

Press release: 16 April 2018

Deciduous fruit associations name change

The two largest deciduous fruit industry associations, the South African Apple and Pear Producers' Association (SAAPPA) and the South African Stone Fruit Producers' Association (SASPA) will in future be known as Hortgro Pome and Hortgro Stone.

Hortgro, the deciduous fruit umbrella-group, said in a statement that the name changes will streamline future services, industry identity and branding, as well as communication locally and abroad.

Hortgro Executive Director, Anton Rabe, said that "Within the horticulture group we are committed to continuous and proactive adjustments in a dynamic and diverse environment, to minimize duplication and ensure cost-effective service delivery to a wide range of interested groups. Restructuring and aligning of our associations within the broader industry were therefore agreed upon by the various stakeholders in order to improve and accelerate decision-making as we are operating in a rapidly changing and demanding environment."

The two entities will continue as non-profit companies and the chairpersons for the two groupings will stay the same, namely: Nicholas Dicey for Hortgro Pome and André Smit for Hortgro Stone, but the number of directors on the respective boards will be reduced and will in future be streamlined along focused portfolios.

Hortgro has its roots in the Deciduous Fruit Board that was established in 1939 as a regulatory body to manage the industry. With the deregulation of agriculture in 1997, it morphed into the Deciduous Fruit Producers' Trust and later became known as Hortgro. Hortgro is a levy-funded industry body servicing primarily its main members, stone fruit, and apple and pear producers, as well as other horticultural groups.

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Visit our website: www.hortgro.co.za

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Sagtevrugte-verenigings verander naam

Die twee grootste sagtevrugte bedryfsverenigings en die hooflede van Hortgro, die Suid-Afrikaanse Appel- en Peer Producente Assosiasie (SAAPPA) en die Suid-Afrikaanse Steenvrugte Producente Assosiasie (SASPA) sal voortaan as Hortgro Pome en Hortgro Stone bekend staan.

Die oorkoepelende organisasie van die sagtevrugtebedryf, Hortgro, het in 'n verklaring die naamsverandering bekend gemaak en meen dit sal in die toekoms dienste en kommunikasie meer vaartbelyn maak en die bedryfs se identiteit en handelsmerk versterk.

Anton Rabe, Hortgro se Uitvoerende Direkteur, sê dat: “Binne die Hortgro-groep is ons verbind tot deurlopende en pro-aktiewe aanpassing by 'n dinamies-diverse omgewing. Terselfdertyd poog ons om duplisering te verminder en 'n koste-effektiewe diens aan 'n wyd-uiteenlopende reeks belangegroep te lewer. Derhalwe dan die herstrukturering en belyning van besluitneming- en bedryfsbedieningstrukture om aan hierdie snel-veranderende eise te voldoen.” Al die verskeie bedryfsrolspelers het ingestem tot hierdie veranderinge.

Die twee entiteite sal steeds nie-winsgewende organisasies bly, terwyl die voorsitters van die onderskeie verenigings ook dieselfde bly, naamlik Nicholas Dicey as voorsitter van Hortgro Pome en André Smit as voorsitter van Hortgro Stone. Die aantal direkteure van beide organisasies word egter verminder terwyl gefokusde portefeuljes geskep is.

Hortgro het sy wortels in die Sagtevrugte-raad wat in 1939 gestig is as 'n bedryfsbeheerliggaam. Met die deregulering van landbou in 1997 het dit die Sagtevrugteproducentetrust geword, en nog later Hortgro. Hortgro is 'n heffings-befondsde bedryfsorganisasie wat hoofsaaklik hul hooflede steenvrugte- en appel- en peerproducente sowel as ander tuinbougroep, bedien.

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