

CONTENTS

- Hoe kies mens 'n kampioen?
- The DNA of caring
- Shame in the time of Covid
- 'Ships A-Sailin' amidst Covid Challenges
- Ken jou appels en pere
- Fruit SA's new director
- Fruit Industry Transformation Working Group Annual Review
- Hortgro's stone fruit App
- Windbreak research
- Events
- Information at your fingertips, Timely hints, YouTube Channel
- From the Executive Director's desk



HOE KIES MENS 'N KAMPIOEN?

Die Suid-Afrikaanse vrugtebedryf stagneer omdat daar nie genoeg nuwe kultivars geplant word nie. Dit is die mening van Neville van Buuren, bestuurder van appel- en peerproduksie by Oak Valley Estate, buite Grabouw. Die Pro-Hort program is spesifiek van stapel gestuur om produsente soos hy te bemagtig met die beste moontlike inligting oor nuwe kultivars. Hortoloog Werner Truter van Provar verduidelik hoe mens 'n kampioen kultivar kies.

Lees meer [hier](#).



THE DNA OF CARING

On 16 May of this year, Laastedrif said goodbye to Irene Cillie. On that same day her son, Rossouw Cillie also fed 800 hungry people with fruit and veg from his farm. What a way to celebrate Mom's 93 years of unforgettable life and love.

Read more [here](#).



SHAME IN THE TIME OF COVID

Misinformation, poor communication and education, and the real fear that many people have of losing income have fuelled stigmatisation attached to Covid-19. What can you do?

Read more [here](#).



'SHIPS A-SAILIN' AMIDST COVID CHALLENGES

"Industry high standards, agility, and resilience made quick adaptations possible."

During Week 25 of the current pome fruit season, there was a marked increase in apple exports. This in contrast to previous weeks where the impact of Covid-19 played havoc with the logistics and the ports.

Read more [here](#).



APPELS EN PERE, KEN JOU KERNVRUGTE

In die vrugtebedryf, soos in alle ander bedrywe, kan jy soos 'n bedryfskenner klink deur net 'n paar van die regte terme te ken. Conrad Fick, Tru-Cape se bemarkingsdirekteur, verduidelik wat sekere terme beteken en wat kernvrugte nou eintlik is.

Lees meer [hier](#).



FRUIT SOUTH AFRICA APPOINTS NEW DIRECTOR

The Board of Fruit South Africa recently appointed Dr Nompumehlele Obokoh as Director.

Dr Obokoh joins Fruit SA at a time of unprecedented economic uncertainty in the country.

Read more [here](#).

FRUIT INDUSTRY TRANSFORMATION WORKING GROUP – ANNUAL REVIEW 2019

The Fruit Industry TWG focuses on the economic development and growth dimensions of transformation required for a sustainable and profitable business. Read more [here](#).



LAUNCH OF HORTGRO'S STONE FRUIT APP

Hortgro's new 'easy to use' stone fruit app offers postharvest information...down to different fruit types and cultivars. All in one place! For free.

The web-based app is specifically designed for mobile phones/tablets. It easily negotiates info via a desktop too.

The app can be accessed [here](#).

WINDBREAK RESEARCH

South Africa has been an important exporter of agricultural products to Europe. A new German/South African research project with stakeholders from science, agriculture, and industry wants to develop sustainable water and energy solutions for farms in South Africa. Please support the research by completing the survey - about perceptions of windbreaks, climate change, and the future of agriculture in SA. Answers are anonymous. Results will be made available through Hortgro.

https://www.soscisurvey.de/farmimpact_sa/

For more information contact Lutz Otto: Lutz-Heiner.Otto@uni-hohenheim.de



AGT GAAN PLAAS TOE!

Die gewilde sangkompetisie vir agri-werkers gaan voort. Daar is nie 'n gala-aand' maar ons gaan steeds die talent in landbou "showcase"!

Die kompetisie word digitaal via sosiale media aangebied. Die AGT-span kom plaas toe om finaliste te 'coach' en af te neem.

Ken jy 'n agri-werker met 'n besondere sangtalent? Help hom/haar om in te skryf en doen jou deel vir die opheffing van ons agri-werkers. En kry sommer gratis bemarking vir jou plaas! Vind meer inligting [hier](#).

