

HORTGRO NEWS

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HORTGRO'S BOLD STEPS TO PUT TRANSFORMATION ON NEW TRAJECTORY

The Deciduous Fruit Development Chamber (Hortgro's transformation division) launched its bold new programme in White River, Mpumalanga, last week, with the mission to transform the deciduous fruit value chain and with the vision to 'Double the industry by 2050'. Read Hortgro Chairperson, Nic Dicey's address [here](#).

Pictured here are Ismail Motala, Joseph Hendricks, Nic Dicey, and Pitso Sekhoto.



HORTFIN: NEW ERA FINANCING FOR FRUIT AND WINE FARMERS

The South African deciduous fruit industry, the Jobs Fund, and Land Bank are proud to announce the first ever blended finance scheme for people/entities who want to enter or expand their businesses in the fruit and wine industries. Hortfin was

launched in Paarl earlier this month. Read more [here](#).

Watch a video [here](#) and listen to Mariette Kotze on Smile FM [here](#).

Pictured here are the DFDC CEO Thembi Xaba and Hortgro's Mariette Kotze.



AGRICULTURE KEY TO FUTURE

"Agriculture has the potential to resolve and unlock many of our most pressing problems, such as land reform, food security, job creation, and how to manage climate change, to name but a few. Therefore, I believe you are in the right place at the right time."

This was the message from Hortgro Executive Director Anton Rabe to agriculture students at the annual bursary function that was held in Stellenbosch. Read more [here](#).

Hortgro Chairperson Nic Dicey (middle) pictured here with students - Chad van Wyk, Sakata Lebotse, Boitumelo Mokoena and Michaela-Anne White.

SOW THE CRITICAL SEEDS OF FRUIT CONSUMPTION AMONGST OUR KIDS - DR KONANANI LIPHADZI

We owe it to our children to advocate for their awareness of nutrition and obesity, and their fruit consumption



seems a good place to start. Read more [here](#).



**PIETER GRAAFF SA
LANDBOUSKRYWERS SE WES-KAAP
BOER VAN DIE JAAR; KANDIDAAT
VIR NASIONALE BOER VAN DIE
JAAR 2018**

Hortgro is trots op en wil graag vir Pieter Graaff gelukwens as die Wes-Kaap se Boer van die Jaar. Ons hou

duimvas vir die finale, nasionale rondte wat in November gehou word. Graaff van Witzenberg Properties kan met reg as die enkele grootste appelprodusent in Suid-Afrika beskryf word, met 46 783 ton appels wat deur sy gekombineerde entiteite in 2018 geproduseer is!

US NAVORSING: GEBRUIKTE PLAAGDOODHOERS

Is ou gebruikte gifkanne en kunsmis-sakke 'n probleem op u plaas? Sukkel u om daarvan ontslae te raak?

Tonne plastiek van landbouprodukte, versamel jaarliks op plase en is 'n risiko vir mens en dier. Help asb. om 'n volhoubare oplossing vir die probleem te vind deur aan 'n opname deel te neem van 'n student aan die Universiteit Stellenbosch se Besigheidskool.

Wees deel van die oplossing en vul die vraelys in, in Engels of Afrikaans: [KLIK HIER](#)

→ **UPCOMING EVENTS**

6 November 2018: Annual CA meeting, Stellenbosch.

29 November 2018: Langkloof Seminar and Orchard Walk. Contact [Thea van Zyl](#).

→ **HORTGRO PUBLICATIONS**

Key Deciduous Fruit Statistics**Hortgro Stone: Timely Hints/Tydige Wenke November 2018****→ INDUSTRY-RELATED TRAINING COURSES**

Find information about industry-related training on our new web page [here](#)

UIT DIE UITVOERENDE HOOF SE PEN

Old School

"I am old school – I still believe in respect". This is the words on a bumper sticker I recently saw on a mini-bus taxi one morning on my commute to the Hortgro office. Although it struck me as somewhat ironic given the notorious behaviour of taxi drivers, in general, ignoring virtually every traffic rule and being quite annoying most of the time, I also immediately thought that this could be quite a novel way to try to instill old-fashioned good manners back onto our roads and into communities.

Some values and behaviour such as respect, morals, integrity, ethics, etc. that my (and older!) generations take for granted, are clearly not the norm if I look at society around us. The recent "Total Shutdown" movement through which communities are showing that they had enough of corruption, bad service delivery, drugs and gang wars, and similar related problems in our society, is a case in point that basic values, good manners, and accountability towards those that are supposed to serve us, is still very much in demand.

Ons het keuses in die lewe: Keuses soos om verantwoordbaar en aanspreeklik gehou te word binne 'n deursigtige sisteem van vertrouwe en wedersydse respek. So is Hortgro tans besig om na 'n proses van gesprekke en bosberade, 'n strategiese raamwerk vir die kern- en steenvrugbedrywe met die oog op 'n nuwe 4-jaar heffingsiklus op te stel. Hierdie raamwerk is gekoppel en onderhewig aan die volgende waardes en beginsels met LEIERSKAP (LEADERSHIP) en HORTGRO as akronieme:

L = Loyal

H = Honesty

E = Ethical

O = Order (Discipline)

A = Accountable

R = Reliability

D = Decisive

T = Trust

E = Efficient

G = Growth

R = Respect

R = Responsibility

S = Stability

O = Opportunities (for all)

H = Helping

I = Integrity

P = Public service

In essence just good manners, values, and respect for others'. This is Hortgro's "true north", culture and ethos that drives our daily work.

For the entrepreneurs out there: Lets' develop some stickers and mobilise our communities around "old school" behaviour, values, and respect. We have choices and it can be taught.

Anton Rabe

With so many things coming back in style, I can't wait till loyalty and morals become the new trend again. Anon

Everything you don't know is something you can learn. Anon



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