

Southern Hemisphere fresh fruit advocacy group Shaffe adopts new name and logo after 34 years

By [Carl Collen](#) | 19 September 2025

The Southern Hemisphere Association of Fresh Fruit Exporters has changed its name to Southern Hemisphere Fruit Alliance and adopted a new logo as it enters its fourth decade, with leaders saying the rebrand better reflects its mission to unite the industry and advocate for sustainable global value chains



The Southern Hemisphere Association of Fresh Fruit Exporters (Shaffe), the advocacy group for the fresh fruit industry in the Southern Hemisphere, has changed its name to Southern Hemisphere Fruit Alliance (SFA) and adopted a new logo.

According to the 34-year-old organisation, the move better reflects its mission of unifying the diverse and unique southern fruit sector, "championing its cause and nurturing environmentally, socially and economically sustainable global value chains for the region's fruits".

EUROFRUIT announce that the change of name and the transition process that we initiated earlier this year has now been completed,” said Nathan Hancock, SFA president and CEO of Citrus Australia.

“Our new beginning and brand are designed to help us truly unite the fruit industry – from producers to exporters in the entire Southern Hemisphere – so that we may more effectively advocate for the cause of the sector.

“Speaking with one voice, our alliance will be able to make the case that fresh fruits from the Southern Hemisphere are essential to prosperity in the region, and provide a crucial contribution to the health and well-being of consumers worldwide,” he noted.

SFA said that while the change from ‘Association’ to ‘Alliance’ may seem simple, it embodies the organisation’s primary mission as it grows into its fourth decade.

“By definition, an alliance is an entity forged for the mutual benefit of all,” said Jorge de Souza, vice-president of the Alliance, and technical and project manager at Abrafrutas (Brazil).

“That is the essence of the new Southern Hemisphere Fruit Alliance – to re-ignite an organisation into one whose aim is to benefit all: our producers and growers, the workers they employ, and the consumers who enjoy our delicious fruits.”

The Alliance’s said that a new member structure reflects its belief that uniting the field is paramount.

This includes full and supporting member categories, designed to bring together industry players in the Southern Hemisphere with their counterparts in the Northern Hemisphere, as well as with global providers of inputs and services.

“Our new name and structure signal our resolve to unite the fresh fruit industry so that we can speak with one strong voice,” Hancock added.

“We are no longer the trade association for the Southern Hemisphere fruit industry, but rather the allegiance aimed at advancing its cause.”