



LANDBOUSKRYWERS  
AGRICULTURAL WRITERS SA

# AGR pen

SPONSORED BY BAYER

NOVEMBER 2021

## MESSAGE FROM THE CHAIR

*Liza Bohlmann*

*Dear members,  
It has almost been two years  
since the world first heard the  
words Covid-19. I am sure you  
too are tired of being reminded  
of the impact the pandemic  
has had on our lives on all  
fronts. As the end of 2021  
draws closer, we look back at  
many successful digital, in-  
person and hybrid events on  
the AWSA calendar.*

The pandemic has forced us to change the way we communicate, congregate and interact with role-players in the industry. We've adjusted and we tried to remain flexible amidst Zoom calls and online events and trying to find a way to keep us all connected.

I believe that these efforts to stay relevant and of value to our fellow agri writers have not gone unnoticed by our members. Of course it is impossible for any member to benefit fully from the services and events brought to you by the AWSA regions without active participation, so thank you to all members who took part

in these events. It was such a happy reunion at our regional and national awards evenings and I believe everyone who attended enjoyed being back in the saddle. Congratulations and thank you to the organisers and especially to the !Xhariep Region led by Eunice Joubert for thinking out of the box to have created such a memorable Farmer of the Year event on 12 November.

A hearty congratulations to the various competition winners and the sponsors of these competitions: Bayer, FNB, CropLife and BKB. The entries were exceptional and the competition stiff. To the winners: Cheers and enjoy the moment of recognition and of course the prize money. Thank you to our members who helped to organise these competitions! You are appreciated and we see your efforts.

### AGM FEEDBACK

If you missed the online version of our annual general meeting

hosted on 17 November, here are some of the points raised:

To include more members of the media and agricultural industry from all walks of life we need to remove any barriers caused by language or culture.

**None of us can change  
the past, and we  
need to acknowledge  
that we built this  
association on the  
shoulders of dedicated  
members.**

However, we can determine the future and make changes. We can adjust how we conduct ourselves when it comes to communicating with members (or potential members) in a language that doesn't exclude even one person. For this reason, we will use English as our primary language of communication to make the circle bigger.

Adding to this message of inclusion and growth I see the need to focus on youth



# MESSAGE FROM THE CHAIR

development and ushering in the next generation of agricultural media. We will have to reach out to students and young media professionals and be patient with new, young members who need help in getting to grips with the vastness of this niche in journalism and communication. I would like to encourage all members to be ambassadors for the Agricultural Writers. Becoming a member some 12 years ago forever changed my life and career for the better.

Personally, I've learnt so much over the years by listening and speaking to fellow agri writers. But that was only possible because I felt I was in a safe space, understood every word spoken and was made to feel welcome. We should all strive to share a similar experience and benefit with all members who would like to improve their knowledge and understanding of the different subsections in the agricultural industry.

I would love for everyone to enjoy learning more, to hone their skills and to build mutually beneficial networks.

At the AGM it was also discussed that, together with the club of previous award recipients, the Pro Agri Forum, we are considering adjusting the criteria on which the Farmer of the Year is adjudicated. As our discussions and ideas on this subject unfold, we will keep you posted on any changes.

## NEW ON THE NEC

At the AGM we also concluded the nominations and voting



process of AWSA's new National Executive Committee online this year (officiated by Charl van Rooyen):

- Chairperson – Liza Bohlmann
- Deputy chair – Lindi Botha
- Treasurer – Elriza Theron
- Secretary – Marike Brits
- IFAJ representative – Magda du Toit
- !Xhariep Regional representative – Eunice Joubert
- North Regional representative – Liza Bohlmann

Thank you to all members who served in 2021 and welcome to the new members of the NEC of 2022. A special word of thanks to outgoing members, Alani Janeke and Adele Engelbrecht, and a word of welcome to incoming members of the NEC, Elriza Theron and Marike Brits.

## FARMER OF THE YEAR VISIT

But quickly back to the Farmer of the Year Award: Bar a lockdown during that time, our plan is to visit the Farmer of the Year 2021, Jan le Roux, as well as Chamomile Boerdery on 3 and 4 March 2022 in the Western Cape. Thank you to everyone who took the time and made the effort to nominate candidates for the various awards.

Our congratulations go to each nominee, nominator and of course the recipients of the awards. This includes the Agriculturist of the Year, Prof. Gareth Bath, and the New Entrant to Commercial Farming, Chamomile.

## FOCUSED ON OUR OBJECTIVES

Finally, I would like to remind everyone about the objectives of the Agricultural Writers SA as reflected in our constitution:

- to promote and protect the interests of members;
- to raise funds in order to promote the objectives of the association;
- to nominate and select candidates for the association's awards every year, in accordance with the requirements set out by the executive management;
- to promote and support press freedom;
- to establish and maintain contact with agricultural journalists and their organisations in other countries;
- to assist in raising the quality of agricultural journalism to the highest possible level.

I am looking forward to the next year of making plans, extending our reach and improving services, professional development sessions, study tours and media briefing in 2022.

Thank you for your trust in me to lead this association.

**Liza Bohlmann**

Chairperson: Agricultural Writers SA ■



# Excellence in Agriculture recognised

## We salute our 2021 award recipients!

*South Africa's top contributors to agriculture have been recognised at the Agricultural Writers SA Awards 2021. The event, sponsored by Bayer, Santam Agriculture, FNB, and Health Squared Agility Agri, gives recognition to the work of those that seek to elevate food security and rural economies.*

### THE WINNERS:

**Jan le Roux – Agricultural Writers SA Farmer of the Year**



*Liza Bohlmann, chairperson of Agri Writers SA, Jan le Roux, Agricultural Writers SA Farmer of the Year, Niel Esterhuyse, group marketing manager: agriculture and broker distribution, Santam.*

The Le Roux Group encompasses 654 ha of table grapes and 192 ha of prunes and nectarines. The Broodkraal farm is the biggest single table grape unit in the Southern Hemisphere, of which all production occurs under shade netting.

The Le Roux Group's export company, LeRoux Fruit Exporters, exports more than 3,2 million cartons of grapes, nectarines, and prunes each year to markets including the EU, UK, US, and the Far and Middle East.

