



LANDBOUSKRYWERS SA
AGRICULTURAL WRITERS SA

AGR pen

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JUNE/JUNIE 2022

260th edition of the *Agripen*

Celebrating 260 editions of *Agripen*

Time often catches up with us. When one looks back, very often the time lapse of things that you did in the past comes as a surprise.

This month, we look back at the very first *Agripen* that was sent to members of the Northern Region 22 years ago. Since then, the *Agripen* has been sent to members every month, first in the northern region and later to all members across the country.

Magda du Toit, editor of the *Agripen*, says that since the first edition, only about three or four editions were combined, but apart from that, the newsletter has been published every month.

It is with fond memories that we include the first edition in this month's *Agripen*. "It is remarkable to think that we are celebrating the 260th edition of the *Agripen*. It has been a pleasure and privilege to have been involved in each of these over the years."

Agripen

Landbouuskrywersvereniging van
Suid-Afrika (Noordelike Streek)
Agricultural Writers' Association
of South Africa (Northern Region)

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Ons bevind ons reeds in die middel van die jaar 2000 en dit is ongelooflik wat ons almal reeds gedoen en beleef het gedurende die afgelope vyf maande. Die bestuur het tydens die laaste vergadering besluit om weer in komiteeverband te werk. Dit sal die dag-tot-dag bestuur van die Vereniging net soveel makliker om doeltreffender maak.

Dagbestuur

Die dagbestuur van die Vereniging bestaan uit Charl van Rooyen wat die voorsitter is, Louise van Straten-Botha is die ondervoorsitter, en Oom Hendrik de Kock staan weer as sekretaris en aan die roer van die finansiële boot.

Komitees

Finansies: Charl van Rooyen (sameroeper), Louise van Straten-Botha, Oom Hendrik de Kock
Borge en korporatiewe ledesaake: Charl van Rooyen (sameroeper), Joël Kotzé en Rudolf Barkhuizen
Jaarboek: Don Walker (sameroeper), Charl van Rooyen, Joël Kotzé en Jan Syfert
Kompetisies: Charl van Rooyen (sameroeper), Joël Kotzé en Jan Syfert
Plattelandse skakeling: Frikkie Kotzé (sameroeper), Rudolf Barkhuizen, Johan Swiegers en Lynette van Hoven
Agripen: Magda du Toit (sameroeper) en Charl van Rooyen
Lede-aksies/funksies: Ems Coetsee (sameroeper), Johan Swiegers, Lynette van Hoven, Louise van Straten-Botha, Don Walker
Boer-van-die-jaar: Magda du Toit (sameroeper), Joël Kotzé en Charl van Rooyen.

Kompetisies

Randse Paaskou
Baie geluk aan Charl van Rooyen wat aangewys is as wenner in die foto-kompetisie en aan Hans Lombard wat as die wenner in die joernalis-afdeling aangewys is.



MEMBER NEWS

Epic travels of AgWriters

Charl van Rooyen from Landbouweekblad recently travelled to Namibia to interview farmers. Herewith a photo summary on his epic travels where he covered 4 600 km in 18 days.



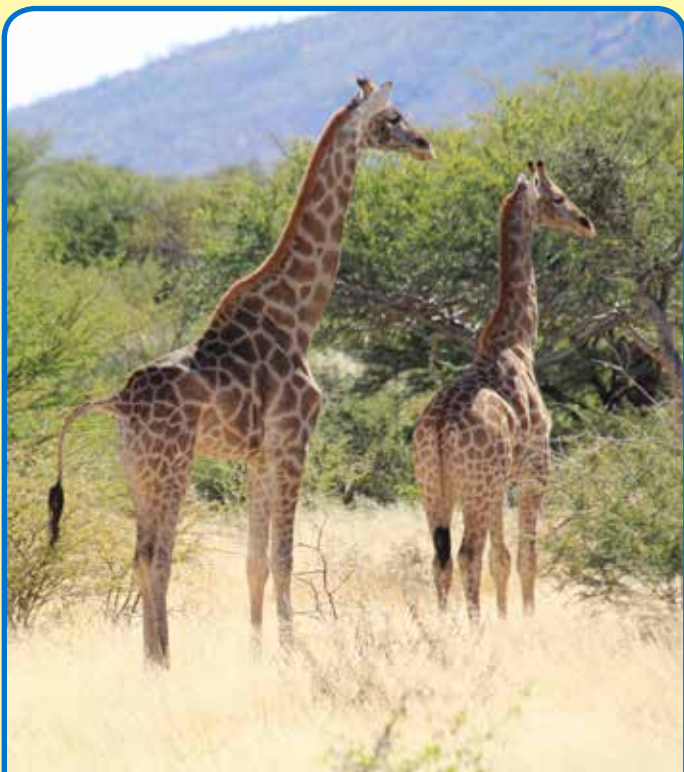
A typical farm scene in the Grootfontein area of Namibia.



