

CONTENT

- Hortgro Annual Review 2017
- Hortgro welcomes new president
- Oriental fruit fly in Grabouw
- Fruit safety and local water quality
- Grabouw farmers to the rescue
- Hortgro markets
- Next generation series: Fonteintjie
- Hortgro salutes Tienie du Preez
- Agri's got Talent 2018 open now
- Hortgro Technical Symposium register now
- Provar fruit exhibitions
- Upcoming Events
- From the Executive Director's desk

HORTGRO ANNUAL REVIEW 2017 OUT NOW

We have pleasure in sharing our Horticultural Industry Review for 2017. The Horticulture Review highlights the various functions and focus areas being dealt with in Hortgro and other industry structures. It summarises the range of activities that required attention to ensure an enabling environment within which our diverse range of stakeholders in the value chain can thrive. Find your copy [HERE](#).



HORTGRO WELCOMES NEW PRESIDENT

The South African deciduous fruit industry organisation, Hortgro, said in a statement that it welcomes the new president of the Republic of South Africa, Cyril Ramaphosa, to lead our country into a new era of economic and social development. Read the statement [HERE](#).

Read FruitSA's welcoming address to President Ramaphosa [HERE](#).



Montage: Madeline Cronje/ Mail and Guardian

FRUIT SAFETY AND LOCAL WATER QUALITY: DO THEY MIX?

South Africa is facing a dual crisis of water availability and deteriorating water quality. Should the fruit industry be taking the situation more seriously? Ensuring the safety of produce from farm to market has never been so critical. Read the story [HERE](#).



ORIENTAL FRUIT FLY IN GRABOUW

Over the past decade, Hortgro has been proactively preparing for the possibility of the occurrence of *Bactrocera dorsalis* or Oriental Fruit Fly in the Western Cape. Hortgro Science has been conducting research since 2005 in an effort to prepare for such a possibility, said Hugh Campbell, Hortgro Science's General Manager. Read more [HERE](#).

Find the monitoring guidelines [HERE](#).



GRABOUW FARMERS OPEN HEARTS AND SLUICES

Deciduous fruit growers from Grabouw and Elgin donated between 7.5 and 10 million cubic meters of water to the City of Cape Town. The growers opened their hearts and sluices to "give their share" and help the Cape Metro with the current water crisis.

The water comes from private dams in the area. Read the story [HERE](#).

Watch a video of the sluices being opened here [HERE](#).





HORTGRO MARKETS

With Fruit Logistica 2018 done and dusted, February was a busy month at Hortgro's Trade and Market division. Hortgro named **Tesco as their stone fruit retailer of the year 2016/17** season. Read the story [HERE](#).

An overview of the **UK and German 2017 marketing campaign**, can be viewed [HERE](#).

Hortgro se plaaslike marksonwikkeling onder die informele sektor gaan van krag-tot-krag. Jacques du Preez, Hortgro se bestuurder vir handel en markte, sê hoewel die steenvrugseisoen einde se kant toe staan, word daar nog steeds heelwat gedoen om verbruikers, handelaars en die breë publiek oor steenvrugte in te lig. "Ons deel jaarliks plakkate, pamflette en ander bemerkingsmateriaal onder handelaars uit en kommunikeer dwarsdeur die seisoen met informele handelaars per sms oor aspekte soos hoe om vrugte te hanteer, ryp te maak en op te berg."

Sien foto's hieronder wat ondermeer geneem is by markte in Bronkhorstspuit, Mamelodi en Johannesburg.



NEXT GENERATION SERIES: 'FONTEINTJIE'

When you arrive at the farm Fonteintjie ("Little Fountain") situated 55 kilometres northbound from Ceres via Prince Alfred Hamlet on the way to Citrusdal, you know you are at a special place. First of all, you are in the heart of Koue Bokkeveld. It is one of those bucket list names, one of those places that you have to see for yourself.

Read Gerrit Rautenbach's story [HERE](#).



HORTGRO SALUTES TIENIE DU PREEZ

Tienie du Preez, Deciduous Fruit Innovator of the Year 2015, and well-known consultant recently passed away. Hortgro salutes Tienie and acknowledges the substantial contribution he made to our industry over the years. We share a story about Tienie's involvement with the Fieldmen's – written by Engela Duvenage in 2015. Read the story [HERE](#).



