Times may change but our commitment towards agriculture remains the same...

...therefore it is a great privilege for Monsanto to be part of this 2017 IFAJ congress.
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**Main Organising Committee**

Nico van Burick, Chair Organising Committee 2017 IFAJ Congress  
Magda du Toit, Chair Agricultural Writers SA  

**In Gauteng:**
From Agricultural Writers SA:  
Liza Bohlman, Liezel de Villiers, Charl van Rooyen, Hanlie du Plessis and Thea Liebenberg  
As well as: Savetcon, represented by Petrie Vogel, Liezl de Klerk and Erna Klopper  

**In Western Cape:**
From Agricultural Writers SA:  
Adele Engelbrecht, Hugo Lochner, Jeanne Boshoff and Jeandré du Preez  
As well as: Agri-Expo, represented by Eunice Joubert.  

Publication production: Hanlie du Plessis  
Design and layout: Sanet du Plessis (Cell: 082 378 2914)
Agricultural Writers SA IFAJ Representative

Africa, it’s time!

IFAJ members rate networking opportunities at congresses as among the most valued aspects of their IFAJ membership. It is my wish that this will be on top of everyone’s list at the congress in sunny South Africa and that you all will make friends for life!

I remember, as one of the members of the South African guild involved in the previous congress in 2004, the many friendships that were established then. Many of the friends from 17 years ago will be back this year!

Not that the other aspects of a congress are not important as well. The congress is there, among other things, for journalists to gain professional development skills and to learn about the host country’s agriculture. I hope you will have the opportunity.

We all know the estimates. To feed a world population of 9 billion people by 2050 will require an increase of at least 70 per cent in production. Africa can do it and South Africa is the gateway to the rest of Africa. Already more than 2 000 South African farmers are involved in about 40 African countries.

South Africa is Africa’s largest food producer and the only net exporter of food on the continent. We are proud of that and you will get to know why. We have a modern commercial farming sector as well as small-scale farming and subsistence-based African farming in the deeper rural areas.

I so wish we could show you more of it, see to it that you experience more, help you to understand more of the complexities of the continent. In the end I can only hope that you will return to experience more later.

Very few countries can boast the agricultural variety this part of the world can offer. Enjoy it and don’t forget the networking!

Africa, it’s time!

Magda du Toit
Chair Agricultural Writers SA

2017 is a very special year for Agricultural Writers SA. In 1977 seven agricultural journalists, representing all three components of the 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 to where we are today.

It is now 40 years later, and for the past four decades, Agricultural Writers SA co-existed and cooperated with many role-players and thought leaders in the South African agricultural landscape – a complex and challenging, but exciting environment.

We are proud to host the 2017 International Federation of Agricultural Journalists congress, and look forward to showcase the best of agriculture on the African continent to you - the very role-players, thought leaders and captains of the agricultural industry world-wide.

We look forward to the next week and hope that old friendships will be strengthened and new ones cemented.

Africa ... it’s time!!
Agriculture is on the agenda of many development agencies and countries, but despite many promises, investment in agriculture and rural development is still lagging in many places. Most often development actions are left in the hands of agricultural institutions, companies, businesses and farmers.

The production of food and fibre will always remain a challenge. The number of people on earth continues to grow as it has been the case for many decades. Secondly, where society has been able to reduce poverty, an even greater demand for food of higher nutritional value has been created. As people climb out of poverty, they seek more food and particularly aim to add more animal protein to their diet. This creates an even greater demand for grain crops to feed animals and simply means that we must produce more grain to feed more people on land that becomes less available.

The future and wellbeing of millions of people lies in the hands of farmers – large commercial farmers as well as small-holder farmers. As a leading global provider of technology-based tools and agricultural products that improve farm productivity and food quality, we believe that it is important to deliver products and solutions that enables both small-holder and large-scale farmers to produce more from their land to meet the world’s growing food needs, but at the same time still conserve natural resources and protect the environment.

Plant biotechnology, genomics and breeding can play a big role in improving productivity and reducing the cost of farming. We also offer weed control options that form the basis of integrated solutions with other Monsanto products. We define sustainability very simply: Helping farmers produce more with fewer resources to help improve lives. With the help of our partners and continued investment in research and new technologies, we are making steady progress on our sustainability goals.

We look forward to continuing the productive and successful relationships we’ve had with farmers and society, but especially with the agricultural media over the years. I wish you all the best and hope that you will enjoy your congress and stay in our lovely South Africa.
How are we going to feed a growing population?

Given the current population growth, all indications are that the world population will reach approximately 8 BILLION in 2025. Putting food on the plates of a growing population remains a challenge.

Biotechnology crops are amongst the most extensively tested, characterised and regulated food and fiber products ever developed. After more than 20 years of production and more than 2.5 billion hectares worldwide, there have been no adverse effects documented from the food produced from biotechnology crops.

In fact, biotech crops (GM-crops) provided a better environment by saving on pesticides and CO₂ emissions whilst increasing crop yields substantially.*

Thanks to companies such as Monsanto we can be sure of safe and healthy food* produced sustainably.

* Read more about the safety of GM-crops at www.monsanto.com

Monsanto is committed to improving lives by improving agriculture.
Decades of experience backed by modern technology
To work full-time at the age of 90 is not something that anyone is able to do. But this was the person that the late Hand Lombard was. You might remember the old chap from South Africa from previous IFAJ congresses - the one waiting from 05:30 in the bus when the bus was scheduled to leave at 06:00. And yes, he was the one who organized photo shoots and arranged the people accordingly, asked questions and took on the anti-biotech movement. A legend in political and agricultural circles across the globe.

In May 2016, he passed away at the age of 90. I would like to say something about Hans, using his own words in a speech he gave at his 90th birthday celebrations: “Humbly I would like to thank all for arranging a wonderful birthday party. I do not know if I deserve this and all the things you said. My pen takes its path through ink and paper and has never expected or looked for glory. It is an inspiration to always try to diligently do my work to the best of my ability. The oxen are waiting to plough, it is raining in the Free-State and the maize is standing in the evening dusk of the drought. We need to do what needs to be done.”

Hans never looked for glory and he was a true inspiration to all.

Hans Jurgens Lombard was born in 1926 in Cradock in the Karoo. From 1952 - 1958 he worked at the newspapers *Die Transvaler* and *Die Vaderland* as a journalist and moved to London in 1958 as an independent political correspondent where he focused on African politics. In 1961 he published his book “Straalvlug na die Ooste” (Jet flight to the east). In 1966 he was appointed as editor of the *SA Financial Gazette* and returns to South Africa. In 1969 he joined Lindsay Smithers as a Director and PR consultant and some of his clients from the agricultural sector included John Deere and Ciba Geigy. In 1973 Hans started his own PR company and was involved in the launch of AVCASA, BKB, the ARC, SANSOR, and NAMPO.

Hans Lombard not only played a role in the launch of the Johannesburg Press Club where he acted as chairman for 15 years, but was also instrumental in the founding of the Agricultural Writers SA in 1977.

Hans was the first South African journalist to visit Moscow after World War II, as well as Japan and China.

For 41 years Hans was married to Margaret Perry. We would like to sincerely thank Margaret for the donation to the 2017 IFAJ congress on behalf of Hans Lombard.
## Programme

### Wednesday, 29 March
- Pre-congress tour to Kruger National Park starts

### Thursday, 30 March
- Boot Camp Day 1 (Welcome dinner)

### Friday, 31 March
- Boot Camp 2 (Farm visits)

### Saturday, 1 April
- Boot Camp Day 3 (Networking and presentations)

### Sunday, 2 April
- Opening Ceremony – Kasteel venue
- Welcome address: Magda du Toit Chairman Agricultural Writers SA
- Keynote address: Minister of Agriculture, Forestry and Fisheries
- Main Sponsor Address: Kobus Steenekamp MD Monsanto
- Introduction of young leaders
- Prize giving IFAJ

### Monday, 3 April – Main Congress
- Registration continues
- Breakfast
- Official opening of Congress 2017 – Africa it’s time!

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>08:30</td>
<td>Congress Chairman address: Nico van Burick</td>
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<tr>
<td>08:45</td>
<td>Household arrangements</td>
</tr>
<tr>
<td>09:00</td>
<td>Session One – On South African soil</td>
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<td></td>
<td>Keynote address: Tinus Prinsloo - MD Agri services, Afgri – Cooperation makes the difference</td>
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<td>Chairman: Theo Vorster, Galileo Capital / Nation in Conversation</td>
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<td>Introduction into the agricultural sector in South Africa: John Purchase, CEO Agbiz</td>
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<td></td>
<td>Panel discussion</td>
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<tr>
<td></td>
<td>Members: Omri van Zyl – CEO Agri SA</td>
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<tr>
<td></td>
<td>Kobus Steenekamp – MD Monsanto SA</td>
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<td></td>
<td>John Purchase – CEO Agbiz</td>
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<td>Dr Langa Simela - ABSA</td>
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<td></td>
<td>Francois Strydom – CEO Senwes Questions</td>
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<tr>
<td>10:35</td>
<td>Tea and refreshments</td>
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<tr>
<td>11:00</td>
<td>Session Two – Stepping into Africa</td>
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<tr>
<td></td>
<td>Keynote address: Klaus Eckstein – Country Divisional Head Southern Africa, Bayer - Cooperation makes the difference</td>
</tr>
<tr>
<td></td>
<td>Chairman: Theo Vorster - Galileo Capital / Nation in Conversation</td>
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<tr>
<td></td>
<td>Introduction: At van Rooy Kisch IP Head: Patent Department &amp; Chair: Executive Committee (Director &amp; Patent Attorney)</td>
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<tr>
<td></td>
<td>Panel discussion</td>
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<tr>
<td></td>
<td>Members: Theo de Jager – President of the Southern African Confederation of Agricultural Unions (SACAU); President of the Pan African Farmers Organization (PAFU); Agriculture as a critical pillar to sustainable economic development in Africa</td>
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<tr>
<td>15:00</td>
<td>ARC Address</td>
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<tr>
<td>15:30</td>
<td>Delegate assembly – Kasteel venue</td>
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<tr>
<td>15:00</td>
<td>Networking with South African publications/ Game drive/view domestic South African cattle, goat and dog breeds.</td>
</tr>
</tbody>
</table>

### Monday, 3 April – Dinner
- Welcome IFAJ
- Prize giving Ceremony
- Prize giving

### Farm Tours in Gauteng
- Tours may differ on the Wednesday depending on flights to Cape Town.
### TOUR 1

Visit to Vito Rugani, a farmer who produces 40% of the country’s carrots.

This is the story of a man who moved from rags to riches in 20 years. From sleeping on a floor in a flat in Johannesburg in the early 90’s Vito Rugani, together with his partner Vincent Sequeira, became the country’s largest producers of carrots. Today they supply more than 40% of South Africa’s carrots annually and also operate the only carrot juice plant in the Southern Hemisphere.

The second visit will be to the World Heritage Sight, the Cradle of Humankind, where famous fossils, as well as the first signs of farming were found.

