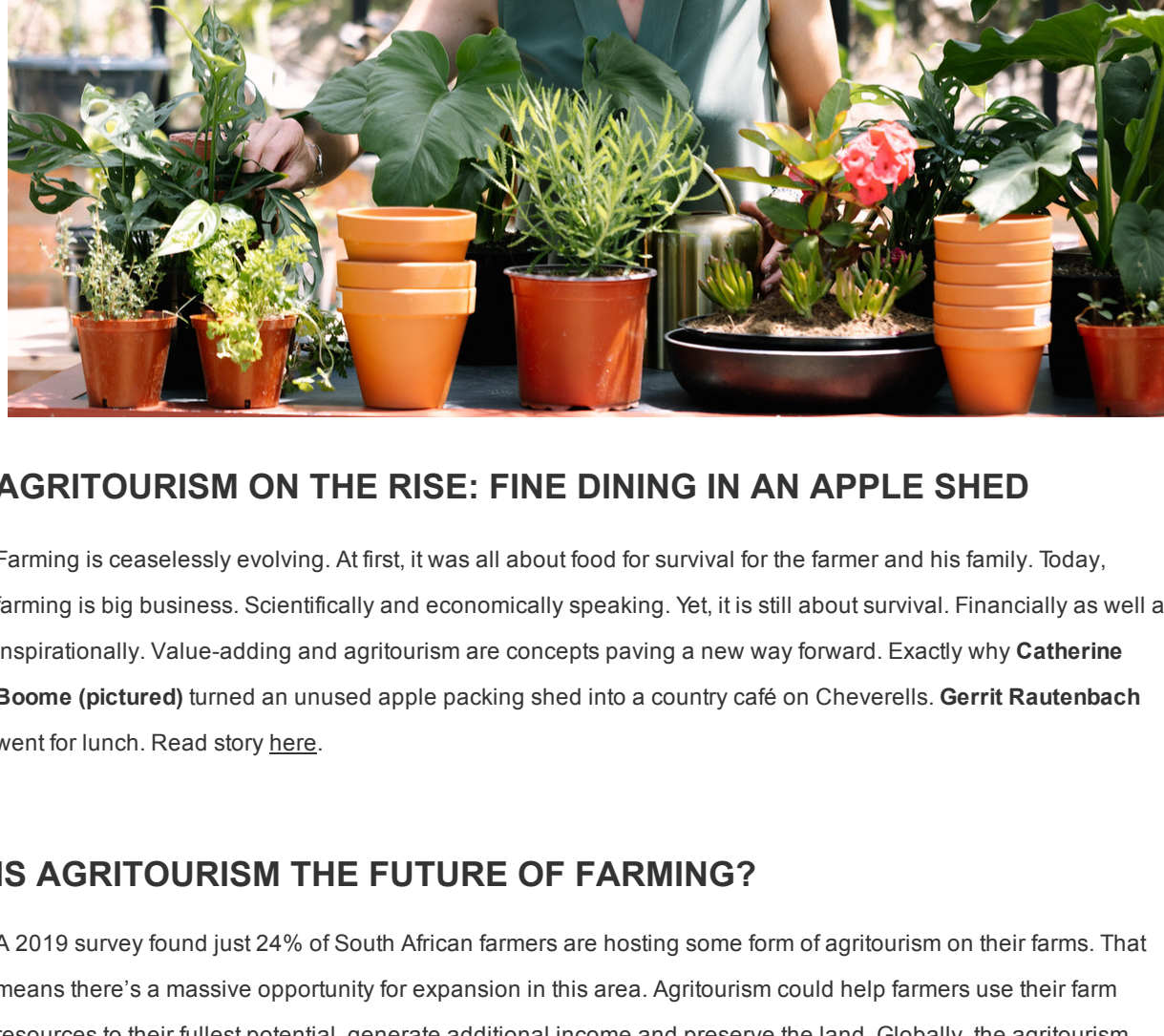


CONTENTS

- Fine dining in old apple shed
- Is agritourism the future of farming?
- Unati Speirs—new Hortgro director
- Bitter steenvrugseisoen
- KYK: Petru du Plessis praat pront
- KYK: Meer as grond
- Dr Xolani Sibozza paying-it-forward
- Hortgro's new phyto facility
- Hortgro Science visits Langkloof
- Nuwe era van leierskapsontwikkeling
- Impak van droogte op appelproduksie ondersoek
- FQ Issue 17
- CCC Pome and Stone reports
- Hortgro Technical Symposium 2022
- Provar fruit tasting
- WCBA Pollination webinar
- From the Executive Director's desk

