



Transformation TIMES

Doubling the deciduous fruit industry by 2050

A Review of the DFDC SA April 2019 - Issue One

Thembi's Talk- Notes from the CEO

The agricultural sector is receiving the much needed focus, moreover as the debate on land ownership and transformation is directly related to the ability of the country to sustain its economic position. The debate also further entrenches the ambition of inclusive growth, to enable the previously disadvantaged to not only participate in the economy, but to own strategic resources.

The DFDC is mindful of this arena, hence the mandate is driven by the end of goal of transforming the deciduous fruit industry. With that, there is a strategic push to work towards increasing the number of hectares planted and owned by black producers and target the value chain segment, to ensure that transformation does not only happen at a primary level, but also throughout the value chain. With this background, alignment to the attainment of the NDP goals is crucial at this stage, and capitalising on the provisions on the Agricultural Policy Action Plan, in strengthening the value chain transformation mandate and commercialisation of black producers.

The memorandum of agreements signed with Mpumalanga Department of Agriculture and the Department of Rural Development and Land Reform are set as a foundation and demonstration of the work and collaboration the DFDC has with government to advance its expansion strategy - and also leveraging opportunities for black producers.

The DFDC is in its new phase, and the cluster AGM's held in November and December 2018 provided the DFDC with a platform to engage with producers, and most importantly for the clusters to nominate members to serve on the Board, informing the recently held DFDC SA on the 3rd April 2019. We cannot compromise on governance, and black producers need to be part of the process and own the mandate of the work that the DFDC is currently doing. With that I believe in that now is the time to recalibrate, we have a mandate to deliver and ease off the burden of the next generation of black producers. I have a farmer who always signs off with '*yours in transformation*'.



Thembi Xaba, CEO

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The ABC of the DFDC SA AGM

It sounds like a secret formula, but there is no secret, just a formula for the future. The 2019 Annual General Meeting (AGM) of the Deciduous Fruit Development Chamber took place on 3 April at Nietvoorbij just outside Stellenbosch.

CEO Thembi Xaba ran proceedings on a rail. New board members Wilfred Malgas, Zodwa Nkosi, Errol April and Trevor Abrahams were elected. Presentations were given; questions were asked, and answers were given. The future looks plum. Chairman Ismail Motala commented on it and the way forward:

“The AGM today has been a milestone for the deciduous fruit industry, especially from a development and transitional point of view. It has been a long road where we came from until today, we have achieved a great amount of success in terms of accountability and governance of the organisation. We are running a tight ship. Secondly I think this AGM and governance will convince funders from the government and the private sector that we are a serious transformation arm. That we know how to manage funds and are able to use funds responsibly.

“Where we’re going at is that land in the Western Cape is not really available anymore, so we need to begin to develop this industry in other provinces ... where we have black people with land and water and we don’t have to buy land and water.

[Download the full Annual Report here:](https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/annual-report-for-web.pdf)

<https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/annual-report-for-web.pdf>



“Where we come from until today, we have achieved a great amount of success in terms of accountability and governance ...”
- Ismail Motala

“The DFDC AGM elevates the participatory process, ‘no decisions for producers without them being involved’.”

- Thembi Xaba

We’re in a scenario now where we have agreements with other provincial governments such as in the Eastern Cape and Mpumalanga (Read: “The apples are rising in Mpumalanga” also in this *Times*).

We are about to approach the Free State and Limpopo, working with these governments to identify farmers, to identify land and water. Then, we have to start the process of raising funds to increase the footprint of the Deciduous Fruit Development Chamber in South Africa as a whole.”



“Winners are just too determined to fail ...”
- Errol April

“Women should understand this is the time to be in the space of agriculture - it’s the future of the next generations”
- Zodwa Nkosi

“We are not the movers and shakers, but we are the difference makers.”

