



LANDBOUSKRYWERS  
AGRICULTURAL WRITERS SA

# AGRICULTURAL WRITERS SA NATIONAL AWARDS 2023



#AWSAawards23



# CHAIRPERSON'S MESSAGE OF CONGRATULATIONS

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Dear guests, nominees, sponsors and members of the Agricultural Writers SA,

Tonight we are here to celebrate excellence and honour the nominees for Farmer, Agriculturist and New Entrant to Commercial Farming of the Year!

Our organisation represents members of the agricultural media and communication sector and since our inception in 1977 the Agricultural Writers SA (AWSA) has had the mandate to nominate and select the recipients of these awards. Therefore we welcome you all to this opportunity to celebrate excellence and once again enjoy the friendship and togetherness we cherish in AWSA.

During the past year, the dedication of farmers, farm workers, agricultural organisations and the ag industry at large, just confirmed why agriculture is so important to the South Africa economy. Despite many hurdles like the devastating outbreak of avian influenza, our country's producers and agricultural value chain always find a way to get the job done.

## THE ROLE OF THE MEDIA

Of course, very few of these stories of problem solving and triumphing over adversity would be known if it wasn't for the agricultural media. By telling these stories and reporting on industry related news, the media shines a light on the individuals, teams, organisations and businesses who continue to be solution driven.

## CONGRATULATIONS

The recipients of the national AWSA Awards for Farmer of the Year, Agriculturist of the Year and New Entrant to Commercial Farming were all nominated by members in good standing.

We thank our judging panels – most of them previous award recipients – as well as the representatives from our sponsors who helped to choose the top recipients. It was a tight race as all of the nominees are worthy and excellent ambassadors of what it means to be resilient and successful.

To the nominees: Congratulations! May the recognition during this event and the awards bestowed upon you serve as a reminder that your hard work and dedication is indeed appreciated.

## THANK YOU

Thank you to the Agricultural Writers SA IXhariep Region for hosting us in beautiful Stellenbosch, executive committee members and especially Eunice Joubert, for organising and participating in this event.

Thank you to our main sponsors, Santam Agriculture and FNB. Tonight would not be possible without their financial support. We also thank all other supporting sponsors and service providers making this event and member awards possible.

Liza Bohlmann

**Chairperson:  
Agricultural Writers SA, 2023**



## THANK YOU TO OUR SPONSORS

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The Agricultural Writers SA National Awards would not be possible without the financial support of our generous event sponsors.

Thank you to our platinum sponsor Santam Agriculture, diamond sponsor FNB, and bronze sponsors Syngenta and CropLife SA for going above and beyond expectations to help us recognise and celebrate excellence in agriculture.

WINE SPONSOR



PLATINUM SPONSOR



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BRONZE SPONSORS



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LANDBOUSKRYWERS  
AGRICULTURAL WRITERS SA

#AgriWritersSA

**Agricultural Writers SA** is a voluntary, non-profit making professional association promoting the image and standards of agricultural journalism in South Africa.



**Kom ons help jou landboubesigheid om bo uit te kom met ons gespesialiseerde oplossings en bedryfskundigheid**

Verken FNB Business



# PROGRAMME

## AGRICULTURAL WRITERS SA NATIONAL GALA AWARDS 2023

Kleine Zalze NV Brut Cap Classique & canapés

**MASTER OF CEREMONIES:** Martelize Brink

**WELCOME:** Liza Bohlmann, National Chairperson: Agricultural Writers SA

**ADDRESS:** Alan Winde, Premier: Western Cape

### AWARDS TO MEMBERS

#### **CROPLIFE SA AGRICULTURAL WRITERS SA WRITING COMPETITION**

Elriza Theron: Marketing and Communications Manager: CropLife SA and Liza Bohlmann

#### **BKB PHOTO COMPETITION**

Mike van den Berg: BKB Manager Wool - Eastern Region and Adèle Engelbrecht: Agricultural Writers SA

#### **FNB AGRICULTURAL COMMUNICATOR OF THE YEAR AWARD**

Dawie Maree: FNB Agriculture Head of Information and Marketing and Liza Bohlmann

#### **SPECIAL AWARD**

Magda du Toit: Agricultural Writers SA

### PRESENTATION OF THE FINALISTS

**FINALISTS: NEW ENTRANT TO COMMERCIAL AGRICULTURE OF THE YEAR**

**FINALISTS: AGRICULTURALIST OF THE YEAR**

**FINALISTS: FARMER OF THE YEAR**

# #AWSAwards23

FRIDAY 17 NOVEMBER 2023 - LANDTSCAP, STELLENBOSCH

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**ADDRESS:** Bertie Huggett: Head of Agriculture FNB Commercial Banking

