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## JOYENE ISAACS RECEIVES 1662 INDUSTRY AWARD

Joyene Isaacs, former HOD of the Western Cape Department of Agriculture became the second person to receive the coveted Hortgro 1662 Industry Award. Horticulturist Koos Lötter was the first recipient in 2019. Hortgro's Anton Rabe said that the 1662 Award not only commemorates the humble beginnings of the industry but is linked to honour and recognise outstanding contributions of individuals or groups to the industry. Read full story [here](#).

*Pictured here: Hortgro Chairman, Nicholas Dicey, hands over the award to Joyene at a function that was held outside Stellenbosch, on Monday.*

## STONE FRUIT SEASON FORECAST

The forecast for the 20/21 stone fruit season was recently released and experts are cautiously optimistic. With good winter rains and winter chill, there is much optimism for this season's crop. "A decline in European stone fruit production will potentially have a positive effect on us. We, of course, produce counter-seasonally and there is normally a slight overlap when the European season ends and ours start. So, a relatively empty market will help our season," said **Jacques du Preez**. Read more [here](#).

## 'JUICYDELICIOUS' STONE FRUIT CAMPAIGN KICKS OFF

The local generic stone fruit campaign, **Juicydelicious**, has kicked off. Find exciting recipes, health tips, competitions and much much more [here](#) and follow the campaign on social media platforms: [Facebook](#), [Instagram](#).

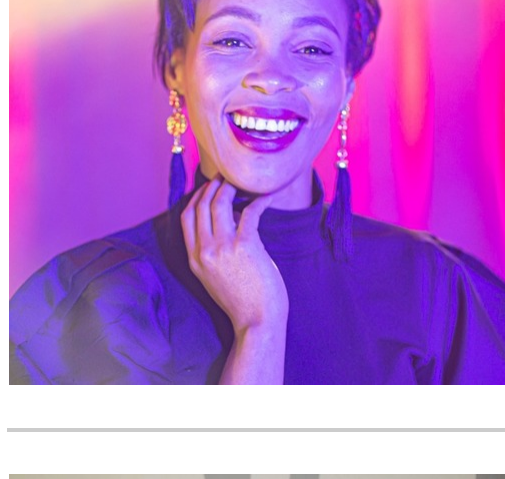


## REDDER IS BETTER

From fairytales to great works of art, the perfect red apple is a placeholder for a wide range of human emotions. With its recent improvements, the Fuji variety is set to continue its rise.

Tru-Cape Fruit Marketing, sold more than 570 000 cartons of Fuji this year. The Fuji Royal leaf is a typical Fuji leaf but the blossom is different.

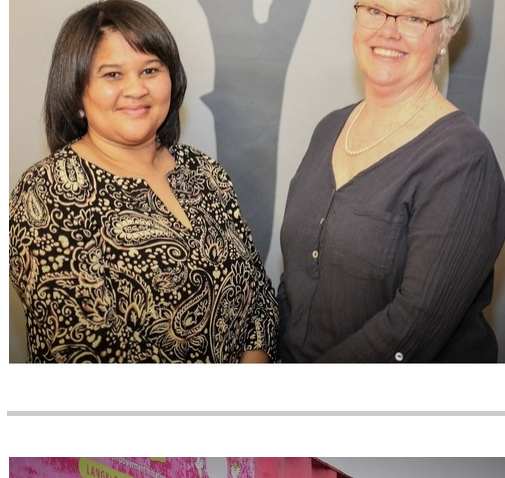
Read what **Robert Zulch** and **Frederik Voigt** have to say [here](#).



## 'MY VOICE WAS HEARD'

A 22-year old general agricultural worker, **Roshdene Sampson** from Sandhoek Farm, De Doorns, won over judges and fans with her incredible voice and her interpretation of Andra Day's R&B hit "Rise Up". "Although I am a farm worker and not in the music industry yet, my voice was heard." – Roshdene Sampson, Agri's Got Talent 2020 winner.

