

Global Coalition of Fresh Produce

Panel Discussion – Report

How to address freight challenges in the global fresh produce supply chain



6 February 2025

*Logistics Hub,
Fruit Logistica,
Berlin*

in collaboration with Fruitnet



On 6 February 2025, the Global Coalition of Fresh Produce organized a panel discussion at the Logistics Hub of Fruit Logistica, to identify, together with actors along the entire fresh produce chain, possible strategies to address some of the challenges in global shipping facing fresh produce operators today.

Michael Barker of Fruitnet introduced the participants in the panel discussion:

- **Ron Lemaire**, Canadian Produce Marketing Association and chair of the Global Coalition of Fresh Produce
- **Deon Joubert**, special envoy for market access and EU matters at the Citrus Growers' Association of Southern Africa and leader of the Working Group on Logistics of the Southern Hemisphere Association of Fresh Fruit Exporters
- **Tineke Van de Voorde**, key account manager shippers and forwarders, Port of Antwerp-Bruges (BE)
- **Leo Holt**, president, Holt Logistics (US)
- **Steve Alaerts**, director, Foodcareplus (BE) and chair of the Supply Chain Council of the International Fresh Produce Association.



Participants stressed the importance of **community-building** and **collaboration** among all actors along the supply chain, to increase efficiency and strengthen resilience in the face of supply chain disturbances. Everyone agreed that **transparency** is key; data sharing and the publication of “report cards” indicating actors’ performance, for example on port in-and-out times, were therefore highlighted as elements that may improve the functioning of the supply chain.

Participants agreed that a **voluntary charter of good practices** for fresh produce shipping, laying out a common set of values and good shipping practices, would constitute a powerful instrument towards increased **fairness, transparency, predictability** and **freedom of choice** in international shipping. Such a charter would foster collaboration and trust between all players in the fresh produce supply chain, and thus help build **ethical** and **sustainable business relations**.

The Global Coalition of Fresh Produce and the Southern Hemisphere Association of Fresh Fruit Exporters agreed to work together on the formulation of a voluntary charter of good practices in fresh produce shipping over the coming months.

To obtain more information on the charter of good practices or become involved in its development, contact the Global Coalition of Fresh Produce at info@producecoalition.net, or the Southern Hemisphere Association of Fresh Fruit Exporters at secretariat@shaffe.net.

The video of the full panel discussion is available from the Fruit Logistica website at:

<https://online.fruitlogistica.com/eventdate/Plotting-a-path-How-to-address-freight-challenges-in-the-global-fresh-produce-supply-chain--59f5f8fi-ebbe-4a9b-999d-dfe557a78943?day=2025-02-06>



***Ron Lemaire**, Canadian Produce Marketing Association and chair of the Global Coalition of Fresh Produce, speaking with **Deon Joubert**, special envoy for market access and EU matters at the Citrus Growers’ Association of Southern Africa and leader of the Working Group on Logistics of the Southern Hemisphere Association of Fresh Fruit Exporters*