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### VERRASSINGS IN LANDBOU SELDE 'N GOEIE DING

Swak opbrengste per hektaar bied 'n uitdaging vir pruimprodusente wat reeds die vorige drie jaar onder droogte deurgeloopt het. Wat staan hulle te doen? Evaluasie, evaluasie, evaluasie! Lees meer [hier](#).



### FUNDING DISCONTINUED

The Hortgro Pome and Stone Fruit Boards have made a decision that the industry should dis-engage itself from the ARC breeding programme with immediate effect.

Read more [here](#).



### EDUCATION IS THE FUTURE

More than 60 years ago Dr Paul Clüver's mother, Gertrude, established a farm school on De Rust, the family farm in the Elgin Valley. With only 23 learners.

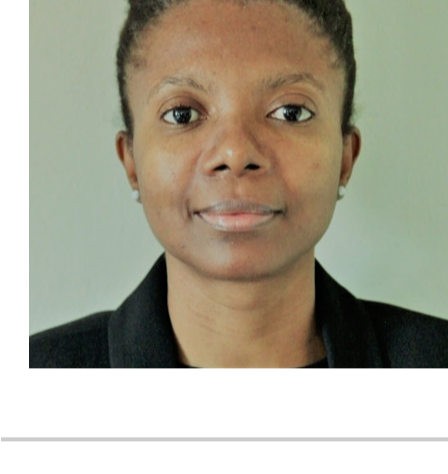
Read more [here](#).



### HORTGRO BURSARIES NOW OPEN

Hortgro believes it is necessary to provide support in training the best minds and developing a strong labour force.

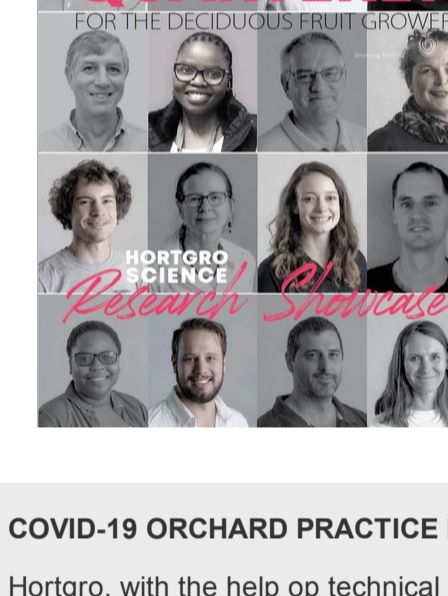
Click [here](#) if you want to apply for a Hortgro bursary.



### FRUIT SOUTH AFRICA APPOINTS NEW CEO

Fhumulani Ratshitanga has been appointed CEO of Fruit SA, effective 1 June 2020.

Read more [here](#).



### FRESH QUARTERLY ISSUE 9

- Getting to the root of salt tolerance
- Water use in Japanese plums
- The secret life of weevils
- Polyphagous shot-hole borer
- Solutions for superficial scald

Download [here](#).

### COVID-19 ORCHARD PRACTICE RISK MANAGEMENT PLAN

Hortgro, with the help of technical advisors, put together in an *Orchard practice risk management plan during Covid-19* in FreshNotes 176. Download it [here](#).



### CCC POME AND STONE BENCHMARK REPORTS

The Confronting Climate Change benchmark reports are out now.

Download them [here](#).

### SURVEY TO DETERMINE A BASELINE OF CRIME IN RURAL AREAS OF THE WC PROVINCE COMING SOON.

Read more [here](#).

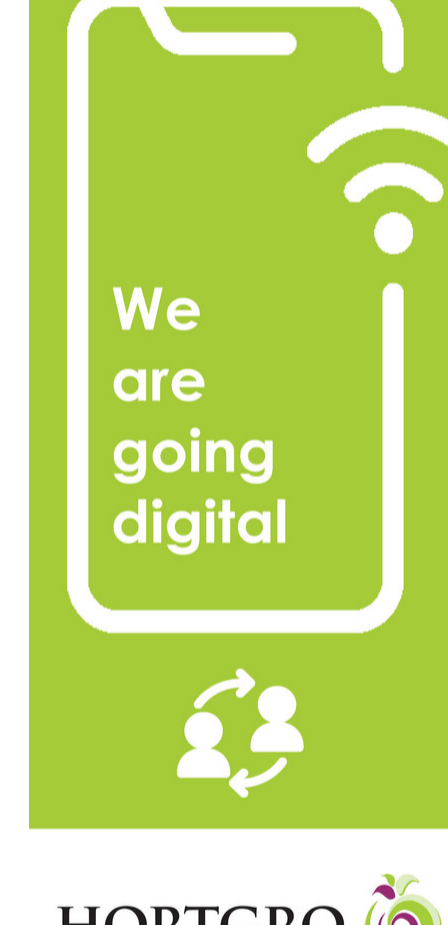


### SPV JAARVERSLAG

Laai asseblief die Sagtevrugte-plantverbeteringsorganisasie se jaarverslag af [hier](#).