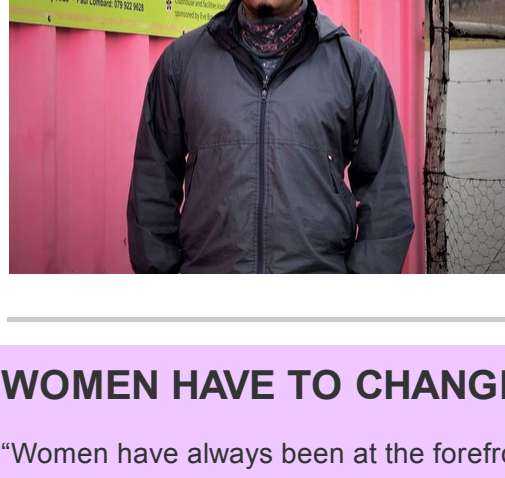
AGT 2020 was presented digitally this year and drew a crowd of more than 80 000 on social media alone. Read more [here](#).



## JOY VAN BILJON TREE UIT: "OPLEIDING WERK"

Opleiding werk! Met hierdie twee woorde, vat **Joy van Biljon** haar nalatenskap by die Koue Bokkeveld Opleidingsentrum (Kbos) saam. Joy wat vir baie sinoniem met Kbos is, het vanjaar as hoof uitgetree. Lees meer [hier](#).

Foto: Carmen Roberts (links), nuwe Kbos-hoof, saam met Joy van Biljon.



## THE MAN WHO ROWED INTO HIS FARM

You can clearly see that Paul Lombard, proud manager director of Eve Brand, an apple and pear farm near Misgund in the Langkloof, is a sorted and structured man. Structure that comes from the discipline of sport. Like all serious sportsmen, he is competitive, yet gentle and fair. That is also how he farms on Eve Brand.

Read Paul's story [here](#).

## WOMEN HAVE TO CHANGE THE NARRATIVE

"Women have always been at the forefront of every cause, and yet women still struggle to get access to resources and equal representation. In agriculture, it is access to opportunities, land and economic support." - **Thoko Didiza, DALRRD Minister**.

[Read here](#), what happened at the recent 'Generation Equality' webinar.

## MARILYN SIEGELS ON RENEWAL AND TRANSFORMATION

There is more than one type of transformation in this world. The most important one for the father and two daughters team of **Protea farm** was to farm for themselves. But then getting new life into old orchards was the next transformation.

Read Marilyn's story [here](#).

## TRANSFORMATION TIMES OCTOBER 2020

The Deciduous Fruit Development Chamber's newsletter filled with inspirational stories reflecting a changing industry.

Download your copy [here](#).



## IMPROVING RELATIONS BETWEEN BEEKEEPERS AND GROWERS

Pollination for deciduous fruit orchards is almost over and soon hives will disappear from orchards until next year. Every year's pollination is different. This year, with the excellent rains, the *veldblomme* are showing spectacularly, which often makes bees less interested in orchard blossoms. And although many variables come into play during pollination, one thing growers and beekeepers do have control over is ensuring good relations with the other party.

Read more [here](#).

[DOWNLOAD POLLINATOR CHARTER 2020 HERE](#).

## WATCH DECIDUOUS FRUIT INDUSTRY AWARDS 2020

Celebrity host **Ivor Price** digitally presents the 45th Deciduous Fruit Industry Awards. If you have not watched our winners yet, don't miss out, do so now!

[Watch Now](#)

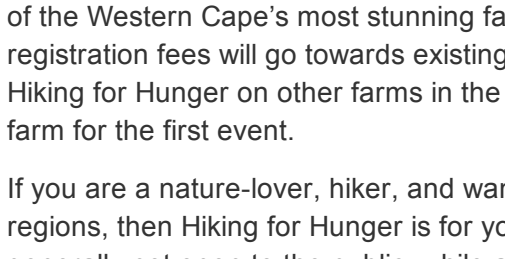
## UPCOMING EVENTS

3 November - CA Webinar Meeting, 14:00

7 November - Hiking for Hunger, De Rust Estate, Elgin. See more information below.

25 November - Langkloof Seminar & Orchard Walk, Misgund

Contact **Thea van Zyl** for more information via email on [thea@hortgro.co.za](mailto:thea@hortgro.co.za)



## WHAT IS THE HIKING FOR HUNGER PROJECT?

Earlier this year the COVID pandemic turned the whole world upside down. Many communities were left without income and food. Deciduous fruit growers were injured and donated food to those in need

With hiking season starting in earnest, the idea to have the public join in with food donations, while also experiencing the natural beauty in and around some of the Western Cape's most stunning farms, came together in Hiking for Hunger. A portion of the registration fees will go towards existing feeding schemes in each region. The idea is to replicate Hiking for Hunger on other farms in the Western Cape. The Cluver-family generously opened their farm for the first event.