Grootfontein.



Otjiwarongo.



Giraffe near Otjiwarongo.



Cattle auction in Windhoek.

MEMBER NEWS



Charl making new friends in Dordabis.



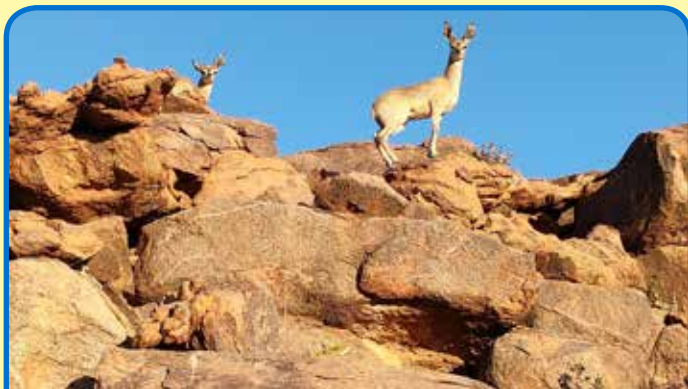
In a big country, a small antelope such as this Steenbuck near Helmeringhausen is especially noteworthy.



Biltong is just as popular in Namibia – on the photo is a biltong fundi near Okahandja.



Prickly pear indulgence near Helmeringhausen.



Klipspringer at Velloor next to the Oranje (!Xharieb) river.

FARMER MEMBER NEWS



Makulu Bush Concert



This friendly group of guests at the recent Makulu Bush Concert hosted by the Mahela Group in Letsitele are the team from FNB, one of our main sponsors. From left: Dawie Maree, head of information and marketing at FNB Business, Agriculture, with Riaan Pretorius and Arno de Klerk.

FARMER MEMBER NEWS



IFPA: Understanding shopper behaviour is a critical success factor for any retailer



Speaking at the International Fresh Produce Association's (IFPA's) independent retailers' lunch in Johannesburg, Greg Abraham, growth executive for Africa at Smollan, unpacked some of the key drivers influencing shopping behaviour in retail stores from a merchandising point of view.

Shoppers take a number of factors into account when deciding on what to purchase within specific categories. According to a survey conducted by Smollan across 10 000 consumers in South Africa, fresh and within the 'best before' date, and quality of products are rated highest by grocery shoppers. This is followed by price, in-store navigation, and product offers.

"Independent retailers own the most valuable fast-moving consumer goods (FMCG) space there is," said Abraham. "65% of all purchases within a large retail format are made in the first 30% of the store – this is where the independent retailers are. Cross-merchandising is driving up to 30% of all consumer behaviour. Half a square metre of space for dried fruit and nuts in the fresh section of a large retail store could cost a supplier up to R5 000 per month. Large retailers still have a long way to go to catch up with them because they cannot manage freshness, quality, and price, which independent retailers are good at."

Abrahams highlighted the following merchandising considerations:

- Use simple signage to create an educational experience.
- Keep wording simple. The number one rated call to action is still, "I am new – Try me!"
- Focus on goodness and wellness qualities.
- Bring fun elements into the promotions. Shoppers don't want their shopping experience to be a mathematical exercise.
- Show your support of a sustainable environment by procuring locally.
- Create partnerships and rewards for shoppers buying fresh.
- Don't be scared to mix and match.
- Encourage bulk deals.
- Engage consumers and make it easy for them to shop.
- Give back to the community.
- Innovate by converting old technology to the digital age. ■

CORPORATE MEMBER NEWS

NWK maak grondpaaie weer rybaar

Grondpaaie in Noordwes geniet aandag ná landbou en regering hande vat.

'n Padskraper besig om 'n grondpad in die Kameel-omgewing te skraap.



'n Grootse projek om sowat 400 km se grondpaaie in die platteland van Noordwes meer toeganklik te maak, het onlangs naby Kameel afgeskop. Dié projek is uiteindelik van stapel gestuur nadat NWK onlangs 'n memorandum van verstandhouding met Noordwes se departement van openbare werke en paaie onderteken het, waarvolgens dit sy hulp aan die regering bied om die provinsie se grondpaaie meer begaanbaar te maak.

NWK skenk ook gereeld teer om slaggate in Lichtenburg se sentrale sakegebied te herstel. Suid-Afrika se oudste landboumaatskappy onderneem die grondpadprojek in samewerking met Agri NW en het nagenoeg R500 000 beskikbaar gestel vir die eerste fase, wat na verwagting vier weke sal duur. Met die stroopseisoen onderweg, sal daar tydens hierdie fase van die projek gefokus word op grondpaaie wat na en van NWK se silokomplekse lei, sodat boere tydens hierdie kritieke stadium hul graanoeste so maklik as moontlik by die silo's kan kry.

