presentation outline

- Legislative framework and governance
- Value proposition
- Strategic drivers and objectives
- Key projects and programs
- Enablers and order winners
- Service offerings
- Export certification framework
- Business philosophy
Legislative framework & Governance

- **act 9 of 1983 – PPECB Act** *(supply/cold chain logistics)*
  - establishes and mandates PPECB
  - provides for control & management of South African perishable products export processes

- **act 119 of 1990 – APS Act** *(export certification)*
  - appointed assignee/public service provider (1991)
  - ensures export food safety and quality standards of regulated agricultural products are complied with

- **act 1 of 1999 – PFMA Act** *(corporate governance)*
  - regulates financial management and good governance in government and public entities
  - reports to government
Leadership and Governance structures...

- minister of agriculture, forestry and fisheries
- board of directors
- audit committee
- human resource committee
- executive committee
PPECB stakeholders...

PPECB provides services in the export supply chain to the following industries:

- citrus
- grapes
- pome- / stone fruit
- maize, grain, groundnuts
- vegetables
- subtropical fruit
- processed products
- canned products
- flowers and bulbs
- marine products
- dairy and eggs
- shipping lines
PPECB Business Model

Statutory

Development

Value added

PPECB

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The Business model separates PPECB’s activities into three broad value proposition segments:

- **Statutory services** interprets and internalise SPS, TBT and market access requirements on behalf of clients we serve and delivers on the mandate in accordance with the PPECB and APS Acts.

- **Value added services** responding to individual customer needs by leveraging core capabilities and supporting the export competitiveness of our clients.

- **Development services** supports capacity building, skills transfer, R&D, advice and support in the ambit of Food Safety, Cold Chain Management, Product Certification and Phytosanitary requirements.
Value proposition in context...

Our vision

A Partner in Global Competitiveness of South African Perishable Products

Our mission

To build competitive capacity in our people & systems in Industries we serve in order to instill world-wide confidence in South African Perishable Products
Strategic objectives

- Enhancing the credibility of the South African Export Certificate
- Supporting the export competitiveness of the South African perishable products industries
- Strengthening PPECB’s capacity as a credible source of strategic information for serving industries and stakeholders
- Supporting Government in ensuring confidence in the quality assurance and food safety systems for local perishable product markets
- Supporting Government in building systems to ensure compliance to South African quality and food safety standards for imported perishable products
Key projects and programs

- Harmonization program – aimed at uniform- and consistent application of standards
- ISO 17020 project – international accreditation for inspectorates
- AETP program – capacity building of technologists for industry
- EDI project – electronic data interchange of information across supply chain
- Alternative sampling methodology project – aimed at risk based sampling
Enablers and order winners

- **Knowledge workers** – high level of technical expertise, institutional knowledge, practical know how on standards application, reputable source of knowledge for international community

- **Established systems** – internationally recognized certification systems for agricultural product inspections, leader in cold chain management systems, established stakeholder management programs, good governance, infrastructure with short lead times, information

- **Innovation** – investment into programs aimed at improvisation, R &D, Systems development, EDI

- **Strategic partnerships** – supporting government strategies e.g. ASGISA, SADC, MOU – NAMC and JFPM
accreditations & certifications...

PPECB is accredited to...

- 1st SA based service provider accredited to deliver Globalgap certification under ISO 65 guidelines at the start of 2002
- 1st SA CB accredited to ISO 17021 to grant HACCP certification services
- achieved ISO 17025 – mycotoxin analytical laboratory services

PPECB is a certification body accredited by SANAS to perform...

- Globalgap, HACCP, BRC, Leaf and TNC audits
PPECB service offerings

- Product- and equipment certification
- Systems certification & auditing
- Cold chain management
- Laboratory services
- Standards and protocol management
- Statistical information
- Advisory services and training
- Export control and certification
- Special shipments(steri) certification
Fresh produce handling chain...

Orchard/Vineyard → Packhouse → Inspection → Coldstore → Inland Depot

Inspection → Coldstore → Export port → CA provider → Discharge

Loading → Ship → Import port → Supermarket → Inspection → Depot

Consumer → Supermarket → Inspection → Coldstore

PPECB: your passport to international trade
ppecb in the supply chain...
ppecb in the supply chain...
ppecb in the supply chain...
ppecb in the supply chain...
production regions...
Export certification framework

ACTS

- APS Act 119 of 1990
- PPECB Act 9 of 1983
- Agr. Pest Act 36 of 1983

Quality
- MRL
- Food safety
- Traceability

Temperature & Cold treatment management
- Equipment certification

Export certificate

Temp instruction letter

Phytosanitary requirements
- Bilateral agreements

Phyto certificate

PPECB

Ministry

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product certification...

- act as assignee of government – APS Act
- end point inspection (EPI) on 200 product types at 1580 locations
- on the hand of Standards & Requirements – DAFF
- SOP for export certification (EC1580)
- apply international best practices and is committed to protect a R10 billion perishable industry
- maintain credibility of export certificate – export certificate = phyto certificate
food safety...

- assigned under APS Act as assignee - R707 of 13 May 2005 to perform food safety audits on all FBO’s for:
  - all regulated plant products intended for export
  - to ensure that products are handled under hygienic, safe and traceable conditions – farm to port
  - includes mrl monitoring audit based
  - participate in the development and implementation of systems and structures for food safety
Cold chain certification...

- services delivered in line with PPECB Act ensuring that perishable products are handled, stored and transported at specified/optimum temperatures

- services delivered at 531 activity points

- starts with export booking - equipment checks – monitoring of loading – temperature instruction

- done on the hand of handling protocols, standard procedures and work instructions – includes cold treatment and en-route management

- applies international best practices and is continuously seeking new areas of research and innovation
Function: Preventative actions/Risk management - Temperature Management

Export Notification (Q87 data) → Exporter

Booking → Shipping Line

CTO → CTO

Reefer Manifest → Reefer Manifest

Create Work Instruction → PPECB (Admin)

Verifies information → PPECB (Admin)

Verify information + Carrying recipes. → PPECB (Admin)

TEMPERATURE LETTER → PPECB (Admin)

EN-ROUTE MANAGEMENT → PPECB (Admin)

Management of corrections to shipping line and exporter.

Call for loading → Loading Point

Supervises loading, and keep record (finding sheet) → Loading Point

Supervises loading onto vessel, and keep record (finding sheet) → Terminal

PPECB Temperature Management Functions

PPECB

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Business philosophy

- Global Player
- Good governance
- Public entity that aims to add value in response to needs within the sector
- Aligned to Government programmes where relevant
- Strategic alliances/partnerships
- Supporting the overall export competitiveness of the South African perishable industry
Product quality and food safety:

YOUR PASSPORT TO INTERNATIONAL TRADE

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