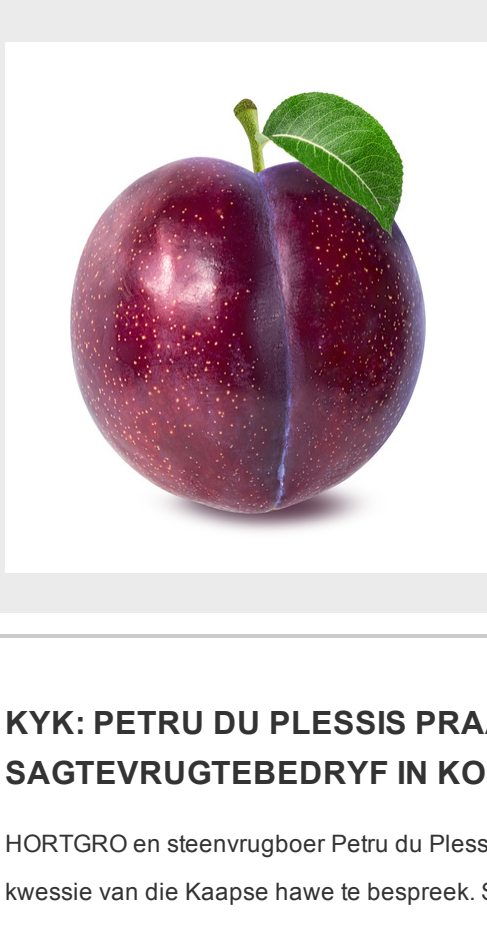
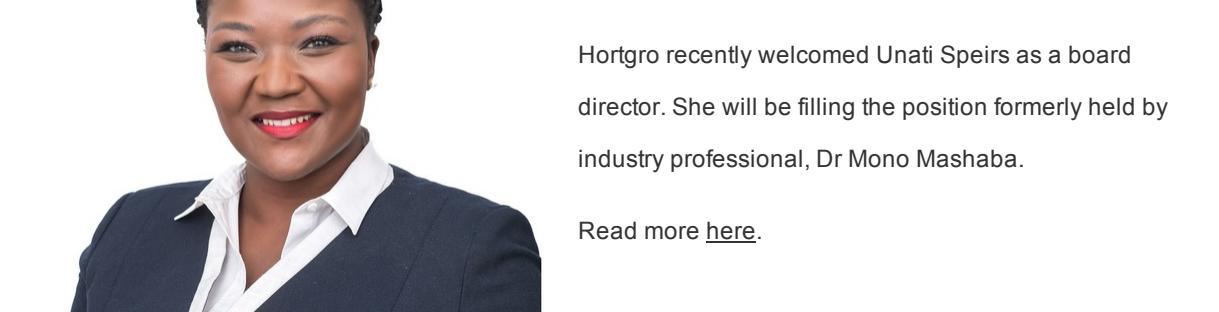


AGRITOURISM ON THE RISE: FINE DINING IN AN APPLE SHED

Farming is ceaselessly evolving. At first, it was all about food for survival for the farmer and his family. Today, farming is big business. Scientifically and economically speaking. Yet, it is still about survival. Financially as well as inspirationally. Value-adding and agritourism are concepts paving a new way forward. Exactly why **Catherine Boome** (pictured) turned an unused apple packing shed into a country café on Cheverells. **Gerrit Rautenbach** went for lunch. Read story [here](#).

IS AGRITOURISM THE FUTURE OF FARMING?

A 2019 survey found just 24% of South African farmers are hosting some form of agritourism on their farms. That means there's a massive opportunity for expansion in this area. Agritourism could help farmers use their farm resources to their fullest potential, generate additional income and preserve the land. Globally, the agritourism market should reach USD 117.37 billion by 2027, with compound annual growth of 7.42% (between 2019-2027). It's an important way for farmers to diversify their businesses and safeguard their farms for the future. Read more [here](#).



UNATI SPEIRS—HORTGRO'S NEW DIRECTOR

Hortgro recently welcomed Unati Speirs as a board director. She will be filling the position formerly held by industry professional, Dr Mono Mashaba.

Read more [here](#).



