

Fruit Logistica: How to address freight challenges in the global fresh produce supply chain

By [Carl Collen](#) | 17 February 2025

Global Coalition of Fresh Produce panel discusses strategies to address global shipping challenges



Ron Lemaire, Deon Joubert, Tineke Van de Voorde, Leo Holt and Steve Alaerts

Day two of Fruit Logistica saw the Global Coalition of Fresh Produce organise a panel discussion at the Logistics Hub, to identify possible strategies addressing some of the shipping challenges that fresh produce operators face.

Michael Barker of Fruitnet introduced the participants in the panel discussion: Ron Lemaire, Canadian Produce Marketing Association and chair of the Global Coalition of Fresh Produce; 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

EUROFRUIT Fruit Exporters; Tineke Van de Voorde, key account manager shippers and forwarders, Port of Antwerp-Bruges; Leo Holt, president, Holt Logistics; and Steve Alaerts, director, Foodcareplus and chair of the Supply Chain Council of the International Fresh Produce Association.

The panel stressed the importance of community-building and collaboration among all actors along the supply chain, to increase efficiency and strengthen resilience in the face of supply chain disturbances.

Everyone agreed that transparency is key; data sharing and the publication of 'report cards' indicating actors' performance, for example on port in-and-out times, were therefore highlighted as elements that may improve the functioning of the supply chain.

Participants agreed that a voluntary charter of good practices for fresh produce shipping, laying out a common set of values and good shipping practices, would constitute a powerful instrument towards increased fairness, transparency, predictability and freedom of choice in international shipping.

Such a charter would foster collaboration and trust between all players in the fresh produce supply chain, and thus help build ethical and sustainable business relations.

The Global Coalition of Fresh Produce and the Southern Hemisphere Association of Fresh Fruit Exporters agreed to work together on the formulation of a voluntary charter of good practices in fresh produce shipping over the coming months.

[*Click here to watch a full recording of the session at Fruit Logistica in Berlin \(registration required\)*](#)