### TUESDAY, 4 APRIL

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>07:30</td>
<td>Bus depart to Greenway Farm</td>
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<tr>
<td>09:30 - 10:30</td>
<td>Briefing by Vito Rugani on farming operation and juice plant - Vito Rugani</td>
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<tr>
<td>10:30 - 12:00</td>
<td>Visit on farm</td>
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<tr>
<td>12:00 - 13:00</td>
<td>Lunch on the farm</td>
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<tr>
<td>13:00</td>
<td>Depart for farm</td>
</tr>
<tr>
<td>17:00</td>
<td>Arrival for airport</td>
</tr>
</tbody>
</table>

### TOUR 2

Visit to a farming academy (Buhle) and the Rossouw Group (Rossgro).

The Rossouw Group of companies has over 80 years of agricultural experience, currently managed and run by the 3rd generation. The group was awarded the South African Farmer of the Year in 2007.

The Rossouws all obtained their degrees at the University of Pretoria: Chris Rossouw senior, B.Sc Agriculture and Hons and his wife Naudie BA HED. Their four sons are Dr Adriaan Rossouw, MB.ChB, Charles Rossouw, BSC Building Management, Chris Rossouw junior, B.Com and Hons in Economy, and Dr Naude Rossouw, MB.ChB. Chris junior is a former Springbok rugby player and was a member of the team that won the Rugby World Cup in 1995.

The Rossouw group consists of three main divisions:

- Rossgro Poultry – eggs, broilers, laying and rearing hens and feed mill
- Rossouw Farming: CashCrop – maize, soybeans and instant lawn
- Roslé Citrus – oranges, lemons, Clementines and berries

They employ a total of 750 permanent workers and 800 seasonal workers. The farms occupy 6 000 hectares.

### TUESDAY, 4 APRIL (continued)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>08:15</td>
<td>Arrival of Congress Group at Buhle – refreshments, Welcome - Group, NdS, NM, ZS, AvdH</td>
</tr>
<tr>
<td>08:40 - 9:00</td>
<td>Review of Buhle Farmers’ Academy - NM</td>
</tr>
<tr>
<td>09:00 - 9:10</td>
<td>Buhle graduate – My story</td>
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<td>09:10 - 9:30</td>
<td>Khulisa – The successful journey - Khulisa</td>
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<tr>
<td>09:30 - 10:45</td>
<td>Visit to students in class and visit to production units - NM, Group, AvdH, Group</td>
</tr>
<tr>
<td>10:45 - 11:15</td>
<td>Outline of Monsanto Funding provided, BFA achievements, impact - Questions - Questions - Group, NM, ZS, NdS</td>
</tr>
<tr>
<td>11:45</td>
<td>Arrival at Rossouw - Group</td>
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<tr>
<td>11:45 - 16:00</td>
<td>Lunch and farm visit - Group</td>
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### WEDNESDAY, 5 APRIL

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Bus depart to Greenway Farm</td>
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<tr>
<td>09:30 - 10:30</td>
<td>Briefing by Vito Rugani on farming operation and juice plant - Vito Rugani</td>
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</table>

### TOUR 3

Visit some game farms and also a visit to Mike Bosch’s chicken farming concept.

Mike Bosch from Bela-Bela is one of the most respected Beefmaster and Boran breeders in South Africa. But his latest success has come in the form of the Boschveld chicken.
Mike started breeding this indigenous chicken 15 years ago. More than 2 million of these birds, known for their resilience in even the harshest conditions, have been sold throughout Africa. He also developed a unique free range housing system which is also very popular in other parts of Africa.

Game farms:
- www.thithombo.co.za
- www.monatelodge.com

**TUESDAY, 4 APRIL**

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>07:30 - 09:30</td>
<td>Travel to Monate Lodge</td>
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<tr>
<td>09:30 - 10:30</td>
<td>Briefing and video (7 min) Thithombo Game Breeders</td>
</tr>
<tr>
<td>10:30 - 12:00</td>
<td>Game drives</td>
</tr>
<tr>
<td>12:00 - 13:30</td>
<td>Light lunch in boma</td>
</tr>
<tr>
<td>13:30 - 14:30</td>
<td>Travel to Bela-Bela</td>
</tr>
<tr>
<td>14:30 - 16:00</td>
<td>Visit Mike Bosch’s chicken farming concept</td>
</tr>
<tr>
<td>16:00 - 17:00</td>
<td>Travel to Kievitskroon</td>
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**WEDNESDAY, 5 APRIL**

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<tr>
<td>12:00 - 13:30</td>
<td>Light lunch in boma</td>
</tr>
<tr>
<td>13:30</td>
<td>Depart for the airport</td>
</tr>
</tbody>
</table>

**TOUR 4**

Visit to Brylyne Chitsunge and Kallie Schoeman’s citrus farm.

Brylyne Chitsunge
Brylyne is an internationally acclaimed expert and facilitator of the Nigeria-South Africa Group on Agriculture. She was able to buy her own land and works as a farmer and breeder of Kalahari Red goats, Nguni cattle, free range poultry, indigenous pigs and most recently Tilapia fish. She also works to educate farmers about sustainable farming and community supported agriculture.

Kallie Schoeman
As part of his Schoeman Boerdery farming operation Kallie Schoeman, son of a former agricultural minister, runs a 1,400 ha citrus farm in Marble Hall (Moosriver). Kallie’s son Hendrik is the 4th generation Schoemans and is the CEO of the operation. Here an average of 60,000 ton of Valencia and Navel oranges, lemons as well as mandarins are produced annually. About 70% of that is of a high enough quality to be exported and they go mainly to the E.U, U.K. South East Asia, China, Middle East and Russia. The rest is sold to SA supermarkets and for processing.

Kallie also produces maize, soya and white beans for the canning industry on another 10,000 ha farm in the Highveld near Delmas.

# FARM TOURS IN THE WESTERN CAPE

**WEDNESDAY, 5 APRIL**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
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<tbody>
<tr>
<td>± 17:00</td>
<td>Delegates to arrive / Shuttles depart from Cape Town International Airport to Cape Sun Dinner</td>
</tr>
</tbody>
</table>

**THURSDAY, 6 APRIL**

**BUS 1**

The Hex Valley, home of Mooigezicht Estates, is South Africa’s largest grape growing region and the traditional home of South African table grapes. The economy of the area is based almost entirely on the production of table grapes for the export market. Table grapes have been cultivated in the valley for over 100 years and the Rossouw family of Mooigezicht has been producing table grapes on their family farms for generations since 1928. Currently Francois Rossouw is the company’s Managing Director. He joined the family business in 1991. After deregulation of the single channel marketing system of South Africa’s fruit during the late nineties, Francois grasped the opportunity to develop Mooigezicht Estates’ own export capacity.
Nuy Winery is situated in the Nuy Valley at the foot of the Langeberg Mountains in the Western Cape. During winter and spring, temperatures remain quite low, thanks to the periodic snow on the mountains. This promotes slower growth of the grapes and results in healthy, flavourful fruit. Nuy’s goal is to steadfastly produce wine of true character. A limited operation is run, in order to ensure that every part of the winemaking process is done under a watchful, experienced eye. Nuy’s Cellar Masters shows true commitment to producing only the finest wines. Years of winemaking experience, untapped natural resources, time and patience bring out the best in every bottle of Nuy wine.

**THURSDAY, 6 APRIL**

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Bus depart for De Doorns</td>
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<tr>
<td>10:30 – 12:00</td>
<td>Visit to Mooigezicht Estate (table grapes/export market) - Christo Pienaar</td>
</tr>
<tr>
<td>12:00 – 13:30</td>
<td>Lunch on the farm / Depart for Worcester</td>
</tr>
<tr>
<td>14:30</td>
<td>Nuy Winery</td>
</tr>
<tr>
<td>17:00</td>
<td>Depart for Stellenbosch</td>
</tr>
<tr>
<td>19:00</td>
<td>Informal dinner: Beyerskloof</td>
</tr>
</tbody>
</table>

**BUS 2**

Van Loveren is South Africa’s biggest family-owned winery. The Van Loveren vineyards have been in the family since 1937 when Hennie Retief Sr. bought some land in the Robertson area. Hennie Sr. made his first wine - a red muscadel - in 1939. More vineyards were planted; more wine was made; and, a new cellar was built in 1963 as his sons, Nico and Wynand, grew older. Back then the wine was all sold in bulk and it was only in 1980 that the first bottled Van Loveren wine - 500 cases of Premium Grand Cru - was launched. From the mid 1990’s Nico and Wynand’s four sons joined the farm one after the other as they completed their studies. Today the Four Cousins are the driving force behind the company. Hennie and Neil are viticulturists, Bussell is the winemaker and Phillip looks after the business side of things. With the Van Loveren brand entrenched, they introduced the well-priced Four Cousins range of wines in 2000. Released in 1.5L bottles, it hit the market with a bang and is today South Africa’s biggest selling bottled brand.

Tucked away in a corner of the great Breede River valley, Dutoitskloof Winery creates its wines in the clear mountain air from healthy, slow-ripening grapes. They offer some of the best value money can buy. Year after year. The winery is involved in the largest Fairtrade social responsibility project in the world and have over the years established programmes to enrich not only the lives of its workers but also of their families. All 22 member farms are accredited and more than 1 600 workers and their family members benefit from these social upliftment and training programmes.

**THURSDAY, 6 APRIL**

<table>
<thead>
<tr>
<th>Time</th>
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</thead>
<tbody>
<tr>
<td>7:00</td>
<td>Bus to depart for Robertson</td>
</tr>
<tr>
<td>9:00</td>
<td>Van Loveren Winery - Nico and Wynand Retief</td>
</tr>
<tr>
<td>13:00</td>
<td>Lunch</td>
</tr>
<tr>
<td>14:30</td>
<td>Depart for Worcester</td>
</tr>
<tr>
<td>15:30</td>
<td>Visit Dutoitskloof Winery / Fairtrade project</td>
</tr>
<tr>
<td>17:30</td>
<td>Depart for Stellenbosch</td>
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<tr>
<td>19:00</td>
<td>Informal dinner: Beyerskloof</td>
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</table>

**BUS 3**

Laastedrif produces stone and pome fruit, a wide selection of vegetables, onion plants and seeds all year round. There is also a sheep stud. Laastedrif has its headquarters high up against the Matroosberg mountain in the fertile Ceres valley in the Western Cape. It is owned by the Cilliés, pioneers in the South African fruit industry for four generations. Under the leadership of Rossouw Cillié, the family is building on this heritage and currently the group consists of six farms located in a 220 km radius. Varying climatic conditions allows them to deliver a wide range of quality produce 12 months of the year to an ever-growing local and international customer base. Laastedrif supplies to Woolworths, Freshmark and a wide range of international supermarkets. Quality is non-negotiable which is ensured through sustainable practices. Accreditations include GlobalGAP, TESCO Nurture, Field to fork, Woolworths Farming for the future and the BRC Global Food Safety Standard.

Ceres Fruit Growers is one of South Africa’s largest apple and pear packing and storage facilities and is a significant employer of choice in the valley. Since 1923 the group has come to work to add value to their grower shareholders, improve the lives of our people, and work in harmony with our environment.