BITTER STEENVRUGSEISOEN

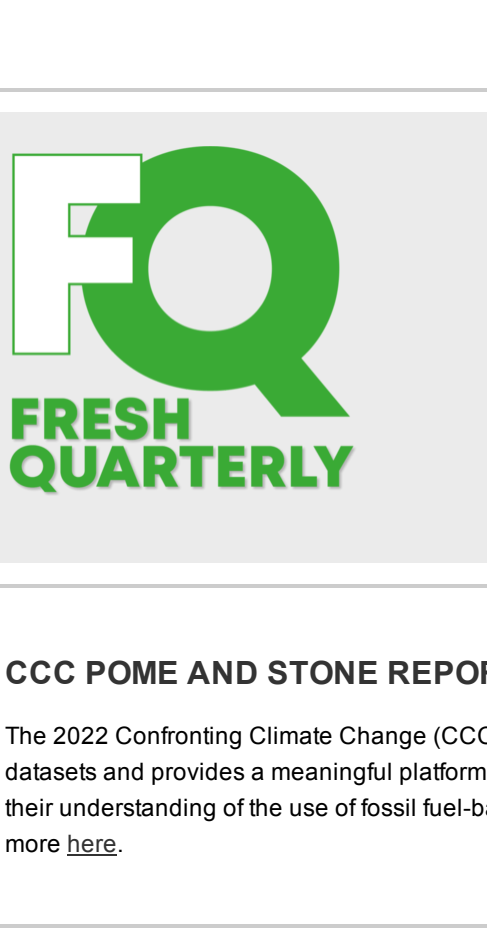
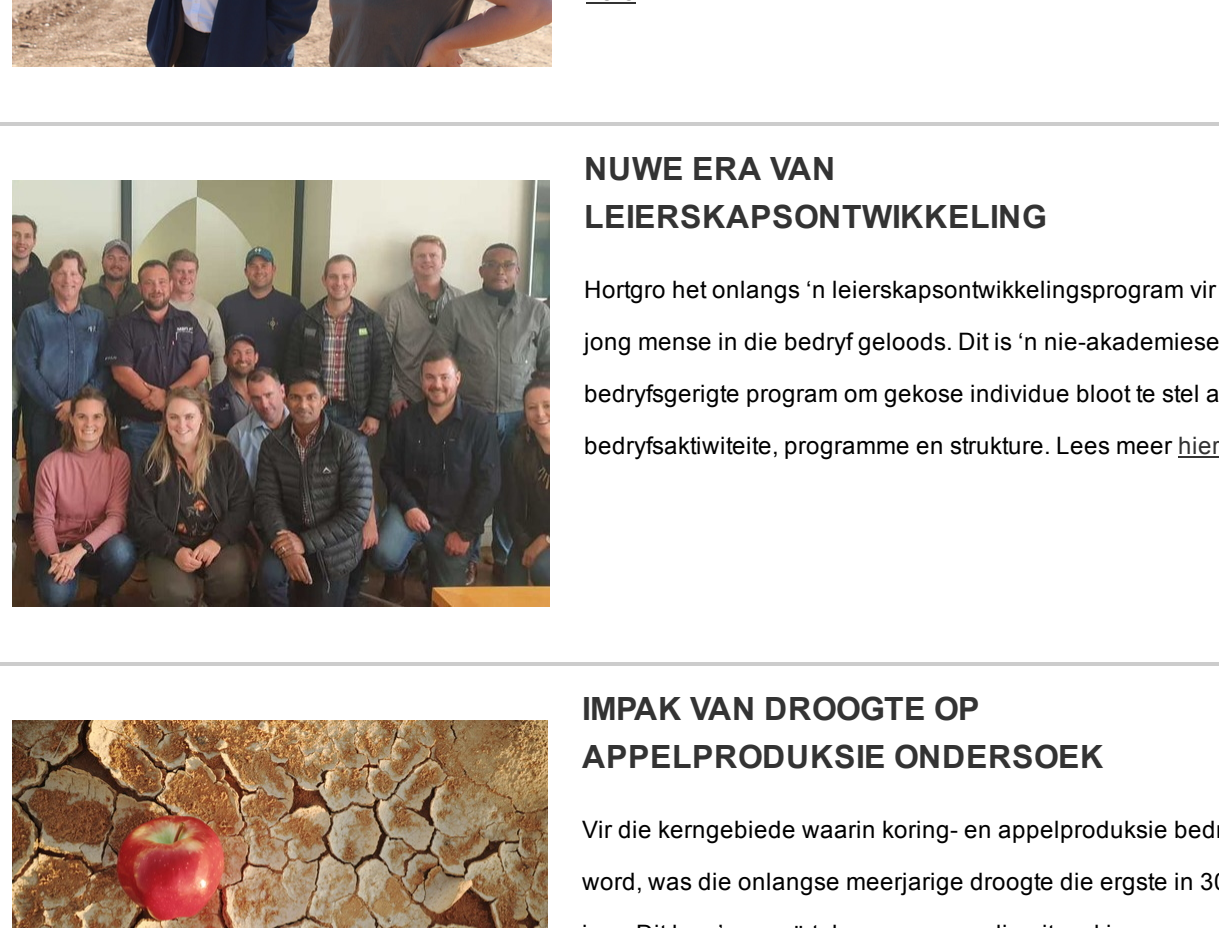
Weerstoestande was uitstekend vir produksie en daar was blink vooruitsigte. Die seisoen het afgeskop met voortreflike vrugset gevolg deur baie goeie oesvolumes in veral pruime. **Anna Mouton** vind uit wat verkeerd geloop het. Lees storie [hier](#).

