

CONTENTS

- Sagtevrugteproe by Woordfees: kleur en geur ontploffing
- Afgelope steenvrugseisoen 'n tuimeltreinrit
- COVID-19 and the deciduous fruit industry
- Wash your hands better - microbiologist
- Droëvrugte 'wonder produk in dié tyd'
- A decade of transformation
- Sebopetsa new Western Cape Department of Agriculture HOD
- Fruit SA CEO steps down
- Fresh Quarterly Issue 8: All about Sunburn
- HORTGRO24 coming to you via D6 Connect app
- Agri's Got Talent 2020
- Events, Publications, YouTube
- From the Executive Director's desk



SAGTEVRUGTEPROE BY US WOORDFEES: KLEUR EN GEUR ONTPLOFFING

Om appels en pere te vergelyk is selde 'n goeie idee. Om appels én pere én pruime te vergelyk, soos bewys tydens die Toyota US Woordfees 2020 se heel eerste sagtevrugteproe, kan egter lei tot 'n ontploffing van kleure en geure. Dié fynproe, aangebied deur Agri-Expo in samewerking met Hortgro en Tru-Cape, het ou en nuwe vrugtevrindende die kans gegee om die soetsuurlekkerte van die bedryf saam te geniet. Lees meer [hier](#).

Foto van links: Eunice Joubert, Petru du Plessis, Buks Nel, Henk Gnessel, Johan Ehlers en Wiehann Steyn.

AFGELOPE STEENVRUGSEISOEN 'N TUIMELTREINRIT

Die afgelope steenvrugseisoen kan met reg as 'n tuimeltreinrit beskou word. Aan die een kant het die droogte uiteindelik in die Bergrivierstreek, insluitend Stellenbosch en Franschhoek gebreek, terwyl dit weer sommige produsente in die Klein-Karoo op hul knieë gedwing het. Lees meer [hier](#).

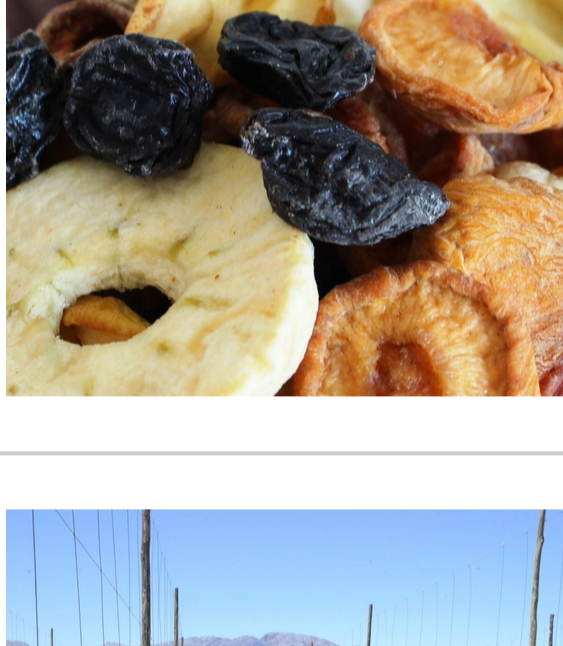


COVID-19 AND THE DECIDUOUS FRUIT INDUSTRY

Against the background of the COVID-19 outbreak, the deciduous fruit industry has increased efforts to ensure an ongoing supply of safe, quality fruit for local and export markets. We have created an [industry information page here](#) where all relevant resource documents will be uploaded 24/7 as received from the various government departments. **We will also send out regular COVID-19 Communiques to industry stakeholders with important information.** Be informed, be prepared. Watch Hortgro's Covid-19 video [here](#).

