

CONTENTS

- Christi van den Heever: Vrugte, pype en respek
 - Transformation is not for "sissies"
 - Cape Town ports: Improvements, but long road ahead
 - Lessons learnt Down Under
 - Langkloof se jong bedryfsleiers
 - Agriculture and the National Minimum Wage increase quandary
 - Hortgro Annual Review 2023
 - Izethelo: Hortgro Media Award submissions now open
 - Hortgro Technical Symposium registrations open
 - From the Executive Director's desk
 - Upcoming events
 - Publications and video library
-



Christi van den Heever: Vrugte, pype en respek

Christi Van den Heever, 2023 se Agri Wes-Kaap Santam Jongboer van die Jaar, is vas oortuig dat Suid-Afrikaanse landbou 'n blink toekoms het. Lees meer [hier](#).



Transformation is not for "sissies"

"When we started, we had nothing. But we did have a good attitude and a willingness to work!" – Liza Ambraal, representing Dwarsberg Farming, at the Fruit SA Transformation Showcase recently held in the Western Cape. Read more [here](#).

Pictured: Larry Whitfield, Liza Ambraal and Kobus Koegelenberg.

Cape Town ports: Improvements, but long road ahead

New management, more transparency, better cooperation, and ongoing improvements have helped to turn around the backlog at the Cape Town port (CTP) for fruit exports. It is, however, still a long road ahead to get port productivity on par with the rest of the world.

Read more [here](#).

Transnet has a new CEO

Hortgro is pleased to announce that Michelle Phillips is the new Group Chief Executive Officer of Transnet. The announcement was made by the Minister of Public Enterprises, Pravin Gordhan, yesterday. Read more [here](#).

Find Prokon January pome fruit quality report [here](#).

Find Prokon January stone fruit quality report [here](#).



Lessons learnt Down Under

Hortgro's two-year industry leadership development programme recently concluded with an international study tour. Marno van der Westhuizen, a participant of the programme, mentioned some of the key learnings they gained in New Zealand and Australia. Read more [here](#).

Caption from left to right: Jaco Bruwer, Wiehann Steyn, Ross Heyns, Minette Karsten, Wilhelm Looch, Gerrit van der Merwe, Marno van der Westhuizen.

Langkloof se jong bedryfsleiers





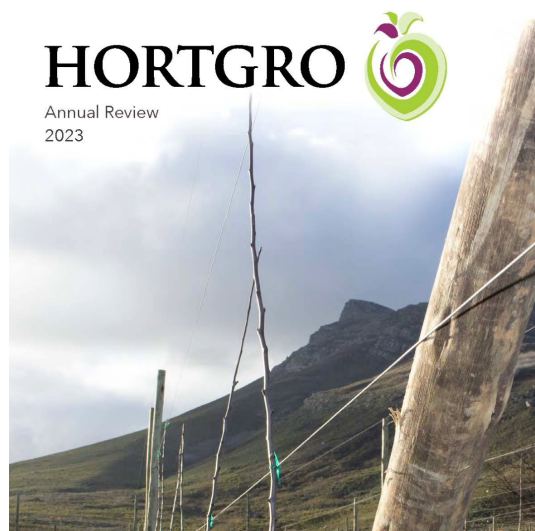
Wilhelm Loock

Kosie Zondag

Ontmoet twee van die nuwe generasie produsente wat Hortgro se bedryfsleierskapprogram voltooi het, Wilhelm Loock en Kosie Zondag. Lees meer [hier](#).

Agriculture and the National Minimum Wage increase

The national minimum wage (NMW) for farm and domestic workers was increased from R25,42/hour to R27,58/hour, the question is whether these amendments will solve South Africa's poverty woes which are exacerbated by urbanisation and several other factors such as a struggling economy given the implosion of public services and collapse of infrastructure. Read more [here](#).



Hortgro Annual Review 2023

The Hortgro Annual Review for 2023 is available on our website under [publications](#).

[Download](#) or read [online](#).



An award for outstanding journalism in and on the deciduous fruit (pome/stone) industry. The deciduous fruit industry's merit award for Journalism is focused to ensure continuous and constructive engagement between the fruit industry and the media.

