

GrubMarket acquires Global Produce in South Africa

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GrubMarket announced today that it has completed the acquisition of Cape Town, South Africa-based Global Produce, a fresh produce business that sources and distributes a wide range of fresh South African fruits to supermarkets, restaurants, retailers, wholesalers, and online business customers across 44 countries worldwide. Known primarily for its year-round supply of grapes and citrus fruits, Global Produce also sells dozens of other products including apples, blueberries, strawberries, cherries, plums, butternut squash, pears, mangos, and bananas. It also carries exotic items like Malaysian dragon fruit, Namibian Barhi dates, and Belgian PiqaBoo pears.

Global Produce was founded in 2013 by fresh fruit industry veteran and international business expert Rutger Van Wulfen, who continues to run the business today. Presently, Global Produce has impressive international operations, with offices in Cape Town, Jakarta, Hong Kong, and Ho Chi Minh City, and a supplier base spanning South Africa, Namibia, Morocco, Egypt, New Zealand, Australia, and other regions of the world. Global Produce also supports local farmers across Africa through a vertical integration initiative that connects them directly to end markets by packing goods under its GEO brand. This reduces the number of actors in the supply chain and alleviates the growing pressures that farmers face from rising input costs and high costs to market. After the acquisition, the business will continue to be managed by its current experienced, mission-driven, and geographically diverse leadership team.