“Ons paaie is in 'n haglike toestand en lei tot groot ongelukkigheid onder ons bevolking. Groot skade word deur elke persoon wat paaie gebruik, gely. As 'n sake-onderneming het die vervalde paaie NWK al 'n geruime tyd gelede genoop om 'n ooreenkoms met die provinsiale regering te sluit sodat iets aan die situasie gedoen kon word,” het Theo Rabe, groephoof- uitvoerende beampte van NWK, verduidelik. “Al die skade wat gely word, veral deur

ons produsente, dra tot die stygende prys van voedsel by. Veral die prys van arm gemeenskappe se hoofbron van voedsel bly styg weens skade aan toerusting en die ontoeganklikheid van paaie.”

NWK het onlangs die nodige magtiging en vrywaring bekom om, in samewerking met ander sakevennote, aan grondpaaie te begin werk. 'n Kontrakteur is onmiddellik aangestel om die paaie te skraap. Paaie rondom, onder meer, Rostrataville, Sannieshof, Boschpoort, Coligny, Grootpan, Lusthof en Taaiboschpan, gaan ook tydens hierdie fase geskraap word. “Die padnetwerk is kardinaal om die hele voedselproduksieketting doeltreffend te laat werk en te sorg dat eindverbruikers bekostigbare voedsel op hul tafels het. Die bydraes deur vennote soos NWK en Agri NW, sal help om uitgawes vir die produsent en uiteindelik die eindverbruiker, laer te hou,” het Theo vervolgt. “Dit sal boonop ander padgebruikers wat met busse en taxi's op hierdie paaie na hul werksplekke en skole moet reis, bevoordeel. Baie vragmotors gebruik ook hierdie paaie om graan na die onderskeie verwerkingsaanlegte te vervoer.” Ander paaie in Noordwes sal in komende fases van die projek geprioritiseer word.

Produsente met navrae word versoek om die bestuurder van hulle naaste NWK-handelwinkels of -silo te skakel. Vir navrae in verband met die projek, skakel vir Ian Britt, bestuurder van silodienste by NWK by 076 791 7030. ■

Biological crop protection a vital tool for export crops

By Lindi Botha



Biological solutions are proving to be a valuable tool in integrated pest management (IPM) strategies where low chemical residue levels are required for market access.

Speaking at the first in a series of webinars hosted by the Agricultural Writers SA, Rod Bell, CEO of CropLife South Africa, said that there was a concerted strategy in the industry to move towards biological solutions, and that very few export-orientated farmers were solely relying on harsh chemicals anymore.

Biological solutions include those that use plant extracts, microbes and fungi as the mode of action to deter pests.

Donvae Hooker, business communication lead at Andermatt Madumbi, said that when biological

controls first started appearing on the market, it took much convincing to show farmers that the products worked. “Now, everyone has recognised their impact and how beneficial they are, especially to export crops.

Growers listen to growers and we have found that where one farmer started using the products, word and uptake has spread quickly. The importance of root health and the value of building soil health are boosting the use of biologicals.”

Karlien Muller, an entomologist at the Komati Group, noted the increasing scrutiny fruit producers faced when exporting produce to the European Union (EU). This was with regards to the environment, and health and safety of workers. “The audits take into account what chemicals you use, their impact on the environment, and the workers who have to administer them. They want to know what our strategy is to reduce chemical usage, while still insisting on zero pest incidence.”

CORPORATE MEMBER NEWS

She said that this created significant problems because chemicals could not be used, and biological control does not provide insect-free fruit either. “The solution is to find a way to combine biological solutions with harsher chemicals to get fruit that will pass maximum residue level (MRL) inspections while keeping pests under control.”

Bell said that while such legislation pushed export-orientated farmers to reduce their chemical loads, there was little incentivising suppliers of the local market to do the same. “There needs to be a lot more education about the benefits and efficacy of biological crop protection for there to be better uptake in the local market.”

Hooker noted that one of the biggest challenges in expanding uptake for biologicals was the ensuring farmers bought legitimate products, that were then stored and applied correctly.

“Much damage has been done to the reputation of biologicals by ineffective products or those referred



to as ‘snake oils’. Farmers need to be very cautious in using only tried, tested, and registered products.”

While biological solutions do carry a larger price tag than conventional chemicals, Muller stated that rather than worry about the additional cost of biologicals, farmers should ask themselves what the cost would be if they did not switch to softer chemicals. “Every action taken on the farm will either ensure or prevent our future ability to farm there and remain sustainable. For this reason, harsh chemicals alone are no longer an option.”