**GRACE**

**MAIN COURSE**

**WINE:** Groote Post Vineyards

**PLATINUM PARTNER: A MESSAGE FROM SANTAM**

Daniel Stevens, Head: Santam Harvest

**ANNOUNCEMENT OF THE NATIONAL RECIPIENTS**

**NEW ENTRANT TO COMMERCIAL AGRICULTURE OF THE YEAR 2023**

Bertie Huggett: FNB and Liza Bohlmann

**AGRICULTURALIST OF THE YEAR 2023**

Niel Esterhuysen: Group Marketing Manager: Broker Distribution & Agriculture: SANTAM and Liza Bohlmann

**ADDRESS: Farmer of the Year 2022 - Arno Joubert: ALS Group (Agri Division)**

**FARMER OF THE YEAR 2023**

Niel Esterhuysen: Group Marketing Manager: Broker Distribution & Agriculture: SANTAM and Liza Bohlmann

**ADDRESS:** Rossouw Cillie: Chairman Pro-Agri Forum

**DESSERT & COFFEE**



# 1977 - 2022 NATIONAL WINNERS

## FARMER OF THE YEAR

1977 - Maarten Daling - Settlers	2000 - Saag Jonker - Oudshoorn
1978 - Hendrik van Zyl - Setlagoli	2001 - Dr. Kobus Hendriks - Heilbron
1979 - Gilbert Biggs - Jansenville	2002 - Charl Senekal - Mkuze
1980 - Jacob de Villiers - Malelane	2003 - Eddie Prinsloo - Smithfield
1981 - Gerhard Braak - Fickburg	2004 - Gert Pretorius - Lichtenburg
1982 - Gnthony Evans - Viljoenskroon	2005 - Casper Badenhorst - Hluhluwe
1983 - Tobie Meyer - Humansdorp	2006 - Louis de Kock - Kimberley
1984 - Bertie van Zyl (ZZ2) - Mooketsi	2007 - Rossgro Chris Rossouw - Delmas
1985 - Andries Pienaar - Colesberg	2008 - Alfons Visser - Hartswater
1986 - Freddie Kirsten - Paarl	2009 - Bernhardt du Toit - Ceres
1987 - Jan Linde du Toit - Ceres	2010 - ALG Boerdery - Citrusdal
1988 - Jvor Karan - Heidelberg	2011 - BP Greyling - Wakkerstroom
1989 - Willie van Aarde - Paul Roux	2012 - Van Loveren/Four cousins - Robertson
1990 - Robert Zulch - Ceres	2013 - Rossouw Cillié - Ceres
1991 - Kallie Schoeman - Delmas	2014 - Bosveld Boerdery - Letsitele
1992 - Dries Bruwer - Letsitele	2015 - Piet Karsten - Upington
1993 - Gerdie Landman - Tsitsikamma	2016 - Dr. André Ernst - Tzaneen
1994 - Ben van Greunen - George	2017 - Charles Back - Paarl
1995 - Dr. Paul Cluver - Grabouw	2018 - Pieter Graaff - Ceres
1996 - Lourens Jonker - Paarl	2019 - Nick Serfontein - Kroonstad
1997 - Kosie Loubser - Philadelphia	2020 - Not awarded due to Covid-19 lockdown
1998 - Peter Penz - Darling	2021 - Jan le Roux - Paarl
1999 - Fred Visser - Hluhluwe	2022 - ALS Group: Agri Division - Potchefstroom

## NEW ENTRANT TO COMMERCIAL AGRICULTURE OF THE YEAR

2005 - Anna Bock - Northern Cape
2006 - Lina Mabaso - Mpumalanga
2007 - Themba Hinana - Eastern Cape
2008 - Marlon de Jager - Eastern Cape
2009 - Luthando Plaaswerkerstrust - Eastern Cape
2010 - Niklaas Slinger - Western Cape
2011 - Agri Dwala Trust - Western Cape
2012 - Jacky Goliath - Western Cape
2013 - André Cloete - Western Cape
2014 - Ralph and Preline Swart - Western Cape
2015 - Gugu Mliphha - Gauteng
2016 - Eric Mtlaba - Free State
2017 - Warren Bam - Western Cape
2018 - Leonard Mavhungu - Eastern Cape
2019 - Dirk Louw - Western Cape
2020 - Not awarded due to Covid-19 lockdown
2021 - Agmat Brinkhuis - Philippi
2022 - Tshilidzi 'Chilli' Matshidzula - Eastern Cape



