

Transformation TIMES

Doubling the deciduous fruit industry by 2050

A Review of the DFDC SA November 2019 - Issue Three

Thembi's Talk- Notes from the CEO

Skills transfer and mentorship are tools of empowerment.

Investing in skills transfer and development has positive spin-offs in the economy as it's about investment into the future. This issue has been inspired by success made in transformation. The theme being "empowerment and wealth creation" .

Informing the theme has been the success and the award to Raymond Koopstad, he affirms that investing in your business whilst applying proper governance, informs excellent leadership and decision making. Raymond was awarded the New Generation Award for 2019.

The industry has transformation targets with an outcome of "inclusive economy". The efforts are underpinned by accelerating equity and shared economy; it can only start small. This is evident in the empowerment and shareholding article, where Pieter Graaff got into shareholding with his workers. The emphasis is on job creation and the economic benefit for all shareholders.

Land reform dialogue continues and cannot be put to rest. As the industry and stakeholders engaged on sustainable land reform, this was evident in the land reform summit held 14 and 15 November in Ceres. The summit was attended by Minister Thoko Didiza, and one key take-home from the engagements was "do not mix business with politics". At the end of the day we all have a responsibility to ensure that we don't shy away from redress measures, but rather ensure that we play part and assist in ensuring that food security is not compromised.

The festive season is upon us. Ideally one would assume it's time for a holiday break, but not for deciduous fruit producers, as this is the critical time for them to ensure that consumers still get to procure quality fruit.

Wishing all deciduous fruit producers, industry partners and stakeholders a pleasant festive season.



Thembi Xaba, CEO

A handwritten signature in black ink that reads "Thembi" with a stylized flourish at the end.

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PALS SHARING SOLUTIONS

PALS is the acronym for Partners in Agri Land Solutions, a private land reform initiative that was established by commercial farmers, in partnership with local communities and all three spheres of Government. The key objective is to help create an enabling environment to implement innovative land reform and economic empowering businesses that are in line with Chapter 6 of the National Development Plan (NDP).

PALS is also a synonym for friends and one key aspect defining friendship is the fact that to be friends means to share (and care), and it was quite clear that sharing is an integral element of this initiative.

The event was taken very seriously by the more than 450 delegates filling the huge conference tent on Kaleo guest farm with the opening address by Dr Ivan Meyer, the Western Cape's Minister of Agriculture and the closing by none other than Minister Thoko Didiza, Minister of Agriculture, land reform and rural development in the cabinet. That she takes PALS serious is evident in the fact that she didn't just come for her speech, but she was there for virtually the whole symposium stretching over 11 hours. She clearly wants to be part of the solution and left the delegates on a positive note.



#StrongerTogether

Pieter-Steph du Toit and Theo van Rooyen

Land reform, economic growth, job creation, and social cohesion in agriculture came under the spotlight recently at the PALS-Landbouweekblad Land Symposium that was held in the Koue Bokkeveld, outside Ceres.





“Move away from emotion to reason. And the reason is in the stories of success,”

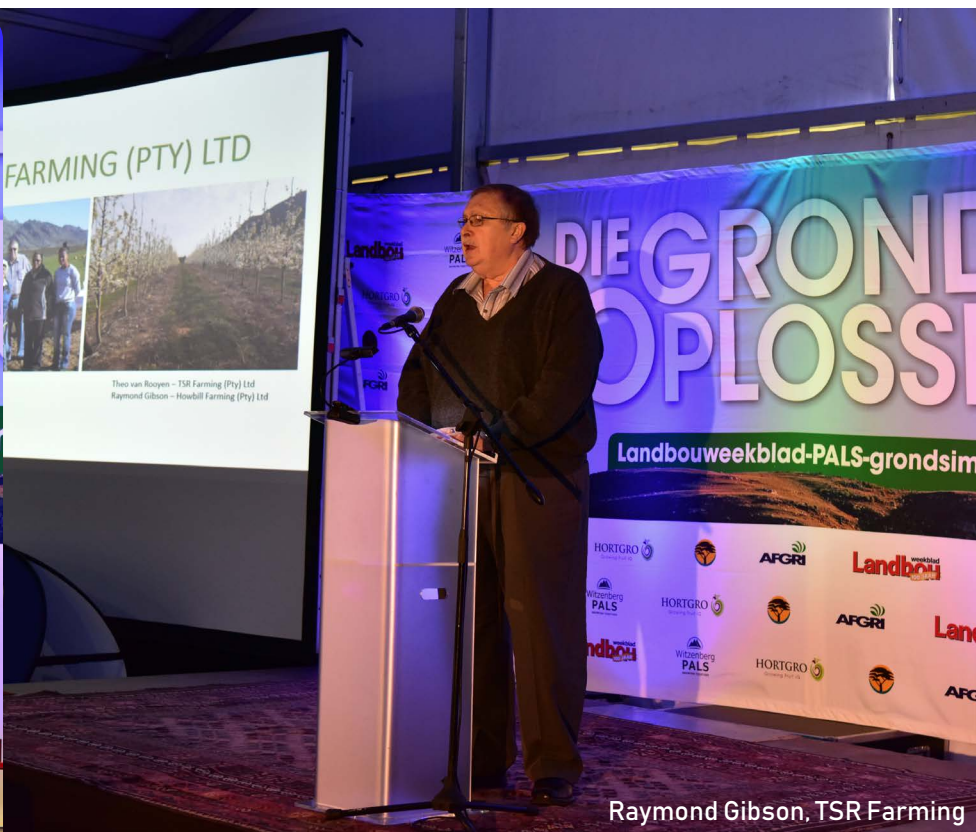
Dr Ivan Meyer, WC Minister of Agriculture

