

UK bikers tour southern Africa to promote fresh fruit

Fruit South Africa and The Great Fruit Adventure tackle consumption of fresh produce

Fruit South Africa (FruitSA) has partnered with The Great Fruit Adventure to help promote awareness about the consumption of fresh fruit and vegetables, especially amongst children.

Two explorers, **Max MacGillivray** and Gareth Jones, initiated the Great Fruit Adventure when they took their 3-month motorbike trip across Europe and Africa on 8 November 2016.

They kicked off at New Spitalfields Market in London and reached southern Africa on 11 January 2017. Having visited various fruit and vegetable growers in Zimbabwe; Thipise region; Modjadjiskloof in the Limpopo province; Tzaneen, Letsitele, and Hoedspruit (where they visited schools, farms and packhouses); Nelspruit, Hazyview, and White River; Swaziland. They continued to Bethlehem and Harrismith on the 19th; Durban on the 20th; Sundays River in the Eastern Cape from the 21st to the 23rd; Misgund & Langkloof from the 23rd to the 24th; and then to several production areas in Grabouw, Robertson, De Doorns and Paarl in the Western Cape from the 25th until the beginning of February, when they attended a welcome ceremony hosted by FruitSA.

FruitSA is a non-profit organisation formed by the Citrus Growers' Association of Southern Africa (CGA), HORTGRO (representing pome and stone fruit), the South African Table Grape Industry (SATI), SUBTROP (representing the avocado, litchi, mango and macadamia industries), and the Fresh Produce Exporters' Forum (FPEF), to address common issues relevant to the fruit industry in South Africa.

"FruitSA wishes Max and Gareth all the best with the Great Fruit Adventure. We are thrilled to have you here in South Africa. And we look forward to sharing the story of our producers in the fresh fruit industry through this epic adventure with many of our end consumers in the United Kingdom and further afield," said Dr. Konanani Liphadzi, CEO of FruitSA.

Stunned that 6 out of 10 UK children had no idea where



Max MacGillivray of The Great Fruit Adventure presenting Martin Hough of Triumph UK with his team's Pink Lady® Apples.

the fruit and vegetables they eat come from, Max launched The Great Fruit Adventure. With this expedition he aims to help educate children in the UK, as well as internationally, to tackle the on-going ignorance of fresh produce and teach them that fruit doesn't just grow on trees.

"Fresh Produce is my lifelong passion and I've put my heart and soul into the industry, so I was dismayed to read that 6 out of 10 British children had no idea where the fruit and veg they eat comes from. Something had to be done," says Max.

The Great Fruit Adventure is a non-profit campaign, the proceeds of which (after the cost of the trip) will go to a select number of African charities, viz: Fairtrade (www.fairtrade.org.uk), Marshall Papworth (www.marshallpapworth.com), and TUSK (www.tusk.org).

When they return home, the duo will visit schools and colleges and attend events across the UK, to share growers' stories, as well as anecdotes from their journey. This will include the journey that fruit and vegetables navigate daily to find their way from Africa to the rest of the world.

Max and Gareth can be followed on social media on www.facebook.com/thegreatfruitadventure or visit their website at www.thegreatfruitadventure.com/ <<