Hooker added that protecting the current range of chemicals on the market was also important, and this necessitated a diversification of crop protection methods applied on a farm. “Once you take into account the bigger picture you realise what the costs are of not incorporating biologicals.” ■



CORPORATE MEMBER NEWS

AFRIKELP™ focuses on sustainability

Sustainability is one of the core values at Afrikelp™. “Sustainability is woven through all aspects of our business,” says Dr Nicole Hart, managing director at Afrikelp™. “We recognise that we need to employ tools, technologies, and opportunities that can sustainably address the challenges lying ahead of the agricultural sector. At Afrikelp™, we strive to deliver products and production processes that are of outstanding quality and do not negatively impact the environment. We wish to be seen as a company that is socially responsible and that we do not compromise on health and safety.”

She adds that Afrikelp™ is enthusiastic about bringing practical, sustainable, and meaningful solutions to the agricultural sector. She also said that that not all responsibility for sustainable agriculture lies with farmers. “Responsibility should be shared with all involved in the agricultural value chain.

A holistic approach is needed and, therefore it is of utmost importance that we also nurture this principle within our company and among our staff.

According to dr Hart, because natural resources and ecosystems form the foundation of life, biodiversity, and the well-being of people across the planet, Afrikelp™ wishes to make a positive and meaningful impact on people and the environment.

“We are focused on contributing as much as possible. Our environment is our lifeline and that makes it even more crucial that we all take care of the environment.”

In 2008, the United Nations General Assembly passed a resolution officially recognising 8 June to be World Oceans Day. On World Oceans Day, Taurus, an Afrikelp™ sister company, did a coastal clean-up in conjunction with Gansbaai Tourism at Stanford’s Cove and collected 83 kg of trash. ■



SPONSOR NEWS

Agri Wes-Kaap Santam Landbou Jongboer van die Jaar



Ian en sy vrou, Inge.

Ian Cunningham (37) is tydens 'n gala-geleentheid in Durbanville as die Agri Wes-Kaap Santam Landbou Jongboer van die Jaar aangewys.

Ian boer met sagtevrugte en wyndruiwe op Elgin en Villiersdorp en meen hy werk aan 'n nalatenskap wat sinoniem is met innovasie en kwaliteit, en waar elke lid van sy span hul volle potensiaal kan bereik. Die oordrag van vaardighede en kennis is ook deel van die boustene van sy boerdery.



Jannie Strydom, uitvoerende hoof van Agri Wes-Kaap sê hoewel vanjaar se deelnemers almal sterk kandidate was, het Ian aan die kompetisie se streng kriteria voldoen. Cunningham sal die Wes-Kaap verteenwoordig wanneer die nasionale wenner van die Toyota SA/Agri SA Jongboer van die Jaar kompetisie aangewys word. ■

GENERAL AND INDUSTRY NEWS

SANSOR congress feedback

The 2022 congress of the South African National Seed Organization (SANSOR) celebrated the importance of the seed industry in food security since the first ships anchored on the southern shores of the African continent. Today, seed is still as relevant as ever and the seed industry is actually taking the lead in many aspects.

In SANSOR, the various division committees, under leadership of the board of directors, influence the direction of the industry. Member organisations can nominate candidates to these committees. During the past congress, the following members were elected to these committees.

SANSOR board of directors

- Chair: Matome Ramokgopa, Enza Zaden SA
- Vice-chair: Nic Goble, Pannar Seed
- Brian Lever, AGT Foods Africa
- David Malan, Klein Karoo Seed Production
- Riaan Roselt, DLF Seeds
- Christopher Volbrecht, Lake Agriculture
- Lukeshni Chetty, SANSOR.

SANSOR forage division committee

- Chair: Riaan Roselt, DLF Seeds
- Vice-chair: Brian Lever, AGT Foods Africa
- Marcell van der Westhuizen, Agricol
- Gert Els, Limagrain Zaad SA
- Johann Olivier, Selected Seeds SA.

SANSOR horticultural division committee

- Chair: Matome Ramokgopa, Enza Zaden SA
- Vice-chair: David Malan, Klein Karoo Seed Production
- Sean Goldfain, Ball Straathof
- Deon de Kock, BASF
- Susan Allen, SAKATA
- Glendon Ascough, Starke Ayres

SANSOR agronomy division committee

- Chair: Nick Goble, Pannar
- Vice chair: Christopher Volbrecht, Lake Agriculture



- Kruger van Wyk, United Seed
- Danie van Leeuwner, Limagrain Zaad SA
- Andries Wessels, Syngenta
- Whitey van Pletzen, Agricol

After being elected as the new chair of SANSOR's board of directors, Matome Ramokgopa from Enza Zaden SA thanked his fellow Board members for their faith and trust. "I have been an active member of SANSOR for the past nine years in different capacities and look forward to serving in my new role." He added that his focus as chair will be to create value to all members through SANSOR's 2026 strategic plan and to connect with all external partners and stakeholders.

