



HORTGRO AWARDS 2025 | WINNERS

Earlier this month, the South African deciduous fruit industry came together to honour excellence, innovation, and leadership at the annual Hortgro Awards 2025, celebrating individuals and organisations whose vision and dedication continue to transform the sector. The awards recognised achievements across media, science, transformation, leadership, and industry service – paying tribute to the people who ensure the continued growth and competitiveness of South Africa’s fruit industry. Read more [here](#).



O.S.H. REINECKE BEDRYFSLEIERTOOKENING 2025 | Marius van der Westhuizen

Marius van der Westhuizen se naam is sinoniem met leierskap, volgehoue diens en onwrikbare toewyding aan die Suid-Afrikaanse vrugtebedryf. Hy is die eerste produsent van die Langkloof wat hierdie toekenning kry. Kyk na 'n video onderhoud met Marius [hier](#). Lees meer oor Marius [hier](#).



2025 Hortgro Chairman's Award | Hugh Campbell

Hugh's involvement in the fruit and agricultural sector spans an impressive 44 years, from 1980 to 2024, of which 26 years were at Hortgro. Under his leadership, Hortgro Science became the backbone of our industry.



Hortgro Voorsitterstoekenning 2025 | Louis van Zyl

Louis se loopbaan in die Suid-Afrikaanse kern- en steenvrugtebedryf strek oor meer as 'n kwarteeu en word gekenmerk deur visie, rentmeesterskap en 'n onwrikbare toewyding tot die groter bedryfsbelang.



2025 HORTGRO TRANSFORMATION AWARD | La Vouere Stone Fruit Pty Ltd

The 2025 Hortgro Transformation Award goes to **La Vouere Stone Fruit (Pty) Ltd** and its shareholders, a true reflection of the possibilities of PPPs.



1662 HORTGRO INDUSTRY AWARD | Dr Ilse Trautmann

The 1662 Industry Award gives recognition to any individual or individuals who have made an exceptional impact on the industry in any sphere. This year's winner is **Dr Ilse Trautmann!**



IZITHELO Hortgro Media Award 2025 | Michelle van der Spuy

Michelle is a seasoned agricultural journalist known for her insightful reporting on vital developments in South Africa's farming sector.



Johan is celebrated not just for an achievement, but a lifetime of dedication — a career defined by vision, innovation, and impact.

AGRI's GOT TALENT 2025 – LANDBOU PLAAS HOOP, TROTS EN WAARDIGHEID IN DIE KOLLIG

Die Agri's Got Talent 2025 finaal het Vrydagaand die Boland laat weergalm van musiek, trots en emosie, toe tien landbouwerkers van regoor Suid-Afrika hul talent op die verhoog gewys het. Jenedine Jantjies, van Patensie in die Oos-Kaap, het met die louere weggestap.

[Lees hier>>](#)



LANGKLOOF VRUGTE-VERENIGING GAAN VAN KRAG TOT KRAG

Die Langkloof, 'n unieke vrugbare vallei bekend vir sy appel- en peerboorde, ondergaan tans groot veranderinge wat die streek se vrugteproduksie ingrypend beïnvloed. Lees 'n opsomming van 'n onderhoud met Johan Kotze en Neil-Pierre Strydom [hier](#); kyk na die volledige onderhoud [hier](#).

HORTGRO SCIENCE FUNDED RESEARCH AT INTERNATIONAL FRUIT CROP MEETING

South Africa’s deciduous fruit industry was well represented at the recent IOBC-WPRS Integrated Protection of Fruit Crops meeting held in Wageningen, Netherlands. Students from Stellenbosch University, funded by Hortgro, presented their latest research in plant pathology, conservation ecology, and entomology.

[Read here>>](#)



FRUITFLY AFRICA | ADVANTAGE OF AERIAL BAITING

Fruit fly infestations remain one of the biggest threats to South Africa’s deciduous fruit industry. While ground-based baiting has long been a practice, a new cost analysis report highlights why aerial baiting – whether by helicopter or fixed-wing aircraft, or a combination thereof – offers both economic and practical advantages for producers.

[Read here>>](#)

FFA’s SIT PROGRAMME

FruitFly Africa (FFA) recently represented South Africa at the launch of Morocco’s new sterile insect technique (SIT) facility, an event hosted under the auspices of the International Atomic Energy Agency (IAEA) and attended by delegates from 17 African countries, Spain, and Austria.

