

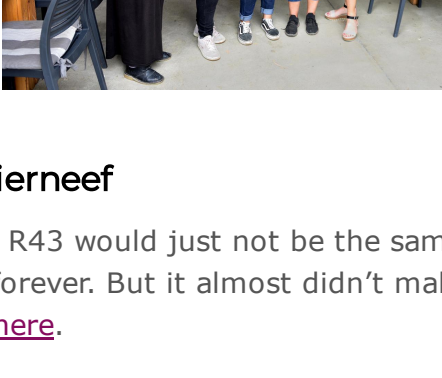
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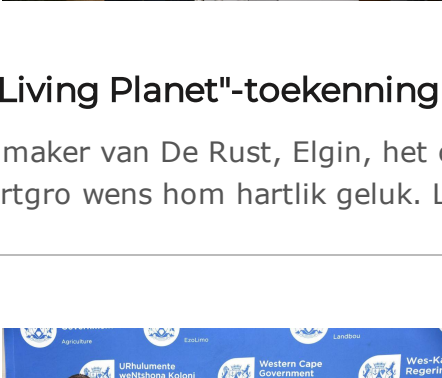
Hortfin and FNB launch new transformation finance scheme

Hortfin a blended-finance scheme that facilitates and enables transformation in the deciduous fruit, table grape and wine industries’, has embarked on a new partnership with First National Bank (FNB). The partnership was announced on 3 November 2022 at an event hosted at Klein Joostenberg. Read more [here](#).



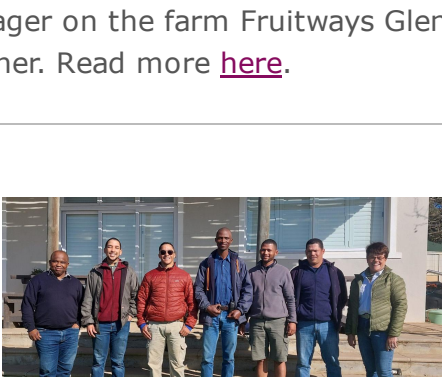
Rietdakkie Farmstall saved by a Pierneef

Driving from Worcester to Ceres on the R43 would just not be the same without stopping at Rietdakkie Farmstall. It seems like it’s been there forever. But it almost didn’t make it. Until famous artist, JH Pierneef unintentionally intervened. Read more [here](#).



Dr. Paul Clüver ontvang WWF se "Living Planet"-toekenning

Dr. Paul Clüver, sagtevrugteboer en wynmaker van De Rust, Elgin, het onlangs die WWF se “Living Planets Award” ontvang vir natuurbewaring. Hortgro wens hom hartlik geluk. Lees meer [hier](#).



Nigel Klaasen wins Western Cape Prestige Agri-Worker of the Year

Nigel Klaasen, a junior production manager on the farm Fruitways Glen Elgin in Elgin, has won the 2022 Western Cape Prestige Agri-Awards winner. Read more [here](#).



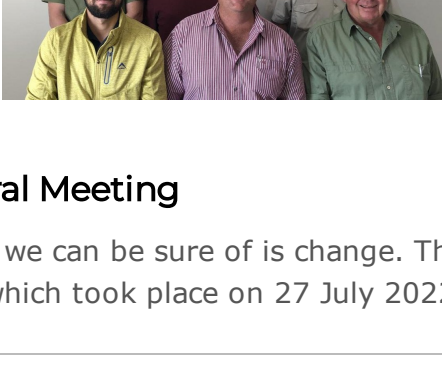
Mentorship is about *paying it forward*

Lona Odendaal has managed 27 internships within the fruit industry. More than half are working within the industry and that is where Bo-Radyn’s **Frikkie Jacobs** brought the right balance having successfully mentored five young agriculturists since 2018. Read more [here](#).



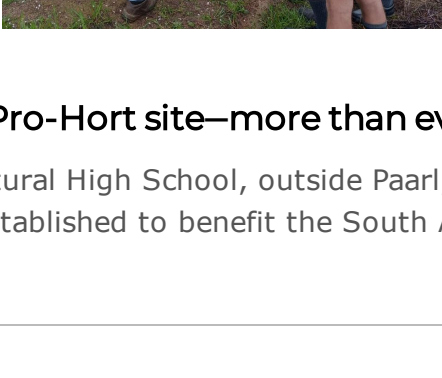
De Keur: Women flourishing in agriculture

Women still make up a smaller proportion than men in the agriculture industry in South Africa, especially in managerial positions. According to StatsSA, although women account for 43.4% of the total employment in agriculture only, 33.1% of those who work in managerial positions are women. At De Keur "sisters are doing it for themselves". Read more [here](#).



