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Wednesday 28th July 2021, 5:39 GMT

New executive board of SEDA to focus on Vietnam access

Ian McAlister and Frank Frappa appointed to Summerfruit Export Development Alliance executive board



Executive general manager of LPG Cutri Fruit Global, Frank Frappa has been elected deputy chair of SEDA

Members of the Summerfruit Export Development Alliance (SEDA) have appointed a new executive board to continue to drive key Summerfruit initiatives on behalf of SEDA members.

Ian McAlister, managing director of Sunfruit Orchards, has been elected as chair of SEDA, with executive general manager of LPG Cutri Fruit Global, Frank Frappa (pictured), elected deputy chair.

“As SEDA is self-funded, it provides the perfect mechanism to be the Agri-political voice of Australian Summerfruit and broadens the scope of how it will operate going forward in the current challenging environment,” said McAlister. “It will provide a better return to our financial members but will also hugely benefit smaller growers”.

Accompanying McAlister and Frappa on the SEDA board is Peter Hall of Chatswood Farm, Adrian Conti of Conti Orchards, Colleen Dangerfield of VF Siciliano and Sons, Thomas Panna of Mattina Fresh, Dean Morpeth of Sharp Fruit, and Bruno Muscatello of Fresh Marketing Corp.

The new board will act as a united front with a major focus on access to Vietnam and emerging markets, freight, and marketing of Australian Summerfruit internationally.

Formed in 2015, SEDA has successfully achieved Summerfruit access into China, freight assistance from the International Freight Assistance Mechanism (IFAM) during the Covid-19 pandemic, and marketing priorities.

It is the export and agri-political arm of

Summerfruit Australia and is responsible for market access, fruit fly, labour and water, marketing, and freight. It consists of 40 growers, representing approximately 70 per cent of Australia's Summerfruit industry.

The new executive board will meet fortnightly and acknowledge the previous executive members for their dedication and commitment in the development of SEDA and its achievements.

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