

PhytClean Project

A public-private partnership to promote the efficiency and effectiveness to make the South African citrus supply chain more competitive for the benefit of all South Africans

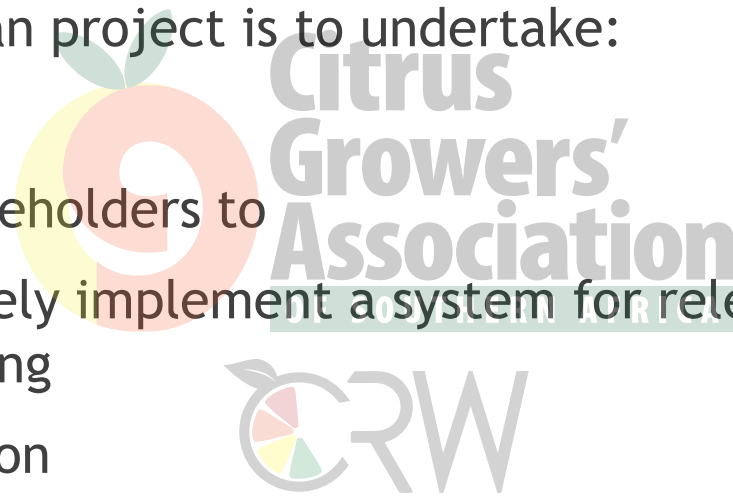


*30th October 2014
Citrus Marketing Forum
Stellenbosch*

The Purpose

- ▶ The purpose of the PhytClean project is to undertake:
- ▶ a process
- ▶ with public and private stakeholders to
- ▶ explore, define and ultimately implement a system for relevant electronic information sharing
- ▶ for phytosanitary certification

GOAL: To issue a phytosanitary certificate at the point when the container doors are closed and sealed



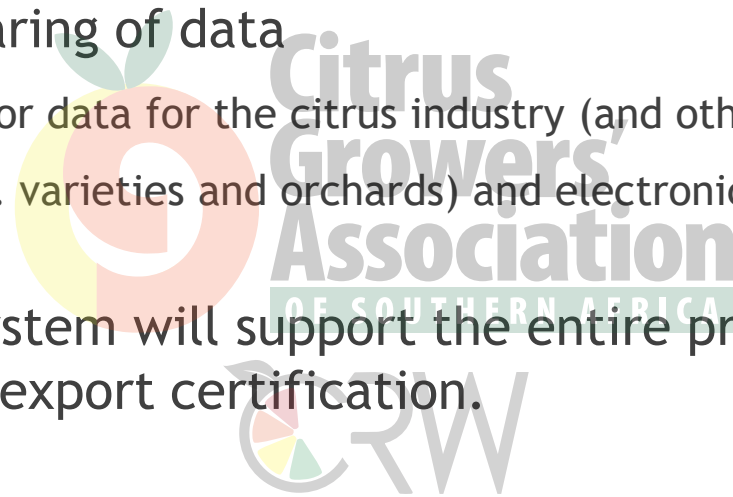
The Project

- ▶ Started in March 2014 at CMF
- ▶ CGA convenor of workgroup
- ▶ Participation by growers, packhouses, exporters, PPECB, DAFF: FSQA, DAFF: PH, DAFF: IS and DAFF: ITC
- ▶ 1 teleconference and 3 workshop in Pretoria
- ▶ 1 workshop in Nelspruit
- ▶ Holding stakeholder engagement will continue until the end of the project



The Basic Concept

- ▶ Move towards electronic sharing of data
 - ▶ Creating a central repository for data for the citrus industry (and other industries)
 - ▶ Standardization of coding (e.g. varieties and orchards) and electronic communication protocols
- ▶ Integrated approach: The system will support the entire process leading up to phytosanitary export certification.



Project principles

- ▶ The best place to solve a phytosanitary and logistics problem is before the fruit leaves the packhouse.
- ▶ Data must be captured ONCE at source. Recapturing introduces the possibility of errors.
- ▶ Data integrity is enhanced by separating out the functions of capturing (e.g. by the grower), verification (e.g. by DAFF: PH) and release (e.g. by DAFF: IS).
- ▶ Pallets must have unique identification. In fact, uniqueness in terms of Food Business Operation (FBO) codes, Production Unit Codes, Orchards, Variety Codes, etc. is critical for systems to be able to “read” the data electronically.
- ▶ System codes and standards should be officially recognized.
- ▶ Where possible existing systems should be used: i.e. don't reinvent the wheel.
- ▶ This is a public-private initiative with joint benefits and responsibility.
- ▶ NB: We all win when we all win. The big picture here is for SA to remain a highly competitive player in the global market so the SA citizens are better off.

Addressing the need

- ▶ Phytosanitary Risk Management
- ▶ Promoting Compliance - improving decision-making
 - ▶ Better communication
 - ▶ Store data centrally
 - ▶ ELECTRONIC data sharing
- ▶ Achieving Standardization
- ▶ Information Accreditation System - Minimum information standards
- ▶ Create efficiency and reduce costs