Farming methods enhance sustainability on all levels, which includes the welfare of the surrounding community. The business employs 6 200 workers and, through the worker's trust, employees own a 32% share in Broodkraal.

Le Roux serves on many a committee and played a crucial role in the deregulation of the agricultural markets in the 1990s. His "thinking out of the box" attitude has stood him in good stead and he is well known for believing in the impossible and making it a reality.

**Agmat Brinkhuis – Agricultural Writers SA New Entrant to Commercial Agriculture**



*The New Entrant to Commercial Agriculture award went to Chamomile-Boerdery run by the Brinkhuis family. Liza Bohlmann, chairperson of Agri Writers SA, Nabeel Brinkhuis, Wadea Jappie, Agmat Brinkhuis, Tawfeeq Brinkhuis, and Dawie Maree, head of agricultural information and marketing at FNB South Africa.*

While some empowerment projects are loudly announced but die a quiet death, Chamomile-Boerdery has stood the test of time and is a testament to the success that can be achieved through hard work.





# MEMBER NEWS

Chamomile-Boerdery in Philippi near Cape Town is owned by Agmat Brinkhuis and his wife, Wadea Jappie. Their sons, Tawfeeq and Nabeel Brinkhuis, are also involved on the farm, where they produce herbs, vegetables, and eggs.

Agmat was the first black chairperson of the South African Poultry Association (SAPA) in 2017, while Wadea was crowned the Western Cape's Department of Agriculture's Female Farmer of the Year in 2006, 2009, and 2010.

## **Prof. Gareth Bath – Agricultural Writers SA Agriculturalist of the Year**



*Liza Bohlmann, chairperson of Agri Writers SA, Prof. Gareth Bath, Agriculturalist of the Year, Hendrik van Staden, campaign activation and branding lead, Bayer.*

Prof. Gareth Bath has made consistent contributions to his profession through the South African Veterinary Association (SAVA) over the years. Nationally, he has acted as consultant or adviser to the SA Wool Board, National Wool Growers'

Association (NWGA), Red Meat Producers' Organisation, RPO), and the Red Meat Research and Development Trust (RMRDT), guiding policies and the funding of research.

Internationally, he guided the establishment of the International Sheep Veterinary Association, wrote its constitution, and served as its first president. He is a co-developer of the internationally acclaimed FAMACHA® system of identifying animals for selective treatment, adding to it his Five Point Check and Big Five methods for sustainable parasite control.

## **Special recognition for significant contributions**



A Special Award for his contribution to agriculture was given to Chris du Toit, honorary president of Agri SA. Chris received the Agricultural Personality of the Year Award in recognition of his continuous contribution towards the broader agricultural sector over many years.

# MEMBER NEWS

## We honour our member's achievements

### JOURNALIST AND COMMUNICATOR AWARDS

During the event, members of the Agricultural Writers SA were honoured for their role in communicating issues of interest to the agricultural sector and aiding in responsible communication of the sector.

The winners of the respective categories are:

**CropLife SA Crop Protection Article Award:**  
Elise-Marie Steenkamp



*Liza Bohlmann with Eliza Theron on behalf of CropLife SA. received the award on behalf of Elise-Marie Steenkamp.*

**CropLife SA Biotechnology Article Award:**  
Lindi Botha



*From the left: Eliza Theron, CropLife SA, Lindi Botha, winner of the Biotechnology Article Award, and Liza Bohlmann.*

**FNB Communicator of the Year Award:**

Print Category: Lindi Botha

TV & Audio: Liezel de Villiers

Social Media & Online: Clayton Swart

Foto: Print Lindi Botha



*From the left: Dawie Maree, FNB and sponsor of the competition; Lindi Botha, winner of the Print Category, and Liza Bohlmann.*



*From the left: Dawie Maree, FNB and sponsor of the competition; Liezel de Villiers, winner of the Broadcast Category, and Liza Bohlmann.*



*From the left: Dawie Maree, FNB and sponsor of the competition; Clayton Swart, winner of the Online Category, and Liza Bohlmann.*



