



By Maura
Maxwell

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Zimbabwe becomes latest Shaffe member country



Country seeing growing international demand for its produce, especially in avocados, blueberries and citrus

Zimbabwe has become the latest country to join the Southern Hemisphere Association for Fresh Fruit Exporters (Shaffe).

The country was officially incorporated at the Fruit Logistica trade fair in Berlin earlier this month.

"We are very happy to announce the addition of Zimbabwe to Shaffe, represented through the Zimbabwe Horticultural Development Council," said Nelli Hajdu, secretary general of Shaffe.

The organisation's president, Charif Christian Carvajal, commented: "As Shaffe we are working on the

incorporation of more partners. Growing in partners and positioning worldwide is one of our objectives.

"The fresh fruit producing and exporting countries of the Southern Hemisphere are an important part of the international trade of fresh products, and Zimbabwe is one of them."

Linda Nielsen, CEO of the Zimbabwe Horticultural Development Council, said Zimbabwe was proud to be a member of Shaffe.

She noted that Zimbabwe has received a "fantastic" reception after participating in Fruit Logistica as an industry for the first time this year.

"There is a lot of interest in our fruit offer. We have a growing industry, especially in avocados, blueberries and citrus; and we are very expectant about what may come from this collaboration with Shaffe in the future, which, of course, we believe will be something very good," Nielsen said.

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