**THURSDAY, 6 APRIL**

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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>07:00</td>
<td>Depart for Ceres</td>
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<tr>
<td>09:30</td>
<td>Visit Laastedrif - Rossouw Cillié</td>
</tr>
<tr>
<td>13:30</td>
<td>Lunch</td>
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<tr>
<td>15:00</td>
<td>Depart for Ceres</td>
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<tr>
<td>15:30</td>
<td>Visit Ceres Fruit Growers</td>
</tr>
<tr>
<td>17:00</td>
<td>Depart for Stellenbosch</td>
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<tr>
<td>19:00</td>
<td>Informal dinner: Beyerskloof</td>
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**BUS 4**

The Dutoit Agri Group has about 4 500 hectares fruit and vegetables under irrigation in the Warm and Koue (Cold) Bokkeveld, the Berg River and Sandveld regions as well as in the...
Langkloof, Eastern Cape. Dutoit’s range of apples, pears, stone fruit include both traditional and exciting new varieties that offer consumers a new taste experience. Dutoit is one of South Africa’s leading growers and marketers of vegetables. Onion production takes place in the Western Cape, Limpopo and Namibia for both export and local markets. Sweet potatoes are produced for the export and local markets while potatoes are produced for process. With a combination of air and sea freight Dutoit Agri supply cherries on a continual basis during the short season to selected customers. In order to compliment Dutoit Agri’s focus on new innovations, it has joined various partnerships with international companies like IFORED. Fifteen prominent fresh produce companies from 13 countries partnered with IFO (International Fruit Obtention) in France to form an international consortium for the testing, selecting and commercialisation of red flesh apples from the IFO breeding programme. Dutoit Agri was the first South African international company to join IFORED SAS. One of longest partnerships Dutoit Agri has established is with French apple grower Pomanjou, who holds the marketing rights for the Honey Crisp variety.

Farming roots runs deep in the family and Graaff Fruit is a third generation family business.

It produces top quality stone and pome fruit. Annually, it handles over 11 000 tonnes of fruit and over 120 cultivars. Besides being a reputable supplier to the local market, 60% of its yield is shipped to supermarkets in the UK, Europe, Canada, the US, Russia, the Middle East and Far East.

Graaff Fruit is a company entrenched in traditional values, with contemporary ideas. It believes in preserving what Mother Nature provides them with and hold sustainability in high regard. With its roots firmly grounded in South Africa, the company also feel a strong sense of social responsibility towards its community and country. It influences the way the company farms, invests and do business.

### THURSDAY, 6 APRIL

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<tbody>
<tr>
<td>07:00</td>
<td>Depart for Ceres</td>
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<tr>
<td>09:00</td>
<td>Visit Dutoit Agri - Pieter du Toit, Lunch</td>
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<tr>
<td>14:00</td>
<td>Depart for Graaff Fruit - Robert Graaff, Visit Graaff Fruit</td>
</tr>
<tr>
<td>17:00</td>
<td>Depart for Stellenbosch, Informal dinner: Beyerskloof</td>
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### BUS 1

Elsenburg Agricultural Training Institute was established in 1898 and was the first centre for agricultural training in Africa. In the Republic of South Africa, the Institute has secured an eminent track record in agriculture and especially in the field of agricultural training. Its mission is to promote sound, integrated managerial and skills training in agriculture with advanced specialisation in area specific fields of excellence informed by industry and societal needs. At present, training programmes are offered at Higher Education and Training (HET) and Further Education and Training (FET) level.

The following qualifications can be obtained:
- B.Agric degree (M+3 years)
- Higher Certificate in Agriculture (M+2 years)
- Diploma in Agriculture (1 year – 2-year Higher Certificate as prerequisite)
- Diploma in Extension (1 year – 2-year Higher Certificate as prerequisite)
- Diploma in Cellar Technology (1 year– 2-year Higher Certificate as prerequisite)
- Equine Studies (M+2 years)
- Non accredited short courses
- Learnerships (Minimum of 10 months)

The above-mentioned training is based on farming enterprises and demands, with the main focus on the Agricultural commodities of the Western Cape.

Elsenburg Agricultural Training Institute also provides short courses for commercial farmers, emerging farmers, land reform beneficiaries and all agricultural interested parties.

### FRIDAY, 7 APRIL

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<tr>
<th>Time</th>
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<tr>
<td>07:00</td>
<td>Bus depart to Blackheath</td>
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<tr>
<td>08:00</td>
<td>Visit to Rovic &amp; Leers Marius Ras</td>
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<tr>
<td>08:30</td>
<td>Depart to Stellenbosch</td>
</tr>
<tr>
<td>09:30</td>
<td>Visit Elsenburg Agricultural Training Institute - Dr Ilse Trautmann</td>
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<tr>
<td>12:30</td>
<td>Depart for Stellenbosch</td>
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<tr>
<td>13:00</td>
<td>Lunch</td>
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<tr>
<td>14:30</td>
<td>Panel discussion with Professors Johann Kirsten, Johan van Rooyen and Mohammad Karaan, University of Stellenbosch</td>
</tr>
<tr>
<td>16:30</td>
<td>Depart for Cape Town</td>
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<tr>
<td>19:00</td>
<td>Farewell dinner, Cape Sun</td>
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### BUS 2

Fairview is a working farm, housing a collection of micro-businesses all sharing in a common goal – to create artisanal and sustainable produce, with a focus on fine wine and cheese. It’s been caring custodians of the land since 1693, and invites you to come and visit them and see for yourself how the farm operates, supports the environment and contributes to a more holistic
lifestyle. Everything its workers do, is driven by its philosophy of being honest, honouring its heritage and ensuring that ingenuity perpetually flows from our soils and cellars and straight into the heart of your relationship with Fairview.

### FRIDAY, 7 APRIL

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<tr>
<td>07:00</td>
<td>Bus to depart for Blackheath</td>
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<tr>
<td>08:00</td>
<td>Visit Rovic &amp; Leers - Marius Ras</td>
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<tr>
<td>09:00</td>
<td>Depart for Paarl</td>
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<tr>
<td>10:00</td>
<td>Visit Fairview - Charles Back</td>
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<tr>
<td>12:30</td>
<td>Lunch</td>
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<tr>
<td>14:00</td>
<td>Depart for University of Stellenbosch</td>
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<tr>
<td>15:00</td>
<td>Panel discussion with Professors Johann Kirsten, Johan van Rooyen and Mohammad Karaan</td>
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<tr>
<td>16:30</td>
<td>Depart for Cape Town</td>
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<tr>
<td>19:00</td>
<td>Farewell dinner: Cape Sun</td>
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</table>

**BUS 3**

Fair Cape Dairies is a forward-thinking business with an ethical commitment to business principles and new technology. In the 1950’s the PE Loubser Boerdery was a small-scale dairy farming operation and it was the visionary approach of Eduard Loubser Snr. that diversified the farming operation and turned it into a large scale commercial farming enterprise with a strong focus on dairy, wine and wheat production. After the first democratic elections in 1994, the system of highly regulated agro and agro-processing industries was replaced by a free market system. The free market system, in essence, takes the focus of an industry from a production-orientated to a market-orientated approach where the needs of consumers are paramount in the strategies and decisions of successful organisations. This change opened the door for Fair Cape Dairies to start adding value to the unprocessed milk produced on Welgegund by the PE Loubser Boerdery. Fair Cape Dairies is now a major producer of dairy products in the Western Cape and throughout South Africa, not only via the Fair Cape brand, but also through its association with other brands, such as Woolworths. Its commitment to superior quality, innovation, value for money and sustainable business practices will always be maintained as our best guarantee for future sustainability.

### BUS 4

AgriProtein, based in a sprawling, newly built factory farm on the edge of Cape Town’s international airport, is showing signs of exponential growth. According to *Time Magazine* it is expected to have 8.5 billion head of *Hermetia illucens* on site on any given day. Translated into English, and dollars, that would be about 22 tons of Black Soldier Fly larvae a day, worth some ten thousand dollars once they are processed, pressed and dried into granules destined for chicken farms and aquaculture plants. The idea of farming flies to supply a fishmeal alternative to chicken and fish farms was inspired, in part, by the sight of a vast pool of blood collecting behind an abattoir near the owner’s family farm. It was swarming with flies. Flies are nature’s housecleaners, feasting on organic waste that would otherwise become a breeding ground for disease. With the support of his brother and the help of an entomologist at the Stellenbosch University he developed a program that would take food waste from Cape Town’s hotels, grocery stores, restaurants and abattoirs to feed and breed flies.

### FRIDAY, 7 APRIL

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<tr>
<td>07:00</td>
<td>Depart for Durbanville</td>
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<tr>
<td>08:30</td>
<td>Visit Fair Cape - Johannes Loubser</td>
</tr>
<tr>
<td>11:45</td>
<td>Depart for Blackheath</td>
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<tr>
<td>12:30</td>
<td>Visit Rovic &amp; Leers</td>
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<td>13:00</td>
<td>Lunch</td>
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<tr>
<td>13:30</td>
<td>Depart for Stellenbosch</td>
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<tr>
<td>16:30</td>
<td>Depart for Cape Town</td>
</tr>
<tr>
<td>19:00</td>
<td>Farewell dinner: Cape Sun</td>
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**SATURDAY, 8 APRIL 2017**

Own arrangements
At van Rooy is a Director, Head of Patent Department and EXCO Chairman at KISCH IP (www.kisch-ip.com), and has 25 years’ experience in patent litigation, filing and prosecution, including Plant Variety Protection and GMO. He has represented clients in pharmaceutical, veterinary, medical, biotechnology, biochemical, microbiological and life sciences industries. Most notable cases include SCA20282/2014 Merck Sharpe Dohme Group and Merial v Cipla Agrimed; SCA20772/2014 Merial v CiplaVet; Case A5008/2009 Monsanto SA v Van der Walt; and Patent Case 93/3541 - Novartis Vaccines and Diagnostics v Smithkline Beecham Biologicals. Van Rooy is the former president of FICPI SA, and fellow of SAIPL.

Charl Senekal who was the South African Farmer of the Year in 2003, is the chairman of Pro-Agri, the forum representing previous SA Farmer of the Year winners. He farms with about 5 000 hectares of sugarcane under irrigation at Mkuzi in the northern region of the KwaZulu-Natal province. He and his sons, Dreyer, Andre and Charl junior, and daughter Mari also farms with game and cattle and is involved in the tourism business. As a young man he worked as a sugarcane technician until he could buy his first small farm. He immediately started plating sugarcane. Through the years he expanded his land and soon became a megafarmer and today is the largest private sugarcane producer in South Africa and one of the biggest in the Southern Hemisphere. He owns ± 30 000 hectares of land. Charl built a water pipeline from the Jozini dam to irrigate his sugarcane. This pipeline provides about 300 000 people in local communities with water for their households.

Francois obtained his B.Sc. (Hons) degree at the University of the Freestate in South Africa. He started his career at OTK (Afgri) in 1987. In 2001 he accepted an appointment at Senwes, where he successfully turned around the JSE listed subsidiary, Kolosus. He was appointed as a member of the Executive Committee of Senwes Limited in 2003. On 6 August 2010 Francois was appointed Managing Director of Senwes Limited. He serves as a Director on numerous boards and subsidiaries. Senwes is an agricultural business whose main focus is the provision of production inputs to mainly grain producers, as well as market access for grain products. It is strategically linked to the provision of value added services, which include finance, insurance and grain technical services.

Joel Mamabolo is the Director and Registrar of Animal Improvement at the Department of Agriculture, Forestry and Fisheries (DAFF). He has worked at the FAO (United Nations and SADC) on behalf of South Africa for Farm Animal Genetic Resources (SADC/FAnGR) (United Nations). He represent DAFF at several regional fora’s such as the SADC and on several bilateral and multilateral agreements related to livestock.

