

Association of Fresh Fruit Exporters (SHAFPE) rebrands as Southern Hemisphere Fruit Alliance

Fruit advocacy group the **Southern Hemisphere Association of Fresh Fruit Exporters (SHAFPE)** announced its name change to the **Southern Hemisphere Fruit Alliance (SFA)**.



The change comes as part of a brand transition process the organization embarked on at the beginning of the year to embody the group's primary mission: **to benefit and unify all members of the industry in the region.**

SFA President and Citrus Australia CEO Nathan Hancock said the "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."





"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."

To solidify its purpose, the organization will **create a new membership structure**. According to a press release announcing the news, it "will include 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."

Jorge de Souza, vice president of the alliance and technical and project manager at Abrafrutas (Brazil), said the alliance's new mission will "re-ignite an organization into one whose aim is to benefit all."