

HORTGRO NEWS

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CONTENTS

- Hortgro invests in youth
- Produksiebestuurders kry sertifikate
- Apricots: An untapped market
- Market and trade updates: Logistics at Cape Port; Russia-Ukraine War
- Watch: Walk-through the TCF lab with John Driver
- AGT: The Story of Faith
- Transformation: Changing Times
- News from Hortgro's regional representatives
- Fresh Notes 193 Chlorpyrifos status
- Western Cape pollination tariffs 2022
- Upcoming Events
- From the Executive Director's desk



HORTGRO INVESTS IN YOUTH

Hortgro recently held its annual bursary function in Stellenbosch to celebrate some of its 72 current bursary holders. Read **Kara van der Berg's** article [here](#).

Pictured here: Hortgro Executive Director, Anton Rabe, Western Cape MEC for Agriculture, Dr Ivan Meyer, Lindy Sigonyela, Hortgro, and Nicholas Dicey, Hortgro Chairperson



PRODUKSIEBESTUURDERS VOLTOOI KURSUS

17 Produksiebestuurders het onlangs hulle sertifikate ontvang vir 'n leierskapkursus wat hul voltooi het. Die kursus is deur Hortgro en Mazars aangebied. Lees **Kara van der Berg** se artikel [hier](#).

Op die foto: Van die deelnemers aan die program saam met Hortgro se menslike hulpbronbestuurder, Astrid Arendse (heel regs).



APRICOTS: AN UNTAPPED MARKET

South Africa's apricot market is relatively small. Yet, the latest crop yields have been positive and overseas markets, especially in Germany, are hungry for our fruit. Read more [here](#).



LOGISTICS UPDATE: CAPE TOWN PORT

The situation at the South African ports remains a major concern. Read the latest update from **Jacques du Preez** [here](#).



THE RUSSIA-UKRAINE WAR

The world markets and logistics have been hit hard by the Russian invasion of Ukraine and subsequent global sanctions against Russia, **Jacques du Preez** reports [here](#).

WATCH: WALKTHROUGH OF THE TC LAB WITH JOHN DRIVER

American Tissue Culture expert, John Driver, has been acting as a consultant for the [Tissue Culture Facility](#) (TCF) in Paarl. See what happens in the lab while John explains the science.



AGRI'S GOT TALENT: THE STORY OF FAITH

Agri's Got Talent is more than just a singing contest. It changes lives and communities. Faith Nogemane, winner of AGT 2021, has had a life filled with ups and downs but that did not stop her from pursuing her dreams. [Read](#) how winning AGT changed her life, by **Elise-Marie Steenkamp**.



TRANSFORMATION BOOK LAUNCHED:

CHANGING TIMES

We look back at the past 20 years of transformation in the deciduous fruit industry. This book is a compilation of all the incredible stories - the highlights, challenges, and future perspectives. With forewords by Hortgro Executive Director, **Anton Rabe**, and the DFDC-SA CEO, **Dr Thembi Xaba**. Download your copy [here](#).

NEW! NEWS FROM OUR PRODUCTION REGIONS

Hortgro's representatives in the Langkloof, Eastern Freestate, and Ceres regions give an overview of their seasons thus far, challenges they face, and hopes for the next season. Read it [here](#).

IMPORTANT FRESH NOTES 193: CHLORPYRIFOS STATUS

The Department of Health is revoking the Maximum Residue Limits of chlorpyrifos due to human health concerns, with its subsequent registration to be cancelled, to comply with relevant international requirements set for hazardous crop protection compounds. Suitable alternatives are being investigated. [Download Fresh Notes 193](#).

WESTERN CAPE POLLINATION TARIFFS 2022

The Western Cape Bee Industry Association has approved a new recommended pollination tariff of R1 121.00 (plus VAT) for the 2022 pollination season. Read more [here](#).



[SYMPOSIUM 2022: REGISTER NOW](#)

HORTGRO TECHNICAL SYMPOSIUM ONLINE REGISTRATIONS ARE OPEN

Visit our [web page](#) for more information and the preliminary [programme](#). Please note that due to Covid we can only accommodate 250 people in-person at the venue, at this stage.