Ivan Meyer began his address. The first success story was that of the farm Eyethu Intaba, an initiative of the agricultural enterprise Donkerbos (Pty) Ltd, represented by partners Johnny Karolus and Inus Oosthuizen. “Working together on this Broad-Based Black Economic Empowerment (BBBEE) farming initiative on the one side and the government and banks on the other obviously have loopholes, but it’s all these loopholes that inspire us to overcome them and be successful,” Johnny said with passion. Talking about passion – it’s the common denominator of each and every farmer involved in this initiative. They all want to make it work.

The total contribution of farming to the country’s gross domestic product (GDP) is only 2,5%, but if there is no food, the other 97,5% will disappear. In the previous dispensation virtually all of the farms responsible for making up this 2,5% belonged to one group. That was wrong. In the new dispensation, there is an outcry from some to take all of those farms away. That is wrong. And two wrongs don’t make a right. However, two sides joining up make a whole. It became evident that emerging black farmers teaming up with established white farmers is not the problem at all. There are great success stories in this regard. “Shortcomings from the government, like electricity and water aid, and the inflexibility from financial institutions cause problems,” Raymond Gibson from TSR Farming said.



Johnny Karolus, Donkerbos (Pty) Ltd



Raymond Gibson, TSR Farming

The concept of two partners joining up is positive, but the criteria are key.

“Partnering is not a project, it is a business deal,” Chris Burgess, editor of Landbouweekblad said. “Striking a good deal is extremely important. In a farming business, qualities like leadership and organisational skills are what both sides are looking for.”

“Words, slogans, and talk won’t earn trust. We need to get our hands dirty together,” added Lennox Plaatjies from PALS.

Tommy Mona, Gielie’s partner said that he is not a man for coffee, but during their first meeting, he enjoyed a coffee with Gielie and realised that the partnership was the solution he was looking for. “PALS brought the light for us black farmers who want to go commercial.”



Chris Burgess, Editor of Landbouweekblad

trust and belief

Timing for the symposium was great. Many a speaker used the Springboks winning the 2019 Rugby World Cup as a metaphor. Rightfully so, because the squad that brought the Cup home has all the makings you need to apply to blacks and whites farming together. Trust, belief in each other. Being pals. Working together on a strategy, a game plan. Bringing the crop home. No wonder then that Pieter-Steph du Toit, World Rugby’s player of the year and number 7 flank for the Springboks was a guest of honour at the PALS land summit.



Tommy Mona



Lennox Plaatjies listens intently



Joyene Isaacs (HOD WC Dept Agriculture), Ivan Ka-Mbonane (legal advisor to Minister Didiza) and other delegates at the summit



Ivan Ka-Mbonane (Legal advisor to minister Didiza), Nic Dacey (Hortgro Pome Chairman) and Minister of Agriculture Thoko Didiza



Everybody's talking - Michael Nudhuyu (EFF) and Gerrit van Vuuren (PALS)

Although many a speaker on the day gave the government (and the financial institutions) quite some stick regularly, Minister Thoko Didiza ended the symposium gracefully with a powerful message. **“This was a great symposium and I was happy that I didn’t have to say anything. All I had to do was sit and listen. And listen I did. Most of what I heard, was music to my ears. Many of you might have felt desponded because of these tough times, but now you can appreciate that not all possibilities have been exhausted. There were many success stories told today, but also there are many challenges. Together, no challenges are insurmountable ...”**

The symposium showed that PALS is the real deal. An agri partnership is like a marriage. Be concerned about your partner. Find someone who shares your goals and passion. There are good days and bad days. Harmony. Conflict. The harder you work at it and the longer you shape the relationship, the better the results become. For too long farming (and the rest of the country) has been fragmented. No more. There are solutions. We can win this cup too.