Kersieproduksie in Suid-Afrika

Dis amper Kersfees en as daar een vrug is wat sinoniem met die feestyd is, is dit kersies. Die kersiebedryf het die afgelope dekade formidabel gegroei. Lees meer [hier](#).



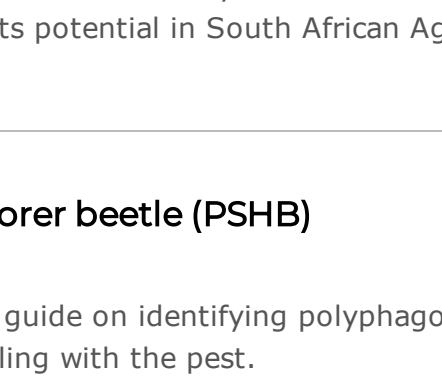
Cherry Association's Annual General Meeting

In the uncertainty of life, the one thing we can be sure of is change. That was the theme of the Cherry Association’s annual general meeting, which took place on 27 July 2022 in Paarl. Read more [here](#).



Boland Agricultural High School Pro-Hort site—more than evaluation...

The Pro-Hort site at the Boland Agricultural High School, outside Paarl, is one of eleven evaluation sites that are part of the extensive programme established to benefit the South African fruit producers. Read more [here](#).



Mishkaat Anderson appointed new GM at Culdevco

Mishkaat Anderson has been appointed as the new General Manager at Culdevco Pty Ltd in Stellenbosch. January follows in the footsteps of Dr Leon von Mollendorff who recently retired. Read more [here](#).



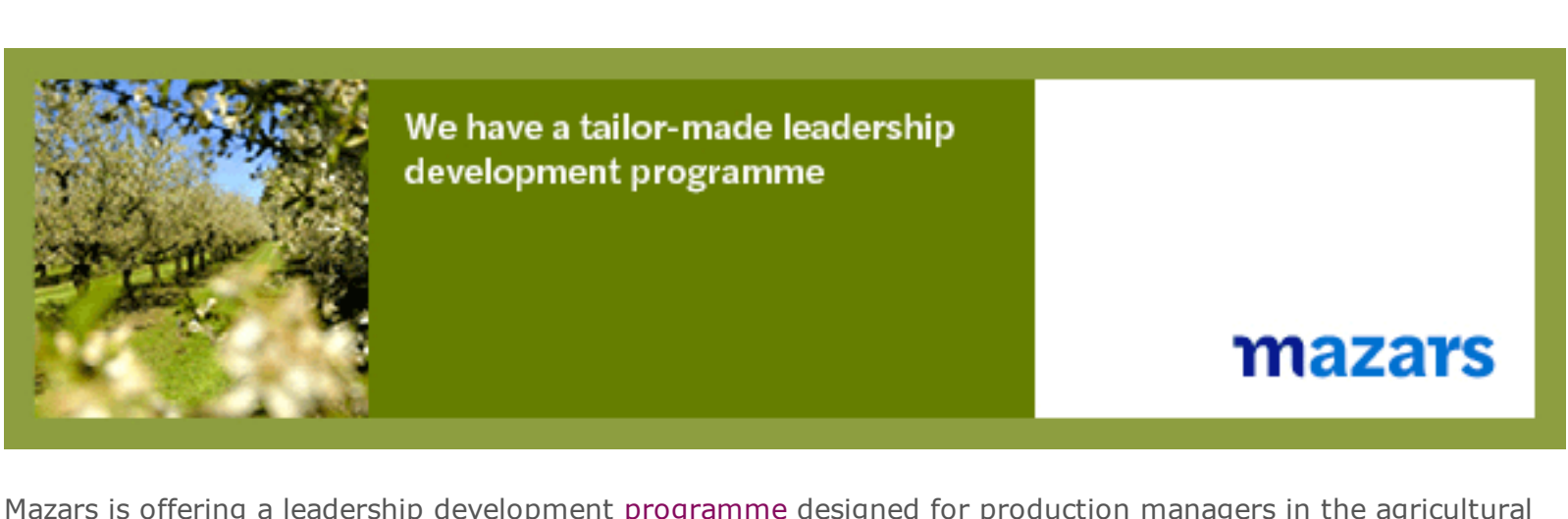
National delegates visit the Tissue Culture Facility

Government delegates visited the Tissue Culture Facility at Bernheim recently. Hosted by Hortgro, the event included a talk on TCF technology and its potential in South African Agriculture. Find out more about the Tissue Culture Facility [here](#).

