

**FRUIT INDUSTRY VALUE CHAIN ROUND TABLE (FIVCRT)  
RECORDS OF DECISIONS (7<sup>th</sup> SESSION)  
Bulletin No. 3 of 2015**

**The FIVCRT marches on...**

The Fruit Industry Value Chain Round Table (FIVCRT) held its seventh sitting on the 28<sup>th</sup> of August 2015 in the Department of Agriculture, Forestry and Fisheries (DAFF) offices in Pretoria. This bulletin briefly outlines the progress made by the FIVCRT since the previous issue. During the meeting, the sitting welcomed two presentations on the Citrus Emergent Export Excellence Programme (CEEPP) and a study on fruit export markets prioritization.

**Lessons from the Citrus Emerging Export Excellence Programme**

Over the first semester of the 2015 calendar year, the Citrus Academy (CGA) in collaboration with DAFF hosted eleven workshops across the country in the citrus growing regions during the roll-out of the CEEPP. The aim was to empower emerging citrus growers to better understand the workings of fresh fruit exports. According to the report presented by the Citrus Academy, the programme unearthed the potential of emerging citrus growers and equally the challenges that lie ahead for emerging growers. The FIVCRT welcomed the report of the CEEPP and encouraged other fruit industries to adopt this model in their quest to develop emerging farmers. Preliminary results of the collaborative study between the DAFF, North West University and fruit industry were also presented during the sitting. The study intends to identify South Africa's fruit export market priorities.

**Other activities within the FIVCRT**

The FIVCRT officially mandated the CCMA to implement the Workplace Mediation service and to facilitate the Fruit Industry Social Accord. The initial stage of the implementation of the programme, which is to be piloted in the Western Cape, is currently underway. The project list of stakeholders was completed in September 2015 and the programme will be rolled out during October to November 2015 period. The CCMA envisage implementing both Workplace Mediation and the Social Accord programmes simultaneously. The progress report on both programmes was welcomed by the FIVCRT.

**Report by Working Groups**

The Trade Working Group developed a market awareness plan detailing all the trade shows of interest to the fruit industry in the targeted regions. The Working Group will further engage the Department of Trade and Industry (thedti) to work together and plan the trade shows supported through Export Marketing and Investment Assistance Scheme (EMIA). The Research and Development Working Group intends to extend the FCM monitoring to include fruit fly. This will be done through conducting a pilot survey and implementing a monitoring programme in Limpopo and Northern Cape. The Resource Working Group currently intends to prioritise energy on its growth enabler list by calling on all stakeholders on board. Building from its May 2015 workshop, the Transformation Working Group intends to organise constant meetings with industry transformation portfolio managers to build on the agreements reached during its May 2015 meeting.

**Date of the next meeting**

The next FIVCRT Meeting will be held on the 30<sup>th</sup> of October 2015 in Paarl.

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