

HORTGRO NEWS

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MISS KATHLEEN MURRAY: FRUIT PIONEER AND BREAKER OF BARRIERS

August is women's month. In our society, the women who break down barriers are those who ignore limits. Such a woman was Palmiet Rivier's Miss Kathleen Murray, who, with her gentle demeanor and endless determination, transformed South Africa's fruit industry. Her story is simply that of an extraordinary woman with a great passion for agriculture and research. Read more [here](#).



HORTGRO TO START RESEARCH ON PSHB

Hortgro is in the final stages of securing funding for a new research project that will look at the ability of the fungus carried by the polyphagous shot hole borer beetle to infect deciduous fruit trees as well as common windbreak tree species.

Read more in English and in Afrikaans [here](#).



DERICH PRIGA: LEARN, PRAY, LOVE

Everything had come to a halt on the farm. No fruit. No packing. No business. No money ... For three years. So having nothing else to do, they went to visit his mother in Grabouw on Tuesday the repossession was due.

Read Derich Priga's story of faith and success [here](#).



CAPABILITY TO MANAGE SA WATER IN DECLINE

To make water management institutions work, one must understand the resource. South Africa's capability to manage its water resources has been on a slippery slope. Government should take the lead, but agriculture should help. #AgriSA Water Symposium. Find a summary [here](#).



US DELEGATION VISITS INDUSTRY

The California Department of Food and Agriculture (CDFA) in partnership with California farm organizations and research institutions traveled to the Western Cape during August to build international collaborations with South African partners and share best practices related to climate-smart technologies for specialty crop growers. Read more [here](#).

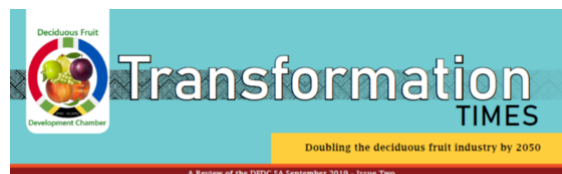


NONKULELEKO SAMBO WINS AGT 2019

An agricultural worker in the citrus industry from KMI Farming in Nelspruit, Nonkululeko Sambo, walked away with the Agri's Got Talent (AGT) 2019 crown in what was described as the toughest competition yet. Read more [here](#).

Find pictures and videos of the gala event [here](#).

Pictured here: Hortgro's Anton Rabe, Nonkululeko Sambo, and Valencia Watts (SATI).



TRANSFORMATION TIMES ISSUE TWO

[Click here to download your copy](#)

Thembi's Talk- Notes from the CEO

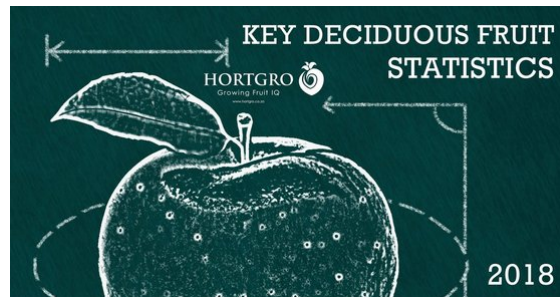
There is an industry sentiment that affirms that transformation is not an event but a process that requires concerted efforts to achieve tangible outcomes. However, this issue has been empowered by events, the Hortgro Technical Symposium and the DFDC Finance and Governance workshop which have necessitated that black producers relook their business operations, from agronomic practices to financial management. Aligning with the DFDC high level objective of transforming the value chain segment, post-harvest is the theme for this issue. Farmers were empowered on post-harvest techniques; to preserve the quality - resulting in the product attracting good prices in the market, and the insight of the target markets thereof. Interestingly the industry has had a shift from certain target markets towards exploring alternative markets. This has been evident as the concentration from the UK and Europe has shifted with the focus and growth now seen in the Middle East and Africa. With this shift there is opportunity for farmers, especially new entrants, to participate in the export market. The modalities of how farmers can capitalise on their assets (biological and non-biological) to tap into markets has been emphasized and farmers are re-energised to take advantage of those opportunities.



SIZA ENVIRONMENTAL CAMPAIGN

SIZA recently launched its environmental campaign with easy to download posters in English, Afrikaans, and Xhosa. Find the posters [here](#).

Watch the campaign video [here](#).



KEY DECIDUOUS FRUIT STATISTICS

[Click here to download your copy](#)

→ UPCOMING EVENTS

13 September 2019: Fruit Industry Gala Evening

14 & 15 November 2019: PALS & Landbouweekblad-Grondberaad, Ceres

→ HORTGRO PUBLICATIONS

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

→ HORTGRO YOUTUBE KANAAL

Vind 'n magdom van bedryfsinligting in ons videobiblioteek [hier](#).

FROM THE EXECUTIVE DIRECTOR'S DESK

NEW WAY OF GOVERNING?

At a recent engagement with the Western Cape Provincial Cabinet, I was mightily impressed by Premier Alan Winde and his MEC's who spent a whole morning with the

agri leadership in the province. Not a single one of them left early – agriculture for once was the only priority.

Is this a dawn of a new approach to politics? A new mindset of public servants to really do public service by focussing on key challenges and delivering on promises? I am on record that I believe that agriculture, and the fruit exporting industries, in particular, hold the key to a new dawn in our country.

We can still dream and hope, can't we?!

Having drawn the short stick to make a presentation on behalf of the Fruit and Wine Industry, I focussed on what I regard as the top three challenges of our industry. We need to get this right to remain internationally relevant and competitive. These challenges are:

* Trade and Market Access – based on the GRO (Gain, Retain and Optimise) acronym, meaning to fast track protocols and engage in free trade and better tariff regimes. Ensuring bio-security by changing the modus operandi and approach to *increase demand* for our products;

* Production challenges – focussing on climate change, water-use efficiencies, technology, and innovation. Ensuring we have climate-adapted, quality plant material to *increase supply* and grow our production footprint; and

* Transformation – Economic development, rural stability, new jobs, worker welfare, housing, and skills development. This should be linked to the production/supply and trade/demand issues throughout the value chain and not just on the primary production level, aligning with an *inclusive growth strategy*.

If we can get this right, including related challenges such as rural safety, public services, education, health and rural infrastructure (roads and basic water/sanitation needs) - we will be on a whole new pathway.

Many of these issues fall within the mandate of national government and departments

and cannot really be tackled provincially or via private sector initiatives. We need to find new ways of doing things, including unlocking private resources to address these challenges as the national fiscus has run dry.

The signal from the WC Cabinet is a good start. We certainly have enough plans, strategies, and policies - as a public-private collective, we now need to follow through on this and ensure that we "sweat" our limited resources to the maximum. *Action* and *implementation* will be key to future success.

Until next time.

Anton Rabe

Forget all the reasons why it won't work and believe in the one reason why it will. - Anon.
Everybody is able to make plans, but few can implement them. - Thiruvalluvar



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