- Wilfred Malgas (left in picture)

AGM PRESENTATIONS

During the Annual General Meeting that was recently held at the ARC Nietvoorbij in Stellenbosch several industry role-players presented industry information.



Find the presentations here:



“It is a very competitive industry. There is a role for everyone in the value chain. You have to ask yourself, can you do it more effectively without an exporter?”

**- Johannes Brand,
FPEF.**

Download here:
<https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/fpef-farmer-presentation-dfdc.pdf>

“Synergies between industry roleplayers need to be strengthened in order for the industry to grow in an inclusive manner.”

**- Mariette Kotze,
Operational Manager,
Hortgro.**

Download here:
<https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/levy-renewal-2018-final-april.pdf>



“Play your part to build the SA brand. Make a positive difference in the communities in which you live and operate.”

**- Tshepiso Malele,
Marketing Manager
Brand SA.**

Download here:
<https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/brand-sa-presentation-deciduous-fruit.2019-002.pdf>

“There are a lot of opportunities, let us all seize them all.”

**- Michael
Brinkhuis – CEO
Hortfin.**

Download here:
<https://www.hortgro.co.za/wp-content/uploads/docs/2019/04/hortfin-loan-fund-april2019.pdf>



Read more about Errol April's transition from an MK veteran to an apple farmer here:

<https://www.hortgro.co.za/news-room-industry-news/dawn-at-amanzi/>



What's happening where it all should be happening?

- Rock 'n Raymond

Raymond Koopstad just had his first crop of nectarines on La Vouere since partnering with Georgie Hewitt and Pieter Wolfaardt from Verdun Estate. He had some good stuff to talk about:

“The first harvest did not disappoint at all. We achieved our projections due to hard work and the devotion of the personnel, technical people, our mentors and the management. We were able to export some fruit and marketed the rest locally.

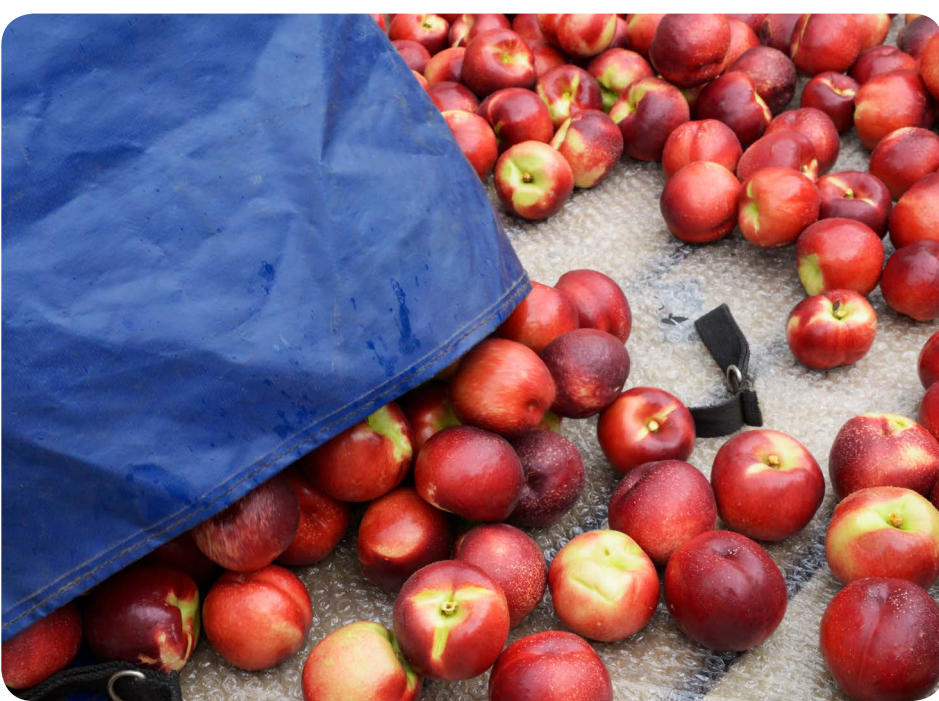
“We now have 20,5 ha planted and will soon expand with an additional 12 ha. Looking at the medium term, our goal is 50 ha by 2021. We would love to diversify by also adding pome. Cheaper finance and a type of ‘blended’ finance will help make it happen.

