

Launching the 'Citrus Express' service from Durban and Port Elizabeth ports

# Hapag-Lloyd establishes partnership with South African citrus growers

Hapag-Lloyd has established a partnership with South African citrus growers, launching the 'Citrus Express' service from Durban and Port Elizabeth. This weekly service is designed to transport citrus directly to the Hapag-Lloyd terminal in Tangier, facilitating transshipment to North Europe, the Mediterranean, and the East Coast of the United States and Canada.

Rogelio Busto, Hapag-Lloyd managing director for South and East Africa, stated that 2,200 reefers have been positioned in South Africa to support the service, offering an average of 700 reefer plugs per sailing. The service is equipped with Hapag-Lloyd's LIVE-Reefer smart monitoring technology, allowing for real-time tracking and management of the cargo's conditions.

The initiative, which includes 12 sailings starting June 1, comes in response to a request from the Citrus Growers Association of South Africa (CGA) and individual growers, aimed at addressing capacity constraints and fostering growth in South African citrus exports. Justin Chadwick, CEO of the CGA, highlighted the importance of increased shipping access for the citrus industry and the potential for significant export growth. Hapag-Lloyd has committed to expanding its service as needed, aligning with its strategy to enhance its reefer business in Africa and support the citrus growers' export goals.

Source: [freightnews.co.za](https://www.freightnews.co.za) (<https://www.freightnews.co.za/article/hapag-lloyd-introduces-citrus-express-service>)

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