KYK: PETRU DU PLESSIS PRAAT PRONT OOR KAAPSE HAWEN EN SAGTEVRUGTEBEDRYF IN KOLLIG OP 'MEER AS GROND'

HORTGRO en steenvrugboer Petru du Plessis het onlangs op ProntuitkykNET verskyn om die netelinge kwessie van die Kaapse hawe te bespreek. Sien 'n gedeelte van die program hieronder.

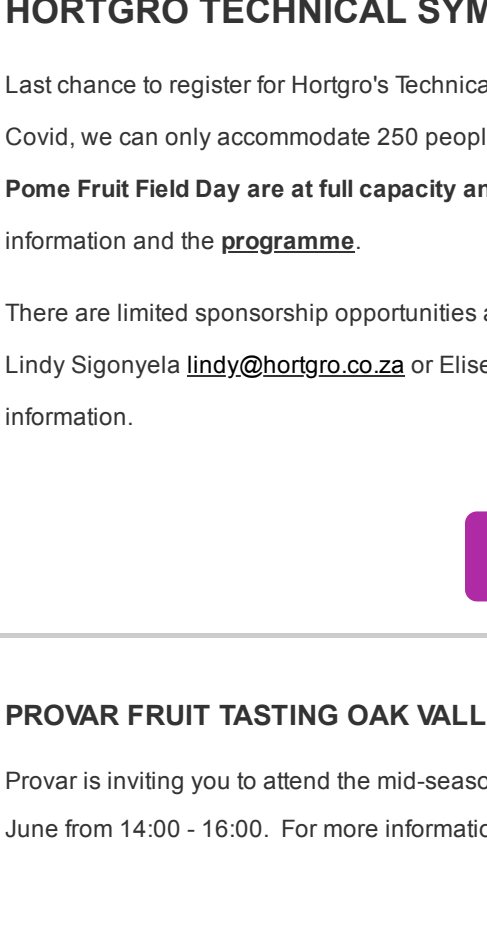
Dan, het HORTGRO ook saam met AgriSA en kykNET deelgeneem aan 'n TV-reeks Meer as Grond op VIA kanaal 147. Daar is by Stefan du Plessis van Elandsrivier gekuier in **Episode 5** en by Hortgro voorsitter Nicholas Dicey in **Episode 6**. Die aanbieder is Lynette Francis-Puren en word Woensdae om 18:00 uitgesaai met heruitsendings. Kyk gerus na ons mense, mooi plase en indrukwekkende bedryf.

Dankie aan almal wat bereid was om hul tyd op te offer en saam te werk om hierdie geleentheid moontlik te maak.



