

CONTENTS

- Paying it forward with fruit
- Die reis van 'n nuwe kultivar
- Buks and Henk's new book
- Uncharted waters - A trade and markets report
- 'Research that matters'
- Thank you for the music
- Fresh Quarterly Issue 8: All about Sunburn
- Events, Publications, YouTube
- From the Executive Director's desk



PAYING IT FORWARD WITH FRUIT

In response to the call by President Cyril Ramaphosa to contribute towards Covid-19 relief interventions, several packhouses, marketing agents, and farmers have opened their hearts,

rolled up their sleeves, and over the past weeks, donated tonnes of fresh fruit, food parcels, and provided financial aid to communities in need.

The DFDC (Hortgro's transformation division), AFASA, and the Western Cape Department of Agriculture's also got together with thirteen farming entities and packed 12 000 bags with 12 tonnes of fresh fruit to be distributed to the needy. Read more about food in the time of Corona [here](#).

- See some other donations [here](#).
- Watch a SABC news clip about farming operations in the Koue Bokkeveld during Covid-19 [here](#).

DIE REIS VAN 'N NUWE KULTIVAR

"'n Reis van 'n duisend myl begin met 'n enkele tree," het die Chinese wysgeer Confucius gesê.

Welliswaar is dit ook die geval met die vestiging van 'n nuwe kultivar, soos die meeste planttelers jou sal vertel. Kultivarkeuse bly een van die belangrikste besigheidsbesluite wat 'n produsent moet maak.

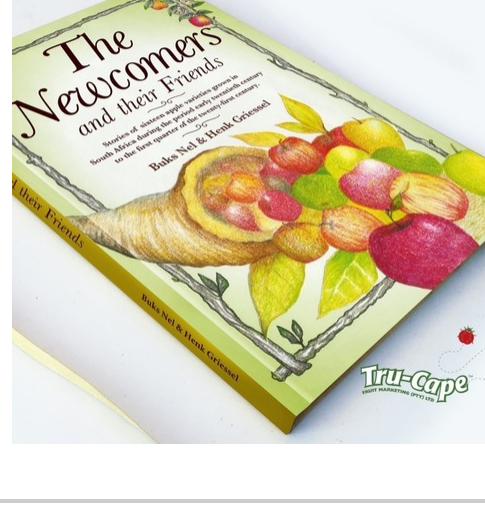
Lees meer [hier](#).



BUKS AND HENK'S NEW BOOK

In their new book, *The Newcomers and their Friends*, Tru-Cape Fruit Marketing apple and pear experts **Buks Nel** and **Henk Griessel** explore the more recent history of apples in South Africa. Read more [here](#).

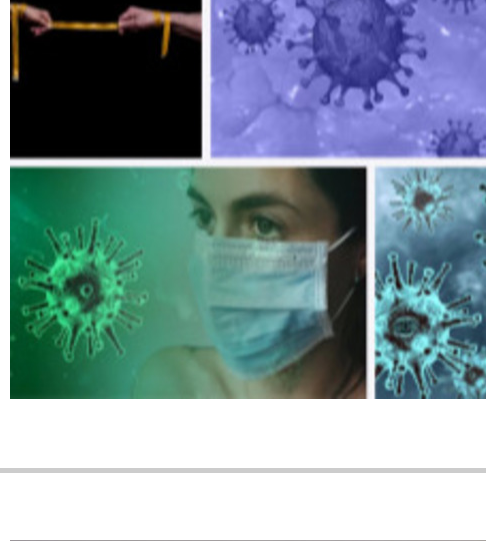
This, a companion to *Apples in the Early Days at the Cape*, where they explored apple varieties older than 100 years, is now available as an e-book. Read more [here](#).



UNCHARTED WATERS - A TRADE AND MARKETS REPORT

With the outbreak of the Coronavirus in November 2019 in China, we as the South African deciduous fruit industry, find ourselves in uncharted waters. What seemed to be something afar has now fundamentally changed our industry, markets around the globe, and how we do business.

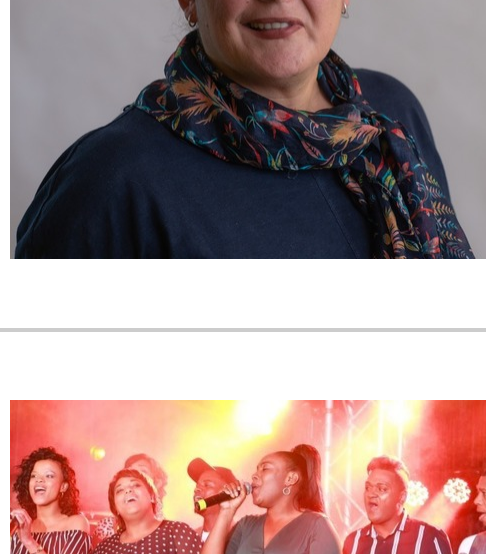
Read more [here](#).



'RESEARCH THAT MATTERS', SAYS NEW CHAIR OF DEPARTMENT OF HORTICULTURAL SCIENCE

For Dr Esmé Louw, newly appointed chair of the Stellenbosch University Department of Horticultural Science, the chance to make a real and tangible impact in the industry is just one of the things that excite her about the road ahead.