“Even though this country’s got a lot of mainstream and political problems, I believe agriculture offers some of the best opportunities for wealth and job creation when it comes to transformation. We must just make it happen. Success is only achieved through hard work. It’s not the other way round. Only in the dictionary success comes before work ...”

Read more:

<https://www.jobsfundinitiatives.co.za/projects/la-vouere-ceres/>

<https://www.hortgro.co.za/news/jobsfund-head-visits-farms>





The apples are rising in Mpumalanga

Mpumalanga is “the place of the rising sun” and the apple industry is also coming up there like a new day in the east. In October last year the DFDC held their Summit Launch in the province where several issues were unpacked and opportunities discussed.

MEC for Mpumalanga Provincial Government, Vusi Shongwe, accompanied by HOD Lucky Monareng, DFDC CEO Thembi Xaba, and Deputy-Chairperson, Dr Job Mthombeni went to see for themselves at the end of 2018 how this new star is doing on the horizon.

The DFDC leadership assured the MEC of a multi-million rand injection already confirmed for the Ngisana Project and Mthombeni Farm in the Gert Sibande District.

The DFDC is committed to take deciduous fruit farming in Mpumalanga to high noon. And to ensure that their emerging farmers graduate into commercial farmers. Into mega farmers.

To get there, it’s all about an apple a day ...

The pictures are from the Sinalo Project and Mthombeni Farm (both projects are in Gert Sibande District).

Read more about the Summit Launch here:

<https://www.hortgro.co.za/news/dfdc-summit-launch-2018/>

Andre Cloete displaying fruit at Parliament



Pome fruit producer, Andre Cloete from Klein Ezeljacht, proudly displayed his export fruit during MEC Beverley Schäfer’s 2019/20 Budget Vote speech in the Western Cape Provincial Parliament.



#proudlySouthAfrican

#jobcreation

#exportfruit

No rain, no gain - the knock-on effect of the drought

The pome fruit (apples and pears) industry's output declined by an estimated 9%, which translates into R898 million lost, whilst the stone fruit industry (apricots, plums, peaches and nectarines) will lose R458 million. This was true in February, with the hope that enough late-season rain might ease the damage. It didn't, and stone fruit is down -15% compared to 2017.

The knock-on effect of this scenario is that it translates into just under 10 000 lost jobs on the pome fruit side and 2070 for stone fruit. Although the financial and job losses for stone fruit seems a lot less (one has to look at it proportionally), in reality stone fruit farming has been damaged a lot more in the sense than many farmers just decided not to go for recovery but uprooted their drought stricken trees. Hectares of stone fruit has been lost. Forever. These farmers are looking at different crops deemed to be more economical.

DFDC Chairman Ismail Motala commented on this: "Nobody is immune to drought. The fact that there is less water and overall temperatures are higher, means it creates a different regime that everyone has to adhere to on their farms. Different ways of using water, irrigating at night, using probes, mulching, employing more people to help fight wastage by ensuring that pipes, taps, etcetera do not leak.

"After this drought many trees have been removed. People are sluggish to replant, not only because of cost, but also political uncertainties. Those who replant tend to go for cherries as it yields quicker and needs less water. But most everybody's going for blueberries these days; the flavour of the month. But you know, with these new laws, I guess the next one's going to be dagga!" Ismail ended with a chuckle.

Hmm, maybe that will then be a new category called ... well, stoned fruit ...

Read more:

<http://www.elsenburg.com/drought/>
<https://www.hortgro.co.za/news/water-fact-file/>

DFDC the transformation division of

HORTGRO
Growing Fruit IQ 