

U.S. fruit sourcing company Terra Exports has opened an office in South Africa, betting on the region's potential for growth in produce exports.



The Las Vegas-based company opened the Western Cape office on October 1.

"With the quality of South African fresh produce improving over the last few years, we believe in the region's growth potential to play a larger role in the European, Middle Eastern, and Asian markets," says Ankia Rabie, who is leading Terra Exports Africa, the new division.

Terra Exports Africa plans to focus on export volume growth for avocados (after the success of the Kenyan trade program), blueberries, apples, pears, grapes, stone fruit, citrus, cherries, and subtropicals.

Currently, Europe buys 45% of all fruit exported from South Africa. Terra Exports will focus on supplying fresh produce to the Middle Eastern and North African region, as well as Hong Kong, China, Singapore, Malaysia, U.K., EU and North America.

"In the fruit industry information is an invaluable resource and we believe this first hand market information will be key to all of our suppliers and growing this new division," said Rabie.

"Our team is based across the world and have real-time comparisons on offers from all of the different countries that may have similar products being shipped to the same market. This openness allows us to compare market demand, prices, and availability of products from different regions to see what opportunities may arise in the market."

Terra Exports says it has experienced significant growth (well over 100% in 2018) and expects the addition of the African division to help it remain on this growth trajectory for

2019.

Currently, Terra Exports supplies produce out of Europe, North America, South America, North Africa and Oceania. The African division will ensure the company can service their customers worldwide throughout the entire year.

"I'm passionately excited about this new division. For years I've wanted to have a presence in Africa, but finding the right person to lead it was a barrier. Once we found Ankia, who was a perfect match for our core company values, I knew it was time to launch," said Nils Goldschmidt, president of Terra Exports.