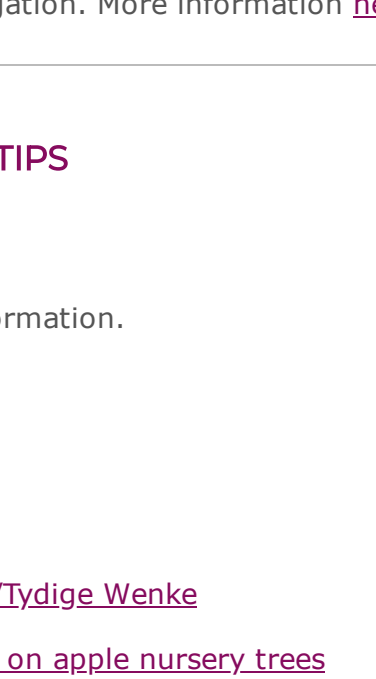
Update: Polyphagous shot-hole borer beetle (PSHB)

Do you think you have PSHB? [Here](#) is a guide on identifying polyphagous shot-hole borer, how to dispose of the beetle and the do’s and don’t of dealing with the pest.

WATCH: Hortfin & FNB partnership beneficiaries



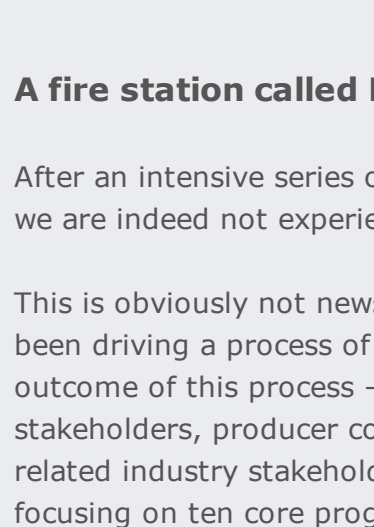
All about PEARS | Fresh Quarterly Issue 19



The latest [Fresh Quarterly Issue 19](#) is entirely devoted to pears. This issue was partially inspired by the upcoming International Pear Symposium that will take place in Stellenbosch, 22-26 January 2023.

Remember to register for the pear symposium, more information [here](#).

Mazars Leadership Development Programme



We have a tailor-made leadership development programme



Mazars is offering a leadership development [programme](#) designed for production managers in the agricultural sector. Download the programme for the schedule [here](#).

10th International Symposium on Irrigation of Horticultural Crops

The 10th International Symposium on Irrigation of Horticultural Crops will be hosted in Stellenbosch from 29th January to 2nd February 2023. This symposium will be an opportunity to engage in discussion on the latest findings and technologies around crop irrigation. More information [here](#).

→ **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: [December Timely Hints/Tydige Wenke](#)

Fresh Notes: [FN 200 An update on galls on apple nursery trees](#)

Fruit South Africa [Transformation Summary](#)

Transformation Times: [September 2022 Issue](#)

→ **HORTGRO YOUTUBE**

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

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

FROM THE EXECUTIVE DIRECTOR'S DESK

A fire station called Hortgro

After an intensive series of meetings with key stakeholder groups in most production regions in recent weeks, we are indeed not experiencing vintage times.

This is obviously not news to us as Hortgro management and boards as we have for the last 15 months or so been driving a process of – pro-actively adapting to an extremely volatile and challenging environment. The outcome of this process – the *Hortgro Vision of the Future* - which included consultation with relevant stakeholders, producer councils and advisory committees, was communicated and explained to producers and related industry stakeholders during these engagements. This is encapsulated in a strategic framework focusing on ten core programmes that address the risks and needs of our producers to ensure their survival and relevance of industry services and functions over the next four to five years.

The global and local context within which we need to address industry needs were conveyed and discussed. This is based on the reality that we will need to do more with less, given a scenario where some elements of a failed state scenario need to be addressed within a *self-do* mind-set. In this process Hortgro cannot be everything for everybody and we need to focus on those 20% issues that will make 80% difference.

This framework will be finalised in the coming weeks after further feedback to the Pome/Stone Boards and then serve as the backbone and road map for a new four-year levy-cycle (2023-2027) which will require producer support via a referendum early in 2023.

I repeatedly use the analogy of my colleague Hugh Campbell, namely that Hortgro in essence acts as a fire station for an industry in dire straits. The rationale being that when you need a fire station you really need it, and don't have time to build one or find one!

In my view, that fire station is called Hortgro. Hortgro is essential and was instrumental again and again in dealing with crises and issues that can only be dealt with via an industry collective. Yes, it is not perfect or super-human. We can and will try to do better. My plea is that growers must get involved, and are informed. Ask the right questions to their service providers. Growers should appoint the right individuals on boards, councils, and committees thereby ensuring that focus and utilisation of industry resources are on the right things.

Make sure what your fire station needs to do and where it is, because you are going to need it more and more going forward!

Until next time
Anton

You need to plan the way a fire department plans; It cannot anticipate where the next fire will be, so it has to shape an energetic and efficient team that is capable of responding to the un-anticipated as well as to any ordinary event. – Andy Grove



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