There are limited sponsorship opportunities available. Download our sponsor options [here](#) or contact Lindy Sigonyela lindy@hortgro.co.za or Elise-Marie Steenkamp elise-marie@hortgro.co.za for more information.

PROVAR MID-SEASON POME TASTING 7 APRIL 2022 - NOOITGEDACHT

The Provar team invites you to attend another industry tasting of new early to mid-season apple and pear cultivars and selections. For inquiries, contact [Iwan Labuschagne](#) or visit [Provar](#).

FPEF FRUIT EXPORT VALUE CHAIN TRAINING

FPEF's fruit export value chain training is offered online this year in May/June and again in Sep/Oct. The course content covers the fruit export value chain from field to fork and is aimed primarily at employees in junior to middle management positions within fruit export companies, packhouses, and logistics companies. Contact Johannes Brand: johannes@fpef.co.za

INFORMATION AT YOUR FINGERTIPS

D6/Hortgro24 Information app.

Stone fruit app.

E-mail info@hortgro.co.za for more information.

HORTGRO PUBLICATIONS

[Key Deciduous Fruit Statistics](#)

Hortgro Stone: [Timely Hints/Tydige Wenke: April 2022](#)

Fresh Quarterly: [Issue 16](#)

Fresh Notes: FN 193 [Chlorpyrifos Status](#) and FN 194 [Packhouse Action Group Feedback](#)

Fruit South Africa [Transformation Summary](#)

Transformation Times: [December 2021 Issue](#)

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

Value proposition - Industry services & functions

Whilst we continue to struggle with alleviating the pressures on the industry's profitability sprung on us by the challenges in the logistical arena with global shipping and port congestion (exacerbated in the Cape Town port with low productivity, equipment failure and wind/fog delays) plus the added challenge with the Russian-Ukraine war, we need to reflect on the mandate of Hortgro in a very unpredictable environment.

This not only relates to the so-called VUCA world (volatility, uncertainty, complexity, ambiguity) we live in, but also the quantified, real and realistic value and contribution of industry services and functions contributing to return on investment at orchard level.

Hortgro operates on 4-year levy cycles with a clear mandate on what producer levies must be spent on over the period within a focussed strategic framework. This framework is based on the needs and priorities as identified by the industry itself, approved and signed off by our various producer councils and boards. This is confirmed with a referendum vote to assess the broad based level of producer support.

Currently Hortgro Pome and Stone are halfway through the 3rd year of the current levy cycle (2019 – 2023). Statutory levies in the order of R90 mill are raised annually and are aligned with the guidelines of the NAMC on utilisation and level (at DIP level).

A comparison of various main line fruits confirms that the various deciduous fruit levies are not out of kilter and within a range of 0,6% to 1,5% of DIP values. The guidelines allow for an upper level on DIP value of not more than 5%. Over time, both Hortgro Pome and Stone has managed to stay well clear from this threshold.

This is certainly not small change and brings a huge responsibility which Hortgro's management takes very seriously to ensure that producers get value for money and that the best possible enabling environment are created. We recognise that we are not perfect and we always strive to do better, but clinical analysis confirms an excellent ROI over time on this investment with key functions that can only be delivered as an industry collective. Industry bodies such as Hortgro is essential in this context.

We try to be as effective, flexible and nimble as we can, but we cannot be everything for everybody. Regular and objective review of the ROI on this levy investment is fair and fully accepted within the agreed medium-term framework being re-visited from time-time.

Hortgro management fully understand the financial pressure of many of our producers and is doing their best to spend every cent as best we can. Be assured that we will continue to work as hard as we can to provide you with the best possible service and utilise your funds as responsibly and effectively as possible.

We try to communicate and inform our key stakeholders on industry activities via various platforms and mediums. Please ensure that you are informed. If you have any questions or queries, please feel free to engage with your industry and regional representatives, and Hortgro management.

Until next time.

Anton

Tough times never last, but tough people do - Robert H. Schuller

Fall seven times; Stand up eight times - Japanese proverb



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