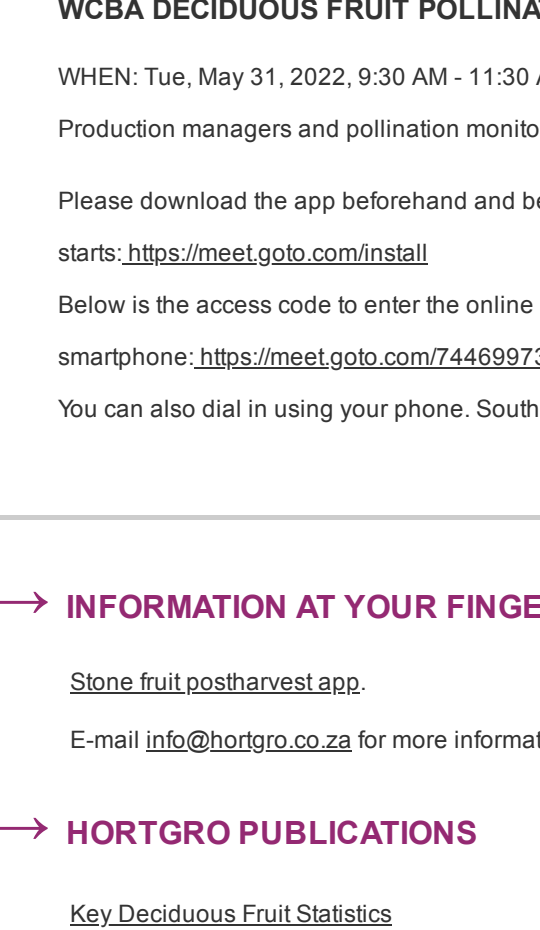
DR XOLANI SIBOZZA PAYING-IT-FORWARD

Hortgro's Dr Xolani Sibozza's first MScAgric student, Dian Craven, graduated from Stellenbosch University on 4 April. Sibozza is a Hortgro-funded researcher in the Department of Horticultural Science at Stellenbosch University where Craven conducted his study—titled "Managing lack of winter chilling in apple production". Read more [here](#).



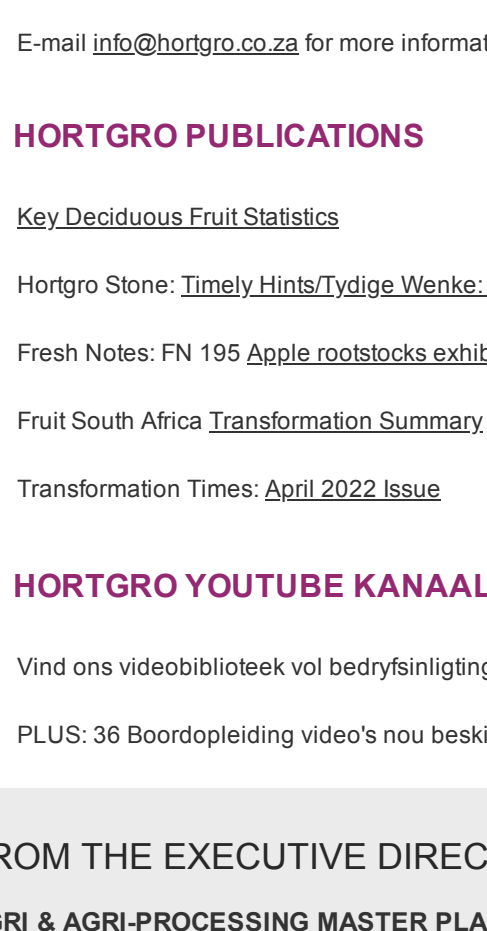
HORTGRO'S NEW PHYTO FACILITY

On 14 February 2022— construction commenced on a new Phytosanitary Laboratory—PHYLA—in Stellenbosch with **Dr Renate Smit** as manager. Hortgro has provided the funds to make the facility possible. The facility will help improve deciduous fruits' access to new markets and maintain current ones for the industry. **Kara van der Berg** paid PHYLA a visit. Read story [here](#).



HORTGRO SCIENCE VISITS LANGKLOOF

Hortgro Science entomologists: Matthew Addison, Crop Protection Manager, and Dr Minette Karsten, a researcher in applied entomology, took a trip to the Langkloof to investigate pest damage possibly caused by sucking insects. Read more [here](#).



NUWE ERA VAN LEIERSKAPSONTWIKKELING

Hortgro het onlangs 'n leierskapsontwikkelingsprogram vir jong mense in die bedryf geloods. Dit is 'n nie-akademiese bedryfsgerigte program om gekose individue bloot te stel aan bedryfsaktiwiteite, programme en strukture. Lees meer [hier](#).



IMPAK VAN DROOGTE OP APPELPRODUKSIE ONDERSOEK

Vir die kerngebiede waarin koring- en appelproduksie bedryf word, was die onlangse meerjarige droogte die ergste in 30 jaar. Dit kan 'n vroeë teken wees van die uitwerking van klimaatsverandering op landbou. Dit blyk duidelik uit 'n PhD-studie deur dr. Simone Theron. Lees meer [hier](#).



FRESH QUARTERLY #17 HOT OFF THE PRESS!

The Fresh Quarterly's latest issue is out now. Issue 17 deals with the topics of phytosanitary risks and market access and discusses the issue of apple scab. Find the latest FQ issue [here](#).