## AGRICULTURIST OF THE YEAR

1977 - Japie Bruwer	2000 - Dr. Klaus Pakendorf
1978 - Prof. Eddie Loubsher	2001 - Dr. Hettie Schönveld
1979 - Dr. F J Veldsman	2002 - Prof. H O de Waal
1980 - Frans Hugo	2003 - Dr. Heins Meissner
1981 - Prof. R de V Pienaar	2004 - Dr. Johann Kirsten
1982 - Prof. Daan Strydom	2005 - Kobus Lindeque
1983 - Prof. Alan Bennie	2006 - Andrew Makanete
1984 - Dr. Ronnie vd Merwe	2007 - Dr. Faffa Malan
1985 - Dr. John Moll	2008 - Dr. Maryke Labuschagne
1986 - Dr. Raymond Naude	2009 - Prof. Hennie Snyman
1987 - Dr. P Lamprecht	2010 - Prof. Rob Gous
1988 - Dr. Baltus Erasmus	2011 - Prof. Herman van Schalkwyk
1989 - Prof. Jan Kotze	2012 - Dr. John Purchase
1990 - Dr. PG Marais	2013 - Prof. Nick Vink
1991 - Dr. Ansie Dippenaar	2014 - Prof. Ferdie Meyer
1992 - Prof. Eckard Kassier	2015 - Prof. Ben Cousins
1993 - Dr. HYM Ebedes	2016 - Dr. Theo de Jager
1994 - Dr. Ben Strydom	2017 - Dr. Annemie Erasmus
1995 - Dr. Tom Drinkwater	2018 - Wandile Sihlobo
1996 - Dr. Fanie Kellerman	2019 - Buks Nel
1997 - Dr. Gert Erasmus	2020 - Not awarded due to Covid-19 lockdown
1998 - Dr. Bart Lombard	2021 - Prof. Gareth Bath
1999 - Dr. Jos de Kock	2022 - Pieter Bruwer



## BACKGROUND ON AGRICULTURAL WRITERS SA



Early in 1977 a gathering of seven agricultural journalists, representing the three components of the media – journals, daily newspapers and electronic media – assembled in Johannesburg to take the historic decision of formally establishing the Agricultural Writers Association of South Africa. From those small beginnings, the association expanded rapidly until it reached a membership total of 140 in two years and 187 in 1985. Today membership stands at about 200.

Competitions and awards form part of our annual activities.

At its inaugural meeting on 30 March 1977, the very first clause adopted for incorporation in its constitution provided for the annual selection of a regional and national farmer and agriculturist of the year. The association's motivation for the introduction of these honours, with appropriate awards, was to give recognition to deserving farming and scientific contributors.

These awards aim to recognise agricultural merit that would inspire others to emulate similar accomplishments of those persons singled out.

At the same time the awards indicate what can be achieved with good planning and untiring application, under all kinds of conditions and environments.

Right from the inception of the awards, the response has been immensely rewarding and the honours so bestowed on those selected have been and still are much appreciated by the country's entire agricultural industry.

Emanating from our constitution, we also focus on growth opportunities for our members. To meet this goal, we host several competitions in which our members can take part. These focus on writing and journalistic skills as well as photography skills. We also offer short courses and study tours and visits to our members.

We are affiliated with the International Federation of Agricultural Journalists (IFAJ) and encourage our members to attend the annual congress as well as submit articles and photos to the international competitions under the auspices of the IFAJ.

Networking forms an important part of our activities and to this end, we endeavour to provide ample opportunity for our members to network with other members, with other journalists and with the broader industry.