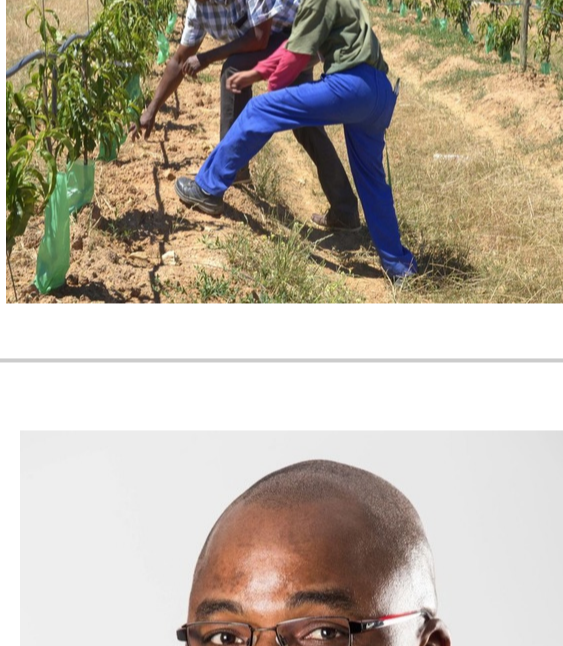
AT LEAST WASH HANDS BETTER - WARNS MICROBIOLOGIST

Despite all the technological advances of the past century, there is one basic thing that people have simply not yet managed to learn: to wash their hands. Diseases and germs will not spread so widely if people can only start doing this properly. Read story [here](#).



DROËVRUGTE 'WONDER PRODUK IN DIE TYD'

Die verkope van droëvrugte, pruiemedante en pruimedantsap het met die uitbreking van die COVID-19 merkbaar gestyg. Lees meer oor die verskynsel [hier](#).



A DECADE OF TRANSFORMATION

Since 2010 the Pome and Stone Fruit Industries have put their money where their mouths are regarding transformation and sustainable development. True transformation is more than primary production but focuses on the entire value chain. Read story [here](#).

- Download our [Transformation Infographic here](#).
- Read the latest [Transformation Times here](#).
- Download the [Comprehensive Transformation Guide here](#).



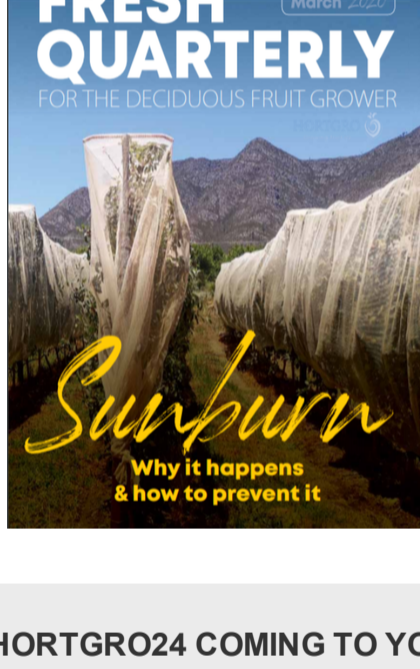
SEBOPETSA NEW WESTERN CAPE DEPARTMENT OF AGRICULTURE HOD

Dr Mogale Sebopetsa is the new HOD for the Western Cape Department of Agriculture. Read more [here](#).

FRUIT SA CEO STEPS DOWN

Dr Konanani Liphadzi, CEO of Fruit SA has decided to step down after six years in the position. Read more [here](#).

Fhumulani Ratshatanga has been appointed Acting CEO of Fruit SA with effect from 01 April 2020. Read more [here](#).



FRESH QUARTERLY ISSUE 8

- Everything about SUNBURN
- Fruit flies
- Cripps Pink and internal browning
- Best postharvest practices

Download copy [here](#).

HORTGRO24 COMING TO YOU VIA D6 CONNECT APP

In keeping up with technology and improving communication with our stakeholders, Hortgro will be inviting all pome and stone fruit growers to join the **D6 Connect app, HORTGRO24**.

You will receive an e-mail invitation from Taryn Hodgson our Digital Media Specialist to join the app. If you have any problems, please contact [Taryn](#).



