



19 September 2025

Press Release

The Southern Hemisphere Association of Fresh Fruit Exporters is now the Southern Hemisphere Fruit Alliance

The Southern Hemisphere Association of Fresh Fruit Exporters (SHAFFE), the advocacy group for the fresh fruit industry in the Southern Hemisphere, has changed its name to Southern Hemisphere Fruit Alliance (SFA), and adopted a new logo. This is to better reflect the 34-year-old organization's mission of unifying the diverse and unique Southern fruit sector, championing its cause and nurturing environmentally, socially and economically sustainable global value chains for the region's fruits.

"We are delighted to announce that the change of name and the transition process that we initiated earlier this year has now been completed," said Nathan Hancock, SFA president and CEO of Citrus Australia. "Our 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. "Speaking with one voice, our alliance will be able to make the case that fresh fruits from the Southern Hemisphere are essential to prosperity in the region, and provide a crucial contribution to the health and well-being of consumers worldwide."

The change from "Association" to "Alliance" may seem simple, but it embodies the organization's primary mission as it grows into its fourth decade. "By definition, an alliance is an entity forged for the mutual benefit of all," said Jorge de Souza, vice-president of the Alliance, and technical and project manager at Abrafrutas (Brazil). "That is the essence of the new Southern Hemisphere Fruit Alliance—to re-ignite an organization into one whose aim is to benefit all: our producers and growers, the workers they employ, and the consumers who enjoy our delicious fruits."

A new membership structure reflects the Alliance's belief that uniting the field is paramount. It includes 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.

"Our new name and structure signal our resolve to unite the fresh fruit industry so that we can speak with one strong voice. We are no longer the trade association for the Southern Hemisphere fruit industry, but rather the allegiance aimed at advancing its cause," said Hancock.

The Southern Hemisphere Fruit Alliance has been bringing players in the Southern Hemisphere fruit sector together since 1991, gathering and sharing knowledge and best practices, helping formulate answers to key global trade and production challenges, and providing advocacy on issues of concern to the entire fruit industry. Together, SFA's member countries export nearly 12 million tonnes of fresh fruits per year, for a total value of over USD 15 billion—or roughly 20 percent of the global trade in fresh fruits. For over 30 years now, SFA has offered a platform for players in the Southern Hemisphere's fruit industry to face challenges and exploit opportunities together. For more information, visit www.shfruit.org.

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