# 2023 NOMINEES

## NEW ENTRANT TO COMMERCIAL FARMING

- GAUTENG - **Sophy Litshani Musabeni** - Vhegies
- WESTERN CAPE - **Paul Siguqa** - Klein Goederust
- NORTHERN CAPE - **Lesego Holzapfel** - Bee Loved Honey



Sophy Litshani Musabeni



Paul Siguqa



Lesego Holzapfel

## AGRICULTURIST OF THE YEAR

- GAUTENG - **Corné Louw**
- WESTERN CAPE - **Dr. Dirk Troskie**
- FREE STATE - **Prof. Frikkie Maré**



Corné Louw



Dr. Dirk Troskie



Prof. Frikkie Maré

## FARMER OF THE YEAR

- GAUTENG - **Jimie Malan**
- MPUMALANGA- **Dewald te Water**
- WESTERN CAPE - **De La Fontaine** - Deli-Co



Jimie Malan



Dewald te Water



De La Fontaine - Deli-Co



## SOPHY MUSABENI LITSHANI



Sophy started farming by planting spinach in her mother's backyard when she was just a little girl. She always wanted to be a farmer. However, after school her life turned in another direction - she qualified to become a professional nurse and worked for the Mediclinic group for a couple of years.

But eventually, she left the profession to follow her dreams and after three years of struggling to get finances in place she finally managed to secure a 14ha plot in Mapleton close to Vosloorus on the East Rand in Gauteng.

The land was not cultivated for years and was totally overgrown with weeds but with hard work and determination, she was able to reap her first harvest in 2020.

Sophy is not only a passionate farmer but also a front liner in the battle against Covid-19 with a great interest in health care and nutrition, and therefore her decision to grow vegetables.

## NEW ENTRANT TO COMMERCIAL FARMING OF THE YEAR GAUTENG

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She reverted to her roots and started her farming operations by planting Swiss Chard spinach once again. Spinach is a very common and popular leaf vegetable among the locals. It is easy to grow and can tolerate frost, a challenge that farmers on the Highveld have to cope with.

She has since expanded her product line to include crops like cucurbits, green beans, cabbage, broccoli, and cauliflower to name a few.

Her farming operations grew exponentially over the past two and a half years - she now owns a company named Vhegies of which the core business is to supply fresh vegetables to the surrounding communities and the Johannesburg - and Springs markets. She also farms on another piece of land in the Boksburg region and expanded to farm in Limpopo as well.

Sophy is erecting a processing unit where, when it is completed, she will be able to process and package her produce in order to increase the shelf life.

This young farmer lives by the motto – We are what we eat and therefore we must grow what we eat.

She believes that her Vhegies will provide the nutrients for stronger bodies and minds and better health for many people.



## PAUL SIGUQA - KLEIN GOEDERUST



Paul Siguqa and his wife Makhosazana own Klein Goederust, Franschhoek's first 100% black-owned wine farm. They bought the 10-hectare farm, dating to 1905, in 2019 for R12 million, solely acquired from the savings of more than 15 years by the son of a farm labourer. They planted their first vines and opened their facilities in 2021. Klein Goederust has since become a must-visit destination, winning the Best of Wine Tourism Ambassador Awards "Authentic South African Experience 2023".

Paul's journey is inspired by his mother, Nomaroma Siguqa, a lifelong wine farm labourer. Paul grew up on Backsberg Wine Estate in Simonsberg, where his mother taught him to reach beyond the farm gates, get an education, and work hard to achieve his dreams. Selling fruit as a roadside hawker to buy his first car and pay for his media studies in addition to bursaries, Paul went on to work in advertising before starting his own communications company, determined to one day return to farming.

Paul and winemaker Rodney Zimba, his best friend, grew up together on Backsberg. In 2016, he approached Rodney with his plan to buy a farm. The two of them were dismayed when they came across the neglected 10-hectare Klein Goederust wine farm.

## NEW ENTRANT TO COMMERCIAL FARMING OF THE YEAR WESTERN CAPE

The farm was the local crime hotspot; it had no fencing, and the vineyards had a disease. No one else wanted to buy it. It needed too much work, too much time, and too much money. But Paul knew he couldn't afford anything better, as at an average of R1 million per hectare, Franschhoek represents some of the most expensive agricultural land in the country. The two put their efforts, along with those of local workers, into restoring the vineyards. The previous owner had planted olive trees, and the farm had gone to ruin. Paul took out all the vines, did land and soil analysis, put in drainage and fencing, and got advice on the best varieties to plant. It took the team over two years of renovation, landscaping, replanting, and rebuilding. Klein Goederust has since produced 30 000 bottles of wine. Their flagship wine, the Nomaroma MCC, named after Paul's mother, sold out within 60 days of its first release.

