South Africa takes up presidency of The Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE)

The Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE) held its Annual General Meeting in Cape Town on 15 October 2006. The presidency of SHAFFE alternates between the country members, with each president serving a two year term.

At the AGM, South Africa took up the presidency when Justin Chadwick was elected as the new president of SHAFFE. He takes over from Ronald Bown (Chile) who has been instrumental in raising the profile of SHAFFE in many international meetings.

His push for global harmonisation of food safety standards has been supported by many supplier bodies, and made headline news during the recent EUREPGAP meeting in Prague. Justin Chadwick has pledged to continue the work instigated by Mr Bown, as well as other SHAFFE initiatives such as information sharing and bringing clarity and resolution to the issue of ever-changing and uncertain MRL legislation.

South-south cooperation is the talk of the day, as is the new concept of “co-optition”. SHAFFE represents the interests of fruit exporters in Argentina, Australia, Brazil, Chile, New Zealand, South Africa, Uruguay and Peru. There is a considerable scope for cooperation on common issues, while recognising those areas where competition exists.

At the AGM, Justin Chadwick stated “I would also like SHAFFE to get more involved in ensuring that the World Trade Organisations’ objective of promoting trade through the International Plant Protection Convention and its related Sanitary and Phytosanitary (SPS) agreement is progressed – the decade long consideration of market access applications, and the lack of adherence to equivalency principles is an impediment to the free trade of perishable products; a group like SHAFFE can push to bring about change”.

was. Hy verwerf die graad B.Rek aan die Universiteit van Stellenbosch in 1994. Tydens sy studietoe was hy ook Primarius van die manskoshuis Helderberg.


Regarding his election as director Pieter remarks, “In a marketplace oversupplied with fruit, growers need to listen to the consumer/market, adapt accordingly and take control of the cost chain of their product. It became evident that growers need to communicate that to the market as a unified, informed group to ensure sustainable citrus production.

Dis ook belangrik dat ons navorsing wêreldklas is en bly verbeter as Suid-Afrika sy markte wil uitbrei. Ek vertrou dat ek ‘n beskeie bydrae kan lever om dit reg te kry as verteenwoordiger van die Sondagsriviervallei.”