CCC POME AND STONE REPORTS

The 2022 Confronting Climate Change (CCC) industry benchmark process builds on 2020 - 2021 datasets and provides a meaningful platform for the South African fruit and wine industries to improve their understanding of the use of fossil fuel-based resources and to reduce emissions over time. Read more [here](#).

HORTGRO TECHNICAL SYMPOSIUM 2022

Last chance to register for Hortgro's Technical Symposium. Registrations close on **31 May 2022**. Due to Covid, we can only accommodate 250 people at venues. **Please note that the Pome Fruit Day and Pome Fruit Field Day are at full capacity and closed for registration.** Visit our [web page](#) for more information and the [programme](#).

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 FRUIT TASTING OAK VALLEY, EGVV

Provar is inviting you to attend the mid-season apple cultivars and selections tasting in Grabouw on 22 June from 14:00 - 16:00. For more information read [here](#). RSVP miaan@provar.co.za

WCBA DECIDUOUS FRUIT POLLINATION WEBINAR: GET YOUR MONIES WORTH

WHEN: Tue, May 31, 2022, 9:30 AM - 11:30 AM
Production managers and pollination monitors will benefit from this session.
Please download the app beforehand and be ready when the meeting starts: <https://meet.goto.com/install>
Below is the access code to enter the online meeting that can be joined from your computer, tablet or smartphone: <https://meet.goto.com/744699733>
You can also dial in using your phone. South Africa: +27 11 259 4924. Access Code: 744-699-733

→ INFORMATION AT YOUR FINGERTIPS

Stone fruit postharvest app.
E-mail info@hortgro.co.za for more information.

→ HORTGRO PUBLICATIONS

Key Deciduous Fruit Statistics
Hortgro Stone: [Timely Hints/Tydige Wenke: June/June 2022](#)
Fresh Notes: FN 195 [Apple rootstocks exhibiting abnormal gall-like growths](#)
Fruit South Africa [Transformation Summary](#)
Transformation Times: [April 2022 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

AGRI & AGRI-PROCESSING MASTER PLAN (AAMP)

The AAMP was recently signed prior to the 2022-23 budget speech of Minister Thoko Didiza of the Dept of Agriculture, Land Reform and Rural Development (DALRRD). This followed an extensive process of more than 2 years that concludes the 1st phase. It has been agreed that this will be a living document that will be amended as we move forward.

Hortgro actively participated in the horticultural cluster via FruitSA in the drafting of the AAMP and endorsed the plan. The AAMP-process was by no way perfect. Going forward, it contains a number of enablers with which the social partners can work. An integrated value chain and PPP approach are proposed. In our view, the establishment of a number of PPP's is essential in creating an enabling environment.

Our view was that we need not re-invent the wheel – in the recent past we had a number of Agri plans—Sector Plan for Agriculture, Phakisa and APAR, whilst the Agri sector is also adequately covered in the National Development Plan (NDP). We focused on deliverables and implementation.

The plan covers a number of so-called economic enablers to ensure inclusive economic growth and employment through a social compact approach through which the roles and responsibilities of the various social partners (government, business, labour and civil society) are clearly set out. It is structured along various pillars covering the horticulture, livestock and field crop sectors with a number of cross-cutting enablers covering interventions relating to natural resources and infrastructure; Human capital development; Addressing policy ambiguity and creating an investor-friendly environment; Improving food security; Farmer assistance, post-settlement support and development finance; R&D, skills development and extension services; and Improved and accelerated market access and trade promotion which includes bio-security, control of pests and diseases and crop protection remedies.

Implementation in the fruit industry will be dealt with via the Fruit Industry Value Round Table (FIVCRT). This is an existing structure with various established working groups representative of the various stakeholders relating to trade and market access, research and technical, resources and infrastructure, transformation, worker welfare and the domestic market.

Hopefully, this time around this plan will move beyond the strategy phase and will in fact be implemented in the best interest of all our agri-stakeholders. From a Hortgro perspective, we will participate fully and enthusiastically to make this a reality.

Until next time.

Anton

However beautiful the strategy, you should occasionally look at the results - Sir Winston Churchill

Plans are only good intentions unless they immediately degenerate into hard work - Peter Drucker

EDITORIAL TEAM

Elise-Marie Steenkamp - elise-marie@hortgro.co.za
Kyra Rensburg - kyra-kay@hortgro.co.za
Kara van der Berg - kara@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, Bullenverwagting
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.