He also pointed out during the congress that the top food trends currently are sustainable production and packaging, regenerative agriculture, alternative

GENERAL AND INDUSTRY NEWS



SANSOR agronomy division committee. Front, from the left: secretariat Kobus van Huyssteen, chair Nick Goble, Pannar; vice-chair Christopher Volbrecht, Lake Agriculture. Back, from the left: Kruger van Wyk, United Seed; Danie van Leeuwner, Limagrains Zaad SA, Andries Wessels, Syngenta, and Whitey van Pletzen, Agricol.



SANSOR horticultural division committee. Front, from the left: Sean Goldfain, Ball Straathof, chair Matome Ramokgopa, Enza Zaden SA, vice-chair David Malan, Klein Karoo Seed Production. Back, from the left: Deon de Kock, BASF, secretariat Isabelle Bezuidenhout, Susan Allen, SAKATA, and Glendon Ascough, Starke Ayres.

proteins, young food activists, labelling focusing on environmental aspects, and new flavours and food experiences. All of these, he said, have an impact on the agricultural sector, and especially on the horticultural sector.

Dr Johan van Deventer, a veteran of the fresh produce industry, echoed this and stressed that the customer will always be king. "Know your customers and what their preferences and requirements are. This refers to the seed as well as the fresh produce market," he stressed. Dr van Deventer added that the African market presented numerous challenges in the food supply chain. One of these was being able to offer consistent, quality products as this builds trust in the marketplace and with consumers, ensuring a loyal customer base. "To maintain market share, it is important to understand consumers' preferences in terms of size, taste, and appearance of the produce. It is also important to know consumers' price resistance levels for each product to ensure that all exports are absorbed on the market and it is profitable to continue stocking the product," he said. He advised seed breeders and producers to always keep the retailers wish list in mind and to remember that happy customers lead to profitability.

According to well-known futurist Pieter Geldenhuys, food choices will become more important in future, and he said that the agricultural sector will be at the centre of this trend. "Apart from the current

environmental trends in the food industry at present, people will become their own doctors. By analysing your DNA, you will adapt your diet and lifestyle so you will fall ill less often. The focus will be on staying healthy for longer. This is one of the major trends of the future."

He pointed out that, in spite of challenges and talk of future technologies, the industry must remember that industry role players are part of the future every day. "The future is here and now. Occupations, finance, logistics, transport, trade, energy, entertainment, and new technology will be in the centre of all the changes. Now is the time to explore the possibilities of the future and leverage the opportunities in a changing technological, social and geo-political world," he said.

In his talk about the biotechnology environment, Dr Hennie Groenewald of Biosafety South Africa said that it was crucial to understand the complexities of the biotechnology environment and that industry members should be able to distinguish between technologies and actual products. He added that science-based policies and regulations were needed and was crucial to enable research and product development. "Technological innovations are needed to achieve sustainability. At Biosafety SA our aim is to support bio-innovation in South Africa. Part of this is public engagement and discussions," Dr Groenewald added. "Gene editing is Africa's opportunity to benefit from genetic-based

GENERAL AND INDUSTRY NEWS



SANSOR forage division committee. Front, from the left: secretariat Magdeleen Cilliers, chair Riaan Roselt, DLF Seeds, vice-chair Brian Lever, AGT Foods Africa. Back, from the left: Marcell van der Westhuizen, Agricol, Gert Els, Limagrain Zaad SA, and Johann Olivier, Selected Seeds SA.



SANSOR board of directors. Front, from the left: Lukeshni Chetty, SANSOR, chair Matome Ramokgopa, Enza Zaden SA, vice-chair Nic Goble, Pannar Seed. Back, from the left: Brian Lever, AGT Foods Africa, Riaan Roselt, DLF Seeds, David Malan, Klein Karoo Seed Production, and Christopher Volbrecht, Lake Agriculture.

innovation – we need to complement this drive with supportive regulation.”

“The approval of the Breeding & Technology levy by the National Agricultural Marketing Council (NAMC) for lupins is a step in the right direction to ensure continuous investment in development of new varieties,” said Riaan Roselt, chair of the SANSOR forage division.

Climate change and erratic weather patterns greatly influence the seed sector and farmers in South Africa. In a very enlightening presentation, Peter Johnson, a climate scientist at the University of Cape Town, emphasised that, although certain climate events have always occurred to some extent, scientists across the world acknowledge that global warming is a reality in the light of scientific evidence and facts. “One has to take notice. Looking at the severity and increased frequency of the climatic changes, there is no doubt that we are facing a changing world. Global warming will result in changes in hot and cold temperature extremes. Other consequences include prolonged heat waves, a decrease in soil moisture, more soil and leaf evaporation, and more fire threats,” he added.