#StrongerTogether.



Well done Ricard, you are doing Cortina Farms and the Deciduous Fruit Development Chamber proud, going from strength to strength!

Ricard Myburgh does it again!

In 2017 Ricard Myburgh, an apple and pear farmer from Vyeboom in the Western Cape, was crowned the Toyota New Harvest of the Year. He has now proved that it wasn't a luck shot because this year he's a winner again by being awarded with the Jobs Fund's Young Entrepreneur Award.

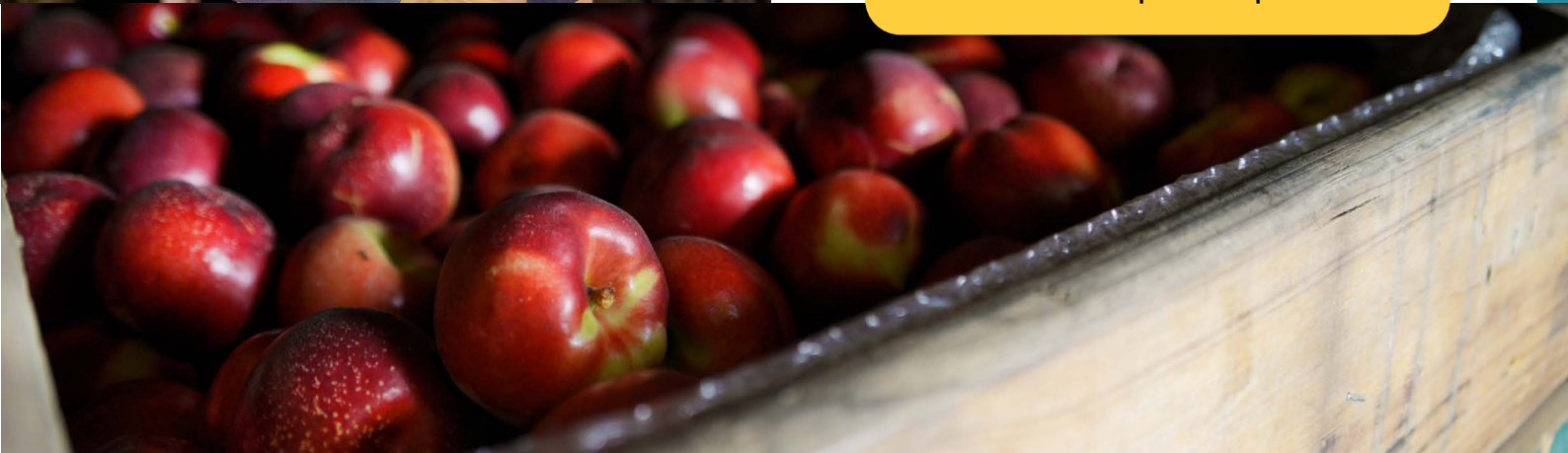


One year into the New Generation

Raymond Koopstad from La Vouere in the Ceres valley started harvesting for the very first time in December 2018. Exactly one year later, Koopstad, a Jobs Fund beneficiary, was awarded the New Generation Award at the prestigious Deciduous Fruit Gala Evening Awards 2019 for his exceptional performance and intelligent decision-making.

Koopstad showed what can be done when beneficiaries of land reform are serious about agriculture and have the right support and partnerships. Well done, Raymond!

Listen to his acceptance speech [here](#).



Georgie Hewitt (Verdun Estate) and Raymond Koopstad (La Vouere)

Congratulations goes to Sewis van der Horst for winning this prestigious award hosted by Toyota for the 16th time this year. Sewis is a passionate farmer from Villiersdorp district, farming with apples, pears and nectarines.

As Toyota South Africa Motor's Vice President of Sales, Ernie Trautmann, puts it: "Toyota South Africa Motors has complete faith in the South African farming community and we are proud to be associated with the Young Harvest Award."

In Sewis' own words: "I've known for a long time that, with the right skills and knowledge, a desire to be successful and good relations with the right partners, I can reach great heights."



Sewis and Henriette van der Horst, Mariëtte Kotzé (Hortgro)

Toyota Young Harvest of the year Award 2019

Well done Sewis!