Starting a boutique wine estate during challenging times has been no easy feat. Paul encourages emerging farmers to seek mentorship from experienced wine industry professionals who can offer guidance and valuable networks. The Western Cape Department of Agriculture and SA Wine Industry Transformation Unit (SAWITU) assisted Paul to replace irrigation, purchase a tractor, plant new vineyards, as well as through marketing and market access support.

The original farmhouse, has been restored and now serves as a restaurant offering a popular truly South African spitbraai experience and events space. The stable has been turned into a wine-tasting room. Starting out with five staff members in 2019, they now employ 24 people, all locals.

Klein Goederust stands as a testament to changing the narrative – that children of farm labourers do not necessarily become farm labourers and that black farmers can be successful if they are dedicated and supported by industry.





## LESEGO HOLZAPFEL - BEE LOVED HONEY



Bee Loved Honey is produced by previously disadvantaged small farmers in South Africa, including 40 beekeepers in rural Northern Cape.

Founder Lesego Holzapel of Bokamoso Impact Investments has created a sustainable model for enhancing rural communities' household income while solving social and environmental issues. Lesego first learned about beekeeping after she launched the Agrihub in the Kalahari, when community members talked about the abundance of bees in their regions. Because the project in the Kalahari is focused on primary agriculture, they looked at ways to diversify farmers income. Beekeeping provides a good opportunity for transformation and job creation as there are very few black beekeepers in South Africa. The industry has a low barrier to entry as there are low hive capital expenses and no operational expenses, only simple training is required, and beekeeping is best located in rural areas. There is a high demand for quality honey as South Africa is a net importer which produces 2000 tons of honey but imports 3000 tons. Beekeeping offers long-term sustainability as one hive can provide 5-6 years' worth of income for a beekeeper.

## NEW ENTRANT TO COMMERCIAL FARMING OF THE YEAR NORTHERN CAPE

### Bee Loved Honey:

- identifies passionate people in rural communities, supply them with beehives and train them as professional beekeepers through a 12-months mentorship programme,
- connects beekeepers with farms for pollination, brokering contracts for sustainable livelihood,
- collects the raw honey, bottles it, and distributes it to stores and their online shop, and
- collaborates with organisations worldwide to fundraise for making high-quality beehives.

Bee Loved Honey and its Northern Cape beekeepers collaborate closely together through monthly site visits, training, and assistance to the beekeepers. Courier services such as Pudo are used to deliver the raw honey to the Bee Loved Honey hub.

Since inception, Bee Loved Honey has manufactured 1 000 beehives, and produced 400-500 tons of honey. They recently started exporting to the USA and they have just secured a retail distribution agreement with Shoprite/Checkers.

Bee Loved Honey wants to build one million beehives by 2025 and distribute them across Africa to combat the honey bee population decline. Inspiring action has already been set in motion by students from Round Square Schools worldwide. In 2022, they officially launched the One Million Beehives 2025 campaign, resulting in sponsorship of numerous beehives, implemented in beekeeper training programmes. These young champions demonstrate that anyone, regardless of age or background, can make a tangible impact on our planet.



## CORNÉ LOUW



Corné Louw was born and bred in Bloemfontein in the Free State, where he matriculated at Grey-College (1995 – 1999) and studied at the University of the Free State. He started his career at the University of the Free State as a research-assistant, where he assisted with practical lectures to the third-year agricultural economics students and worked on several research projects with Professor André Jooste.

These included, inter alia, the competitiveness of the red meat industry in South Africa as well as the Fruit Industry Plan for South Africa.

He joined Grain SA in 2005 and served in various roles related to agricultural economics. Currently he is the Lead for Applied Economics and Member Services at Grain SA where he leads a dynamic team of agricultural economist in promoting the policy environment in the grain value chain, market, and input environment to the benefit of grain and oilseed producers. Grain SA supplies strategic commodity information to the grain farmer in South Africa and on the fore front of these services stands Corné Louw.