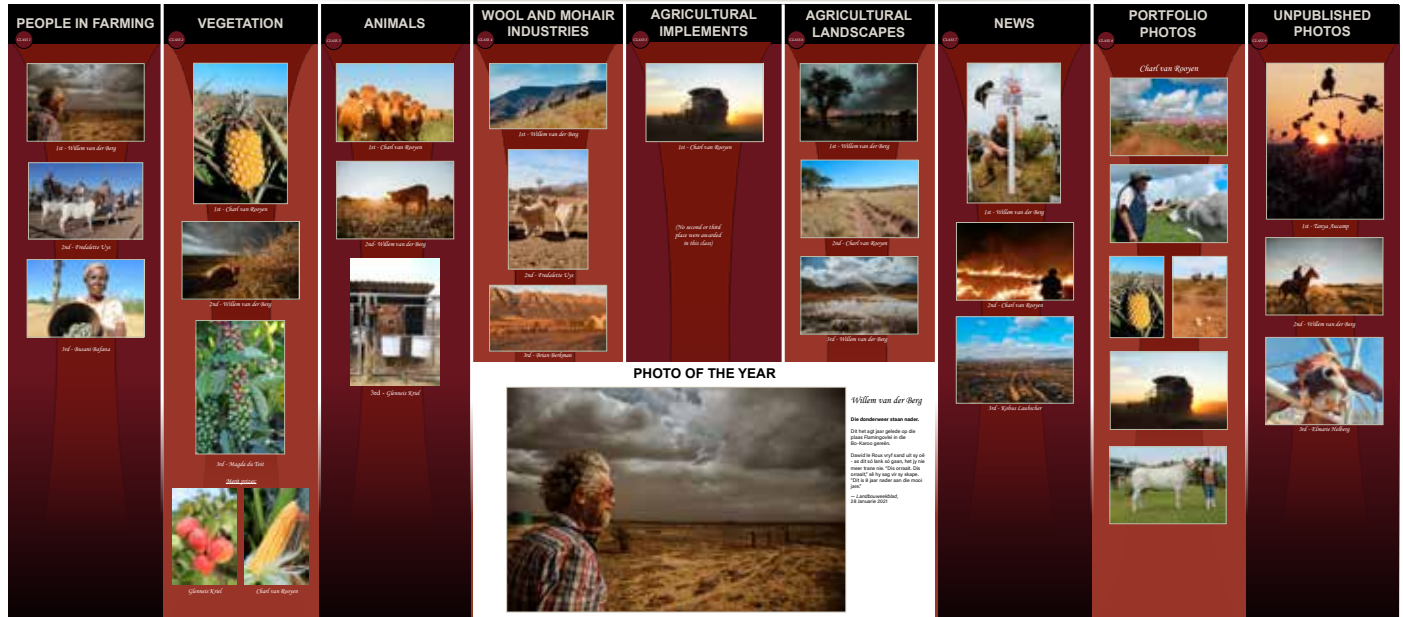
# MEMBER NEWS



Three people are standing on a red carpet. On the left is a woman with short blonde hair and glasses, wearing a dark blue floral dress. In the center is a man with dark hair, wearing a black suit jacket over a blue shirt, holding a large wooden award. On the right is a man with grey hair, wearing a dark suit and tie. The background features logos for Santam, Health Squared, and Agility.

Agricultural Photographer of the Year:  
Willem van der Berg. ■

*Agricultural Photo of the Year: Adele Engelbrecht, Willem van der Berg, and Mike van den Berg.*



1. Charl van Rooyen
2. Dirk Strydom and Marion Delpont
3. Charl van Rooyen



*From the left: Marna Swart, Bayer; Elzena Gomez accepted on behalf of Dirk Strydom, and Liza Bohlmann.*



*From the left, Marna Schoeman, Charl van Rooyen who won the first and third place in the Bayer Technical Article competition, and Liza Bohlman.*

## MEMBER NEWS

### Face to face with previous winners in the National Farmer of the Year category



*It is always a privilege to welcome our previous awards recipients at our gala events. Some of the previous National Farmers of the Year were photographed in Stellenbosch recently: From the left in the back: BP Greyling (2011), Rossouw Cillie (2013), Robert Zulch (1990), Charles Rossouw (2007), Pieter Graaff (2018), and Hennie Retief (2012). From the left in front: Eddie Prinsloo (2003), Jan le Roux (2021), Chris Rossouw (2007), and Alfons Visser (2008).*

### Congratulations to the newly elected Agricultural Writers SA National Executive Committee

*Chairperson: Liza Bohlmann  
Vice-chair: Lindi Botha  
Treasurer: Elriza Theron  
Secretary: Marike Brits  
IFAJ representative: Magda du Toit*





# Agri Writers visit prestige cheese farm

*Members of the Agricultural Writers SA visited the prestige cheese farm at Dalewood Fromage.*

Owner Rob Visser studied dairy technology and based Dalewood's cheeses on years of experimenting and sniffing out traditional cheese-making secrets in France.

The range of speciality cheese includes Brie, Camembert, and blue cheese in different styles, shapes and sizes to suit any occasion.

Last but not least are the Huguenot®, Boland™, and Lanquedoc™; uniquely Dalewood, uniquely South African.

Rob was peppered with a wide range of questions from cheese-making to stud management. Apart from the many questions, members also tasted some of the fabulous cheeses and listened to the fascinating information about sustainable, pasture-based dairy production. ■





# SATI information session

*One of the many reasons we love being part of Agricultural Writers SA is that learning is fun. Recently members of the association were hosted by the SA Table Grape Industry (SATI) and had a masterclass on the significance of table grapes and even got to taste some export quality grapes.*

*Thank you to SATI and the !Xhariep Region for hosting this event. ■*





# Tasting South Africa's Top 10 Sauvignon Blanc wines

*At a tasting of South Africa's Top 10 Sauvignon Blanc wines at Kleine Zalze, we had the opportunity to learn more about nuances in wine-making. ■*





A photograph showing a video production crew in a grassy field. A person in the center is operating a camera on a tripod, wearing headphones. Two other people stand on either side, observing. In the background, several cows are grazing in a field under a clear sky.

# Plaas Media's online and audio platforms

*Plaas Media boasts a stable packed with farm-fresh broadcast content*

*The media world is an ever-changing, rapidly evolving environment in which only the innovative and the consistent survive. At Plaas Media we know that content is king and good, scientific content is what we are known for.*

Plaas Media's aim has always been to provide the agricultural community with consistently great content through innovative channels. With this in mind, Plaas Media is involved in a range of broadcast platforms, ranging from radio to television, offering advertisers and clients excellent advertising and marketing opportunities alongside top-notch content.



### RSG LANDBOU

This Afrikaans radio programme is the oldest horse in our broadcast stable. It is broadcast on RSG (100-104 FM), the largest national Afrikaans radio station in the world, from Monday to Thursday mornings (05:00 to 05:30).

The presenter is Lise Roberts, and the content covers the entire

agricultural spectrum, from the latest agricultural news and research, to valuable discussions with role players in the agricultural sector.

**Plaas Media is responsible for the production and content of the programme.**

Although our focus is primarily on the agricultural value chain, there is always something that everyone will find valuable.

Listen to podcasts of RSG Landbou here: <https://www.agriorbit.com/category/podcasts/rsg-landbou/>



# MEMBER NEWS

## PLAAS TV/FARM TV

Plaas TV/Farm TV takes agricultural content to new heights. It is a full-fledged regular online television programme featuring the latest agricultural news, opinions, events, technological developments, technical discussions, current affairs, markets and weather.

**On Plaas TV/Farm TV we talk to industry experts about subjects that matter. We touch on technical topics from all industries, and celebrate those people who make a difference in the sector.**

New episodes are broadcast on Mondays, Wednesdays and Fridays at 08:00 on the Plaas TV/Farm TV YouTube channel which boasts more than 1 000 subscribers. With presenters Lise Roberts and Deidré Louw.

Watch the programme here:

<https://www.youtube.com/channel/UC8UyKudlhB1OzbEcSRO1S3A/videos>

## PLAAS PRODUCTIONS

Plaas Productions is the Plaas Media production arm with its own small studio situated in Centurion, Gauteng. The team is responsible for producing online and corporate video content, advertisements, pre-recordings for television and much more.

## AGRIONAIR

The latest addition to Plaas Media's broadcast offering is an agricultural podcasting service, AgriOnAir. This visually engaging medium offers an easy, no-fuss manner of conveying technical content. It is a unique and exciting platform which give clients a great opportunity to add value to their products and expand their reach through a different medium.

