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Media release

JOYENE ISAACS AWARDED HORTGRO 1662 INDUSTRY AWARD

STELLENBOSCH. - Joyene Isaacs, former HOD of the Western Cape Department of Agriculture, became the second person last night to receive the coveted Hortgro 1662 Industry Award. Horticulturist Koos Lötter was the first recipient of the award in 2019.

The 1662 Award was created to celebrate the first two *Wittewijn Appels* that were picked in the Company's Garden on the 17th April 1662 and to recognise the humble beginnings of the deciduous fruit industry on the southern tip of Africa. Although the award ceremony was planned for 17th April this year, it had to be postponed due to Covid-19.

Hortgro Executive Director, Anton Rabe, handed over the award at a small function outside Stellenbosch, and said that the 1662 Award not only commemorates the humble beginnings of our industry, but it is now linked to honour and recognise the outstanding contributions of individuals or groups to our industry.

"We believe words such as: pioneering, innovative, professional, integrity, ethical, constructive, pro-active; evolutionary-change, fearless visionary, leadership, competence, excellence, solution driven, competitive, and world class, describe our industry. This is echoed in Hortgro's culture, ethos and delivery of industry services and functions to our membership. And it is this type of individual or groups we wish to honour and recognise through this 1662 Industry Award."

He further praised Isaacs for her enormous contributions on a wide range of agricultural issues, over an extended period of time. "She has vastly contributed to the success and transformation of not only the deciduous fruit industry, but also the *agri*-sector in general.

Her leadership and vision supported and improved our sector not only in the Western Cape, but nationally and beyond.

“Joyene played a significant role in the development of the ‘commodity approach’ – where industry and the Department’s resources and expertise were pooled to create synergies and cooperation on many levels. A huge gearing and multiplier effect to the benefit of beneficiaries. In this regard her vision and implementation of the original ‘boompie-projek’ was a fundamental shift in agriculture that was later successfully followed up by Jobs Fund 1 and currently Hortfin.”

These support programmes have created a stable platform to gear additional investment.

The impact, over the past ten years can be summarized with:

Total plantings: in excess of 2,200 ha + equipment/infrastructure

Total jobs: 3,564

Total projects benefitting: 180 entities

Total amount of income over lifespan of developments: R16.96 bn

Investment into the value chain, including production/packing costs: R11.9bn

Net result including funds available for reinvestment: R5.06 bn

“We at Hortgro, believe transformation for the sake of transformation is meaningless. If not meaningful, impactful, and sustainable it is mere lip service. These numbers in my view encapsulates this view and is testimony to an approach that works,” Rabe said.

“There are numerous other examples of support and service to agriculture where Joyene (and the Elsenburg team) went above and beyond. To such an extent that we as Western Cape-based commodities are the envy of our sister industries based in other provinces.”

Isaacs said in a short speech, that it is never just one individual who makes anything happening. “Thank you for this recognition, but I have to acknowledge the phenomenal support I received from my team, without whom nothing would have been possible.”

- Tru-Cape’s Henk Griessel and Buks Nel, with Hortgro’s assistance, managed to locate the original Wittewijn Appel in the Netherlands. The plant material was imported and after quarantine was grafted into baby trees. These trees were

planted on three locations in the Western Cape: the Heritage Garden of Oak Valley Estate, Babylonstoren, and the Company's Garden in Cape Town.



Caption: Hortgro Chairman, Nicholas Dicey, presents the 1662 Award to Joyene Isaacs.
Onderskrif: Nicholas Dicey, Hortgro se voorsitter, oorhandig the 1662 Bedryfs-toekenning aan Joyene Isaacs.

26 Oktober 2020

Persverklaring

JOYENE ISAACS BEKROON MET HORTGRO 1662 BEDRYFSTOEKENNING

STELLENBOSCH. - Joyene Isaacs, voormalige hoof van die Wes-Kaapse departement van landbou, het gisteraand die tweede persoon geword wat die gesogte Hortgro 1662-bedryfs-toekenning ontvang het. Tuinboukundige Koos Lötter was die eerste ontvanger van die toekenning in 2019.

