

For fresh fruit and vegetable marketing and distribution in Asia



By Matthew Jones

Friday 16th October 2020, 0:12 GMT

Vanguard awarded gold standing

US-headquartered company moves up a level in Tru-Cape's customer recognition programme

Vanguard International has attained gold-level status within Tru-Cape's Millionaires Club.

The Millionaires Club is Tru-Cape's customer recognition programme, with membership based on volumes of cartons supplied and purchased by the recipient.

The club is made up of five levels – bronze (over 1m cartons), silver (over 2m cartons), gold (over 2.5m cartons), platinum (over 5m cartons) and diamond (over 10m cartons).

"We have a long-standing

business relationship with the team at Vanguard International, and this promoted level in our Millionaires Club reflects that," said Jannie Visser, export manager of Tru-Cape.

The majority of Vanguard International's transactions with Tru-Cape have been conducted through its South Africa office, which has been in operation for 21 years. The office manages all product procurement from South Africa and Egypt.

"We are honoured to receive the gold standing after many years of dedicated work in our apple and pear distribution with Tru-Cape," said Henk Wever, manager of Vanguard South Africa.



(l-r): Jannie Visser, export manager of Tru-Cape, with Henk Wever, manager of Vanguard South Africa

"I want to thank Tru-Cape and the entire Vanguard team for all of their hard work to make this achievement happen. We aren't celebrating for long though ... our sights are set on that platinum level."

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