Closing : 31 March 2024

IZETHELO: HORTGRO MEDIA AWARD

Submit your deciduous fruit stories now and stand a chance to win. Entries close 31 March 2024. For more information on submissions and how to enter, visit [Hortgro Events website](https://hortgro.co.za/events/izethe-lo) or contact awards@hortgro.co.za



Hortgro Technical Symposium 2024 registrations are officially open! Find the preliminary programme and more information [here](#). Don't miss out. Register to secure your seat.

FROM THE EXECUTIVE DIRECTOR'S DESK (ala ChatGPT)

Anton Rabe asked ChatGPT about Hortgro. This was its response:
Hortgro - Empowering South Africa's Fruit Industry Through Service Excellence

Hortgro stands as a cornerstone of South Africa's agricultural landscape, particularly within the vibrant fruit industry. As an agri-industry service structure, Hortgro plays a pivotal role in fostering growth, sustainability, and innovation within this crucial sector.

At its core, Hortgro represents a collaborative effort among growers, researchers, marketers, and industry stakeholders dedicated to advancing the interests of South Africa's deciduous fruit growers. Established in response to the need for collective action and support within the fruit industry, Hortgro has evolved into a dynamic organization driving progress and prosperity across the value chain.

One of Hortgro's primary functions is to provide essential services and support to growers, enabling them to enhance productivity, quality, and profitability. Through research and development initiatives, Hortgro invests in scientific advancements, best practices, and technology adoption aimed at optimizing crop yields, mitigating risks, and improving sustainability practices.

Moreover, Hortgro serves as a knowledge hub, disseminating valuable information, training, and technical assistance to growers, empowering them with the tools and insights needed to navigate challenges and capitalize on opportunities. From pest management strategies to irrigation techniques, Hortgro equips growers with the knowledge and skills required to thrive in a competitive global market.

In addition to its role in supporting growers, Hortgro plays a crucial role in market development and promotion. Through strategic marketing campaigns, trade missions, and industry partnerships, Hortgro works to expand market access, promote South African fruit brands, and enhance the competitiveness of the nation's produce in both domestic and international markets.

Furthermore, Hortgro serves as a voice for the industry, advocating for policies and regulations that foster a conducive business environment while safeguarding the interests of growers and stakeholders. By engaging with government agencies, industry associations, and other relevant stakeholders.

Collaboration lies at the heart of Hortgro's success. By fostering partnerships and alliances across the value chain, Hortgro promotes synergy, innovation, and shared value creation. Whether it's collaborating with research institutions to develop new varieties, partnering with retailers to promote consumer awareness, or working with export agencies to streamline logistics, Hortgro exemplifies the power of collective action in driving industry transformation.

Despite its achievements, Hortgro faces ongoing challenges, including fluctuating market dynamics, climate variability, and regulatory complexities. However, Hortgro continues to evolve and innovate, positioning South Africa's fruit industry for long-term success and sustainability.

In conclusion, Hortgro serves as a beacon of excellence and innovation within South Africa's fruit industry. As South Africa's fruit industry continues to expand and evolve, Hortgro remains steadfast in its mission to empower growers, drive innovation, and promote the sustainable growth of one of the nation's most vital sectors.

Who needs humans? - ChatGPT

We need to be super careful of AI. It's capable of vastly more than almost anyone knows, and the rate of improvement is exceptional – Elon Musk

Events 2024

15-17 March

18 April

3-6 June

Big Buzz Honey Festival. More information [here](#).

Tissue Culture Facility Information Day. More information [here](#).

Hortgro Technical Symposium [here](#).

→ INFORMATION AT YOUR FINGERTIPS

[Stone fruit postharvest app](#).

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

→ HORTGRO PUBLICATIONS

[Key Deciduous Fruit Statistics](#)

Fresh Quarterly : [Issue 23 Climate Change + Water & Irrigation](#)

Hortgro Stone: [March Timely Hints/ Maart Tydige Wenke](#)

Fresh Notes: [211 Quality management of plums following heat waves](#)

Fruit South Africa [Transformation Summary](#)

New Roots: [Volume 4 | December 2023](#)

Hortgro News: [All previous issues](#)

→ HORTGRO YOUTUBE

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

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



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