## AGRICULTURIST OF THE YEAR GAUTENG

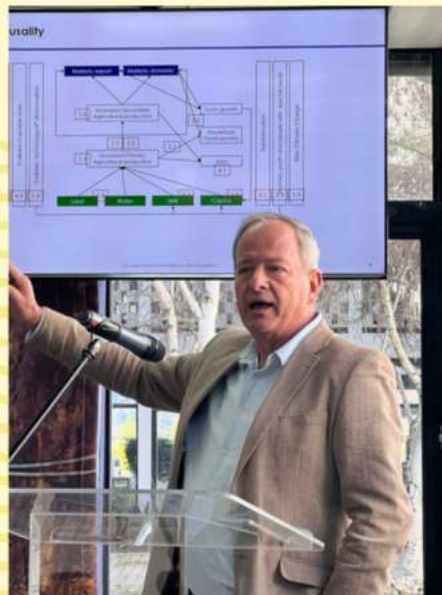
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He plays a vital role in influencing the input and production environment in order to promote the profitability of especially grain farmers in South Africa. In his work he focuses on the unique and individual drivers of grain production profitability with specific attention to inputs. Grain SA and the Applied Economics Team, which Corné leads, was also instrumental to the exponential growth of the soybean industry in South Africa.

His passion towards the industry, and the insight he has in a farmer, the industry, and organised agriculture environments, is invaluable. His knowledge of and insight in the broad industry, particularly his understanding of agricultural inputs, is an asset not only to Grain SA, but to the entire industry. Farmers, agricultural administrators, input suppliers and the media alike, value the information and insights that he provides.

Corné serves as Director on the Board of SACTA (The SA Cultivar and Technology Agency), Trustee at SAWCIT, Trustee at the Sasol Agricultural Trust and often acts as Grain SA's representative on industry and policy forums. He often talks at farmers' days, congresses, seminars, act as moderator or host during congress panel discussions, and take part in government and industry discussions representing not only Grain SA but the local farmer.

He is married to Hilda and has two children, Lisa, and Chris. In his spare time Corné plays in the Pretoria squash league. Corné enjoys running, reading, and exploring the outdoors and enjoys broadening his knowledge of biodiversity, with a specific interest in trees.



## DR. DIRK TROSKIE



Dr Dirk Troskie started his career as a farmer but later turned his hand to lecturing before joining the South African civil service.

He is currently the Director: Business Planning and Strategy in the Western Cape Department of Agriculture (WCDoA) in South Africa, but is also often referred to as the 'shifting spanner' of the Department.

In this capacity, he is responsible to provide advice and information on strategic issues to the Department and the Sector. Matters of strategic relevance are researched, interventions proposed and the impact and outcome of interventions are evaluated.

## AGRICULTURIST OF THE YEAR WESTERN CAPE

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As a result of these efforts, the WCDoA is considered as one of the leading evaluating Departments in the country and on the African Continent.

From a research perspective, Dr Troskie remains particularly interested in the interaction between values, culture, quality, geography and farming (i.e. Geographical Indicators), developing agrarian economies in a globalising world, embracing the fourth industrial revolution in the context of local realities as well as responsive and responsible government.

At an international level he had the opportunity to serve as the Southern African representative on the Executive Committee of the African Association of Agricultural Economists (AAAE) as well as being invited by the African Union to participate in the process to develop a Geographical Indication (GI) Strategy for Africa.

He was also fortunate to be responsible to arrange a number of international conferences.



## PROF. FRIKKIE MARÉ



Prof. Frikkie Maré is an Associated Professor and Head of the Department Agricultural Economics, University of the Free State.

Originally from the small town of Hopetown, Northern Cape Province, he started his tertiary education at the University of the Free State in 2005, where he obtained the following degrees: BSc in Animal Science and Agricultural Economics (2008), BSc Hon in Agricultural Economics (2009), MSc in Agricultural Economics (2014) and PhD in Agricultural Economics (2018).

Through his research endeavours, he was a study leader for 10 Masters and three PhD students, published 30 scientific articles and delivered 24 presentations at national and international academic conferences.

## AGRICULTURIST OF THE YEAR FREE STATE

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Prof. Maré is involved in the agricultural sector in multiple ways.

- He is very passionate about the red meat industry and focuses on economic issues found in the red meat value chain.
- Through his primary position at the UFS, he conducts practically applicable research to benefit the red meat industry.
- He is also the Editor for the agricultural magazine Veeplaas where he assists with the magazine's planning ensuring that it contains valuable and up-to-date information on livestock farming.

His impact on the livestock and red meat sector is continuously improving with his involvement in the various organisations supporting this.