Johann Kirsten, is Professor and Head of the Department of Agricultural Economics, Extension and Rural Development at the University of Pretoria. He has published 112 articles in peer reviewed journals as author and co-author and also co-edited 4 books. A total of 51 master’s students and 20 PhD students completed their studies under his supervision. His main research interests relate the commercialisation of farming in poor communities, land reform, and agricultural policy in general. Recently his research focus also include aspects related to price transmission and the role of market power in supply chains and the economics of origin based foods. He served as a council member of the National Agricultural Marketing Council in South Africa from 2001 to 2011. He also served as the Vice-President of the International Association of Agricultural Economists for the period 2006 – 2009.
JOHAN VAN ROOYEN

Johan van Rooyen is currently the director of The Standard Bank Centre for Agri-leadership & Mentorship Development and professor in Agricultural Economics at Stellenbosch University. He teaches Agri-business strategy, Agricultural and rural development and Business cases at the University of Stellenbosch and also lectures at the Universities of Free State, Pretoria, Antwerpen and the University of Ghent, Belgium. Prof van Rooyen serves on a number of boards of agribusiness companies and agencies, is currently a board member of IAMA (the International Agri-business and Food Industry Management Association) and serves on an expert panel of the “World Competitive Report”, University of Laussanne, Switzerland. In 2014, Co-Chair Ifama 2014 World Conference In Cape Town and Operate As Specialist Consultant In Agribusiness – Strategic Planning And Policy Development.

JOHN PURCHASE

Dr John Purchase has been the CEO of Agbiz since 2007. He started his professional career as a scientist in South Africa’s Agricultural Research Council (ARC). Dr Purchase was appointed as Council Member to the National Agricultural Marketing Council (NAMC) and currently still serves in this capacity. Dr Purchase serves as a trustee and Chairman of the Maize Trust, Chairman of the Board of the South African Grain Information Services (SAGIS), Convener in the Trade and Industry Chamber of NEDLAC. He serves in the Presidential Business Working Group of South Africa. Amongst other awards, he received the 2011 Alumnus of the Year Award from the University of the Free State, as well as the 2012 South African Agriculturalist of the Year Award. In June 2013 he was elected to the Board of the International Food and Agribusiness Management Association (IFAMA).

KLAUS ECKSTEIN

Country Divisional Head Southern Africa, Bayer.
Education: PhD. Horticulture (bananas) in South Africa (1990-1994) (Over 30 publications); Diploma (“MSc.”) Agricultural Science, University Bonn; German Abitur (A-Level) - Hamburg/Germany (1983); German School in Guatemala (1970-82).

Working experience: Senior Bayer Representative; Country Divisional Head BCS ; Head Marketing Southern Africa; Global Portfolio Manager Fungicides; Global Regulatory Manager - Bayer; Consultant for the Banana Growers Association of South Africa (BGASA); Senior Agricultural Scientist Institute for Tropical & Subtropical Crops, Nelspruit, South Africa. Banana research team; Disciplinary in charge of Burgershall Research Station South Africa; Banana research: ITSC, South Africa.; Insecticide research Bayer AG.

KOBUS STEENEKAMP

Acting Managing Director Monsanto SA. Kobus Steenekamp obtained a MSc (Agric) degree with weed science as main subject at the University of Pretoria and did his MBA at the North West University in Potchefstroom. He started his career at Bayer focusing on crop protection and joined Monsanto in 2001 as an agronomist. During his career at Monsanto he filled various positions focusing on crop protection and biotechnology. In 2011 he was appointed as the Business Lead for Monsanto South Africa and also acts as Managing Director for Monsanto SA. Kobus is married to Pamela and has four children. He is very involved in his community and is also a past president of Crop Life SA.

LANGA SIMELA

Dr Simela was appointed as the Business Development Manager in the ABSA/Barclays AgriBusiness Sales Enablement Team in June 2015. She served smallholder farmers for over 10 years with the National Emergent Red Meat Producers’ Organisation (NERPO; 2004 - 2015) and African Farmers’ Association of South Africa (AFASA; 2011 - 2015) and is currently serving on the Livestock Working Group of the World Farmers’ Organisation (WFO). She has served as director in a number of industry bodies and is currently and 2nd Vice-Chairperson of Agbiz and a Director of NERPO and AFASA. Langa has published in academic journals and serves on the editorial board of Small Ruminant Research (Elsevier) and the Bulletin for Animal Health and Production in Africa (BAHPA). One of her valued accolades is being nominated an Agricultural Role Model in 2013, by the Modernising African Food Systems Consortium.
General Manager Produce Marketing Association (PMA) SA. The PMA is the leading trade association representing companies from every segment of the global produce and floral supply chain. Lindie was appointed as General Manager at the PMA in February 2016. She obtained her tertiary education from the University of the Free State (UFS) where she was awarded best Honours student in agricultural economics in 2005. Lindie obtained her MSc Agric degree with distinction in 2006 and completed a post graduate diploma in Agricultural Research for Development at the International Centre for Research in Agriculture in Wageningen, the Netherlands. Lindie joined Agbiz in 2006 as the manager of agribusiness intelligence. Since 2015, Lindie serves as an extraordinary researcher at the TRADE research niche area, under the Faculty of Economic and Management Sciences at the North West University (NWU).

Mike Mlengana

The Department of Agriculture, Forestry and Fisheries (DAFF) appointed Mike Mlengana as the Director-General of the department in 2016. Mlengana has proven himself as a farmer and leader leading the smallholder farmers at the African Farmer’s Association of South Africa (AFASA) where he was the president. He also held top management positions in both private and public owned entities. The DG operated a commercial farm and worked with both smallholder and commercial farmers. He is a Fulbright Scholar with an MA Degree in Financial Economics and Economic Development from the Graduate School of Economics and International Studies in Denver, Colorado, USA.

Mohammad Karaan

Prof Mohammad Karaan, a highly reputable agricultural economist, is Dean of the Faculty of AgriSciences, as well as Acting Vice Rector: Community Interaction and Personnel at the University of Stellenbosch. Prof Karaan, who presently serves as Commissioner in the State President’s Planning Commission, has held this position since 2008. He is a former student of Stellenbosch, serves in several councils, regularly acts as agricultural advisor and was inter alia president of the Agricultural Economic Association of SA. Likewise he is held in high regard in the public sector where he serves as a director of several organisations, including the Landbank.

Omri Van Zyl

Executive Director of Agri SA Omri van Zyl holds a BA Law, LLB (Academic Honours), MBA and qualifications in project management, crime intelligence and business development. He was appointed Executive Director of Agri SA in December 2015, representing 27 000 commercial farmers in 9 provinces and 25 commodity organisations in various fora. Omri features in a group of 60 CEO’s formed to advise government on turn-around interventions to revive the South African economy. He is a member of the World Farmers’ Organisation’s Audit Board based in Rome, an alternate director on BUSA’s board and in August 2016 appointed as trustee on the Sasol Agriculture Trust. He is widely published and a known thought leader and strategist in the African agriculture sector. In November 2016, he is named continental winner by CEO Global in their “Leading African Recognition Programme” in the category for agriculture.

Senzeni Zokwana

Senzeni Zokwana is the Minister of Agriculture, Forestry and Fisheries of the Republic of South Africa from May 2014. He is also chairperson of the South African Communist Party and a Member of Parliament. Mr Zokwana was prior to his current position as the Minister of Agriculture, Forestry president of the National Union of Mineworkers (NUM). He became involved in trade union activism in 1980 during the apartheid-era in South Africa at the President Steyn gold mine in the Free State. He was elected as vice president in 1994; a position he held until 2000 when he was elected president. He was subsequently re-elected for the role and held the position until 2014. In 2005, he was elected as president of the International Chemical, Energy and Mine Workers’ Federation at a special election and was re-elected in November 2011. Mr Zokwana was also elected as Vice-President of industrial Global Union at its founding congress on 19 June 2012.
SPEAKERS

THEO DE JAGER

Theo de Jager is a farmer of subtropical fruits and timber in the Limpopo Province in South Africa. He has been involved in organized agriculture as chairman of his local farmers association for 10 years, member of the executive committee of the Letaba District Agriculture Union for seven years and President of Agri-Limpopo in the middle 2000’s.

He is the founder and chairman of the board of Agri-All-Africa and also the president of the Southern African Confederation of Agricultural Unions (SACAU) and of the Pan African Farmers Organization (PAFO), based in Addis Ababa. He chairs the CAADP Non State Actors Coalition at the African Union and NEPAD, and initiated the African Program on the Preservation, Protection and Promotion of Indigenous Livestock Breeds. In November 2016 he received the Agricultural Journalists Guild’s award of Agriculturist of the Year.

THEO VORSTER

Theo has a law degree from the University of Pretoria and a Honours degree in Investment Management from UJ majoring in Economics. After spending time in the financial markets in London and Zurich, Theo became CEO of one of the largest private client stock broking firms in SA. During 2005 Theo established Galileo Capital, a financial services company of which Theo is still CEO. Galileo Capital currently employs more than 85 people offering a range of Financial Services.

In 2010 Theo orchestrated an Afrikaans TV program focussing on business leaders and their success stories – “Sakegesprek met Theo Vorster”. During the past five years Theo interviewed more than 65 of South Africa’s most prominent business leaders and also published a book covering these interviews with the same title. Theo is the co-presenter of Nation in Conversation and a regular commentator on Moneyweb’s RSG Geldsake.

VICKY STILWELL

Vicky Stilwell is a director in KISCH IP’s trade mark department with 13 years experience. She is a qualified trade mark practitioner and is the current president of the South African Institute of Intellectual Property Law (SAIIPL).

Vicky specialises in trade mark and copyright matters, including trade mark searching, brand selection and implementation strategy, filing and prosecution of trade mark applications, trade mark maintenance, assignments and formalities and brand portfolio management, as well as in domain name registration and enforcement strategy and implementation.

She also specialises in commercial intellectual property and intellectual property licensing matters including conducting intellectual property due diligence investigations and advising on and drafting commercial intellectual property agreements and licence agreements.
The story of a man who moved from rags to riches in 20 years. From sleeping on a floor in flat in Johannesburg in the early 90’s Vito Rugani, together with his partner Vincent Sequeira, became the country’s largest producers of carrots. Today they supply more than 40% of South Africa’s carrots annually.

Greenway farms (PTY) LTD, located on the ‘highveld’ of Tarlton, Gauteng Province (about 75 km west of Johannesburg), was established as a partnership in 1992 when Vito Rugani and Vincent Sequeira merged their two separate farming operations. During this time they were general vegetable market gardeners, growing several types of vegetables for the South African National Fresh Produce Market. Greenway started as 20 ha (today it is over 3 700 ha of which 2 500 ha are under irrigation).

By 1994 they were basically going bankrupt. They didn’t have the capital resources to give the business momentum. Vincent wanted to give it all up because they were working from five in the morning till eleven at night and didn’t make any money, paid terrible wages and couldn’t pay themselves a salary.

They decided to revise their strategies. Due to the similarities in climate, they visited carrot producers in Australia. Vito says that within a week there they realized they were their own worst enemies. “We were practising things that were 100 years out-of-date. Practices that Australians farmers had left behind in their grandfather’s days”.