Agriculture has a major role to play in facilitating the process of slowing and addressing these climate changes and the impact thereof. Just as important is the facilitation of capacity development across the South African seed industry. “This is critical to

SANSOR. The SANSOR Training Academy will endeavour to address many of the development needs,” said Magdeleen Cilliers, policy and research manager at SANSOR said.

Ayanda Bam, chief executive officer (CEO) of BCubed Consulting, one of the leading hemp and cannabis advisory companies in South Africa, gave an informative talk on the cannabis industry in South Africa. Bam has been one of the most instrumental figures behind the scenes in getting cannabis reform off the shelf, pulling together the Private Sector Working Group to assist government with the development of the National Cannabis Master Plan, and was instrumental in persuading the Presidency to establish a cannabis desk within its office. South Africa’s biggest immediate challenge in developing a cannabis economy is to establish a National Seed Bank. Failure to do so will lead to the loss of our unique genetic strains, a process which is well underway. “Global shipping costs surged during the COVID-19 pandemic and are likely to continue boosting inflation for the rest of the year and have an impact on trade and input prices,” said Theo Boshoff, CEO of Agbiz.

The take-home information gained at the congress were that trust, convenience, and fashion are driving the market, but that environmental responsibility and sustainable production and packaging were also key elements that seed breeders, producers, and farmers should focus their business on. ■

GENERAL AND INDUSTRY NEWS

AGRI SA and AGRI Enterprises partner with Motsepe Foundation

Agri SA and Agri Enterprises have partnered with the Motsepe Foundation to drive commercial partnerships in agricultural sector.

Agri SA is proud to announce the launch of two pioneering projects in Limpopo and Mpumalanga to boost the sector's transformation efforts. The projects are the culmination of a joint initiative with the Motsepe Foundation to reimagine development funding and foster greater collaboration to accelerate the inclusivity of the agricultural sector.

The Motsepe Foundation and Agri SA, through its subsidiary Agri Enterprises, have identified access to capital as a key constraint facing projects with real potential to support and advance emerging farmers, and have partnered together to find concrete solutions. Due in large measure to a lack of secure land tenure, a number of promising projects around the country have been unable to secure adequate funding for their operations.

Agri Enterprises and the Motsepe Foundation have stepped into this gap, demonstrating the ability and the will of the agricultural sector to help realise the objectives of democratic South Africa. Due to legal and tax requirements and because of the commercial nature of these projects, the Motsepe Foundation facilitated approximately R70 million of funding for the first two projects through a company established by the Motsepe Family.

The first of the projects supported in the current phase of the initiative will be the joint ventures established following the successful Greater Tenbosch land claim in Mpumalanga. Three ventures that have, to date, suffered from a lack of funding, have been established to cultivate cane on this land. A crucial partner for this project has been consumer goods giant RCL Foods, which is currently the sole funder of the joint ventures.

The second project, Majeje Citrus, will be in partnership with the Majeje Traditional Authority,

which occupies land still owned by the state, despite the recognition of the community and its chieftaincy. In partnership with Komati Fruit and ABSA, the community has set up Majeje Citrus. With the support of Agri Enterprises and the Motsepe Foundation, the community will now be able to develop its land and participate in the cultivation of South Africa's most thriving agricultural commodity.

The first two projects of this initiative will create and maintain 1 541 jobs (seasonal and permanent) and will impact 5 705 livelihoods. Also critical for the success of the initiative has been securing the buy-in of communities, and of their leaders. Agri SA is therefore grateful for the partnership of traditional leaders in bringing these partnerships to fruition. The success of this collaboration is a testament not only to the effectiveness of private sector-led initiatives, but also the necessity of a holistic, multilateral approach to promoting inclusivity in the economy.

Agri SA is confident that the partnership with the Motsepe Foundation will provide a new and vital model for the support of forward-looking, private sector-led initiatives aimed at promoting inclusivity in the agricultural sector.

This innovative approach to development funding will be rolled out to more projects in the current phase, and we look forward to seeing communities transformed as this partnership expands throughout South Africa in the coming months. ■

**For further enquiries,
please contact Omri van Zyl, chief executive
officer at Agri SA Enterprises
at 082 417 5724,
or Christo van der Rheede, executive
director at Agri SA
at 083 380 3492.**

GENERAL AND INDUSTRY NEWS

State-of-the-art mechanisation facility officially opens in Pomona

Argo Tractors recently celebrated the opening of a brand new, state-of-the-art facility in Kempton Park, South Africa. "The initial ground-breaking work commenced on 1 June 2021 and today, one year later, we have the privilege to officially open the new facility that will also be the new headquarters of Argo Tractors in South Africa," said Godfried Heydenrych, managing director of Argo Tractors SA.

Speaking at the opening ceremony, Heydenrych said the facility was strategically positioned to meet the ongoing demands of producers across southern Africa. "I believe this new facility will serve to provide excellent customer service to our clients.

