

HORTGRO NEWS



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CONTENT

- Next Generation Series: Robin Baldie
- How to kick-start a business
- Focus on women: Retha Louw
- Book donation
- April press releases
- Alternative Crops collaborations
- DAFF export meeting
- Orchard of the future
- Symposium stone fruit day
- Hortgro Science Annual Report treasure
- Technical Symposium registrations
- Events
- From the Executive Director's desk

NEXT GENERATION SERIES:

'I WANT TO BE A FARMER' - ROBIN BALDIE

When Robin Baldie was six years old his teacher asked him what he wanted to be one day. Without hesitation, he wrote 'farmer' in his book. The Baldie family has lived and farmed at Misgund in the Langkloof since 1903. Read Robin's heartwarming story [here](#).



HOW TO KICK-START A BUSINESS

The English poet John Donne wrote four hundred years ago, 'No man is an island'. This adage rings particularly true for Raymond Koopstad from La Vouere farm in the Ceres Valley. His journey into agriculture took many turns, but it was through strategic partnerships that things really started to blossom. This farming entity is part of the Jobs Fund initiative and the Deciduous Fruit

Development Chamber's commercialisation programme. Hortgro implements the project with funding from the National Treasury and the Western Cape Department of Agriculture. Read the story [here](#).



FOCUS ON WOMEN: RETHA LOUW - GUARDIAN OF SUSTAINABILITY

The saying goes, behind every man, there is a strong woman, and within agriculture, there are multiple strong female forces to be reckoned with. One such force is Retha Louw the CEO of SIZA or rather guardian of sustainable agriculture in South Africa. Read Retha's story [here](#).



BOOK DONATION TO CAPE FLATS

Athlone North Primary School recently lost their library during a devastating fire. The Help a South African School project (part of Hortgro's market development campaign in the UK) sponsored two bakkie loads of books to help re-establish this vital part of the school's infrastructure. Books are very important for learners to gain new knowledge, skills, and dispositions for learning and personal development that they will use throughout their lives. Thank you to Wayne Smit from the Western Cape Educational Department (Metro Central Education District) for informing us of their need and helping us distribute the books. The school's motto is apt, 'Together we can do more'.



HORTGRO PRESS RELEASES IN APRIL:

- **Deciduous fruit associations undergo a name change.** Read [here](#).
- **Fruit SA elects a new chair.** Read [here](#).
- **Agri's got Talent builds bridges between people.** Read [here](#).



HORTGRO ALTERNATIVE CROPS COLLABORATIONS

The annual meeting regarding the development of alternative crops in the Western Cape took place at the Hortgro office in Paarl during April.

Pictured below are some of the stakeholders that attended the meeting.

At the back: Dappie Smit (Hortgro Manager Dried Fruit), Joyene Isaacs (Western Cape Department of Agriculture Head of Department), Minister Alan Winde (Western Cape Minister of Economic Opportunities), Mogale Sebopetsa (Chief Director: Farmer Support and Development), and Louis van Zyl (Hortgro General Manager). In front: Dr Bongiswa Matoti (Western Cape Director Agricultural Economics) and Dr Ilse Trautmann (Western Cape Agriculture Director of Research).

Staying with alternative crops Hortgro in partnership with the Western Cape Department of Agriculture, proudly helped sponsor the South African Cheese Festival's Recipe Book. Read an article about it on AgriOrbit [here](#).

And lastly, find some pictures in our gallery about the young chef product development with the Institute of Culinary Arts [here](#).



DAFF ANNUAL DECIDUOUS COORDINATING MEETING FOR EXPORTS OF DECIDUOUS FRUIT TO SPECIAL MARKETS

Successful fruit export depends on compliance with the requirements of importing countries, and compliance begins in the orchard. Deciduous fruit producers, exporters, relevant stakeholders for export of deciduous fruit to special markets including China, EU, Israel, Japan, Mexico, Taiwan, Thailand, and USA are invited to attend. All the arrangements and requirements for the 2018/19 export season will be discussed and finalised.