On the agronomic side South Africans were not behind when you considered their tonnages per hectare. But the partners realised that a worker is responsible to give you an honest day’s work, whilst it is the owner’s responsibility to make himproductive so that the worker can be paid a decent wage. His deal with his workers is simply that he pays the top salaries in town and for that they guarantee him to be the top labour force in town. In reality though he has made the decision to keep them highly productive through the ergonomic balance of man and machine.

The impact was immediate and within five years they paid the silent partner in cash double the money he put in. The big breakthrough was when they introduced hydro-cooling to extend the shelf life of carrots from days to weeks. Carrots can be picked, washed, packed and chilled to 2° Celsius within an hour.
Greenway Farms now have 3 700 ha in three different areas – Tarlton, Boskop in the Waterberg in Limpopo and Christiana in the Free State.

Vito believes in hot climates like South Africa the ideal crop rotation is one in three years. They grow a crop of carrots on a piece of land and only come back three years later. That is 100% sustainable. “We are currently doing 850 ha out of a production base of 2 500 ha with 109 pivots.”

The fallow land is turned into grasslands on which 1 000 head of cattle graze and fertilize the land.

To further improve the sustainability of the enterprise they recently established a fresh carrot juice plant on Greenway. At the plant 80 tons of carrots can be turned into 40 000 l of juice daily.

Vito’s wife Keme (Nomakeme) is a Xhosa woman from the Transkei, as is a lot of his workforce.

Greenway has a number of firsts:

• It was the first farm to switch over to hybrid seeds 100%
• First to mechanize
• First to specialize in carrots
• First to hydrosol the carrots
• First to brush the carrots
• First to deliver the product at 2°C.
• First to put up fridges on national market floors.
• First in the carrot industry to brand
• First to have three production areas for carrot production all year round.
• First carrot juice plant in die Southern Hemisphere.
There are many thousands of small-holder farmers in South Africa who have access to arable land but don’t have the skills they need to be a sustainable farmer. Buhle Farmers’ Academy is a non-profit organisation that was established in the year 2000 by the Food Health Hope Foundation, with the aim of empowering aspiring farmers. They started off with just 57 students at their first campus in Delmas Mpumalanga, and have been growing ever since. In 2011, the academy trained 517 students, and now have the capacity to double this number, due to the establishment in 2016 of a second campus in in Mkhondo (Piet Retief), KwaZulu-Natal.

Buhle offer courses in Vegetable, Crop, Livestock and Poultry production, as well as mixed farming. The courses are effective (with a high success rate), practical and of appropriate length.

They adopt a multi-pronged approach to training, to give graduates the optimal chance of success.

Farming is an extremely practical job and the best way to really learn a new skill is to get your hands dirty by doing it. As a result, they have taken their training one step further than similar institutions by giving students extensive practical experience. Each student has his or her own production unit to manage on the working farm. In order to graduate, each student must solve all the practical challenges of farming as he or she encounters them.

Many aspiring farmers lack business skills - to help students turn their own farms around, they are taught every aspect of how farming as a business operates. These elements range from the principles of market research to how to draw up a business plan, plan their production, compile and stick to a budget, manage cash flow, manage loans, and do all the administration that a working farm requires.

Farming is such a long, hard road that it requires considerably more self-management than many other disciplines. At Buhle, they provide the lifeskills training that successful farmers need. The lifeskills training therefore includes how to develop a healthy self-esteem; how to cultivate the integrity, diligence and self-discipline needed to run a profit-making business; environmental awareness; presentation skills; HIV/Aids awareness, and communication and...
other interpersonal skills that result in good relations with workers, purchasers, suppliers and the many others with whom graduates will have to work constructively.

Competence based assessments are conducted to determine if the student has gained an acceptable level of skill in each aspect of the training.

The duration of the long courses are between 2.5 and nine months, depending on the complexity of the course and the duration of the production cycle in question. All courses are AgriSETA-accredited.

Buhle Academy now offers a formal post-training support programme, in which graduates are mentored with as many visits as possible on their farms to help them overcome the myriad obstacles they will inevitably face.

This mentorship takes time and determination from both parties, but in the end, it gives new farmers the support they really need to become a successful agricultural entrepreneur.

Over the past 16 years, Buhle has trained well over 4 000 emerging farmers – half of them women and 65% of them youth – in vegetable, crops, poultry and livestock production, and mixed farming. Based on the assumption that for every new farmer established at least one additional job is created, it can be estimated that some 8 000 jobs have been created additionally.

Buhle’s mission is to train new and aspiring farmers from across South Africa to run farming businesses that are both profitable and sustainable. They aim to alleviate poverty by creating jobs and ensuring food security in the SA agricultural sector.
The Rossouw Group of companies has over 80 years of agricultural experience, currently managed and run by the 3rd generation. The group was awarded South African Farmer of the Year in 2007.

The Rossouws all obtained their degrees at the University of Pretoria: Chris Rossouw senior B.Sc Agriculture and Hons and his wife Naubie BA HED. Their four sons are Dr Adriaan Rossouw, MB.ChB, Charles Rossouw, BSc Building Management, Chris Rossouw junior, B.Com and Hons in Economy, and Dr Naude Rossouw, MB.ChB.

Chris junior is a former Springbok rugby player and was a member of the team that won the Rugby World Cup in 1995.

The Rossouw group consists of three main divisions:

- Rossgro Poultry – eggs, broilers, laying and rearing hens and feed mill
- Rossouw Farming: CashCrop – maize, soybeans and instant lawn
- Roslé Citrus – oranges, lemons, Clementines and berries

They employ a total of 750 permanent workers and 800 seasonal workers. The farms occupy 6 000 ha.

ROSGRO POULTRY AND FEED MILL

This is run under the careful eye of Chris Snr, Dr Adriaan and Dr Naude Rossouw. Rossgro is a well-known business that specializes in the poultry industry of South Africa. This includes egg production, specialized chicken feeds, layer hen rearing as well as broiler production. Rossgro Eggs and Feed is active in Gauteng, Mpumalanga and Limpopo and grows approximately 650 000 broilers each month for Daybreak Farms. Rossgro Eggs supplies the formal market which includes chain stores i.e. Spar, Checkers and Walmart. They supply products to the informal market as well.
ROSSOUW FARMING: CASHCROP

The main members are Chris senior and Chris junior. The farms consist of 1,500 hectares of maize, 1,000 hectares of soya beans, 300 hectares of instant lawn. The balance is for grazing by their 1,500 head of cattle. Precision farming has been applied for the past few years and has achieved excellent results.

The bulk of the crop is being used in their own feed mill. Africa Lawns is one of the two largest suppliers of instant lawn in South Africa. The projects include the golf course at one of the most popular tourist attractions in South Africa, Sun City, as well as Swaziland Royal Stadium, University of Pretoria, Loftus Versfeld Rugby Stadium and the Union Buildings. Africa Lawns won the award of Supplier of the Year at the South African Landscapers Institute in 2011 en 2015.

ROSLÉ: CITRUS

This business is run under the watchful eye of Charles Rossouw. Roslé was started in 1995 with a modest 40 hectares of citrus and maize. It has grown to 650 ha citrus and 65 ha of blueberries. This forms part of the South African citrus industry which exports 100 million cartons of citrus to the global export market per year, reaching more than 56 countries around the world. Various citrus varieties are produced such as lemons, Valencia and Mandarin oranges as well as variety other soft citrus. The citrus is harvested from April to August and blueberries from August until late November. The farm has a modern warehouse and refrigeration facilities.

The natural grazing around the arable land is utilized by a small variety of game.
Boschveld was started in 1983 by the late Pieter Bosch, father of Mike Bosch, after the Bosch family moved to South Africa from Zimbabwe.

They started farming with Beefmaster cattle and a feedlot. In 1987 Mike joined his father after finishing a B. Comm. Marketing degree at the University of Pretoria and working as an accountant in the corporate world with a leading South African company for three years. Boschveld grew at a great speed and in 1993 were running 3 500 head of breeding cows on 22 000 ha of land.

In 1998 Mike developed a new breed of chicken, the Boschveld Indigenous Chicken, using three indigenous breeds to produce eggs and meat under the harsh conditions of Africa. These breeds were the Venda, Ovambo and Matabele chickens. It is recognized as a synthetic indigenous chicken breed. It was developed on Mantsole Ranch near Radium, between Pretoria and Bela-Bela.

In general they are light brown with white feathers in between that gives the chickens a unique colouring that blends into Africa. Alertness and survival skills are a strong trait when it comes to defence against predators. Hardiness is an inbred trait to withstand poultry diseases and to produce in free range conditions. The cocks are strong and aggressive and have a noble conformation. They weigh 1.6 kg at twelve weeks and 2.6 kg at twenty weeks, while hens weight respectively 1.5 kg and 1.9 kg at the ages of twelve and twenty weeks. Sexual maturity sets in at 136 days. The average egg weight is 53.4 g.

Mike developed a unique system to enable African families to create a bread basket in their back gardens. It consists of a
The portable chicken cage is easy to assemble. The cage is fitted with a solar panel on the roof (as well as a battery) to generate ample electricity for everyday tasks such as charging a mobile phone and laptop and provide lighting at night. It also comes with a selection of vegetable seeds.

The cage has to be moved every month. Then the family can plant the seeds in the chicken manure enriched soil to grow vegetables. They can even sell some of the veggies. The chickens provide eggs and meat and can also be sold to neighbours.

Mike is well known for his plans to improve the sustainability of his farm. And all the time he is hatching new plans and is prepared to help other farmers, especially those in rural areas of South Africa and other African countries.

He also uses tilapia fish in his dams to get rid of algae. Old motorcar tyres in the water provide a safe breeding place for the fish and have some chemical reaction in the water to contain algae. Families can then harvest the fish to feed their families. They can even sell fish for an extra income.

By using any rotten vegetables and excess chicken manure to make compost, families can use it for fertilizer. “Do not throw any leftovers away. Put it in a compost heap and make your own fertilizer to improve your production. Get the right seeds to plant in your area. Do not keep your own seeds, as it will result in poor crops,” he explains the benefit of top quality seeds.

Mice and rats are always a problem in both rural areas and towns. Mike built nests from wood to attract owls to feed on the rodents to keep their numbers down.
THITHOMBO GAME BREEDERS
GPS Coordinates:  24°44’6.53"S  28°41’15.40"E
Cell: +27 (0)83 650 2015
E-mail: info@thithombo.co.za

MONATE GAME LODGE
PO Box 2968, Modimolle, 0510
GPS Coordinates:  24°74’52.5"S  28°66’7.5"E
Cell: +27 (0)83 307 5733
E-mail: info@monatelodge.com

Thithombo Game Breeders and Monate Game Lodge is a 3 000 hectare private game reserve near Modimolle in Limpopo. Monate Game Lodge specialises in weddings and conferences, whilst Thithombo Game Breeders specialising in game breeding.

Thithombo Game Farm

Thithombo Game Farm is a dream that came true, driven by the relentless passion for the African Bush, our beautiful continent, its inhabitants and its uniqueness in every sense of the word.