Read more [here](#).



THANK YOU FOR THE MUSIC

Music is a mighty tool to help develop people's potential and bind people together during challenging times.

Agri's Got Talent, the fruit industry's singing competition and upliftment programme, started small but went from andante to allegro in six years. This year will be their seventh anniversary. #Don'tStoptheMusic

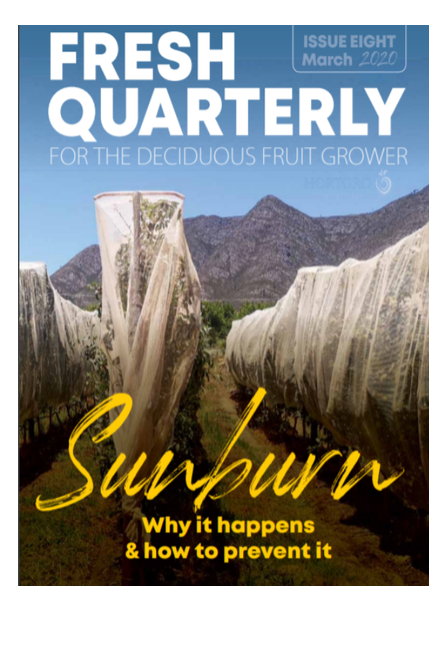
Read more [here](#).



FRESH QUARTERLY ISSUE 8

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

Download copy [here](#).



→ UPCOMING EVENTS

All arrangements for our upcoming events are going ahead at this stage.

We will keep you updated if an event needs to be postponed or canceled.

Contact Thea van Zyl (thea@hortgro.co.za) for more information.

- **HORTGRO RESEARCH SHOWCASE, 4 and 5 August 2020** (www.events.hortgro.co.za)
- **FRUIT INDUSTRY GALA EVENING, 11 September 2020**
Please nominate worthy individuals that make a difference in the deciduous fruit industry. For more information and to download the nomination forms visit <https://events.hortgro.co.za/fruit-industry-gala-evening/>
- **AGRI'S GOT TALENT, 3-9 October 2020**
Please encourage your workers (farm or packhouse) to enter this inspiring singing competition and upliftment programme. 2020 will be the competition's 7th year running. Visit www.agrisgottalent.com for more information.

→ HORTGRO PUBLICATIONS

[Transformation Times March 2020](#)

[Key Deciduous Fruit Statistics](#)

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

→ HORTGRO YOUTUBE KANAAL

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

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

FROM THE EXECUTIVE DIRECTOR'S DESK

Lasts and Firsts

These last 6 weeks, and especially since the lockdown started, has certainly been a weird time. My days have never been longer and it seems as if I spent the whole time in my office at home. This has however been a time of *Lasts* and *Firsts* and hopefully, some *Never Again*s too.

Lasts of hopping on planes and in cars to run to some or other meeting where everybody physically gathers in the same room for some or other very important meeting. Also, last of some carefully hoarded bottles of wine or whiskey that was saved for a special occasion. (The special occasion came and went with Maslow's basic human needs' matrix ruling again.)

But also *firsts* – having to master zooms, hangouts, teams, a new version of Skype, 3CX, and more via remote assistance from the clever IT guys. But, once you have done it a few times, it sort of works and suddenly it is not important to be in the same place at the same time. We have quickly learnt to adapt to a new way of operating. Thus far, such meetings have mostly been between a few individuals or small groups. We still need to adapt to having 'bigger meetings' linking remotely.

Point is, we have probably seen the last of many practices and operating procedures that were cast in concrete for ages and will experience many new and wonderful *firsts* in the weeks and months to come.

For now, we are looking forward to Phase 4 with more economic activity being re-started. Hortgro has, with the agri-community, provided comments on the proposed framework and now await the detailed Gazetting of the new regulations and requirements going forward. We trust that officialdom has learnt from the experiences of the past weeks.

As I write this, we still have challenges getting seasonal workers home. Having convinced SAPS with a workable protocol, now Dept of Health officials have ruled the opposite, and workers are still stuck. This dis-connected officialdom (sometimes bargaining in on farms and at packhouses, refusing to follow basic protocols, and adhering to risk mitigating rules) is making a lot of people, including yours truly, *gatvo!*

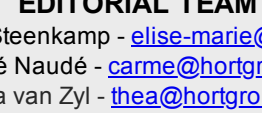
But, we need to focus on the spirit of finding solutions...because the economic fallout is going to be horrific.

Tot volgende keer.

Anton

The beauty of any first time is that it leads to a thousand others. Pico Iye

The only time you mustn't fail is the last time you try. Charles Kettering



EDITORIAL TEAM

Elise-Marie Steenkamp - elise-marie@hortgro.co.za

Carmé Naudé - carme@hortgro.co.za

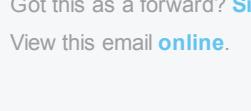
Thea van Zyl - thea@hortgro.co.za

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, Buitenverwagting
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.