AGRI'S GOT TALENT 2018 – ENTRIES NOW OPEN

If you dream of becoming a star, have a golden voice and work in a packhouse, orchard, vineyard or cellar – Agri's got Talent is the opportunity you have been waiting for. This is the fifth year that this very popular competition is rocking our farmyards. Songs can be performed in any genre, so whether you're into pop, RnB, acoustic, rap or classical, Agri's got Talent wants to hear it all. Read more [HERE](#).



HORTGRO TECHNICAL SYMPOSIUM: REGISTRATIONS NOW OPEN

The Hortgro Science Technical Symposium is the flagship event on the deciduous fruit calendar. An event that is attended by progressive growers and thought leaders throughout the entire supply chain of the deciduous fruit industry – from production through to marketing. This year the focus and objectives of the symposium are to expose growers and industry to new innovations and technology; create a platform for idea-exchange; showcase the latest research; create an opportunity for interaction across the value-chain; foster the integration of new entrants into the industry. Go to our symposium website for more information [HERE](#).



PROVAR FRUIT EXHIBITION

In association with licensees and IP owners, 50 stone fruit cultivars were tested this season during Provar in-house fruit exhibitions. As a first step, these tastings take place to identify cultivars for advanced phase evaluations. In the second step advanced phase evaluation, 40 new cultivars are under evaluation by Provar to identify those with superior fruit quality, keeping ability and best adapted to different growing areas. Fruit exhibitions take place at Provar's laboratory in Paarl every other Friday.

Register on astelab.provar.co.za to receive notifications of future exhibitions. Read the full story [HERE](#).



UPCOMING EVENTS

6 MAART: Anton Rabe by US Woordfees - Eeu van Landbou, om 14:30 by Bloekomhoek.

12 APRIL: Orchard of the Future Orchard Walk - Ceres. Contact [Thea](#).

28 MAY – 1 JUNE: Hortgro Technical Symposium 2018.

3 AUGUST: Agri's Got Talent Gala Evening Allée Bleue.

FROM THE EXECUTIVE DIRECTOR'S DESK

DEFINING MOMENTS

There are a number of events in our lives of which, when you think back 10, 20 years and longer, you recall exactly where you were or what you were doing at that exact moment. I have had quite a number of those...I must be getting on.

I can recall exactly where I was when the first space shuttle was launched in 1981, and when the Challenger shuttle blew apart a few years later. In 1981, it was the "meelbom" test during the rugby tour to New Zealand – the deciding test between the Springboks and All Blacks – where Ray Mordt scored a hat-trick in vain. *Donnerse* ref! I recall quite a few occasions *innie bos* where, as a (very) young signals officer, I had to ensure that everybody from the general to the cook could listen to the radio commentary at 04:00 in the morning. Huge responsibility it was too.

There was the sinking of the SAS President Kruger – I initially thought it was the incompetence of our navy which sunk our own ship, but a friend of mine was there and he says it was the most horrific weather imaginable. Then there was Mandela's release and inauguration as President. And who will ever forget 9/11.

The winning try of Joost (also against the All Blacks) in Durban. It is not the try *per se* that I recall, but more the fact that my infant son's ear and his slightly less infant dog's teeth had a clash half-way through the match. Dad and doctor agreed to postpone suitable treatment until after the match. A priority vociferously disagreed with by distressed mom and son!

And so there were and are other defining moments – reality checks – when a loved one or close friend passed away. The birth of a child, other big social and/or sporting moments such as the two Rugby World Cup wins, cricket miss-haps – who will ever forget the brain fart of Allan Donald in the World Cup semi-final in England against the Aussies. Yes, the damn Aussies.

As a country, we have just experienced a number of defining moments in quick succession over a hectic few days where the country moved from one presidency to another. Suddenly there is hope. Some people even compare the hype and vibe with what we experienced in the early 1990's and with the 1995 Rugby and 2010 Soccer World Cups.

The right things have certainly been said during and just after these defining hours. But, the right things still need to be done!

Anton Rabe

Occasions for defining moments do not arise every day. When they do, we must seize the opportunities they represent for improving everyone's life. – Dick Pound

Send me. Hugh Masekela/Cyril Ramaphosa – SONA 2018



EDITORIAL TEAM

Elise-Marie Steenkamp – elise-marie@hortgro.co.za
Carmé Naudé - carme@hortgro.co.za
Esté Beerwinkel – este@hortgro.co.za

CONTACT US

021 870 2900
www.hortgro.co.za



258 Main St, Buitenverwagting
Paarl, Western Cape | 7646 ZA