From the spectacular rock rifts on Thithombo Game Farm, one experiences breath-taking views over the Springbok Flats and the canopy of trees it surrounds. The farm bears its name with pride – meaning trees and water. They are privileged to be only 10 km from Nylsvley Nature Reserve near Mookgophong. This area has been declared a Ramsar Wetland Site because of its international conservation importance and unique birdlife.

The game farm was always envisaged to be mainly for the benefit of its owners souls and still is, but after pursuing hunting on a small scale for a few years, they decided in 2012 to rather preserve our heritage by investing in the dynamic game breeding industry and recently the eco-tourism industry.

Thithombo Game Breeders are proud of their reputation:
• Breeding and acquiring top quality animals
• Integrity in their business
• Pursuing healthy relations with all parties involved in the industry
• Aiming to make a positive contribution towards conserving Mother Nature and her animals for their children and future generations.

Monate Game Lodge

Monate Game Lodge is an elegant and peaceful break-away retreat where guests can enjoy the tranquillity of the bush whilst being treated like royalty.

The tented camp at Thithombo is uniquely designed to give visitors the experience of staying close to nature, being in the bush but still enjoy the little luxuries we all appreciate.

Visitors are lodging in the bush, without being too far from the central facilities. The camp has full Escom electrical power and each tent is also furnished with comfortable, elegant and neat furnishings.

Thithombo Game Breeders specializes in the following species: African buffalo, Livingstone eland, sable, golden oryx, nyala, bush buck, golden gnu, roan and black impala.

The lodge is nestled in manicured gardens on a 1839 hectare private game reserve in the Limpopo Province but within easy reach of the Gauteng area.
It is home to an abundance of wildlife such as buffalo, lion, hippopotamus, zebra, a large variety of antelope and close to 50% of all bird species found in South Africa. This malaria-free area is beautiful in its diversity, ranging from open plains to typical bushveld and interesting rocky outcrops, caves and koppies.

Monate Game Lodge offers luxurious accommodation in 26 modern double rooms situated at the Main Lodge.

The end user of the game industry, a segment of the agricultural industry, consists of various entities namely hunting, breeding (for improving genetics), tourism, the supply of venison and in some instances individuals who choose to have quality animals on their farms, which they are prepared to pay high prices for. The key word for the future success of the industry is sustainability, inclusive of a collaboration between consumptive and non-consumptive tourism products.

Thithombo Game Breeders and Monate Game Lodge will always strive to conduct their business professionally, be ethical in their game breeding and joyful in appreciation of these beautiful jewels for which they are proud custodians.
Brylyne Chitsunge, an internationally acclaimed expert in agribusiness and a facilitator of the Nigeria-South Africa Group on agriculture, is also a global humanitarian campaigner, who belongs to various local and international bodies, among which are Commonwealth Smart Partnership, Clinton Global Initiative, and African Heritage Society, among others.

She bought her own farm in Cullinan near Pretoria, where the famous Cullinan diamond was found, in 2010. The farm of more than 400 hectares is situated in typical South African bushveld, consisting of thorn and other indigenous trees and natural sweet grasses.

She farms with various indigenous animals, such as Kalahari Red goats, Nguni cattle, free range Boschveld chickens, ducks, rabbits, ostriches, pigs and most recently Tilapia fish. Her game consists of species that are adapted to this area, such as kudu, impala and wild pigs. She also produces vegetables in open fields and in greenhouses and sells it to local shops in Gauteng.

Brylyne concentrates on sustainable farming methods so as not to harm the environment.

She is very enthusiastic about growing vegetables because of all the vitamins it contains for keeping people healthy, as well as the quick cycle. There is no waste, as rejected vegetables are fed to her animals. She has also started planting fruit trees to expand her product range.
Brylyne helps in the training of new farmers and people in other related agricultural occupations by providing her farm for practical training of agricultural and veterinary students. She is of the opinion that there is a need to evolve educational policies for children under five years. This way the early childhood consciousness that people have to feed themselves would have been nurtured when they are grown ups in years to come.

She believes that poor policies, misplaced priorities and wrong models were responsible for Africans suffering in the midst of abundance. In Brylyne’s words: “There is no reason for Africa to suffer. In this 21st century, we now have agricultural technologies that make operation much better than in the old days. It is about time we, as Africans, looked into our own resources and leverage in making agriculture a priority.”

Brylyne says: “Food production is a whole process, which encompasses a lot of things. People need to realise that it is not an easy sector; yet with education and determination, a lot can be learned from it.”
Kallie Schoeman’s farming operation, Schoeman Boerdery, is grounded on several pillars. On the one hand this son of a former South African agricultural minister, Hendrik Schoeman, produces maize, soya beans and white beans for the canning industry on 10,000 ha in the Delmas area south east of Pretoria and on another farm at Marble Hall north east of Pretoria he and his son, also Hendrik the 4th generation Schoeman produce citrus on 1,400 ha.

The Schoeman family is well known in South Africa over many years. Kallie’s great great grandfather, Commandant-General Stephanus Schoeman was State-President of the South African Republic (ZAR – Transvaal) between 1860 and 1862. His red hair and a fiery temperament earned him the nickname Stormvoël (storm bird).

His son, also Hendrik, in turn was a general in the Anglo Boer War at the beginning of the previous century.

The Schoeman Boerdery was founded in 1919 by Karel Schoeman, Kallie’s grandfather and he handed over the reigns to his son Hendrik in 1954. Hendrik was politician as well as farmer but a couple of years after he became minister of agriculture in 1978 he asked Kallie to become the general manager. Hendrik was minister of agriculture until the early 80s and then became minister of transport for a couple of years.

In his early years Kallie studied agricultural economics for a while and even worked as a stoker on steam trains to pay for he studies. But, in 1974 he decided to go back to farming and since then the two farms grew into a massive operation. In 1991 Kallie was voted National farmer of the year. Just his annual maize production is normally enough to feed 20,000 people for a year. Through a deal with Tiger Brands he, and 61 farmers contracted to him, supply about 60% of the beans used in the South African Koo brand of baked beans in tomato sauce.

At Moosrivier, the citrus farm, an average of 60,000 tons of Navel and Valencia oranges, and lemons and mandarins are produced every year. About 70% of that is exported mainly to the EU, UK, South East Asia, China, Russia and the Middle East. The rest goes to SA supermarkets and for citrus processing.
Another part of the business operation is grain handling, storing and marketing of grain for other farmers, as well as financing them. He can store around 80,000 ton of maize and beans. Schoeman Boerdery also purchases seed and fertiliser at lower prices in bulk and supply other farmers in the way cooperatives did previously.

At Moossrivier there is also a fertilizer manufacturing plant, Agron, which is another growing leg of the business. Agron focus on fertilizers to promote soil and plant health and spend a lot of its resources on research and development.

Schoeman believes farming in South Africa and in Africa is a high risk business with no guarantees and very little support from government. His motto is get bigger, get better, or get out. He employs around 900 permanent people and up to 3000 seasonable labourers. Schoeman believes in the upliftment of his people and spend a lot of money on housing, education, health and skills development.
Mooigezicht Estates is predominantly a family business. It has its origins back in 1928 when Fanie Rossouw bought his first farm in the Hex River Valley. The company’s 11 production units are owned by the Rossouw Family trusts and are run by the company, Mooigezicht Estates (Pty.) Ltd. Currently the founder’s son Stephanus Rossouw is the Chairman and grandson Francois Rossouw is the Managing Director. The company structure is supported by a committed board of directors, management and staff.

It is a table grape production company with 11 farm units and is one of the largest producers of seedless grapes in South Africa. The company’s 335 hectares of vineyard are all in the Hex River Valley located 140 km North East of Cape Town.

More than 90% of their product is exported to markets abroad. They manage risks as best possible by observing exchange rate trends and supplying markets where the exchange rate offers the best returns. Also by establishing and proactively maintaining relationships with reliable foreign receivers.

The Rossouws ensure water security by creating enough water storage capacity and employing optimal water saving farming practices. They also mitigate climate challenges where possible through sustainable farming practices.

Mooigezicht Estates recognises its responsibility to the people who work for the company and their families and implements a range of social and development benefits. As the staff members are one of the company’s most valuable resources, it is the company’s heartfelt commitment to care for the needs of staff members and their families.

The company is one of the biggest providers of employment in the Hex River Valley and has approximately 450 permanent employees (250 families). Most of these people have homes in the staff housing villages on the Estate. Before and during the grape harvest season this swells to around 1 750 people with the complement of seasonal staff. As the estate provides up to 1500 jobs, this has a significant positive effect on the economy of the local area.

They established ten fully equipped crèches incorporating pre-school centres. Scholars living on the Estate attend local schools and the company provides transport to and from school for scholars that do not live near established government bus routes. The estate provides an after school facility where trained staff members assist scholars with homework. Grants and bursaries are available for higher education to the children of staff.

To minimize time away from work and assist pensioners, Mooigezicht has a satellite clinic on the estate. They provide most elements of primary health care including immunizations, birth
control and infant care, thus significantly reducing the need for the staff to visit the local state clinic.

For recreation, the estate has its own library with more than 1,000 books (fiction and non-fiction) in three official South African languages. There are also both soccer and netball fields on the grounds. The company offers coaching in these sports and also sponsors staff teams. Participation in choir performances is a popular recreation activity supported by the company. This encourages spiritual expression and also provides a platform for cultural expression by the various ethnic groups represented on the staff.

The company holds regular enrichment meetings attended by both management and staff. Religious and spiritual instruction is offered to children of farm workers within the various child and youth programmes.

The company runs soup kitchens in the informal settlements in the community where there is dire poverty. Mooigezicht staff and management prepare soup and distribute these much-needed meals to those in need.

Mooigezicht Estates is committed to the quality and safety of their product as well as the health, safety and equity of the working environment for the staff. They routinely complete full ETI ethical audits as part of the Fruit South Africa SIZA initiative conducted by NSF.

The Company is proud to claim compliance to all relevant international accreditations for table grapes, as well as local legislation protecting the rights and privileges of its management and staff.
Founded in 1963, Nuy Winery was built on only one cornerstone: Quality.

They believe that the attributes that turning an ordinary bottle of wine into a great bottle of wine is:

**True legacy**
The gift of a history steeped in experience.

**True inspiration**
Inspiration derived from honing the talents of fertile soil, ideal climate and fruits of a superior vine.

**True mastery**
Mastery that can only come with time and experience.

**True Taste**
Taste derived from passionate winemaking, blended with a whole lot of soul.

This is the essence that embodies wines of True Character, Wines by Nuy.

The winery is situated in the Nuy Valley at the foot of the Langeberg Mountains in the Western Cape. Average rainfall is low, but the Keerom Dam ensures a year-round water supply. During winter and spring, temperatures remain quite low, thanks to the periodic snow on the mountains. This promotes slower growth of the grapes and results in healthy, flavourful fruit.

At Nuy, the goal is to steadfastly produce bottle after bottle of wine of true character. They purposely run a limited operation, in
order to ensure that every part of the winemaking process is done under a watchful, experienced eye.

The Cellar Masters at Nuy are well traveled; they’ve gleaned experience from wine regions in France, Germany, Australia and America. Each individual shows true commitment to producing only the finest wines. Years of winemaking experience, untapped natural resources, time and patience bring out the best in every bottle of Nuy wine.