Where: Olive Grove Auditorium (ARC-Infruitec), Stellenbosch

When: May 23, 2018 at 08:30 AM

ORCHARD OF THE FUTURE: WITZENBERG ORCHARD WALKS

On April 12, producers and industry representatives visited the Witzenberg region to attend the second Orchard of the Future-programme orchard walk. Dwarfing rootstocks, netting, and lessons learnt over the past couple of seasons were discussed. Hortgro thanks the Dutoit Group and ZZ2 for the opportunity to visit the orchards at Paardekloof and Bokveldskloof. See more pictures of the day on our Facebook page [here](#).



HORTGRO SYMPOSIUM STONE FRUIT INFORMATION DAY

This year the Hortgro Technical Symposium's Stone Fruit Field Day has been revamped into an Information Day with an orchard visit and practical presentations. The theme of the day will be "How to produce stone fruit more effectively". These topics will be discussed; nematodes, pruning, heat damage and preventing browning on plums, and stone fruit production under nets.

Where: Allée Bleue Estate, Groot Drakenstein

When: June 1, 2018 from 08:00 till 12:00

Queries: Thea van Zyl at 021 870 2900.



CONFRONTING CLIMATE CHANGE INDUSTRY WORKSHOPS 2018

Confronting Climate Change has set the dates and areas for their 2018 industry workshops. A completed carbon footprint will assist you with fulfilling the Energy efficiency compliance criteria at your next GlobalG.A.P. audit as well as your IPW audit requirements. Your data will be

sense-checked and graded if you attend one of our carbon footprint workshops. [Visit our website](#) to see the dates and the booking and payment instructions.



HIDDEN TREASURE IN THE HORTGRO SCIENCE ANNUAL REPORT

Have you read the Hortgro Science 2016/17 Annual Report yet? We've hidden a "Where's Wally" type treat in the report's pages. [Click here](#) to start searching, and let us know when you find it!

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](#).



UPCOMING EVENTS

8 MAY: Pome Fruit Draft Export Standards and Requirements Review, Hortgro Science, Welgevallen, Stellenbosch at 08:30

8 MAY: Stone Fruit Draft Export Standards and Requirements Review, Hortgro Science, Welgevallen, Stellenbosch at 09:00

15 MAY: Agri's got Talent – entries close.

17 MAY: Packhouse Action Group (PAG) feedback to packhouses

28 MAY – 1 JUNE: Hortgro Technical Symposium 2018. Contact [Thea](#).

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

18, 19, 20 SEPTEMBER: Hortgro Science Research Information Days

FROM THE EXECUTIVE DIRECTOR'S DESK

CHANGE – A PROCESS THROUGH WHICH SOMETHING BECOMES DIFFERENT

In previous newsletters we have referred to the changes being contemplated relating to the structures and governance of our primary producer entities in order to be able to adapt to the continuous change around us, to augment service delivery and effectiveness, and to reduce duplication. These changes have now been formally approved by SAAPPA – now Hortgro Pome, and SASPA – now Hortgro Stone. Both with smaller boards of directors, BUT with two representative producers councils (of fruit kinds and regions) to ensure that our limited resources are optimally utilised in the best interest of our principals: The Producer, The Investor, The Risk Taker.

We are well aware that change causes unease and resistance and that some people cope badly with change. I would, therefore, wish to once again assure our producer base that these changes have been thoroughly debated and thought through and are being done for a very good reason and not just for the sake of change.

Given increased global trade, political and related complexities, new legislation as well as climatic and economic pressures and realities we witness daily, we need to respond pro-actively, effectively and efficiently. This really relates to all dimensions we face as encapsulated in the acronym – PESTLE: Political, Environmental, Social, Technical, Legal & Economic.

In such an environment, the daily challenge in the Hort-Group remains to continuously adapt but to stay focused on those aspects where we can make the biggest impact and contribute maximally towards an enabling environment.

We cannot be everything for everybody. But rest assured, that for those we do what we continue to do, we will do the “right things” and endeavour to be the best “safe harbour” we can be.

We WILL continue to think and do differently. We will continue to pro-actively drive change, but we will always remain loyal to our values, our ethos, and principles. AND to our key customer.

Until next time.

ANTON RABE

“The best thing you can do is the right thing; the next best thing you can do is the wrong thing; the worst thing you can do is nothing.” - Theodore Roosevelt

“Twenty years from now you will be more disappointed by the things you didn’t do than by the ones you did do. So throw off the bowlines. Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover.” - Mark Twain



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