

HORTGRO NEWS

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DAFF VISITS GRABOUW PACKHOUSE

Department of Agriculture, Forestry, and Fisheries (DAFF) Minister, Senzeni Zokwana, as well as DAFF Director-General, Mike Mlengana, visited the deciduous fruit industry on 16 January this year at Two-a-Day's facility in Grabouw. Read more [here](#). Find more pictures in our Gallery [here](#).



HORTFIN APPOINTS CEO

Hortfin, the first ring-fenced loan facility of the fruit and wine industry value chain, has appointed Michael Brinkhuis as its new Chief Executive Officer. Read more [here](#).



NORTHERN PROVINCE STUDY TOUR

A group of deciduous fruit producers from the Northern Provinces, visited various industry organisations, packhouses, farms, and support structures in the Western Cape during January. For pictures of the tour, click [here](#).



AGRI'S GOT TALENT MUCH MORE THAN OL' MACDONALD

Hortgro's involvement with industrial theatre on farms, triggered the realisation that many workers were talented performers. And when Anton Rabe heard them sing...Agri's got talent was born. Gerrit Rautenbach explores how AGT is not

just another upliftment project, but an investment in agriculture as a whole. Read the story [here](#).



THE CHRONICLES OF THE TRAVELLING PEAR

One Forelle pear, a strange looking lump, a funny smell, and 1 506 kilometers. This is the story of a single pear's journey across the country and one company's dedication to science and the deciduous fruit industry they serve. Read

Grethe Bestbier's story [here](#).

Pictured here is the well-travelled pear.



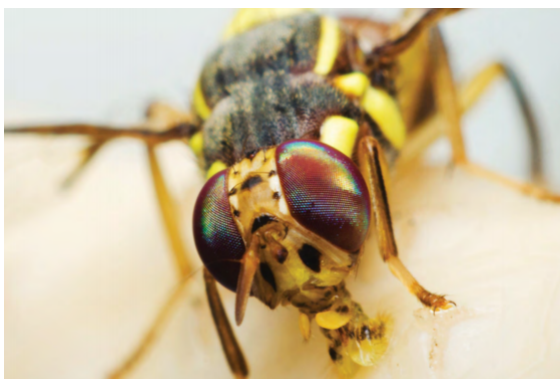
RESEARCH SOLVING INDUSTRY PROBLEMS

Hortgro Pome recently invested R2.5 million in a world-class controlled atmosphere (CA) research facility at Stellenbosch University (SU). Those involved, are very excited, as the facility will help solve post-harvest problems within the industry, such as

the very pestering superficial scald.

Read more [here](#).

Has the face of science changed in SA during the past 20 years? Read Hortgro Science General Manager, Hugh Campbell's blog [here](#).



POSSIBLE CHANGES TO EU REQUIREMENTS

Producers should take note that Hortgro continues to monitor further EU plant health developments - specifically relating to non-European *Tephritidae* (fruit fly). Read more [here](#).



INDUSTRY LEVIES 2019

As per directive from Hortgro Stone and Hortgro Pome, Hortgro will proceed with the process to renew statutory measures, including a new levy cycle, for the period 2019 to 2023. The current measures lapse September 2019. To find out more, download the document [here](#).



HORTGRO ANNUAL REVIEW

What does Hortgro do for producers? Download the HORTGRO Annual Review 2018 [here](#) and find out.

IN THE PRESS

- [Apple and pear export crop estimates](#)
- [Beautiful Country, Beautiful Fruit - campaign news](#)
- [Culdevco cultivars](#)
- [Trade Fair workshop 19 February CTICC.](#)

→ UPCOMING EVENTS

3-7 June 2019: Hortgro Science Technical Symposium

2 August 2019: Agri's Got Talent

13 September 2019: Fruit Industry Gala Evening

→ HORTGRO PUBLICATIONS

[Key Deciduous Fruit Statistics](#)

Hortgro Stone: [Timely Hints/Tydige Wenke February 2019](#)

[Fresh Quarterly Issue Three, December 2018](#)

[Hortgro Science Annual Report 2018](#)

→ HORTGRO YOUTUBE CHANNEL

Find all videos of the recently held Hortgro Research Showcase and other events, on our YouTube channel [here](#).

FROM THE EXECUTIVE DIRECTOR

PURPOSE

Any person and/or entity need a purpose in life to provide clear direction and clarity. Although purpose could be complex for (some?) individuals, it should be singular, clear and easy for everybody to understand for entities such as Hortgro with its diverse set of stakeholders. Key for us is, therefore, a clear and focussed purpose to enable our primary stakeholders – our producer members – to fully understand and support our purpose, namely: To grow their businesses both profitably and sustainably.

Hortgro's executive leadership and senior management are currently busy with a consultation process throughout the pome and stone fruit industries to inform on and re-confirm focus areas and to gauge producer support for a new four-year levy cycle to start in October 2019. The proposed focus areas are based on an extensive strategic review process and reported on in detail elsewhere in this newsletter. This process will conclude with a referendum and submission to the National Agricultural Marketing Council (NAMC) subject to sufficient producer support.

Hortgro's main PURPOSE is to execute industry services and functions which individual businesses and/or groups cannot conduct themselves cost-effectively and where a collective effort is required to ensure success. For this, it is equally important to unlock other resources. The stable funding base and basic capacity provided by statutory measures and levies are key to the provision of user pay services to augment industry-related activities through cooperation and synergies in the broader environment we wish to influence and improve. This relates to the essence of Hortgro's culture, and ethos, and why it exists.

I appeal to our members to ensure that they are fully informed on the proposed levy levels and how and for what these funds will be utilised. Any query and/or question can be directed at the Hortgro office.

Anton Rabe

The purpose of life is not to be happy. It is to be useful, to be honorable, to be compassionate, to have it make some difference that you have lived and lived well. - Ralph Waldo Emerson

Make your work to be in keeping with your purpose. - Leonardo da Vinci



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