AgriOnAir gives new life to the traditional podcast by incorporating voice-overs with visual elements such as photographs and product packshots. ■

Podcasts are available at

<https://www.agriorbit.com/category/podcasts/agrionair/>

**For more information, contact Lynette Louw at 084 580 5120 or email [lynette@plaasmedia.co.za](mailto:lynette@plaasmedia.co.za).**



### MAGAZINES

Plaas Media publishes several magazine titles of which it owns three titles, Veeplaas, Stockfarm and Farmbiz. The company also publishes four contract titles.



### BROADCAST

Besides its printed offerings that include special projects such as ad hoc book projects, the company is also involved in several broadcast platforms.



### ONLINE

Plaas Media's online presence is represented by AgriOrbit. The company also has an excellent social media presence.



### PROJECTS

Plaas Media is involved in several projects that were conceptualised and created by the company, and made possible through the forging of key partnerships.



# Our history / Bietjie geskiedenis

## Merinoman is Boer van die Jaar

■ Deur CHARL VAN ROOYEN

'n Vrystater, mnr. Eddie Prinsloo, voorste Merino-stoetteler en bekende in wolkringe, is vanjaar se nasionale Boer van die Jaar.

Hy het dié gesogte toekennings van die Landboukrywersvereniging van Suid-Afrika en Sasol Nitro in Bloemfontein ontvang, waar die vereniging sy jaarlikse toekenningsgeleentheid gehou het.

Dr. Heinz Meissner, direkteur van die LNR se Instituut vir Diervoeding en -produksie by Irene, is die nasionale Landboukundige van die Jaar.

Mnr. Prinsloo was die streekfinalis vir die Landboukrywersvereniging se Sentrale Streek (Vrystaat en Noord-Kaap). Hy het in die eindronde te staan gekom teen mnr. Edmond Rouil-

lard, suiker-, wild- en beesboer van Pongola en finalis van die Noordelike Streek (Gauteng, Mpumalanga, KwaZulu-Natal, Limpopo en Noordwes), adv.

Gesie Lategan, wynboer van die Paarl en Wes-Kaapse finalis, en mnr. Lynn James, Merino- en Brangusboer van Queenstown en Oos-Kaapse finalis.

Dr. Meissner se teenstanders in die eindronde was dr. Brian de Villiers, hoofnavorser in onkruidbestryding van die LNR se Kleingraaninstituut op Beth-

lehem (Sentrale Streekfinalis), dr. John Mildenhall van Fort Beaufort, voormalige hoogleraar van die Universiteit van Fort Hare en deesdae boer en raadgewer van die Katrivier-sitruskoöperasie (Oos-Kaapse finalis), en dr. Danie Barry, senior dosent in die-rafisiologie en navorser van die Universiteit van Stellenbosch (Wes-Kaapse finalis).



Mnr. Eddie Prinsloo (naaslinks) van die Heuningkrans-stoetery, Smithfield, en dr. Heinz Meissner (regs), direkteur van die LNR se Instituut vir Diervoeding en -produksie op Irene, is onderskeidelik aangewys as die Landboukrywersvereniging van Suid-Afrika se nasionale Boer van die Jaar en Landboukundige van die Jaar. Links is mnr. Charl van Rooyen, nasionale voorsitter van die Landboukrywersvereniging, en naasregs is mnr. Jaco van Zyl, bestuurder van kleinhandel by Sasol Nitro, die hoofborg.

## LW-man lei weer

Mnr. Charl van Rooyen van Pretoria, 'n assistent-redakteur van Landbouweekblad, is op die jaarvergadering van die Landboukrywersvereniging van Suid-Afrika in Bloemfontein vir 'n vierde agtereenvolgende termyn onbestrede as voorsitter aangewys.

Die res van die bestuur is ook onbestrede vir 'n vierde termyn herkies. Hulle is mnr. Danie Smith, uitgewer van Landbouweekblad, tot ondervoorsitter, Hugo Lochner, artikelredakteur van Landbouweekblad, tot pen-

ningmeester (albei is van Kaapstad), en mev. Magda du Toit van Monsanto tot sekretaris. Sy is van die maatskappy se hoofkantoor in Fourways.

Die bestuur vorm ook die kern van die reëlingskomitee vir die wêreldkongres vir landboujoernaliste wat met die samewerking met die hoofborg, New Holland Suid-Afrika, van 12 tot 19 Maart 2004 in Suid-Afrika gehou word. Meer as honderd joernaliste en skakelbeaamptes wêreldwyd word op die kongres verwag.

Die verrigtinge strek oor negen dae en bestaan uit vergaderings, simposiums en toere landwyd met bepaalde temas, wat onder meer wild, suiwel, rooivleis, wol en bokhaar, groente, vrugte en die opkomende landbou insluit.

Die kongres begin in die Noorde en eindig in die Wes-Kaap.



Mnr. Andries Gouws (links), lid van die noordelike tak van die Landboukrywersvereniging van Suid-Afrika, het vanjaar skoonheid gemaak in BKB se fotokompetisie vir landboujoernaliste. Hy is die Fotograaf van die Jaar vir 2003 en het die Foto van die Jaar geneem. Mnr. Frik Viljoen, bestuurder van skeerdienste by BKB, het sy trofee aan hom oorhandig.



Die bestuur van die Landboukrywersvereniging van Suid-Afrika is op die vereniging se jaarvergadering in Bloemfontein gekies. Van links is, voor: mnr. Charl van Rooyen, voorsitter, Hugo Lochner, penningmeester, en Colijn Scheltema, voorsitter van die pas gestigte Oos-Kaapse tak van die vereniging; agter: mnr. Danie Smith, ondervoorsitter, mev. Magda du Toit, sekretaris, en mnr. Reg Weiss van die Suidelike Streek.



Jersey Suid-Afrika het 'n spesiale oorkonde vir diens aan die genootskap aan mnr. Reg Weiss (regs), 'n lid van die Suidelike Streek van die Landboukrywersvereniging, oorhandig. By hom is mnr. Poena van Niekerk, bestuurder van Jersey SA.