If you are a nature-lover, hiker, and want to experience the rich biodiversity of our fruit producing regions, then Hiking for Hunger is for you. You will enjoy exclusive 'once-off hiking trails' that are generally not open to the public, while also making a difference in the lives of those in need.

## → INFORMATION AT YOUR FINGERTIPS

D6/Hortgro24 Information app.  
[Stone fruit app](#).  
 E-mail [taryn@hortgro.co.za](mailto:taryn@hortgro.co.za) for more information.

## → HORTGRO PUBLICATIONS

[Key Deciduous Fruit Statistics](#)  
 Hortgro Stone: [Timely Hints/Tydige Wenke: November 2020](#)

## → HORTGRO YOUTUBE KANAAL

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

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

## UIT DIE UITVOERENDE DIREKTEUR SE PEN

### Vroue-maand in Oktober...en in elke ander maand

As ek so na dié maand se nuusberigte kyk, is dit opvallend dat daar verskeie artikels oor vrouens in ons bedryf en landbou in die algemeen is. Amper 'n kwessie van Vroue-maand in Oktober!

Dit is uiteraard fantasties dat ons so gesênde is, mets voorvatters en vroue wat oor tyd besonderse bydraes tot die bedryf se aktiwiteite, hetsy dit op privaat/personlike vlak of op bedryfsvlak is, gemaak het. Die artikels oor Joyene Isaacs, Joy van Biljon, Marilyn Siegels, onlangs in die Transformation Times oor Lien Visagie van Witzenberg PALS, en in die laaste Vruchtejoemaal van Gertrude Cluver, matriarg van die bekende Cluver-familie, en nie so lank terug nie, van Irene Cillie se sleutelrol in die vestiging van kernwaardes en grondlegging van die Cillie-familieboerdery, is nog vars in die geheue.

So ook, Siya Kolisi en andere, wat die deurslaggewende rolle wat hulle ouma's en ma's in hulle lewens gespeel het en hulle gehelp is om hulle van vandag rolmodelle of soveel terreine te wees. Ekself onthou nog die "traktaatjie" - *Wat is 'n huis sonder 'n Moeder* - en die rol van my eie ma wat op jong ouderdom 'n weduwee geword het en ses kinders groot gekry het. En my ouma wat nog op 80 bōl geskop het. Ysters almal van hulle.

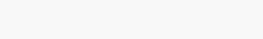
In die konteks ook die skrikkekkende kultuur van geweld teen vrouens en kinders is eweneens 'n kwessie wat ons as 'n kollektief moet aanspreek. Dit, én die geweldadigheid en wetteloosheid in gemeenskappe en die platteland. Dit is tyd dat ons as mans én vrouens moet opstaan en alles in ons vermoë moet doen om diesulkes aan die kaak te stel en hierdie malleigheid gestop te kry.

Ten slotte, ons is te genêie om nie behoorlik dankie te sê of erkenning te gee waar dit toekom nie. As 'n bedryf en landbou in die besonder, doen ons nie genoeg om erkenning te gee nie. Meet die instelling van die "1662 Toekenning" wat Hortgro pas aan Joyene Isaacs gegee het, hoop ons om voortaan bietjie beter te doen. Hopelik kan ons dit volgende jaar weer in April doen om die oorsprong van ons moderne en lewenskragtige bedryf in 1662 behoorlik te vier.

Tot volgende keer.

Anon

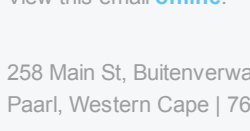
*Be a strong woman so that your daughter will know how to be one and so your son will know what to look for in a woman.* Anon



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