DECIDUOUS FRUIT INDUSTRY AWARDS

The annual Deciduous Fruit Gala Evening is cancelled due to the Covid-19 pandemic.

The deciduous industry will still acknowledge individuals or groups/companies who made a difference over the past year. Nominations close 11 July 2020. Visit the [events page](#) for more information and to nominate someone online.

OTHER UPCOMING EVENTS:

- **IPV & Hortgro Stone Tegiese Inligtingsdag** via Zoom, 18 Augustus 2020. RSVP met 'n epos na inmaak@cfpa.co.za
- **Confronting Climate Change Workshops:** <https://www.hortgro.co.za/wp-content/uploads/docs/2020/05/ccc-workshops.pdf>

→ INFORMATION AT YOUR FINGERTIPS

D6/Hortgro24 Information app. Email taryn@hortgro.co.za for more information.

→ HORTGRO PUBLICATIONS

[Transformation Times March 2020](#)

[Key Deciduous Fruit Statistics](#)

Hortgro Stone: [Timely Hints/Tydige Wenke: July/Julie 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

The Cheese has moved - Again

Many of my (and older!) generation will remember the little booklet – *Who moved my Cheese* – written by Dr Spencer Johnson. This was prescribed reading for many of us in the late 1990's. Apparently more than 2,5 million copies have been sold globally.

Cut and pasted from Google, the story goes: "A simple parable that reveals profound truths. It is the amusing and enlightening story of four characters who live in a maze (Afr = doolhof) and look for cheese to nourish them and make them happy. Cheese is a metaphor for what you want to have in life. It could be a good job, a loving relationship, money, or health. The very core message of the book is this: "Things constantly change so we must adapt.

Or as the *Groot Krokodil* of a previous era so succinctly put it: "Adapt or die."

Over the years I often referred to this booklet when things were a bit *deurmekaar* and that we need to accept and embrace change, find new ways, and adapt where required. Don't resist change, but embrace it and unlock the potential and the new opportunities it brings. Even our Dominie in his *preek* this past Sunday (via digital link) also referred to this booklet.

Over the years I coined a phrase that we (Hortgro/industry) need to continuously adapt evolutionary and in small incremental ways, rather than the revolutionary way just prior to, during, and after deregulation of our industry in 1997.

I believe we mostly managed to achieve just that. With great enthusiasm under the guidance and visionary leadership of our governing bodies and a competent staff that continually embraced change and evolved our industry structures a step at a time to keep pace with the environment in which we operate. Never really thought that things could be worse than what experienced in the last years of the previous century and the start of the new century.

Now, that we have been caught somewhat with our *broek op die knieë*, we know it can indeed get worse. And it will become even more so before it gets better.

Never in recent history has the cheese been moved so profoundly than what we have experienced in the past 3 months locally, and the last 6 months globally, with the C19 pandemic. The fact is, that the way in which we live and conduct our economic activities to obtain our cheese, will never be the same.

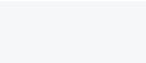
And those of us that cannot adapt, will become irrelevant and will disappear from the scene. As the *Groot Krokodil* did.

Luckily, we have a very robust industry structure, competent leadership, entrepreneurial thinking, and staff that have proved that we can pro-actively and continuously adapt with an inculcated ethos and culture of can-do and self do. Or as President Ramaphosa said recently: "*Being able to build a new aeroplane whilst in flight.*"

Thus far we have been blessed as an essential industry since the initial phase of the lockdown. We have a sound aeroplane and we will be able to re-build, add or remove some parts of it whilst in flight mode. No doubt, hard work, some compromise, and some hardships lie ahead, but we will find new cheese. Again and again and again if need be.

Until next time
Anton

"It is safer to search the maze than to remain in a cheeseless situation."
"The quicker you let go of old cheese, the sooner you find new cheese."
"Change happens. Keep moving with the cheese."



EDITORIAL TEAM
Elise-Marie Steenkamp - elise-marie@hortgro.co.za
Carmé Naude - 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, Bultenverwagting
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.