

## Growing apace

End-2008 and the beginning of 2009 have been highly productive for Prophet SA with three new clients.



- As an established trademark, SAFE is one of the most recognised names in the South African fruit industry. In 1997, the company started as a fruit dealer, but today its main activities are the logistics and export of fresh fruit from South Africa, Zimbabwe and Namibia. SAFE also manages its own production, packing, cold storage, transport and all other supply chain activities. In addition, the company recently started producing and packing organic fresh fruit.

SAFE has shown tremendous growth since its establishment. In 2005, the Dutch Development Finance Company, FMO, became a shareholder. Thus SAFE has accelerated its growth potential in several world regions and further strengthened its position in the South African fruit industry.

The head office is based in Mauritius, while all logistical operations as well as commercial and production activities are coordinated from the Cape Town office. SAFE Europe and SAFE China serve as commercial offices. Representative offices are located in the various Southern African procurement areas.

- With its head office in Cape Town, Qualichoic trades in premium fruit - deciduous, citrus and exotics. Year after year, the company prides itself on supplying the international community with the finest in African fruit.



- Fruit exporter All about Fresh is based in Johannesburg.

## An affair to remember

To remain effective and up-to-the minute, a team from Prophet visited Fruit Logistica in Berlin at the beginning of February. This specialist trade fair is the most important business and communication arena of the international fresh produce trade. Key decision makers were there as exhibitors and trade visitors. The fair attracted 50 000 visitors from 125 countries.

Seeing that Prophet will be a key exhibitor at the fair in 2010, the team was on a fact-finding mission to see what other exhibitors were doing at the event. Said Prophet SA director JD van Wyk, "Compact duration, focused appeal to target groups and maximum effectiveness are the key features of Fruit Logistica. It also gives exhibitors from fast growing regions around the world, as well as newcomers from central and eastern Europe, a first-class opportunity to do business. We certainly look forward to being an exhibitor next year."



Willem Kruger (Komati Fruits); Stuart Symmington (FPEF); JD van Wyk (Prophet SA director); Willem Bosman (All About Fresh); and Gerhard Greeff (GFC Citrus).



## 20 and going strong

This year Prophet plc in the UK celebrates 20 years of success. Way back in 1989 the fresh produce market sector was fast changing because of the emerging power of UK supermarkets and the supply chain requirements demanded of supermarket suppliers. In addition, increased regulatory laws such as traceability and food hygiene standards were creating administrative issues for businesses. There were no recognised software systems servicing the fresh produce sector and it was without doubt an opportunity for a fresh produce focused provider of business systems to fill the void.

Enter a small group of people under the stewardship of Mark Peachey, who has a family background in produce. Their aim was to provide software systems to UK wholesale and import companies. And now, 20 years on, Prophet plc provides the only integrated and real time intercontinental solution for the industry. Whether growing produce in Asia, packing or exporting from South America or Africa, importing into Europe, North America or Australia, locally packing, port handling or distributing to retail anywhere in the world, Prophet offers the answer with its suite of software solutions.

Today, Prophet plc provides a 24/7 support and implementation service throughout the world and has offices in the UK, South Africa and soon, South America.

## Collaborative expertise

Technical workgroup FIGsa consists of IT professionals involved in the fruit industry. Group members work in partnership on industry projects of mutual concern, facilitate communication between industry



bodies and individual IT service providers and advise on IT-related industry initiatives.

The group will focus on IT projects relating to code standardisation; messaging; information exchange; labels and documents; and industry business rules with a potential IT impact.

A diverse range of clients utilise the services of individual FIGsa



members, who intend sharing projects which could benefit the workgroup. This collaboration provides clients with the advantage of response speed, the latest technology, guaranteed professionalism and flexibility.

Membership is voluntary. The group doesn't seek to be 100% representative of fruit IT role players but should it happen, it would be a benefit. IP generated within the group will not be shared automatically with non-project members.

Current members are:

Prophet ([www.prophetize.co.za](http://www.prophetize.co.za)); Farsoft Information Technology ([www.farsoft.co.za](http://www.farsoft.co.za)); PalTrack ([www.paltrack.co.za](http://www.paltrack.co.za)); Kromco ([www.kromco.co.za](http://www.kromco.co.za)); DiPAR ([www.dipar.co.za](http://www.dipar.co.za)); MJ IT Services ([timothyvdv@absamail.co.za](mailto:timothyvdv@absamail.co.za)).

For further info, see [www.figsa.co.za](http://www.figsa.co.za).

## Seamless integration

Karsten Farms is a prime example of the seamless integration between Prophet's QXprophet software for the exporting operation while Farsoft Information Technology's ViTrax pack house information system operates at farm level.

Farsoft has been involved at Karsten Farms since 1996, while Prophet entered the fray in 2006. Prophet director JD van Wyk explained that the ViTrax and QX technologies worked exceptionally well together. Current Farsoft programmes at Karsten Farms include packhouse and pallet tracking systems, while some pack houses also use R/F scanning.

In 1968, Piet and Babsie Karsten started farming on Kanoneiland and 12 years later they bought the farm Roepersfontein. This is now the head

office of Karsten Farms (Pty) Ltd, a conglomerate of seven fruit farms. Each farm comprises an independent production centre with a complete packing line for every 40 ha of table grape vineyards. An apple and pear farm was added in 2000 in the Ceres area with 132 ha of orchards.



Of the 589 ha, 477 ha has table grape plantations, 89 ha produces dates, 23 ha of sweet and water melon, while the balance is used for crop rotation.

## A passion for citrus



Responsible for providing fruit of outstanding quality according to client specifications, Freshworld was established in Stellenbosch in 2001. With a citrus supply from all the main South African production regions, customers receive fruit throughout the South African citrus season. And in April Freshworld's first packhouse, Marble Hall Citrus in Mpumalanga, will be up and running.

Working only with top-class producers, the company ensures that all the producers are accredited for the various markets (GlobalGAP, EurepGap, BRC, Nature's Choice, HACCP, etc).

Among its customers is a group in Scandinavia, which Freshworld supplies on a door-to-door basis - directly to the distribution centres in Denmark, Norway and Finland. Other customers are based in the UK; a group of companies in Asia; supermarkets in Canada; as well as retailers in Europe, the Middle East and Russia.

In 2005, Freshworld started focusing on integrated information systems and installed the Prophet QX system. This has proved a successful move and certainly is a boon to good client report-back, according to Freshworld director Jacques Moller.

Summarising, Moller said, "Currently, we're selectively building our grower and client base. We're a dynamic team with a passion for our growers and customers. So, by striving to conduct business in a 'fresh' way, which means direct, fast and transparent, we want to be the first choice for growers and clients alike - giving the best service possible."