This investment not only shows our commitment to regional agriculture, but also demonstrates our ambition to effectively address the needs of our customers to and utilise cutting-edge technology to help increase yields, improve livelihoods and ensure sustained food production."

He added that this modern facility would be home to an advanced training centre that will provide the necessary technical support to Argo's dealer network. "The building was specifically designed and built to meet the expanding needs of the Argo customers and will be a cutting-edge operational site dedicated to high-performance products and services and will allow us to host special events for our dealers and customers."

Located in Pomona Kempton Park, the 6 000 m² new facility is equipped with nine assembly bays which will be utilised to locally assemble tractors and implements that will reduce shipping cost and supports localisation and job creation. The latest technology in agricultural tractors and equipment will be on display in the 700 m² showroom.



"We are committed to providing our customers with world-class equipment matched by outstanding service," Heydenrych said. "The new facility will equip our employees and dealers with the support they need not only regarding sales, but most importantly, to grow customer relations and after-sale service.

I thoroughly believe that this new facility will enable us to build on the significant progress that we have made over recent years in the tractor market and further drive our customer service and business growth in Africa."

GENERAL AND INDUSTRY NEWS



The full operation of the company including the administrative, marketing, sales, technical support and parts, as well as training recently relocated to the facility. "This move serves to emphasise our continued investment in our products, people, facilities and capacity-building," Heydenrych said. "In March, we cut the ribbon at our new branch premises in Germany, and before that we did the same in France and Spain," underlined Simeone Morra, corporate business director of Argo Tractors. "Now, in South Africa, our expansion

project is proceeding at a steady pace, confirming the attention we pay to a market, which we consider crucial and where we have a firmly established presence since 1999.

We are confident that Landini and McCormick tractors and related services for a technological, innovative and customer-oriented agriculture will continue to be very well received in South Africa."

Argo Tractors is one of the world leaders in agricultural mechanisation and a worldwide manufacturer and distributor of Landini and McCormick tractors.

Landini and McCormick tractors are two of the best-known and most respected brands in agricultural mechanisation globally. With solid roots in the specialist vineyard, orchard and vegetable sectors, as well as in row crops, the company looks at a great future at the side of farmers world-wide. ■



GENERAL AND INDUSTRY NEWS

AGBIZ Congress

Members of Agricultural Writers SA attended the Agbiz congress recently.



GENERAL AND INDUSTRY NEWS



GENERAL AND INDUSTRY NEWS

Plaasnoui met Down-sindroom kry haar boekdroom

'n Landboujoernalis het 'n plaasnoui se droom om 'n boek te skryf, verwesenlik. Mianke van den Hever (27) van Beestekuil, Hanover, is met Down-sindroom gebore – sy kan nie lees of skryf nie – maar wou van kleintyd af 'n boek skryf.

Sy het 'n besondere aanvoeling en rapport met perde en dit laat mense dink sy is 'n perdefluisteraar. Haar pa, GP van den Hever, het by Jan Bezuidenhout aangeklop in sy soeke om iemand te vind om dié boek vir Mianke te skryf. Hier is dit.

Dit is die merkwaardige verhaal van Mianke wat vir enigiets kans sien, haar gestremdheid ten spyt. Die boek verduidelik ook die kenmerke van Down-sindroom en bied 'n kykie op die leefwyse van dié mense en hul geliefdes.



Die boek, *Mianke fluister vir perde en skryf 'n storie*, kan by Naledi bestel word met gratis aflewering landwyd.

<https://naledi.co.za/product/mianke-fluister-vir-perde-en-skryf-n-storie/>

Hiermee saam is 'n voorbladfoto van die boek, asook 'n video van hoe Mianke 'n halter vir 'n perd in die veld aansit, met Pa GP se kommentaar daarby. Haar bynaam is Stien.

Skakel na die video: <https://fb.watch/dmNuFCWSIz/>

Erkenning gaan aan *Lig* tydskrif.

IN MEMORIA

Tribute to George Nicholas



Magda du Toit

It is with great sadness that we had to say our last goodbyes to George Nicholas, one of our inaugural members. George was a true gentleman who loved his golf and had an excellent command of English. George has been an honorary president of the Agricultural Writers SA since 1985. In 2018, George celebrated his 100th birthday and he passed in June 2022 at the age of 104.

George gave 72 years of service to the agricultural industry in South Africa. He started his career in journalism at *The Friend* newspaper in Bloemfontein before joining *Farmer's Weekly* in 1944 as a cadette reporter at the magazine's Bloemfontein office and subsequently served in the Western Cape, Harare (then Salisbury), and eventually in Pretoria. He retired from active reporting in 1988 but remained with the publication as a contributor until 2016. In 2017, *Farmer's Weekly* bestowed a lifetime achievement award on George for his service to the industry.