It is not only the South African livestock and red meat sector who benefits from his knowledge and guidance but also Namibia's livestock producers for whom he has serviced as a keynote speaker at a number of occasions.





## JIMIE MALAN



Malanseuns Plesierplante celebrated their 110th anniversary this year. The nursery was started in 1913 by Danie Malan on the northern slopes of the Magaliesberg between Akasia and Rosslyn outside Pretoria. It was originally a fruit farm and surplus fruit trees were sold to the public to plant on farms and in gardens.

Later, the business grew so much that four of Danie's sons started growing ornamental plants to supplement the sales of the fruit trees.

Today, Malanseuns is considered a world leader in the cultivation and distribution of fruit trees, seedlings, and ornamental plants. They already plant more than 6,000 plants daily.

Malanseuns is now under the management of Jimie Malan - the fourth generation of the Malans who is still doing everything in his power to realise the Malanseuns dream - and that is to make gardening popular again by making it easy, convenient, and affordable for every gardener.

## FARMER OF THE YEAR GAUTENG

The business is still fully owned by his father, Jacques Malan, and both Jimie's brother and sister are also involved in different branches of the business.

It is the company's mission to create one of the largest breeder and new genetics networks in existence through which they can gain access to exceptional plant genetics. Their recently introduced deep blue agapanthus Midnight Sky was named New Plant of the Year this year at the Chelsea Flower Show in London, England.

Apart from its exceptional colour, the inflorescence of the Midnight Sky is also exceptional. Normal agapanthus only bloom for about two months each year, but the Midnight Sky can bloom for nine months of the year. One can even have flowers all year round if you give the plants enough love, according to Jimie.

They use appropriate technology to optimize production and one example of this is their fully automated greenhouse which enables them to grow plants of the best quality throughout the year without being tied to the season as they were in the past.

The Malan Group's other farming branches include Ankole cattle and the breeding of stud game and selective hunting. The Malans made headlines in 2012 when they sold a buffalo bull at an auction in Limpopo for what was then a record price, R26 million. The bull had a horn width of 51 inches and a horn shield of 16 inches.



## DEWALD TE WATER



When it comes to adding value and the ability to take advantage of opportunities, there are few that can hold a candle to Dewald te Water of the Te Water Boerdery on the farm Schurvekop near Bethal. Dewald is a farmer who adds value to every product and commodity produced by the Boerdery, whether it is corn, soybeans, oats, or cattle.

A unique approach to maize value addition - Dewald is known for his unique value addition to maize and soybean cultivation within his farming. Five years ago, he saw the opportunity to make popcorn, chips and breakfast cereal from the corn cultivated on the farm. After thorough research, which included market conditions as well as the technical aspects of this type of production, he set up 30 "popcorn cannons" in a plant on the farm.

Here, popcorn is produced in bulk by means of heat and pressure through the cannons. The popcorn is also packed, distributed, and marketed under Dewald's own brand. It is a unique concept that is already well known in South African agricultural circles.

## FARMER OF THE YEAR MPUMALANGA

The opportunity to also produce chips led to Dewald joining forces with a company in Potchefstroom and setting up a production line on the farm that not only produces chips, but also a breakfast cereal. Both the chips and cereal are also packaged on the farm, distributed from there and marketed across the country.

Silage operations - One of the additional divisions of the farm is the production of high quality silage, mainly for exports to the Middle Eastern markets. In 2022, Dewald won the Santam Agriculture National Silage Competition's divisions for forage sorghum and oat silage and finished second in the maize division. Thus, it is clear that the silage produced on Schurvekop is of the highest quality.

Dewald is also a shareholder in the company Exact Silage, which also acts as local distributor for the Norwegian silage production company Orkel. He believes in using exceptional technology, together with the best quality raw materials in order to produce a high-quality silage that is baled. In this way, silage is easier to transport, and the quality remains high all the time.

Cattle farming - Together with the sowing department, Dewald is also a cattle farmer and a staunch supporter of the Bovelder cattle breed. The farm not only has a Bovelder herd, but also operates a commercial Bovelder herd.



## DE LA FONTAINE - DELI-CO



The Truters of De La Fontaine are fifth generation Riebeeck Kasteel farmers. The traditional mixed farming operation has been going strong for 130 years, and for the past 30 years Team Truter has been adding value to the farm produce through meat processing.

