

Fruit South Africa encourage kids to eat more fruit

Fruit South Africa (FruitSA) has partnered with The Great Fruit Adventure to help promote awareness around the consumption of fresh fruit and vegetables, especially amongst children. Two explorers, Max MacGillivray and Gareth Jones initiated the Great Fruit Adventure when they took their 3-month motorbike trip across Europe and Africa in 2016.

FruitSA is a non-profit organisation formed by the Citrus Growers' Association of Southern Africa (CGA), HORTGRO (representing pome and stone fruit), the South African Table Grape Industry (SATI), SUBTROP (representing the avocado, litchi, mango and macadamia industries), and the Fresh Produce Exporters' Forum (FPEF), to address common issues relevant to the fruit industry in South Africa.



"FruitSA wishes Max and Gareth all the best with the Great Fruit Adventure. We are thrilled to have you here in South Africa. And we look forward to sharing the story of our producers in the fresh fruit industry through this epic adventure with many of our end consumers in the United Kingdom and further afield," said Dr. Konanani Liphadzi, CEO of FruitSA.

Stunned that 6 out of 10 UK children had no idea where the fruit and vegetables they eat come from, Max launched The Great Fruit Adventure. With this expedition he aims to help educate children in the UK, as well as internationally, to tackle the ongoing ignorance of fresh produce and teach them that fruit doesn't just grow on trees.

"Fresh Produce is my lifelong passion and I've put my heart and soul into the industry, so I was dismayed to read that 6 out of 10 British children had no idea where the fruit and veg they eat comes from. Something had to be done," says Max.

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