The wine selection includes the Inspiration, Mastery and Legacy ranges. The Inspiration range offers a wide choice of quality Chenin Blanc, Sauvignon Blanc, Shiraz, Cabernet Sauvignon, and two popular bubblies – an off-dry Sauvignon Blanc and sweeter Muscadel.

The Mastery range treats the palate to the more complex pick of Chardonnay, Shiraz, Cabernet Sauvignon and Pinotage. While Nuy Wine Cellar’s flagship range, Legacy, consists of a white and red blend, Nuy’s maiden MCC, their celebrated Muscadel and a potstill Brandy.

Nuy on the hill is located on a slight elevation alongside the R60 between Worcester and Robertson, right next to the Nuy Valley turnoff. The venue features a exquisitely designed and modern wine tasting room, a restaurant and also a deli. The spacious patio surrounded by lawn provides ample indoor and outdoor seating for patrons. They can treat themselves to a wide variety of restaurant dishes ranging from tapas, wood-fired pizzas, hamburgers and steaks, to a selection of Banting dishes.
Both locally and in many spots abroad, there’s little question about it: Beyerskloof winery – the charming family-run farm that rests in the bosom of the Cape Winelands overlooking Stellenbosch’s grand Simonsberg mountain – is the quintessential king of Pinotage. Without fail, the estate’s now iconic bottle tops any selection of this proudly South African varietal on both supermarket shelves and restaurant menus.

With such a grand – almost legendary – reputation in the viticulture industry, it’s easy to assume that the winery has always enjoyed smooth sailing; on the contrary, though, such a status was only cemented on account of the dogged determination of one man, co-owner and Cellar Master Beyers Truter.

Initially cultivated almost by accident in the earlier part of the 20th century, Pinotage – the result of a marriage between Pinot Noir and Hermitage (also known as Cinsaut) – claims a contentious and tumultuous past. For many years, due to mass planting and poor production, the robust red was relegated to the wayside as a cheap, low-quality quaffing wine, one that could not be taken especially seriously, suitable only for blending, bulk consumption and brandy distillation.

When British wine masters visiting South Africa in the 1970s turned their noses up at the varietal, comparing its taste to that of rusty nails and acetone and describing its aroma as “hot and horrible”, this black sheep of the vino community was pushed to the brink of extinction. Convinced the grape could claim no future, most local farmers ripped out their vineyards, shifting their attention to more well-recognised international categories. That is, except for Beyers Truter. Inspired by top-quality oaked Pinotages he’d tasted previously, and armed with a resilient pioneering spirit, he devoted himself to working around the clock in an effort to perfect the misunderstood varietal, believing resolutely in the yet-untapped promise of its character.

“In the early days no one else followed up, but I experimented,” says the now-renowned winemaker, who gained experience at Kanonkop estate before co-founding Beyerskloof farm in 1988, becoming the sixth generation in a long line of Beyers to till this fertile land. “Pinotage is a great varietal [performs well] in the vineyard, and I felt that if you just treat it well, you can make it work.”
And his passionate commitment and steadfast trust in the underdog paid off. In 1991, at the International Wine and Spirit Competition, Truter became the first South African to win the prestigious title of ‘International Winemaker of the Year’, and did so with none other than a good ol’ fruity, deep plum Pinotage, a cultivar that was not only deemed ‘dead’ a decade earlier, but that, until then, was quite unknown to the rest of the world.

Nowadays, over two decades later, Beyerskloof winery’s easy-drinking entry-level version of the local red has garnered such great popularity, both on home soil and distant shores, that it sells out annually, despite production rates of over 1 million bottles.

The Beyerskloof selection has managed to garner an impressive array of awards over the years (Beyerskloof’s wines have won everything from a Double Gold Michelangelo and a Gold Veritas to Silvers at the Decanter World Wine Awards and numerous trophies at the International Wine and Spirit Competition).

Needless to say, while robust reds undoubtedly rest at the core of this much-lauded South African stalwart, and while Beyerskloof’s philosophy is still certainly largely rooted in tradition and dependability, there’s, in fact, much more to the Stellenbosch winery than just admirable perseverance and world-renowned Pinotage.
Van Loveren is South Africa’s biggest family-owned winery. The Van Loveren vineyards have been in the family since 1937 when Hennie Retief Sr. bought some land in the Robertson area. Previously the property was part of a larger farm known as Goudmyn, the Afrikaans term meaning “Gold Mine” and a name that reflected the perceptions around the large sum paid for the original farm.

This property was later sub-divided and Hennie started farming on Goudmyn portion “F”. His wife, Jean (her maiden name was Van Zyl), disliked the farm’s designation and said it stood, to her mind, for “fools and failures”. As a result she persuaded her husband to rename the farm. At first they contemplated calling it Roche Rouge, after the impressive red ridge of the Elandsberg Mountain that formed a backdrop to their home. Jean, a traditionalist, however convinced Hennie to name the farm after Christina van Loveren – an ancestor whose bridal chest was passed down for generations and remains on the farm to this day. Christina was married to the first Van Zyl to arrive in South Africa in 1699.

Hennie Sr. made his first wine - a red muscadel - in 1939. More vineyards were planted; more wine was made; and, a new cellar was built in 1963 as his sons, Nico and Wynand, grew older. Back then the wine was all sold in bulk and it was only in 1980 that the first bottled Van Loveren wine - 500 cases of Premium Grand Cru - was launched.
From the mid 1990's Nico and Wynand's four sons joined the farm one after the other as they completed their studies. Today our four cousins are the driving force behind the company. Hennie and Neil are viticulturists, Bussell is the winemaker and Phillip looks after the business side of things.

With the Van Loveren brand entrenched, they introduced the well-priced Four Cousins range of wines in 2000. Released in 1.5l bottles, it hit the market with a bang and is today South Africa's biggest selling bottled brand.

Van Loveren and 116 of its staff members and pensioners (including 52 women) bought a 138-hectare grape farm in the Robertson wine valley early in 2006. The 52% majority of this enterprise, called De Goree Boerdery, is owned by the workers trust and the balance by the Retief family. De Goree Boerdery has a long-term contract to provide Van Loveren with grapes for its famous wines – an agreement that put the farm on a sustainable footing right from the start. Van Loveren launched the Five’s Reserve wine range – including a white wine, a rosé and two red wines – to coincide with the start of this project.

The De Goree Boerdery is widely viewed as a model empowerment project. In 2008 the project won the National Agri BEE Project of the Year award and in 2009 it was rewarded with a National LandCare award for its efforts to eradicate alien vegetation and to farm sustainably. Jonas Cupido, shareholder and winemaker of the Five's Reserve wine range, was also named the SA Cellar Worker of the Year in 2009. During the same year, the farm became the first farm in the Robertson wine valley to receive its Fairtrade accreditation.
FARM TOURS WESTERN CAPE

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“We believe the majesty of the mountains that surround us, the vineyards and the hands that have skilfully crafted the Du Toitskloof brand over the years, will continue to inspire wines that celebrate their rich heritage.”

When the founders of Du Toitskloof Wines dreamt of where to take the cellar back in 1962, they knew the journey was as important as the destination. Du Toitskloof Wine Cellar was established by six wine farmers as a co-operative in 1962, on an 18Ha parcel of land bought from founder member, Visser de Wet, for R6 000. The cellar accepted its first grapes in February 1963.

Today the 22 member farms, together with the cellar, continue to build on the legacy of these visionaries and those who followed in their footsteps, producing exceptional wines that offer the best possible value. All the farms belong to II families, most of whose forebears counted among the founding members of the cellar so that there is a very strong sense of continuity and commitment.

They all live in a close-knit community within a radius of 10 km from the cellar and all take a close interest in its activities. In 2005 we became one of the first wineries in South Africa to participate in a social responsibility project under the auspices of Fairtrade, an internationally recognised body ensuring the well-being of rural communities throughout the world.

Over the years the Du Toitskloof Fairtrade Initiative, based in the town of Rawsonville, has played a pioneering role in social upliftment, enriching the lives not only of those working on the wine farms and in the wineries, but also of their families. To date, over 1 800 people have directly benefitted from this project which includes children’s day-care centres, a clinic, a primary school, bus-service, bursaries for high-school learning and tertiary education, adult literacy projects as well as health and safety education.

Fairhills is a Fairtrade project started eight years ago by Origin wine and certified wine producers in South Africa’s Breede Klouf valley. The success of the project inspired Origin Wines to do the same at similar sites in Argentina’s Mendoza Valley and later in Chile.

The success of Fairhills has seen the employees and their families gain many life changing benefits, with more planned for the future. One of the first benefits was to erect day-care facilities on the farms for the children. Today more than 200 infants are left at the day-care facilities every day where they are fed two meals a day and are looked after by fully trained staff. All staff are members of the community that have been trained by funds from the project.

Classrooms have been built at the new Lorraine Primary school and a computer centre with 50 computers is fully operational. The success of Fairhills has seen the employees and their families gain many life changing benefits, with more planned for the future. One of the first benefits was to erect day-care facilities on the farms for the children. Today more than 200 infants are left at the day-care facilities every day where they are fed two meals a day and are looked after by fully trained staff. All staff are members of the community that have been trained by funds from the project.

In the mornings children from the day-cares visit the computer centre for introductory lessons and in the evenings the farm workers get the opportunity to also improve their skills on the computers. For the last 3 years the top two learners that have graduated from High school have received bursaries from Fairhills that fully covered their tertiary education.

The project has been so successful, that Origin Wine has further expanded the project to other farms in the same valley. This way, more people can benefit from the rewards of the project, while at the same time encouraging the first phase’s beneficiaries to
become self-sufficient and run the project for future generations. Further social benefits include:

- Purchase of Fairhills bus
- Establishing entrepreneurial initiatives e.g. Fairhills Craft and Coffee shop
- Undertaking the largest adult literacy program in the Western Cape
- Alcohol Rehabilitation Program
- Housing Renovation Program
- A mobile medical unit to visit farms and schools
- Dedicated Health Post to administer chronic medication and see to day to day ailments
Laastedrif Farming (Pty Ltd) is a diversified agri-business that consists of six production units for fruit and vegetables, three value adding facilities, a seed production arm as well as a sheep farming component. The business has grown to include a number of functional legal entities, but in essence it belongs to one shareholder, Rossouw Cillié that has a vested interest in all entities controlling the different business activities.

Rossouw was brought up on Laastedrif farm after his dad bought it in 1950 and he joined his father in 1988 to continue a tradition of fruit and vegetable production that spans more than a century. Since joining his father on the farm Rossouw has been proudly building on a rich heritage of pioneers who helped shape fruit farming in South Africa. He is the great-grandson of the legendary Petrus Johannes Cillié, better known as Piet California. Together with men like John X Merriman, Harry Ernest Pickstone and Cecil John Rhodes, Piet California played a key role in establishing a modern, commercially viable fruit industry in the Western Cape and South Africa.

Rossouw’s father, Koos Cillié, and his father before him, Pieter Cillié, all followed in the footsteps of Piet California, but it was under the careful guidance of Koos that the family farming business really started coming into its own.

In 1993 the brothers decided to go their separate ways and in the division of assets Rossouw took ownership of the farms Laastedrif which then comprised 120ha of pome fruit orchards and Noug on which there was about 1000 Dorper ewes. One year later Rossouw started expanding his farming business, buying 160ha of land bordering on Laastedrif. Two years later in March 1998 he acquired the neighboring farm, Uitkoms which covered approximately 3000 ha. In 2001 he bought the 120 ha farm Morceaux that is situated right outside of Ceres.