# 2021 Santam Agriculture National Silage Competition

*Plaas Media is proud to announce the finalists in its eighth Santam Agriculture National Silage Competition. Despite various challenges that had to be overcome during the sampling season, the competition was once again a huge success.*

This year's instalment saw a record number of 105 entries, 79 of which were maize, 16 small grains (oats), eight sorghum, and two grass (test bales). These entries consisted of 73 bunkers, 26 silo bags, and six bales.

As in 2020, the bales category was included as a test category with a view to possible formal inclusion in the competition in future.

### THIS YEAR'S ENTRIES

A total of 23 companies and producers entered their clients or their own farms. Eleven of these companies are new to the competition.

The companies that entered this year were Afgri Animal Feeds, Quantum Foods/Nova



**The silage sampling team travelled across South Africa to collect samples for the competition. Among others, they sampled at Van Greunen Boerdery's farm, Jonkershoek.**

Feeds, Welgemoed Farm, Kemin Industries, RCL Foods/Epel, Nutribase, Meadow Feeds Paarl and Meadow Feeds Natal, Winterstorm Investments, Pannar Seed, Sparta Baby Beef, Strapping & Profile, EC Contracting, Kameeldrift Voere, Hurwitz Farming, Saxeni Agric, White Gold Farms, Malati Farm, JW Nel & Seun Boerdery, Lactimar, Mas Corporation, Limpopo Dairies, Pioneer, and Envarto.

### SPONSORS

The head sponsor in this year's competition was once again Santam Agriculture, who has been the name sponsor since the competition's inception and has been hugely supportive throughout their involvement.

The prize sponsors included Labworld, Claas/Kempston Agri, Pannar Seed, Kemin Industries, Strapping and Profile, Nutribase, and Hurwitz Farming.



## SPONSOR NEWS

### SAMPLING

The sampling was conducted by four post-graduate animal science students from various South African universities. They were Gerrit Putter and JG Els from the University of the Free State, Timothy Chilemba from the University of Pretoria, and Henlo Smit from Stellenbosch University.

**These students were trained in the sampling process by Richardt Venter of AgSci, the competition's co-ordinator. The sample testing was conducted by Dr Elrisa Taljaard and her team at Labworld.**

The analysis was done by the creator and overseer of the competition protocol, Prof. Robin Meeske of the Western Cape Department of Agriculture's Outeniqua Research Farm.

### MEET THE FINALISTS

There are three formal categories in which finalists are announced,



**Students from three universities were trained in the sampling process. This year's training by Richardt Venter of AgSci Unlimited, took place at Westend Landgoed near Morgenzon.**

namely maize, feed (forage) sorghum, and oats. There is one test category, namely silage bales, and finalists are announced in that category as well.

For the first time in the history of the competition, the top ten maize

entries are equally split between bunkers and silo bags. Among the maize finalists are three previous competition winners, which bodes for an exciting finish and speaks to the competitiveness of the entries, as well as the importance that the results have for our participants. ■

### MAIZE CATEGORY FINALISTS IN ALPHABETICAL ORDER

Farm/enterprise name	Farmer/producer	Entered by	Entry type
ALS Group	Arno Joubert	Nutribase	Silo bag
Deale Beef	Cronjé Deale	Nutribase	Silo bag
Gerber Boerdery Trust	Ian Gerber	AFGRI Animal Feeds	Cement wall bunker
Just Milk (Queensvalley)	Steve Moss	Strapping & Profile	Silo bag

# ARC National Master Dairyman Awards

*The Agricultural Research Council's (ARC) annual National Master Dairyman Awards competition celebrates South Africa's top commercial and small-scale achievers in the industry.*

During a virtual event hosted by Agri-Expo, on behalf of the National Milk Recording and Improvement Scheme of the ARC, the winners in the various categories were announced.

The ARC's National Milk Recording and Improvement Scheme plays a critical role in the dairy industry through the provision of genetic improvement services, accredited by the International Committee for Animal Recording (ICAR). The objective of the scheme is to enhance the sustainability and profitability of production, ultimately contributing to food security, job creation and human capital development.

### THE 2021 WINNERS ARE:

- **ARC National Master Dairyman of the Year 2021:** JK Basson Familie Trust (JK Basson), Darling, Western Cape
- **ARC National Small-Scale Dairyman of the Year 2021:** Zim Dairy (Nompe Zim), between Harrismith and Kestell, Free State
- **ARC Special Award for innovative development by a Dairy Producer 2021:** Zim Dairy (Nompe Zim), between Harrismith and Kestell, Free State
- **ARC National Herd with the Best Somatic Cell Count 2021:** JJ Nel Familie Trust (Hannes Nel), Ladismith, Western Cape with 108 330 cells/ml
- **ARC National Herd with the Best Intercalving Period 2021:** Middeldrift Dairy (Sipho Nondlebe), Middeldrift, Eastern Cape with an intercalving period of only 367 days.

Dr Hilton Vergotine, acting president and CEO of the ARC, congratulated the participants for their outstanding performance and highlighted the fact



**ARC National Master Dairyman of the Year 2021:** JK Basson (JK Basson Family Trust, Darling, Western Cape). Photo: Agri-Expo.

that an average of 71 farmers tested 10 574 cows per month and in total received 426 technical reports per month.

He added that the ARC developed an online mobile functionality to process and deliver farm management reports. "This interface allows for key information on lactation, cow production traits and cow reproduction to be readily available to the farmer on their mobile phones" he said.

The virtual awards can still be viewed at <https://www.agriexpo.co.za/arc-masterdairyman-awards/>.