AGT 2020

Agri's Got Talent will be hosted for the seventh time this year and will again give workers in the citrus, deciduous fruit, and wine industries the chance to showcase their singing talents! Visit the AGT website [here](#).

→ UPCOMING EVENTS

HORTGRO RESEARCH SHOWCASE postponed to 4 and 5 August 2020

Contact [Thea van Zyl](#) for more information.

→ HORTGRO PUBLICATIONS

[Transformation Times March 2020](#)

[Key Deciduous Fruit Statistics](#)

Hortgro Stone: [Timely Hints/Tydige Wenke: April 2020](#)

→ HORTGRO YOUTUBE KANAAL

Vind ons videobiblioteek vol bedryfsinligting [hier](#).

PLUS: 36 Boordopleiding video's nou beskikbaar in [AFRIKAANS](#), [XHOSA](#) en [ENGLS](#)

FROM THE EXECUTIVE DIRECTOR'S DESK

BC VS AC

Daar sal voortaan in 'n nuwe konteks van BC en AC gepraat word - "Before Corona" en "After Corona".

Mens kan amper iets Bybels hierin lees – 'n "reality check" vir die mensdom. Dat ons eintlik niks is nie, dat ons omtrent op elke terrein aan mekaar verbind en van mekaar afhankelijk is. Dat dit noodsaaklik is om in isolasie en verwyderd van mekaar, steeds te moet saamwerk om die kollektief vir ons almal beter te maak.

'n Teenstrydigheid – in isolasie op ons eie of as gesinne en families bymekaar. Alles moontlik om kontak te vermy - maar ook verbind tot 'n gemeenskaplike aksie en doel, om risiko te verlaag.

For travel, the short-term goal globally is to slow down the tempo of transmission of the virus by curbing travel and gatherings of people. This has its challenges and full lockdown of all non-essential services and activities will be even more challenging. Equally so, the reality is that 9 out of 10 of us will contract the virus sometime or another as it would be naive to ignore the scientific facts in this regard. Fact is that we will get it, BUT – we need to "flatten the curve".

Daarom moet elkeen van ons, ons deel doen. Hierdie sal verbygaan, en wanneer dinge weer normaliseer gaan die wêreld 'n ander plek wees.

Agriculture has been declared an essential industry as people need to eat. And they need to eat healthily. So, we must ensure that we continue our operations at all levels, but also adhere to the guidelines and processes to protect our employees and ourselves.

We are a very resilient sector and have just (mostly) come through the most severe drought in many of our production regions in living memory. I am therefore confident that we will be able to make and implement plans to ensure that we continue with harvesting, storing, packing and distribution of our products. We have the infrastructure and human capacity to make this happen.

Die voordeel van 'n georganiseerde bedryf en effektiewe en pro-aktiewe bedryfsstruktuur en goeie kommunikasie, was nog nooit so relevant soos nou nie. Soos in die laaste klompie weke, sal Hortgro-personeel en bestuur hulle beskeie deeltjie doen om tot hieë oorlewing en aanpassing by die "AC"-era, by te dra.

Tot volgende keer.

Anton

*When written in Chinese, the word "crisis" is composed of two characters. One represents danger, and the other represents opportunity. John F. Kennedy
Never waste a crisis. It can be turned into a joyful transformation. Rahm Israel Emanuel*



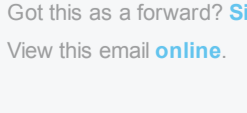
EDITORIAL TEAM

Elise-Marie Steenkamp - elise-marie@hortgro.co.za
Carmé Naudé - carme@hortgro.co.za
Thea van Zyl - thea@hortgro.co.za

CONTACT US

021 870 2900
www.hortgro.co.za

Share this email:



Manage your preferences | [Opt out](#) using TrueRemove®
Got this as a forward? [Sign up](#) to receive our future emails.
View this email [online](#).

258 Main St. Bultenvraving
Paarl, Western Cape | 7646 ZA

This email was sent to .
To continue receiving our emails, add us to your address book.

[Subscribe](#) to our email list.