Private Sector Benefits: A South African Case Study

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IARW’s origins date back to 1891

WFLO was founded in 1943

“Partners in serving the global food industry.”
WFLO MISSION

To conduct research, develop standards and provide education to the frozen and chilled food industry thereby improving cold storage capabilities globally.
WHY DEVELOP THE COLD CHAIN IN SOUTH AFRICA
Proper Infrastructure Gives Ability to Export Value Added Products
Association Building

Activities in South Africa
Work Plan

- **Investigate** the current status of the industry’s policy, regulations, safety, sanitation, technology market aspects and consumer acceptability;

- **Develop** awareness for critical issues among key players in the meat/seafood/poultry industries;

- **Formulate** support mechanisms and networks;

- **Create** technical and educational capacity among key institutions in the industry; and

- **Foster** business partnerships.
Industry Specific

Training and Education
Technical Assistance

- Product handling
- Packaging
- Processing
- Temperature/humidity/environment management
- Design/construction
- Best practices
- HAACP
- Sanitation
- Safety
Direct US Support of Trade

- Poultry – One cold chain company is now purchasing US poultry products in South Africa for processing. Once processed and frozen, these products are distributed in Sub-Saharan Africa for further distribution. This is a true win win between S. Africa and US Exports. This trend is growing.
- Value Added Beef and Pork products – Several cold storage facilities also purchase imports from the US to distribute into the marketplace. The Directory created by this program allows cooperator groups to gain an understanding of the infrastructure in S. Africa and market to these entities. Understanding the local marketplace is key to doing business.
Other US Benefits for Trade

- US Equipment for Industry
- US Financing options for Infrastructure Development
- Overall Relationship Building
Development Issues

• Sustainability of the Programs which are developed.

• Lack of Funds
  • Lack of funds for technical training is a major constraint for WFLO and other associations to carry out short and long term technical training activities in emerging markets.
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Thank You

Warehousing Distribution Transportation Information Logistics

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