Mpumalanga transformation progress

The DFDC entered into a Memorandum of Understanding with the Mpumalanga Department of Agriculture. The primary focus and partnership intent is on increasing the number of deciduous fruit hectares owned by black producers. To date the MoU has taken shape in this regard:



The DFDC as key role player was invited to take part in the Zonda Indlala programme, where the MEC launched an initiative that will see agriculture, food security and job creation being driven by fruit production in Mpumalanga



The DFDC participated in the strategy planning of the Department to inform the transformation targets linked to fruit production, extending to women and youth participation, skills development, but most importantly the value chain opportunities



The above strategy session led to the Mpumalanga Agriculture Masterplan launched 25th October 2019, wherein the DFDC has now been allocated financial resources to roll out the MoU.



With the above, the DFDC is now ready to see the MoU bear fruit ...

THE YOUNG ORCHARDS ARE FIGHTING BACK

Deciduous fruit farming has had a tough time climatically speaking over the recent past. However, there are quite a few young orchards that perform exceptionally well despite the difficult conditions. To acknowledge the hard work that goes into producing top quality fruit, Hortgro Science has launched the “Bakgatboord Series”.



Pome:

<https://www.hortgro.co.za/news/bakgatboorde-rocklands-rocking-its-packouts/>



Stone:

<https://www.hortgro.co.za/news/bakgat-orchard-series-st-kilda-farm-bonnievale/>



Empowerment is the root of transformation

Pieter Graaff is one of the most successful deciduous fruit farmers in the Western Cape today. He is grateful for the success that came his way, but he is also very much aware that the soil bringing forth this rainbow colour of fruits belongs to the Rainbow Nation.

He says: “I want to contribute. We are all here to make a difference by investing in both people and production, to create jobs and thus dignity and purpose to the wonderful people of this wonderful country of ours. I got involved in a 100ha fruit farm near Prince Alfred Hamlet with my workers. They have 51% share and I have 49%. They run it with my input. And we are making a profit that needs to pay off the debt.”

The farm is called Welgemeen and has two shareholders. On the one side, Deneik Farms which are the 100 workers of the two farms Dennekruin and Die Eike. They own 51%. Their directors are Saul de Bruyn, Abraham Januarie and Andrew Mietas. Witzenberg Properties is the other shareholder. The farm produces stone and pome fruit as well as nectarines and peaches.

These are first steps, but these are bold steps. These are steps into the future.

To read Pieter’s complete story, [click here](#).





'T is the season to be busy

A word of thanks to all our fruit producers

The end of the year is near. Some call it the Festive Season. Or Christmas Season, holiday season, even silly season. If you are a deciduous fruit grower, you call this the busy season. This is the time of year where most other people start thinking and planning for a well deserved holiday break, spending time with the family down by the seaside, fishing, swimming, taking long lazy walks and having braai after braai. Relaxing ...

As a fruit producer this is the time when you need to be there for your produce, ensuring the best possible crop you can muster. The Deciduous Fruit Development Chamber herewith wants to thank you for your dedication; for doing everything you can to develop into one of the best fruit producers in South Africa. Because you are serious to do your job as a fruit producer as best as you possibly can. We also want to thank all the spouses and kids for understanding that the run of the mill seaside holiday cannot happen; that the farm is your playground during the holidays.

“Christmas day is reserved for the family. The next day it's back to harvesting the nectarines. New Year's Day we head for a quick dip in the sea. Then it's back to the nectarines.”

- Ricardo du Preez, Langfontein

“The whole of the holiday season the orchard is our families' playground while the farmers bring in the harvest. Christmas and New Year's Day is set aside for going to church and family feasts as well as taking some food to the community.”

- Raymond Koopstad, La Vouere

Thank you for limiting your downtime to Christmas Day and New Year's Day while the rest is having a long rest, enjoying their downtime, eating plump pears and juicy apples every day. As much as the world needs a holiday break, it needs good fruit. And we herewith acknowledge where that good fruit comes from.

Thank you for understanding the apple tree stands taller than the Christmas tree. Your season might be jolly busy, but we wish you a jolly good crop.



“The two days – Christmas and New Year's – we don't work, we'll spend with the family, having a braai or going to the sea. Then it's back to business ...”

- Wilfred Malgas, Jay Dee Rovon

“We don't go away at all during the Festive Season. Apart from a Christmas Day break, we stay put, protecting and irrigating our plums.”

- Edward van Niekerk, Protea Farm