[Read here>>](#)



GRABOUW BUSINESSES UNITE TO CLEAN SWANNIE RIVER

In recognition of Clean-Up and Recycle Month, three leading Grabouw businesses – Two-A-Day, Oude Molen Distillery, and Western Cape Fruit Processors – have partnered to tackle pollution in the local Swannie River, a vital water source for the community and surrounding farmlands.

[Read here>>](#)

SAVE THE DATE!

AGBIZ MEDIA DAY WC 2025

"Reframing the Narrative on South Africa's Fruit Sector"

23 OCTOBER 2025

09:00 - 14:00



29 October WEDNESDAY 12:00 -12:45

webinar:

**Sustainable Agriculture
& Carbon Footprinting**

for the pome and stone industry



Moderator:
Nitasha Baijnath - Pillay
MANAGER: RESOURCE MANAGEMENT
AND SUSTAINABILITY (HORTGRO)



**HORTGRO
footprint**

panel members will
be announced soon

IMPORTANT FRESH NOTES

- [Packhouse Action Group Feedback | FN 225 \(August 2025\)](#)
- [Restricted agricultural remedies | FN 224 \(July 2025\)](#)
- [Restricted agricultural remedies and implementation of pest control operator \(PCO\) regulations | FN 222 \(April 2025\)](#)

HORTGRO SCIENCE TECHNOLOGY TRANSFER PLATFORMS

- **Hortgro Science Research Library.** Find it [here](#).
- **Hortgro Science Climate Change App.** Find it [here](#).
- **Post-harvest Website.** Find it [here](#).
- **Phyto Application.** Find it [here](#).

FROM THE EXECUTIVE DIRECTOR'S DESK

Recognition

A large part of this month's newsletter is dedicated to the recent Hortgro industry awards, as well as the latest edition of the AGT, which was once again something to behold and a privilege to experience.

It is my view that, as an agricultural sector, and then also our industry in particular, we do not adequately recognise and honour the contributions of individuals and groups to the success of our industry, which we often take for granted. It is these individuals, many of whom have spanned decades of service, that truly make our sector great and drive our industry forward. This includes our producers, farm workers, packhouses and marketing/export companies, researchers, and technical advisors. The list goes on.

Yes, many of us earn a living from our daily toils, but many also walk the proverbial extra mile without expecting monetary or other material benefits, nor recognition for it. Just because they want to make a difference.

It is my sincere wish that politicians and officials will start to recognise that they should not mess with and play with our sector for whatever popular outcome they may strive for. The very core of our rural economies is dependent on people and should not be exploited, targeted, or put at risk for opportunistic purposes.

The mindset, culture, and ethos of service to the broader community, and not expecting recognition for it, do not release us from the responsibility to do just that - recognise outstanding contributions from time to time. That is the very essence of the Hortgro Awards for recognition, and AGT for serving as a platform for individuals to showcase their vast talent.

The list of industry leaders that have made a difference continues to grow with outstanding individuals being added annually to the roll of honour in the Hortgro office. The same applies to the other categories where outstanding individuals have made a difference with an impressive list of recipients of the 1662-award (named after the first two apples that was harvested in the Dutch East India Company (VOC) garden in Cape Town on 17 April 1662), the Hortgro Chairman's Award, the Daan Strydom award, the Transformation award, and the Izithelo award for journalism.

Congratulations again to those who were honoured this year. And also, to the Top 10 who participated in the AGT, and this year's winner, Jenedine Jantjies, in particular. You are all contributing to a growing legacy of excellence, which we all can be extremely proud of.

Until next time

Anton

We make a living by what we get, but we make a life by what we give – Winston Churchill

Brains, like hearts, go where they are appreciated – Robert McNamara

→ HORTGRO UPCOMING EVENTS

- **AGBIZ MEDIA DAY WC**, 23 OCTOBER 2025
- **SUSTAINABLE AGRICULTURE & CARBON FOOTPRINTING FOR POME AND STONE**, 29 OCTOBER 2025

→ HORTGRO PUBLICATIONS

- **Timely Hints**
 - [October/Okttober 2025](#)
- **Fresh Notes**
 - [225 Feedback of a Packhouse Action Group \(PAG\) meeting held in July 2025](#)
- **Hortgro News**
 - [All previous issues](#)
- **Fruit South Africa**
 - [Transformation Summary](#)

→ INFORMATION AT YOUR FINGERTIPS

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

→ HORTGRO YOUTUBE

- Vind ons videobiblioteek vol bedryfsinligting [hier](#).
- PLUS: 36 Boordopleiding video's nou beskikbaar in [AFRIKAANS](#), [XHOSA](#) en [ENGELS](#)



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