



MAKING MAGIC WITH MENTORSHIPS

Hortgro Learning and Development's Mentorship Programme, with **Lona Odendaal** at the helm, is making significant strides for the industry. Gerrit Rautenbach spoke to Lona, who focused on adult education early in her life. Her passion has always been helping people develop their potential and improve their circumstances. It is a win-win for the deciduous fruit industry.

[More info>>](#)



CELEBRATING THE FUTURE OF THE INDUSTRY

The Hortgro Bursary Programme currently boasts 25 undergraduate students, funded at R1.7 million, and Hortgro Science currently supports 30 post-graduate students with R4 million.

[More info>>](#)



HORTGRO PHYLA VISIT | AN ‘EYE-OPENER’ FOR THE DSTI’s DDG

A team from the Department of Science, Technology, and Innovation (DSTI) and the Fresh Produce Exporters Forum (FPEF), recently visited our PHYLA facility in Stellenbosch.

[More info>>](#)

STEENVRUGSEISOEN: UNIEK EN INTERESSANT

Na 'n wankelrige begin het die afgelope steenvrugseisoen bedryfskenners aangenaam verras. Lentetoestande bepaal grootliks die verwagting vir die komende seisoen, so die trietsige 2024 lente het aanvanklik kommer gewek.

[More info>>](#)



THE FUTURE OF FRESH PRODUCE: UNDERSTANDING THE CHALLENGES AND OPPORTUNITIES

Fresh produce—fruits and vegetables—is essential to a healthy diet, yet the industry that brings these foods to our tables faces significant challenges. **The Global Coalition of Fresh Produce** has a summary report.

[More info>>](#)



HORTGRO PRAAT OMGEWINGSAKE OP RSG LANDBOU

Lise Roberts doen 'n onderhoud met **Nitasha Baijnath-Pillay**, Hortgro se bestuurder vir volhoubaarheid en omgewingshulpbronne, oor die [Europese Unie](#) se verpakkings- en verpakkingsafvalregulasies, wat 18 maande van nou af begin. Luister gerus na die onderhoud [hier](#). [MEER INLIGTING>>](#)



SOUTH AFRICAN APPLE INDUSTRY CELEBRATED ITS 363rd BIRTHDAY ON 17 APRIL

The South African apple industry turned 363 on April 17. The first two Witte Wijnappels were harvested in the Company's Garden at the Cape of Good Hope in 1662 – a moment that seeded an industry now exporting nearly 50 million cartons yearly. [More info>>](#)

AGRI'S GOT TALENT 2025 NOW OPEN

This competition isn't just about showcasing the talent of our agricultural workers—it's about recognising their immense contributions to our sector and our nation. Agri workers, we salute you. Get ready to shine on stage.

[MEER INLIGTING>>](#)



**STEP INTO THE
SPOTLIGHT, UNLOCK
YOUR POTENTIAL!**



AGRI'S GOT TALENT 2025

AGT is a platform empowering agricultural workers in the fruit and wine industries to showcase their singing talents, develop life skills, and make a lasting impact on their communities.



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BOARD LEADERSHIP CHANGES AT FRUIT SA

Fruit SA recently announced key leadership changes to its Board of Directors. These appointments mark a significant transition as the organisation continues to strengthen its leadership and strategic vision for the South African fruit industry. Hortgro's Anton Rabe has been appointed as the new Chairperson.

[More info>>](#)

IMPORTANT FRESH NOTES

- [Summary of actions for export of apples – to the Kingdom of Thailand \(March 2025\)](#)
- [Restricted agricultural remedies and implementation of pest control operator \(PCO\) regulations \(April 2025\)](#)
- [Feedback of a Packhouse Action Group \(PAG\) \(March 2025\)](#)

**GET READY
UPCOMING EVENTS
YOU WON'T WANT TO MISS!**



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NEW! HORTGRO SCIENCE TECHNOLOGY TRANSFER PLATFORMS

- Hortgro Science Research Library. Find it [here](#).
- Hortgro Science Climate Change App. Find it [here](#).