### NUWE DROËVRUGTE VERBRUIKERSVELDTOG

Sien die eerste nuusbrief [hier](#).  
Luister ook [hier](#) na 'n onlangse RSG onderhoud.



**2020 is a challenging year but positively forcing us to change our way of thinking.**

**All Hortgro events for 2020 will be hosted online and not hosted in person as planned.**

Email [thea@hortgro.co.za](mailto:thea@hortgro.co.za) for more information.

#### RESEARCH SHOWCASE

Industry managed/funded research will be showcased online in information clusters when relevant. Read more [here](#).

#### FRUIT INDUSTRY GALA EVENING

Individuals who made a difference to the fruit industry over the past year will still be acknowledged with an online awards ceremony, despite the gala evening being cancelled. Therefore, please keep nominating worthy individuals. Read more [here](#).

#### AGRI'S GOT TALENT

"AGT gaan plaas toe!" We are still looking for the most talented agricultural worker in South Africa. Please share the competition details with your employees. <https://www.agrigottalent.com/>



### → INFORMATION AT YOUR FINGERTIPS

D6/Hortgro24 Information app. Email [taryn@hortgro.co.za](mailto:taryn@hortgro.co.za) for more information.  
Hortgro Postharvest Stone Fruit App (coming in June).

### → HORTGRO PUBLICATIONS

[Transformation Times March 2020](#)  
[Key Deciduous Fruit Statistics](#)  
Hortgro Stone: [Timely Hints/Tydige Wenke: June 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

### Being Re-Pro-Active

We have seen a number of new words and phrases since Covid-19 struck our shores and basically changed what and how we do things, overnight. That includes Zooming or Teaming which have substantially upgraded on Skyping and good old Telecons as we rapidly moved to online or virtual meetings and adapted to new concepts such as social distancing, sanitising and mute/unmute.

I must confess though that these online meetings have been all but virtual. They have been very real during the various levels (just when we got used to phases of load shedding) of lockdown. Which rules and regulations were way too complicated in any event where the logic and rationale behind some directives decreed from higher up, just did not make sense. On these, I don't really wish to comment other than to state that some of those relating to sales of wine, zolle and directives on what to wear, footwear and whether hot, cold or frozen food should be allowed or not, is just plain stupidity and irrational in my view.

But that as it may, we quickly learnt a new meeting protocol with raising hands or using the mute/unmute option to indicate when we wish to speak or participate in a discussion. At a recent Board meeting the phrase "re-pro-active" was coined to describe the mostly reactive rather than proactive responses we have seen to many new things in an effort to get to understand and get to grips with the new environment and challenges which were dumped on us in such a short space of time.

In this process, Hortgro tried to play its little role by sifting, packing, and re-packing basic information and guidelines via a string of dedicated communications to empower our members to cope with this phenomenon. So, in essence, Hortgro was proactive in its reactivity! Trust that makes sense!

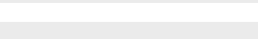
Now that the crop is in the cold stores, it feels as if the urgency and pressure is a bit less. We can therefore now more proactively assess our short, medium, and long-term actions and strategies going forward. And in this context long-term = 12-18 months. We just don't know what is going to happen over this period with global trade and related impacts on the spread of the virus. We can expect many people to be jobless, many businesses failing and consumer purchasing power dropping dramatically which will have a direct effect on our industry.

Thus far we as an industry have been mostly spared, but we need to re-assess our role and functions to ensure that we remain relevant and continue to make a material difference in the businesses of our stakeholders. I do believe that all of us – including our dear misguided politicians - have to focus on one collective objective, namely how to adapt in a new environment and to recover from this disaster.

Regards

Anton

"Change what you can, manage what you can't." – Ray McCauley  
"Being proactive, means being reactive ahead of time." - Anton

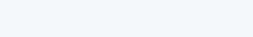


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