"I would like to thank *Farmer's Weekly* for honouring me with this medal, it is the one thing I have always coveted and now it is finally in my pocket," George said in a letter to the editor shortly after his 99th birthday. ■

Jan Bezuidenhout

*George was the most respected agricultural journalist and editor that I know. He offered me my first position at an agricultural publication (*Farmer's Weekly*) and I worked four years under his strict and knowledgeable guidance.*

George respected agriculture and the various role players in it, from farm hands to executives. He always dressed immaculately and I can testify that he was always so proud of agriculture. I once wrote an article about a sheep farmer who posed for pictures with bare feet with a ram. George ordered me to return and retake the pictures with the man wearing shoes! "What will readers think about farming if they see this picture," he told me.

After leaving *Farmer's Weekly* to take up a position in Pretoria, my wife and I would visit George and Connie at their home in Clubview.

Much later, when we moved to Cape Town, George would call us to make an appointment for lunch with us whenever they visited the Cape.

So, it is with much sadness that I salute my mentor, a true agrarian and a real gentleman I will never forget. ■



IN MEMORIA

Lynette van Hoven

Dit is met leedwese dat ons afskeid moes neem van een van ons voormalige lede – Lynette van Hoven. Adele Engelbrecht onthou haar as ‘n formidabele onderhandelaar wat gesag afgedwing het as sy by ‘n vertrek ingestap het.

“Dit was moeilik om haar mis te kyk – sy het ‘n statigheid gehad met haar lang figuur en met elektriese blou oë wat maklik kon intimideer, maar net so maklik kon sy ‘n mens om haar pinkie draai daarmee. Sy was voorwaar ‘n doyenne in die landboumedia wat oral waar sy gegaan het, agting afgedwing het.”

Sy het *Die Boer/The Farmer* gevestig as ‘n gerekende mondstuk van die destydse SA Landbou-unie (nou Agri SA) en was nou betrokke by die werksaamhede van die landbouskrywersgemeenskap. Haar heengaan laat ‘n leemte wat nie gevul kan word nie. ■



IFPA SOUTHERN AFRICA CONFERENCE



The
Southern Africa
Conference

INTERNATIONAL
FRESH PRODUCE ASSOCIATION

Date: 17–18 August 2022

Venue: Century City, Cape Town, South Africa

Cost: Early-bird tickets available until 29 July 2022

The inaugural Southern Africa Conference hosted by the International Fresh Produce Association (IFPA), will take place from 17–18 August at the Century City Conference Centre in Cape Town, South Africa.

This event brings together all stakeholders in the fresh produce and floral supply chain, such as commercial fruit, vegetable, and flower growers, exporters, retailers, wholesalers, market agents, fresh produce markets, input suppliers, and service providers.

The conference creates a platform for stakeholders in the fresh produce supply chain to connect and to gain first-hand insights into global trends and business opportunities.

Conference topics address a range of international issues and challenges:

- Market and consumer trends
- Technology
- South African logistics infrastructure
- Global supply challenges
- Education sessions

IFPA members	
Early-bird: \$355	From 30 July: \$425
Non-members	
Early-bird: \$425	From 30 July: \$465

REGISTRATION AND TRADE SHOW

QUESTIONS: Scatterlings

Mobile: +27 82 892 2334

Email: Rowan@soafrica.com

PROGRAMME AND SPONSORSHIP

**QUESTIONS: Jane Strijdom, IFPA SA
marketing & membership manager**

Mobile: +27 72 619 6611

Email: memberships@freshproduce.com

CALENDER OF EVENTS

Upcoming IFAJ congresses

2022 – Denmark

2023 – Canada

2024 – Switzerland

2025 – Israel

2026 – Kenya

2027 – Croatia



2022 Agri SA Congress *Growing Local*

13 & 14 October 2022

@ Maslow Time Square Hotel in Menlyn, Pretoria

Enquiries and sponsorship opportunities:

aloise@agrisa.co.za



SAVE THE DATE

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Tineil Hurter

Marina Lubbe – Layout & design

PHOTO OF THE MONTH

Stephan Booyens van GPC Brahmane naby Lichtenburg, het op 4 Junie 'n lekker onverwagse natsoen van Daisy gekry. Dié verskalf van Gawie Coetzee is mak gemaak vir die Sale of the Roses Brahman-veiling wat op 8 Junie in Parys aangebied is. Stephan het vroeg daardie oggend by Daisy by die voerkrale gaan draai toe hy hierdie foto vasevang het.



PHOTO OF THE MONTH



Blompomp? Die lyk asof die windpompbesig is om blommevreugde uit te pomp. Charl van Rooyen het die foto naby Volksrust geneem net toe die kosmos besig was om voluit te blom.

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 of
Petrie Vogel by petrie@abevents.co.za.

Send us your stories

All members are invited to send contributions to *Agripen* before the 15th of each month to

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