

# Global Coalition of Fresh Produce



1 October 2025

*Fruit Forum,  
Fruit Attraction,  
Madrid*

## Panel Discussion – Report Collaborative solutions for transparency, fairness and efficiency in global fresh produce shipping

On 1 October 2025, the Global Coalition of Fresh Produce organized a panel discussion at the Fruit Forum of Fruit Attraction, Madrid, to identify—together with actors along the entire fresh produce chain—collaborative solutions to promote transparency, fairness and efficiency in global fresh produce shipping.

Moderated by **Ron Lemaire** (Canadian Produce Marketing Association and chair of the Global Coalition of Fresh Produce) and **Steve Alaerts** (Foodcareplus (BE) and chair of the Supply Chain Council of the International Fresh Produce Association), the panel included the following participants:

- **Jeff Fowler**, national director of produce sourcing at Sobey's (Canada);
- **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 Fruit Alliance;
- **Javier López**, head of the Commercial Division of the Port Authority of Algeciras (Spain); and
- **Gaurav Sethi**, director of Intercont+ (India).

Participants stressed the importance of **communication** and **collaboration** among all actors along the fresh produce supply chain, to reduce inefficiencies throughout the chain and thereby drive significant cost reductions for all those involved. **Community-building** is key: the discussants agreed on the crucial need to build strong relationships between all players—from producers, exporters, and shippers over hauliers and shipping lines to port authorities, forwarders, importers and retailers—to work together to develop solutions to common challenges. Equally important is **transparency**; data sharing through digital platforms, the use of clear and common terminology, and the use of “report cards” indicating actors' performance were highlighted as elements that may improve the functioning of the supply chain.





Wrapping up the panel discussion, Ron Lemaire reiterated the Global Coalition’s continued commitment towards increased **accountability, fairness, and efficiency** in global supply chains for fresh produce. To this end—and building on the work being undertaken by the **Southern Hemisphere Fruit Alliance (SFA)** to develop a voluntary charter of good shipping practices for the maritime transportation of fresh produce and by the **Canadian Produce Marketing Association (CPMA)** to formulate a charter for fresh produce logistics in Canada, as well as the “Supply Chain of the Future” initiative of the **International Fresh Produce Association (IFPA)**—the Coalition will drive the formulation of a **voluntary global charter for fresh produce logistics**. Such a charter—a shared statement of commitment to the values of collaboration, transparency and fairness—will serve as a starting base for the development of practical tools and frameworks that will help reduce inefficiencies throughout the supply chain, driving prosperity and, ultimately, benefitting consumers’ health and well-being the world over.



The video of the full panel discussion is available at

<https://vimeo.com/123732350/d7b73ef2df>

From left to right: **Jeff Fowler**, Sobeys, **Deon Joubert**, SFA, **Javier López**, Port Authority of Algeciras.



**Steve Alaerts**, Foodcareplus



**Gaurav Sethi**, Intercont+

To obtain more information on the charter of good practices for global fresh produce supply chains or become involved in its development, contact the Global Coalition of Fresh Produce at [info@producecoalition.net](mailto:info@producecoalition.net).

For more information on the voluntary charter for maritime shipping being developed by SFA, write to [info@shfruit.org](mailto:info@shfruit.org).

For more on CPMA’s activities, visit their website at [www.cpma.ca](http://www.cpma.ca).

To learn more about the “Supply Chain of the Future” initiative, visit the IFPA website at [www.freshproduce.com/resources/supply-chain-management/supply-chain-of-the-future/](http://www.freshproduce.com/resources/supply-chain-management/supply-chain-of-the-future/).