### THE FINALISTS IN THE VARIOUS CATEGORIES WERE:

#### ARC Regional Finalists for Small-Scale Dairyman of the Year 2021

- Loyiso Consultants Projects (Loyiso Pepeta), Kokstad, KwaZulu-Natal
- Zim Dairy (Nompe Zim), between Harrismith and Kestell, Free State

#### ARC REGIONAL FINALISTS FOR MASTER DAIRYMAN OF THE YEAR 2021

- E Zeeman (Etienne Zeeman), Swellendam, Western Cape
- Van Niekerk Boerdery CC (Willie Van Niekerk), Caledon, Western Cape



# GENERAL AGRICULTURAL NEWS



**ARC National Small-Scale Dairyman of the Year and ARC Special Award for innovative development by a Dairy Producer 2021:**  
*Nompe Zim (Zim Dairy, Kestell, Free State).*  
Photo: Agri-Expo

- J & H Sieberhagen / Sieberhagen & Son (John and Henry Sieberhagen), Cradock, Eastern Cape
- JK Uys (Kobus Uys), Heidelberg, Western Cape
- JK Basson Family Trust (JK Basson), Darling, Western Cape
- Rhodes Food Group (Jaco Swarts), Simondium, Western Cape
- Tweekop Boerdery (Pieter Steenkamp and Dirk van Papendorp), Heidelberg, Western Cape
- Middledrift Dairy (Sipho Nondlebe), Middledrift, Eastern Cape
- JJ Nel Family Trust (Hannes Nel), Ladismith, Western Cape
- Jersey Farm Foundation (Alan and Francis Webster), Weenen, KwaZulu-Natal
- JF Theron (Jacques Theron), Barrydale, Western Cape
- Robertson Brothers (Gordon Robertson), Karatara, Western Cape ■

For more information,  
contact Hendrik de Waal at  
[DWaalH@arc.agric.za](mailto:DWaalH@arc.agric.za) or 082 775 7703.



**The winners of the 2021 ARC National Master Dairyman Awards from left:** ARC National Small-Scale Dairyman of the Year 2021 and ARC Special Award for Innovative Development by a Dairy Producer 2021, *Nompe Zim (Zim Dairy, Kestell, Free State)*; ARC National Master Dairyman of the Year 2021, *JK Basson (JK Basson Familie Trust), Darling, Western Cape*; ARC National Herd with the Best Somatic Cell Count 2021, *JJ Nel (JJ Nel Familie Trust), Ladismith, Western Cape*; and ARC National Herd with the Best Intercalving Period 2021, *Sipho Nondlebe (Middledrift Dairy), Middledrift, Eastern Cape*. Photo: Agri-Expo

## Young farmers bring hope to South Africa

*The Toyota Agri SA Young Farmer of the Year and Toyota New Harvest of the Year awards were presented to the winners at a gala event held in Kempton Park recently. Both winners drove away in a brand-new Toyota Hilux 2.5D-4D Single Cab.*

Beverly Joseph from the Western Cape was crowned the New Harvest farmer of the Year for 2021.

The winner of the Toyota Agri SA Young Farmer of the year 2021 is Gerhard Bruwer from Agri Northern Cape.

**Annually, Agri SA celebrates and acknowledges farmers who excel in quality food production and empowering farm workers.**

The competition starts with regional competitions that put all nominated young farmers through an arduous process of evaluations. Once the regional winner, one from each province, has been chosen, they then compete against each other in the national competition.

“Well done to all our farmers who received rewards for their resilience, innovation, dedication, professionalism, and caring for their workers! Agri SA is super proud of you,” said Christo van der Rheede, executive director of Agri SA.

Gerhard Bruwer is a shareholder in Genade Boerdery, a mixed farming operation near Douglas, and plays a leading role in this farming enterprise. They are primarily irrigation farmers and produce yellow maize, popcorn, wheat, barley, groundnuts, cotton, lucerne, onions, potatoes, and pecans.





## GENERAL AGRICULTURAL NEWS

There is also a cattle component of commercial Bonsmaras, which is run symbiotically with the cropping component. The business is spread across three farms, with Gerhard based near Douglas, Hannes near Hopetown, and Vickie Jnr near Schmidtsdrift. Vickie Snr oversees the entire operation. Beverley Joseph made headlines for becoming South Africa's first black, female hops farmer at the young age of 32. Situated near George, Zelpy is a 50 ha farm that produces around 20 ha of bittering and flavour hops used in beer. ■

*“My journey was difficult, but not unique if you're a woman or a person of colour trying to gain access to this industry.” She was able to become the owner of Zelpy through the SAB Thrive Fund.*



*Jeandre du Plessis, Thea Liebenberg and Magda du Toit at the Young Farmer Awards.*



*Every year farmers under the age of 40 enter the agri awards and go through a gruelling judging and evaluation process. Photo: Supplied/Food For Mzansi.*

# Winner of the 2021 Toyota SA National Young Auctioneer Competition crowned

*Despite many challenges during 2020 and 2021, Plaas Media was able to present a hugely successful eighth Toyota SA National Young Auctioneer Competition this year, one in which young Henri Beyleveldt from Limpopo took top honours. Beyleveldt currently works as an auctioneer at André Kock & Seun Limpopo.*

This was the second time the competition was presented in a digital format, after the format had to be amended in 2020 due to lockdown regulations. The original competition was held at local agricultural shows such as the Bloem Show and Royal Show.

Winners from these regional rounds would then take part in a national round, during which the new young auctioneer of the year would be crowned. Not only did the competition have a young auctioneer category, but it also boasted a junior category in which students could compete.

Due to the new digital format introduced in 2020, the junior category had to be put on hold, but as of 2022, this category will don an entirely new jacket with

courses and the competition forming part of the national and provincial Youth Show.

### VIDEO ENTRIES

To enter the 2021 virtual Young Auctioneer Competition, entrants had to record themselves while auctioning off two lots – a cow with two calves, and a sheep ram. Entrants were not restricted to specific livestock breeds and could also use props to create their videos.

These videos were received by Plaas Media and judged by a panel of three experts: Allan Sinclair, managing director of Vleissentraal Bloemfontein, Appie Maritz, auctioneer at BKB, and Barco from Niekerk, a previous winner of the competition. Each entry was judged based on a list of criteria, including contact with the audience, animal knowledge, voice, and chant. These criteria have applied since the competition's inception.

### 2021 YOUNG AUCTIONEER FINALISTS AND WINNERS

The 2020 winner, and first winner of the digital-format competition,

was Hennie Goosen, a master's student from the University of the Free State. Previous winners were André van Zyl (2014), Gareth Hughes (2015), Steven Mathews (2016), Gavin Mathews (2017), Barco van Niekerk (2018) and JP Marais (2019).

