GLOBAL COALITION OF FRESH PRODUCE

PRESS RELEASE

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GLOBAL COALITION OF FRESH PRODUCE INVITES STAKEHOLDERS IN GLOBAL SUPPLY CHAINS TO JOINTLY DEVELOP CHARTER OF GOOD SHIPPING PRACTICES

The Global Coalition of Fresh Produce is inviting all stakeholders in global supply chains for fresh produce to meet and discuss a first draft of its "***Charter of Good Shipping Practices for efficient and fair fresh produce logistics***".

Six years after the COVID-19 pandemic rocked global supply chains, the fresh produce industry continues to face systemic volatility: shifting trade flows, geopolitical shocks, and unpredictable regulatory environments. Various roundtable discussions organized by the Global Coalition since early 2025 have indicated that there is an urgent need for increased transparency and predictability in maritime logistics of fresh fruits and vegetables. A common language, clear and stable pricing, fair contract terms, and transparent service conditions are a prerequisite for sustainable, resilient supply chains that can endure these trying times.

Greg Palmer, Vice President, Trade & Market Development at the Canadian Produce Marketing Association (CPMA) and Chair of the Global Coalition, said: "the Global Coalition of Fresh Produce is taking the discussion to the next step. We are inviting all stakeholders involved in fresh produce supply chains to join us in the formulation of a charter of good shipping practices–a fundamental, structural set of shared principles and guidelines to underpin, guide, and support behavior and processes throughout maritime logistics chains".

A first draft of the charter, built on the central principles of collaboration, transparency, and fairness, is available for all interested stakeholders here.

Adherence to the charter's principles will be entirely voluntary. Nevertheless, the charter has the potential to transform global fresh produce supply chains, according to Palmer. He said: "by offering a common language, the framework will begin to break down silos and align actions with the shared goal of efficient and resilient global logistics chains, with less waste and fair rewards for everyone".

All stakeholders in global fresh produce supply chains are invited to a discussion of the draft charter, on Thursday 3 September (14.00–15.30), at Asia Fruit Logistica in Hong Kong. Interested parties can register here.

For more information about the charter, contact the Coalition's secretariat at info@producecoalition.net.

About the Global Coalition of Fresh Produce

The Global Coalition of Fresh Produce brings together fresh produce associations from around the world, based on their joint vision to create resilient global value chains for fruits and vegetables that bring a myriad of economic, environmental and societal benefits. The Coalition's mission is to voice solutions to address disruptions in global supply chains for fresh produce, including–but not limited to–rising costs, and share and promote best practices towards increased sustainability. The Coalition's current members are the Association of Banana Exporters of Ecuador (AEBE), AUSVEG, the Canadian Produce Marketing Association (CPMA), the Committee Linking Entrepreneurship–Agriculture–Development (COLEAD), Freshfel Europe, the Fruit and Vegetable Growers of Canada (FVGC), the International Fresh Produce Association (IFPA), the Southern Hemisphere Fruit Alliance (SFA), and United Fresh New Zealand. To find out more about the Global Coalition of Fresh Produce, visit our website at www.producecoalition.net or contact us at info@producecoalition.net.