



PRESS RELEASE

Tuesday, 2nd February 2021

“Keeping the world supplied” - 1st virtual Annual Southern Hemisphere Fresh Fruit Trade congress to launch at the 25th of March 2021 with exclusive insights on market intelligence from SH traders.

SHAFFE – The Southern Hemisphere Association of Fresh Fruit Exporters will launch its very first Annual Southern Hemisphere Fresh Fruit Trade congress at the 25th of March 2021. With the defining theme “Keeping the world supplied”, this first edition will be dedicated to give exclusive insights and market intelligence on the current production & trading situation for key temperate fruit crop under pandemic conditions with contributions from all eight Southern Hemisphere suppliers: Argentina, Australia, Brazil, Chile, New Zealand, Peru, Uruguay and South Africa. Southern Hemisphere exporters contribute with 11 million T of exported temperate fruit with a market value of \$ 14 billion USD to nearly ¼ of global fruit supply and play a significant role to the availability of healthy food choices.

The 1st virtual Southern Hemisphere Fresh Fruit Trade congress will be taking place at the 25th of March 2021, providing for the first time in the associations history exclusive market insights from all eight big Southern Hemisphere exporting nations with regard to crop trends, production and trade outlook for the year ahead. “We want to contribute towards more predictability and market know-how during these difficult times – and allow our trading partners in the Northern Hemisphere countries better planning for the year ahead”, says passing SHAFFE president Anton Kruger, Fresh Produce Exporters’ Forum (FPEF), South Africa. He adds “We receive many requests to share our market intelligence with a broader public – something we normally had done individually during one of the many annual trade shows throughout the year. This year we are teaming up, to show our common value and how we ensure supply security in our countries!”

“In order, to allow as many of our trading partners in the Northern Hemisphere to participate to the congress, we have decided to run two passages in one day, one at 11.00 am, to target our Asian trading partners and one run-up at 5.00 pm, to allow Northern American and European partners to join. With its globalized trading network, SHAFFE operates in an incredibly unique and international environment – a challenge we are happy to take for the congress!”, says SHAFFE Secretary General Nelli Hajdu. The program will encompass outlook reflections from all SHAFFE member associations (Fedecitrus, Argentinan Blueberry Committee, CAFI, Citrus Australia, Abrafutas, Chilean Fruit Exporter Association (ASOEX), New Zealand Apple and Pears, ProCitrus, Upefruy, Fruit SA), detailed analysis of global temperate fruit trade developments and insights on changing consumer patterns for fruit consumption and purchase in key markets such as the U.S., China, Germany, U.K. and Russia. The secretariat is working with high speed towards the launch of the program. The registration-link is already open and participation will be free.

For more information please visit: <https://shaffe.net/shaffe-congress-2021/>

Contact: Ms. Nelli Hajdu, SHAFFE secretariat, shaffe@shaffe.net

Ends