Today, Deli Co is a leading agribusiness in the Western Cape, employing more than 650 people, rapidly growing and creating opportunities for other livestock farmers in the immediate region and beyond.

"I see our business as an enabler in the red meat industry, we work hard to increase both demand and supply to ensure a healthy industry," says Hendri Truter.

As CEO, the youngest brother, Hendri, is at the steer, but the entire Truter family, including the next generation is working hard to grow all aspects of the business and meet set goals such as employing 1000 people by 2030.

## FARMER OF THE YEAR WESTERN CAPE

The 1300 hectare farm is at the core of the business.

Eldest brother, Pieter Truter, steers this ship. The farm produces wheat according to minimum tillage and conservation farming practices. A number of rotational crops are produced. These crops are used in the on-farm feed factory that feeds the on-farm feedlot, finishing system and lamb holding facilities.

The factory produces more than 25 000 tonnes per day, for the Deli Co lamb finishing system only. A total of 12 000 lambs can be accommodated in the feedlot where the focus is to get bought-in lambs market ready for optimal profitability.

Deli Co buys animals from 1036 farmers in a 1000-kilometer radius around the farm. For biosecurity reasons, no more animals are raised on the farm, and the hectares are used to focus on feed production and animal finishing. Middle Brother, Frederick Truter, is the producer relationship manager and steers this part of the ship.

It is striking that all the aspects of the business can compete on a global level. The world-class slaughtering and processing facilities, the conservation farming practices learned from around the world and more.

Taking the value chain from farm to fork, Deli Co has three Bistros and Farm-style butcheries, supplies 2000 businesses with the meat needs and has 500 delivery stops per day across South Africa.

## MEMBER AWARDS



### CROPLIFE SA: CROP PROTECTION ARTICLE AWARD

CropLife South Africa represents the plant science industry, which includes crop protection and plant biotechnology, in South Africa.

One of the Association's main objectives is to educate and inform farmers and consumers of the incredible innovations and benefits that plant science has to offer, whilst emphasising responsible use to ensure public and environmental health and safety.

This is why CropLife SA would like to reward members of the Agricultural Writers of South Africa who have produced factual, interesting and educational articles pertaining to either crop protection or plant biotechnology over the past year, at such an esteemed event.

Thank you to all the members who have submitted their articles and to the Agricultural Writers of South Africa for affording us the opportunity to be part of this wonderful event.





### BKB AND AGRICULTURAL WRITERS SA PHOTO COMPETITION AWARD

It takes a special eye to capture those special moments and vistas that adequately reflects the technology, people, and challenges of this vibrant and industrious sector that we all depend upon. These photos help to communicate to the public as well as those interested in farming the challenges and opportunities which must be dealt with on a day to day basis to sustain the operation of this sector.

This year is the 43rd time the photo competition has been presented by Agricultural Writers SA and BKB has been the sponsor for more than 23 years. After the competition, the banner (displayed at tonight's event) will be displayed by BKB in the foyer of its head office in Port Elizabeth for the rest of the year.

In the competition, the emphasis is on the communication value of photos and the photographic skill and versatility of the photographer. There are two main awards: Agricultural Photographer and Agricultural Photo of the Year. Adjudication takes place in classes, including people in farming, vegetation, animals, wool and mohair industries, agricultural implements, agricultural landscapes, news, portfolio, and unpublished photographs with agriculture as a theme.

We want to thank all those who submitted their entries and congratulate those who emerge as winners.



## MEMBER AWARDS



### FNB AGRICULTURAL WRITERS SA COMMUNICATOR OF THE YEAR AWARD

The Agricultural Writers of South Africa and FNB are excited about the entries that were received for this year's FNB Agricultural Writers SA Communicator of the Year Award!

The competition is in its fifth year, and more of our members are entering every year.

The aim of the competition is to honour the efforts of any member (excluding corporate members) of the Agricultural Writers SA who excel at communicating important and interesting information about the agricultural sector to their intended audience.

This audience may be the primary agricultural sector, related industries in the sector or the general public, if the communication effort focuses primarily on agriculture. This may include communication in print, broadcast, electronic, or social media platforms and can include communication projects at events, entered by an individual.











The background features a light blue and green color palette with a pattern of concentric, wavy lines. On the left, there is a stylized water wheel on a wooden tower. On the right, there are two stylized wind turbines. The text is centered in the middle of the image.

**#AWSAwards23**