Die 1662-toekenning is geskep om die eerste twee Wittewijn Appels wat op 17 April 1662 in die Kompanjiestuin gepluk is, te vier en ter erkenning van die nederige begin van die sagtevrugtebedryf aan die suidpunt van Afrika. Alhoewel die prysuitdeling vir 17 April vanjaar beplan was, moes dit weens Covid-19 uitgestel word.

Anton Rabe, uitvoerende direkteur van Hortgro, het die toekenning tydens 'n klein geselligheid buite Stellenbosch oorhandig en gesê dat die 1662-toekenning nie net die nederige begin van die sagtevrugtebedryf herdenk nie, maar dat dit nou gekoppel is aan die eer en erkenning van die uitstaande bydraes van individue of groepe aan die bedryf.

“Ons glo woorde soos: baanbrekerswerk, innoverend, professioneel, integriteit, eties, opbouend, pro-aktief; evolusionêr, vreeslose visioenêr, leierskap, bekwaamheid, uitnemendheid, oplossingsgedrewe, mededingend en wêreldklas, beskryf ons bedryf. Dit word weergegee in Hortgro se kultuur, etos en lewering van bedryfsdienste en funksies aan ons lede. En dit is hierdie soort individue of groepe wat ons wil vereer en erken deur hierdie 1662-bedryfs-toekenning.”

Hy het Isaacs verder geprys vir haar enorme bydrae, oor 'n lang tyd, tot 'n wye verskeidenheid landboukwessies. “Sy het grootliks bygedra tot die sukses en transformasie van nie net die sagtevrugtebedryf nie, maar ook die landbousektor in die algemeen. Haar leierskap en visie het ons sektor nie net in die Wes-Kaap ondersteun nie, maar ook nasionaal en verder.

“Joyene het 'n belangrike rol gespeel in die ontwikkeling van die 'kommoditeitsbenadering' - waar die bedrywe en die Departement se hulpbronne en kundigheid saamgevoeg is om sinergieë en samewerking op talle vlakke te skep. Dit is het weer 'n hefboom- en vermenigvuldigingseffek tot voordeel van die begunstigdes tot gevolg gehad. In hierdie verband was haar visie en implementering van die oorspronklike 'boompie-projek' 'n fundamentele verskuiwing in die landbou wat later suksesvol opgevolg is deur Jobs Fund 1 en tans Hortfin. ’

Hierdie ondersteuningsprogramme het 'n stabiele platform gevorm waarvandaan beleggings aangewend is. Die impak die afgelope tien jaar kan opgesom word met:

Totale aanplantings: meer as 2 200 ha + toerusting / infrastruktuur

Totale werksgeleenthede: 3.564

Totale projekte bevoordeel: 180 entiteite

Totale inkomste oor ontwikkelingsduur: R16,96 miljard

Belegging in die waardeketting, insluitend produksie- / verpakkingskoste: R11,9 miljard

Netto resultaat ingesluit fondse beskikbaar vir herbelegging: R5,06 miljard

“By Hortgro glo ons dat transformasie ter wille van transformasie sinneloos is. As dit nie impak maak, betekenisvol, en volhoubaar is nie, is dit bloot lippediens. Hierdie syfers omvat myns insiens hierdie siening en is 'n getuigenis van 'n benadering wat werk,” het Rabe gesê.

“Daar is talle ander voorbeelde van ondersteuning en diens aan die landbou waar Joyene (en die Elsenburg-span) buitengewoon verdienstelik was. In so 'n mate dat ons susterbedrywe in ander provinsies op die Wes-Kaap afgunstig is.”

Isaacs het in 'n kort toespraak gesê dat dit nooit net een persoon is wat iets laat gebeur nie. "Dankie vir hierdie toekenning, maar ek moet erkenning gee aan die fenomenale ondersteuning wat ek van my span ontvang het, sonder wie niks moontlik sou wees nie."

- Henk Griessel en Buks Nel van Tru-Cape het met die hulp van Hortgro daarin geslaag om die oorspronklike Wittewijn Appel in Nederland op te spoor. Die plantmateriaal is

ingevoer en na kwarantyn in bome geënt. Hierdie bome is op drie plekke in die Wes-Kaap geplant: die Gedenktuin van Oak Valley Estate, Babylonstoren en die Kompanjies tuin in Kaapstad.