HORTGRO REPUTATION SURVEY 2025 | SUMMARY

- Hortgro is the South African deciduous fruit industry grower organisation. As such, our growers and packhouses are our most important stakeholders. As a representative body in agriculture, Hortgro's stakeholder group is diverse and dynamic. Hortgro needs to ensure that its actions align with the expectations and needs of its stakeholders. Hortgro launched a reputation survey to ensure we are aligned with our industry's needs. Find the summary report [here](#).

Hortgro het pas sy eerste “reputation survey” voltooi. Hoewel Hortgro ’n bo-gemiddelde punt van 85% behaal het (die gemiddelde syfer van soortgelyke studies is iets soos 77%), is dit is vir ons ’n waardevolle rigtingwyser oor kwessies wat ons nog beter en/of anders kan doen.

’n Opgesomde weergawe van die studie word elders in hierdie nuusbrieff weergegee waarin meer detail vervat is oor wat Hortgro dryf, ons waardes en beginsels, asook kern fokusareas en hoe dit ervaar en beleef word deur die verskillende belangegroepe, én hoe dit gekommunikeer word.

Dit is regtig bemoedigend dat ons as Hortgro en as ’n bedryf op die regte pad is én dat verskillende belangegroepe reken ons as span doen die regte dinge reg, én dat daar ’n onderliggende waardestelsel is wat ons dryf en wat in die praktyk ervaar en waardeer word. Dit beteken nie dat ons foutloos is nie. Inteendeel, daar is verskeie aspekte wat uitgewys word waarop ons kan verbeter en waaraan ons beslis sal aandag gee.

Die top vier kwessies wat uitgelig is en as eerste indrukke in assosiasie met Hortgro genoem word, is bedryfsverteenwoordiging, ’n sterk assosiasie met landbou en tuinboubedryf, dit ’n uitkoms en navorsingsgedrewe entiteit is en dat essensiële ondersteuning, inligting en dienste aan sagtevrugteprodusente gelewer word. Inderdaad – dit is ons bestaansrede (purpose in Engels).

Die top kwessies wat Hortgro goed doen en verder op moet fokus, is marktoegang (behoud van bestaande markte en nuwe markte), navorsing en ontwikkeling, inligtings- en datavloei en kommunikasie oor die spektrum van bedryfkwessies. En om as ’n sterk stem namens die bedryf met veral regeringsrolspelers te kommunikeer.

Interessant genoeg is die kwessies waarop ons kan verbeter presies dieselfde kwessies: kommunikasie, marktoegang en navorsing! En dan ook logistiek en markontwikkeling wat uitgewys word as aspekte waar ons ons sokkies moet optrek.

My hartlike dank aan al die produsente en ander belangegroepe wat die moeite gedoen het om die vraelys te voltooi, én hulle kosbare tyd gebruik het om kommentaar te lewer en voorstelle te maak om beter diens te lewer.

In kort – doen so voort, maar doen dit nog beter én anders om die leemtes en behoeftes aan te spreek!

Tot volgende keer.

Anton Rabe

Do the best you can until you know better. Then when you know better, do better - Maya Angelou

To improve is to change; to be perfect is to change often - Winston Churchill



→ HORTGRO UPCOMING EVENTS

- **Hortgro Research Showcase and Post-harvest Symposium 2025**
 - Research Showcase: 3-4 June 2025
 - Post-Harvest Symposium: 5 June 2025
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→ HORTGRO PUBLICATIONS

- **Timely Hints**
 - [May/Mei 2025](#)
 - **Fresh Notes**
 - [220 Implementation of pest control operator \(PCO\) regulations](#)
 - **Hortgro News**
 - [All previous issues](#)
 - **Fruit South Africa**
 - [Transformation Summary](#)
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→ INFORMATION AT YOUR FINGERTIPS

- All of Hortgro's online platforms in one place, click [here](#)
 - E-mail info@hortgro.co.za for more information
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→ HORTGRO YOUTUBE

- Vind ons videobiblioteek vol bedryfsinligting [hier](#).
 - PLUS: 36 Boordopleiding video's nou beskikbaar in [AFRIKAANS](#), [XHOSA](#) en [ENGELS](#)
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Elise-Marie Steenkamp - elise-marie@hortgro.co.za

Sylvester Moatshe - sylvester@hortgro.co.za

Alisa Farr - alisa@hortgro.co.za

CONTACT US

021 870 2900

www.hortgro.co.za

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