africa.

McLeod and Bosch will share an overview of their companies' current developments in Asia, while Sumit Saran, director of SS Associates, will provide analysis on the Indian fruit import and retail market.

The congress also homes in on the topic of sustainability.

"The congress is an excellent opportunity to review the opportunities and challenges sustainability represents for Southern Hemisphere fruit production now and for future generations," said Marta Bentancur, current SHAFFE vicepresident and representative of Upefruy -Uruguay.

Participation in the congress is free. Simultaneous translation in Chinese and Spanish will be provided.

Enjoyed this free article from Asiafruit Magazine and its team of editors? Don't miss out on even more in-depth analysis, plus all the latest news from the fresh produce business. Subscribe now to Asiafruit Magazine.

http://www.fruitnet.com/americafruit/article/1474/parts-of-san-diego-quarantined-as-psyllid-count-mounts

© Copyright Market Intelligence Ltd - Fruitnet.com 2014. The copyright on this article and all content published on Market Intelligence Ltd - Fruitnet.com is held by Market Intelligence Ltd - Fruitnet.com Limited, a joint venture between Market Intelligence Limited and Dr Rolf M Wolf Media GmbH. All rights reserved. Neither this article nor any part of it may be reproduced, stored or transmitted in any form, including printouts, screen grabs and information retrieval systems, without the prior permission of the copyright owners.

FRUITNET.COM