This year's Toyota SA National Young Auctioneer Competition, as in 2020, again included a people's choice category. Viewers could vote for their favourite entrant via WhatsApp. This year's people's choice winner is Fisokuhle Hadebe, a well-known face in the competition. Fiso participated in the competition as a young boy and won the junior category in 2018. As the public's favourite auctioneer, he wins a Plaas Media hamper that includes various items. Congratulations Fiso!

The following entrants were this year's regional winners:

- Fisokuhle Hadebe – Eastern Cape and KwaZulu-Natal.
- Henri Beyleveldt – North West and Limpopo.
- Vincent Pike – Free State and Gauteng.
- Chris Goosen – Northern and Western Cape.

These four regional winners

Watch the announcement of this year's competition on the Plaas TV / Farm TV YouTube channel: <https://youtu.be/-hlyAJT-HMo>





# GENERAL AGRICULTURAL NEWS



*The 2021 Toyota SA National Young Auctioneer of the Year is Henri Beyleveldt from Limpopo.*

Keep an eye on the press for information on our 2022 Toyota SA National Young and Junior Auctioneer Competition or email [deidre@plaasmedia.co.za](mailto:deidre@plaasmedia.co.za) for more information.

each receives a Toyota hamper worth R2 500, which includes a Hilux braai set, a cordless battery charger, a Land Cruiser travel bag, and a bush hat.

than five points separating first and second place.

This is testament to the high calibre of this year's competition entries.



*In second place is Fisokuhle Hadebe from KwaZulu-Natal.*

The Toyota SA National Young Auctioneer of the Year wins approximately R60 000 which goes towards his participation in the 2022 international auctioneer competition at the Calgary Stampede in Canada. The winners of 2019 and 2020, JP Marais and Hennie Goosen, will also only participate in 2022 due to the travel restrictions that have been in place the past few years.

It was a close race among this year's top candidates with less

## **The results are:**

- In fifth place is Vincent Pike from the Free State.
- In fourth place is Francois du Toit from the North West.
- In third place is Chris Goosen from the Northern Cape.
- In second place is Fisokuhle Hadebe from KwaZulu-Natal.
- The 2021 Toyota SA National Young Auctioneer of the Year is Henri Beyleveldt from Limpopo. ■



*In third place is Chris Goosen from the Northern Cape.*



*In fourth place is Francois du Toit from the North West.*

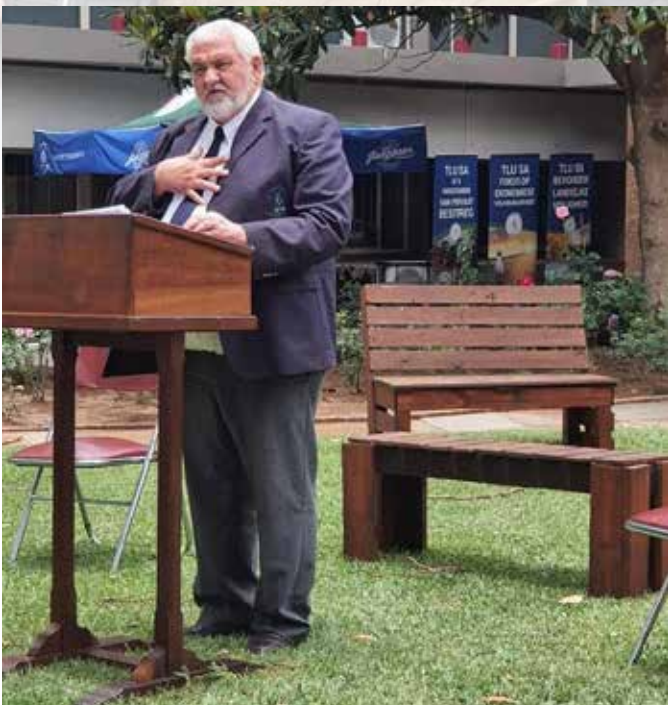


*In fifth place is Vincent Pike from the Free State.*

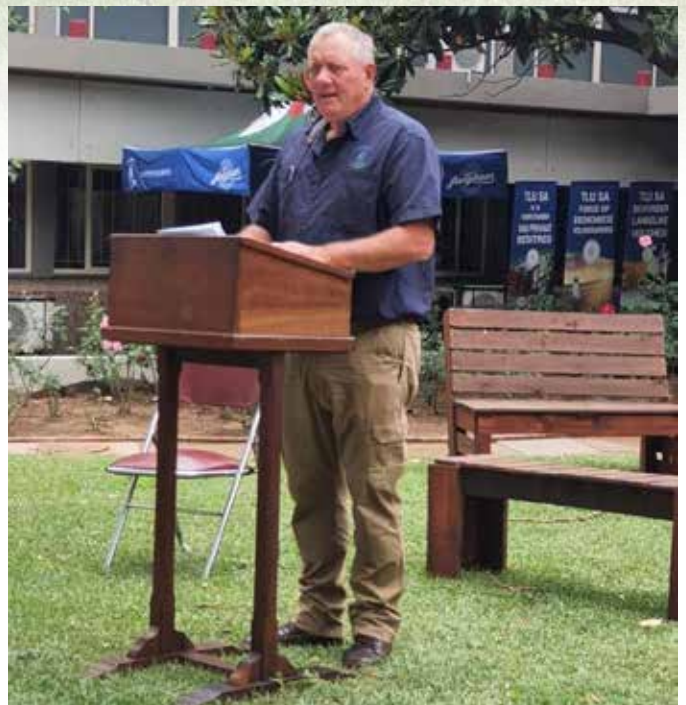


# TLU Media function

*Media and members of Agricultural Writers SA at the TLU media function.*



Bennie van Zyl, TLU SA Chief Executive.



TLU SA President Henry Geldenhuys.



# Newly appointed Director-general at the Department of Agriculture, Land Affairs and Rural development

*Mr Mooketsa Ramasodi as newly appointed Director-general (DG) at the Department of Agriculture, Land Affairs and Rural development. His appointment was made public in the cabinet statement of 3 November 2021.*

“Mr Ramasodi was the acting DG in the department and is familiar with the various challenges and opportunities experienced by farmers, farmworkers as well as the agro-value chain. He has a long track record in the department from the management and implementation of biosecurity risk plans and the

management and implementation biosecurity and food safety regulatory framework at ports of entry,” says Christo van der Rhee, executive director of Agri SA.

