



Grain Building, Agri-hub Office Park, 477 Witherite Road, The Willows, Pretoria, 0184
Tel: 012 007 1150

Press Release

8 November 2016

Fruit South Africa partners with The Great Fruit Adventure – Africa

Pretoria, South Africa - Fruit South Africa (FruitSA) is proud to announce its partnership with The Great Fruit Adventure. The Great Fruit Adventure is about two intrepid explorers who are setting out today for a heroic 4 month long motorbike trip across Europe and Africa to raise awareness of the importance of fruit and vegetable consumption and to tell the story of producers who grow it.

Today marks a formal start for Max MacGillivray and Gareth Jones who will motorbike their way from New Spitalfields Market in London and across Africa to eventually reach and end their journey in Cape Town, South Africa, visiting a wide range of fruit and veg growers along the way. MacGillivray and Jones plan to chronicle their story – and more importantly the story of the growers – to help raise awareness of how fruit and veg gets from where it is grown to British shop shelves.

Fruit South Africa (FSA) is a non-profit organisation formed by the Citrus Growers' Association of Southern Africa (CGA); HORTGRO (representing pome and stone fruit); South African Table Grape Industry (SATI); SUBTROP (representing the avocado, litchi, mango and macadamia industries) and the Fresh Produce Exporters' Forum (FPEF) to address common issues in relation to all aspects of the fruit industry of South Africa.

"FruitSA wishes Max and Gareth all the best with the start of the Great Fruit Adventure today. We look forward to welcoming you here in South Africa early next year. We're excited to share the story of our producers in the fresh fruit industry through this epic adventure with many of our end consumers in the United Kingdom and further afield," said Dr. Konanani Liphadzi, CEO of FruitSA.

The Great Fruit Adventure is the brainchild of fruit industry veteran Max who was dismayed when he discovered that 6 out of 10 UK children had no idea where the fruit and veg they eat come from. Shocked by the figures, he came up with the idea of the trip to help educate children not only in the UK but internationally, tackle the ongoing ignorance of fresh produce and teach them that fruit doesn't just grow on trees.

"Fresh Produce is my lifelong passion and I've put my heart and soul into the industry so I was dismayed to read that 6 out of 10 British children had no idea where the fruit and veg they eat comes from. Something had to be done. It's going to be an epic and challenging journey," says Max.



Directors: A.J Kruger | B Njobe | A Rabe (Chairperson) | D.J Donkin | W Bestbier | J.B Chadwick
FRUIT MZANZI AFRICA, t/a FRUIT SOUTH AFRICA. REG. NO: 2013/100385/08

They will travel via Spain, North West Africa and then down the Eastern side of Africa onto South Africa itself finally arriving in Cape Town where FruitSA will welcome them in late February 2017.

Along the way they will visit the likes of key citrus growers in Spain, the largest grower of sweetcorn in Senegal, an amazing fruit grower in Ghana that supplies Sainsbury's and Waitrose with prepared fruit products, amazing growers of flowers in Ethiopia and Mozambique, key exotic vegetable and coffee growers in Kenya as well as Tanzania and all of the beauty that South Africa offers in the total range of fresh produce!

When they return home, the team will visit schools and colleges and attend events across the UK to showcase the story of growers and spread the word about their epic journey – and the journey that fruit and veg goes through every day to find its way from Africa on to places in other parts of the world.

Social media is already abuzz with excitement to spur Max and Gareth on. Follow them on www.facebook.com/thegreatfruitadventure/ where they have already received over 100 000 “likes” in under 5 months. Their website www.thegreatfruitadventure.com has had well over 200 000 visitors since February 2016.

The Great Fruit Adventure is a non-profit campaign and all proceeds raised after the cost of the trip will go to a select number of African facing nominated charities, being: Fairtrade – www.fairtrade.org.uk, Marshall Papworth – www.marshalpapworth.com, TUSK – www.tusk.org

Information on SA's fresh Fruit Industry exports:

More than 50% of all agricultural exports from South Africa is fresh fruit.

2.7 million tons of fruit (out of 4.7 million tons produced) is exported to more than 92 countries in the world annually. The value of these exports are \$2,5 billion

Major export destinations: EU, UK, Far East, Russia, Middle East, USA/Canada

Note to editors:

FruitSA will send further updates as the journey continues and when the team arrives in South Africa in February 2017.

For more information contact:

Keamogetswe Mphaka, Fruit South Africa, +27 021 007 1150, admin@fruitsa.co.za