The DG oversees a variety of key functions, which amongst others includes the land reform process, including land ownership and sustainable development, implementation of land reform policies and programmes, register deeds and other documents and the coordination of activities of the economic cluster. ■



## IFAJ competitions

### The IFAJ-Alltech Young Leaders Award

*Applications are now open for the 2022 The IFAJ-Alltech Young Leaders Award.*

The IFAJ and Alltech believe it is important to support and nurture those who are destined to develop in the profession, to help IFAJ grow, and to contribute positively to the global advancement of agricultural journalism and communications.

The IFAJ is offering this opportunity to young members of the federation 35 years of age or younger. This award includes participating in a unique boot camp that will provide expert training and feedback through on-site writing or broadcasting assignments. It further develops young leaders' skills through formal in-class training. As a part of their learning experience, award winners will write or record spot news during the duration of the congress. Their stories will be made available to the general media and posted on the IFAJ website.

**If you are an individual who wants to be considered as South Africa's nominee, don't delay!**

**Send your application to the secretariat by 10 January 2022 with a one-page motivation on why you think you are the ideal candidate to represent Agricultural Writers SA as a young leader.**

**Your application to the secretariat must also include three samples of your work.**

Each of the IFAJ's member guilds may submit one nominee for the prestigious award, which recognises outstanding young journalists who demonstrate great potential to become leaders in the agricultural journalism industry.

**Selection will take place in February 2022.**





## IFAJ competitions

### IFAJ-Alltech International Award for Leadership in Agricultural Journalism

*The deadline for the IFAJ-Alltech International Award for Leadership in Agricultural Journalism is 22 December 2021. Journalists aged 40 years or younger by 31 December 2021 are eligible to enter.*

The national executive council (NEC) will evaluate the nominations, as only one nomination per guild is accepted. If you apply personally, the Global Office will send individual applications back to the country guild so that one nominee can be selected. The nominee from each member country will be reviewed by the international panel of judges who will make a recommendation for one candidate to participate in the ONE conference in May 2022.

Interested members should send their applications with a motivation to the secretariat by 10 December 2021.

**Visit the IFAJ website for more information and application forms: [www.ifaj.org](http://www.ifaj.org).**

### IFAJ Starprize

*2021 Contests NOW OPEN for entries!  
The IFAJ Star Prize awards recognise  
the world's best ag journalism*

Reflecting the many ways agricultural journalists and communicators reach their audiences around the globe, the IFAJ's contests celebrate excellence in print, photography, audio, video, and online media. Special awards for outstanding journalism on food security and leadership expand our offerings.

The IFAJ's award program is part of the federation's deep commitment to professional development. Participating and reviewing the entries provides all our members opportunities to learn from colleagues around the world and appreciate exposure to some of the industry's best work.

- Print, broadcast video, broadcast audio, online, and digital: These are not individual contests and each member guild is allowed to enter one submission per category for judging. Please send your applications to the secretariat by end of February 2022.
- Photography is open. Any member in good standing of a national association or guild that is a member of the IFAJ may enter one published photograph in each category. National agricultural journalist associations and guilds that are members of IFAJ may also each enter one published photo per category. ■

**Visit the IFAJ website for more information and application forms: [www.ifaj.org](http://www.ifaj.org).**

## 2022 IFAJ International Congress Denmark

*The IFAJ 2022 congress will take place in Denmark from 27 June to 3 July.*

*The IFAJ's awards program is part of the federation's deep commitment to professional development. Participating and reviewing the entries provides all our members opportunities to learn from colleagues around the world and appreciate exposure to some of the industry's best work.*

- Print, broadcast video, broadcast audio, online, and digital: These are not individual contests and each member guild is allowed to enter one submission per category for judging. Please send your applications to the secretariat by end of February 2022.
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Visit the IFAJ website for more information and application forms:  
[www.ifaj.org](http://www.ifaj.org).

### 2022 IFAJ INTERNATIONAL CONGRESS DENMARK

At long last we can look forward to the 2022 IFAJ International Congress to be held in Denmark. Registration will open soon.



#### **Pre congress tour: 24–27 June**

Based in Copenhagen with day visits to farms as well as a soccer match.

#### **Welcome dinner: 27 June**

Star prize handovers  
Alltech young leaders will be introduced  
Corteva Masterclass introduction

#### **Congress and congress tours: 28 June to 2 July**

##### **Highlights:**

- The IFAJ Foundation will be established
- General assembly meeting
- Selection of a new presidium
- VIP seminar – Smarter farming and food production
- Workshops
- Various tours and farm visits

#### **Closing dinner: 2 July**

#### **Post congress tour: 3–7 July, Faroe Islands**





# CALENDAR

## UPCOMING IFAJ CONGRESSES

2022 – Denmark

2023 – Canada

2024 – Switzerland

2025 – Israel

2026 – Kenya

2027 – Croatia



## AGRIPEN EDITORIAL COMMITTEE

Magda du Toit – editor  
Petrie Vogel – administrator  
Robyn Joubert  
Charl van Rooyen  
Jennifer Roets  
Alani Janeke  
Tineil Hurter

PHOTO OF THE YEAR

# “Die donderweer staan nader”

*by Willem van der Berg is this year's photo of the year.*



*Dit het agt jaar gelede op die plaas Flamingovlei in die Bo-Karoo gereën. Dawid le Roux vryf sand uit sy oë - as dit só lank só gaan, het jy nie meer tranes nie. “Dis orraait. Dis orraait,” sê hy sag vir sy skape. “Dit is agt jaar nader aan die mooi jare.” —Landbouweekblad, 28 Januarie 2021.*





## Stuur vir ons jou stories

Alle lede word uitgenooi om voor die 15de van elke maand bydraes vir *Agripen* te stuur aan Magda Du Toit by [magda.du.toit@outlook.com](mailto:magda.du.toit@outlook.com) of Petrie Vogel by [petrie@abevents.co.za](mailto:petrie@abevents.co.za).

## Send us your stories

All members are invited to send contributions to *Agripen* before the 15th of each month to Magda Du Toit at [magda.du.toit@outlook.com](mailto:magda.du.toit@outlook.com) or Petrie Vogel at [petrie@abevents.co.za](mailto:petrie@abevents.co.za).



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