But he didn’t stop there, after Morceaux became an empowerment farm in 2003 which saw Rossouw retain a 40% stake in the farm while the other 60% was transferred to a group of farm workers, he bought the 1100ha farm Klein Vlakte which is located next to Laastedrif. Finally, in 2011, he acquired the 68 ha farm Loreley in Gouda, 35 km outside Wellington on the banks of the Berg River. Today Rossouw has about 830 ha irrigated land under production (including Morceaux empowerment farm) on six production units for vegetable and pome and stone fruit production as well as 3000 Dohne Merino ewes and a further 260 Dohne Merino ewes for stud breeding purposes.

During a typical production year Laastedrif will plant 540 ha of vegetables including amongst others; 113 ha of onions, 174 ha of carrots, 80 ha of beetroot, 68 ha of cauliflower and broccoli and 60 ha of cucurbits. The remaining 45 ha are divided between Swiss chard, onion seed and onion plants.

Fruit production will amount to 240 ha including; 141 ha apples, 24 ha pears, 4 ha apricots, 12.5 ha peaches and 52 ha plums. The fruit renewal program is a major focus of the business going forward and a strategic initiative to diversify income streams of the business.
Apples and pears are traded via Ceres Fruit Growers and marketed by Tru-Cape, but on-farm value adding for stone fruit means that locally marketed fruit are packaged and marketed by Laastedrif.

A large range of vegetables are produced and packaged on the farm and marketed directly to supermarkets. The business boasts three separate packaging and processing facilities. The low-care packaging facility is mainly used to package onions; carrots and beetroot are processed and packaged in the medium-care packhouse. The high-care processing facility is used to prepare washed and diced ‘ready-to-cook’ packaged vegetables according to supermarket specifications.

Of all the 23,000 tons of vegetables currently being produced by Laastedrif on an annual basis about 30% is sent to the market while the other 70% is supplied directly to supermarkets. The enterprise is a proud supplier to customers such as Woolworths, Freshmark (Checkers & Shoprite), Walmart and a wide range of international supermarkets through their preferred marketing agents. Quality of produce is non-negotiable and they ensure this through sustainable practices. Accreditations include GlobalGAP, the BRC Global Food Safety Standard, LEAF Marque and TESCO Nurture, to name a few.
Ceres Fruit Growers is one of South Africa’s largest apple and pear packing and storage facilities and is a significant employer of choice in the valley.

Since 1923 the owners have come to work to add value to their grower shareholders, improve the lives of their people, and work in harmony with the environment.

More than 10,000 people are employed by the growers on the farms on a full-time basis and about 4,800 people are seasonal employees. 270 people work full-time at Ceres Fruit Growers and an additional 1,600 people seasonally, for up to nine months of the year.

Ceres Fruit Growers (Pty) Ltd is wholly owned by Ceres Group RF (Pty) Ltd which is owned by its 41 growers. They own 50% of Tru-Cape Fruit Marketing (Pty) Ltd a business that markets the fruit. They hold a 70% stake in Ceres Fruit Processors (Pty) Ltd that produces concentrate from the fruit that is not sold as fresh fruit. The group also have a 20% stake in APL Cartons (Pty) Ltd, a business that produces corrugated cardboard cartons that they use to package their fruit. The Ceres Group holds 20% of Link Supply Chain Management shares, a logistics company that optimises the costs from point of receipt of the product up to the point of delivery to the receiver.

They are with their growers all the way. From recommending technical advice such as which cultivars are in highest demand and selecting the right bud-wood that is grafted onto trees to the fruit packed on the shelf of your grocer. They are leaders because of their passion to keep their growers sustainable by providing the right quality fruit that the consumer enjoys.

They are also leaders by the grace of nature – the valley is in an area with a radius of approximately 80 km’s of contiguous cultivation. It is hugged by the Skurweberg and Hex River mountains and represents four distinct micro-climates of the Warm-Bokkeveld, Bo-Swaarmoed, Koue-Bokkeveld and Witzenberg Valley. This means come rain, shine, snow or hail, their risk is spread across sufficient climatic zones to guarantee continuity of supply.

Because the cultivation elevation ranges between 450m and 1200m above sea level, this area has the ideal range of temperatures for apple, pear and stone-fruit production. Preventative pest management already takes place in the form of a cultivation programme, which bolsters the natural power of resistance of the trees to pests and diseases. Should the trees suffer an attack, the unnecessary use of chemical pesticides is avoided by introducing natural adversaries – so-called “useful insects” like ladybugs. This means that treating trees with chemical pesticides can be kept to a minimum.

They also have the most advanced packing and dynamic atmosphere storage facilities for the fruit. The big story is that a Ceres apple in the bag in London in April, is as delicious as an apple on the shelf in Johannesburg in December.

Their advances in Dynamic Controlled Atmosphere (DCA) means that they now have the technology to very accurately measure
the levels of ethanol, fruit respiration and chlorophyll fluorescence. These indicators of the ripening process allow them to reduce the oxygen level to near point five per cent compared to normal CA conditions of one point five per cent. What this means is that they can maintain fruit with a combination of DCA and CA technology in its optimum state for longer periods of time, stretching the window in which they deliver fruit to the customers. The biggest advantage of DCA technology is that you don’t require post-harvest chemicals.

The vision of Ceres Frut growers is to create maximum sustainable value for CFG producers and its stakeholders by providing exceptional storage, packaging and marketing services in a global competitive fruit industry.
Dutoit Agri has about 4500 hectares fruit and vegetables under irrigation in the Warm and Koue Bokkeveld, the Berg River and Sandveld regions as well as in the Langkloof, Eastern Cape. Their vision is to be the leading South African producer and distributor of superior fruit and vegetables.

Their range of apples include both traditional and exciting new varieties that offer consumers a new taste experience. Golden Delicious, Granny Smith and a variety of full red cultivars are the traditional favourites. Royal Gala, Fuji, Braeburn and Pink Lady have established themselves as important contributors to the Dutoit basket. Production is located mostly in the Ceres and Langkloof Valley. Varieties: Royal Gala, Honeycrisp, Kanzi, Golden Delicious, Top Red, Braeburn, Opal, Jazz, Fuji, Granny Smith, Pink Lady, Cripps Red

Dutoit produces a range of traditional pear varieties that has become synonymous with the offering of South African pears. Forelle, the blushed pear, is showing significant growth. We grow some of the finest Abate Fetel, a favourite among European consumers. Varieties: Bon Chretian, Packham’s Triumph, Doyenne Du Comice, Bosc, Abate Fetel, Forelle

The foundation of excellent stone fruit varieties is their good genetics! Dutoit has access to the right breeding programmes and obtained the breeding rights to focus on better production, colour, fruit presentation and shelf-life. A new range of exotic tasting nectarine varieties have been added to Dutoit’s offering. Varieties: White Flesh Peach, Yellow Flesh Peach, White Flesh Nectarine, Yellow Flesh Nectarine, Plums, Cherries

Dutoit is one of South Africa’s leading growers and marketers of vegetables. Onion production takes place in the Western Cape, Limpopo and Namibia for both export and local markets. A full range of onions with exceptional and unique flavours and tastes is produced. Sweet potatoes are produced in the Western Cape for both the export and local markets while potatoes are produced for process. Varieties: Dutoit Brown, Dutoit Red, Dutoit White, French Shallots, Dutoit Organic, Brown Sweet, Chippolini, Bosbok, Beauregard, Potatoes.

The company is immensely passionate about and committed to the recruitment, training and development of their people and their communities. During peak season they employ close to 7 500 workers in the production areas. As a leading farming, packing and marketing enterprise, they recognise their social responsibility to the people in the communities they operate in. Here are some of the projects their employees and surrounding communities benefit from:

Dutoit Agri Study Scheme - a self-sustainable scheme that was launched in 1993 with an initial capital investment by the company. More than 20 children of employees receive tertiary education through this scheme on an annual basis.

In the Western Cape, Dutoit Agri has implemented a Health Plan that is financed by the company. It entails the appointment of qualified nurses, trained healthcare workers and fully equipped clinics that provide services on a weekly basis at the various farms and pack houses in the Ceres area.
Dutoit Agri currently has six registered crèches on various Koue Bokkeveld estates. Five of these estates also have after-school care centres where learners receive food and are helped with their homework. The crèches are well-equipped with toys for indoor and outdoor stimulation on an intellectual, social and physical level. The aftercare centres are equipped with computers to assist the children in carrying out their school tasks.

There are three primary schools on our estates in the Western Cape that are run by the Western Cape Education Department. These buildings belong to and are maintained by Dutoit Agri. The company meets annually with the School Forum to discuss common matters at the schools.

In the Western Cape, most of the estates have sport facilities provided by the employer. Dutoit Agri provides subsidised transport for employees to sporting events and sport apparel is sponsored from time to time.

Dutoit Agri strives to act as mentor regarding production practices for its empowerment initiatives (Misgund Klein Boere Trust and Crispy Farming), and provides financial, human resource and technical services.
The Ceres Valley, named after the Roman goddess of fertility, is renowned for producing some of the best quality fruit in the world. It is home to the Graaff farms: Lushof, Romansrivier, Welgemeen (60% empowerment) and a farm they are mentoring Trevor Abrahams (a new first generation farmer), on his farm called Trevor’s Farm. In a season they will handle fruit from 26 different production units which consists of 130 different varieties. These units stretch across a 50km radius and are between 500 and 1200m above sea level.

Approximately 160km North-east from Cape Town, the Ceres Valley is the source of the Breede- and Olifants rivers. Within the four production units, the geographical setting produces chill hours that fluctuate between 600 and 1400 Richardson units, while heat units range between 30 000 and 45 000. It means that they experience a range of climates – from alpine forest to semi-desert, giving them an advantage to grow varieties where they best suited.

Taking a number of variables into consideration, such as different soil types and whether a slope is north- or south-facing, each variety is grown where the terroir is most suitable. You’ll find cherries, for example, where it snows in winter and early peaches and nectarines where there is no spring frost. To make sure that there is no infringement on the sensitive environment, they regularly conduct environmental impact studies.

For more than ten years now, Graaff Fruit has taken advantage of the valley’s high winter chill to produce several new peach, nectarine and plum varieties that are ideally suited to the local conditions. Mostly Bradford and Zaiger, PSB and Sunworld varieties, they can proudly say that these are far superior to previous varieties grown in the area.

Graaff Fruit is a company entrenched in traditional values, with contemporary ideas.

They believe in preserving what Mother Nature provides them with and hold sustainability in high regard. They are in partnership with nature. With their roots firmly grounded in South Africa, they also feel a strong sense of social responsibility towards their community and country. It influences the way they farm, invest and do business.

In 2004 Graaff Fruits entered into a partnership with 68 of their permanent workers, purchasing the farm Welgemeen, in which they own a 20% share. The operation is a broad-based economic empowerment project where shareholders receive dividends on their investment.

Welgemeen is a 105 hectare farm and currently produces over 3 500t of fruit a year. These orchards all have micro-irrigation and the fruit is used for primary fresh packaging and exporting, but also used for drying and canning.

By acting as mentors and business partners the commercial shareholders provide the expertise, training them in technical and financial matters, as well as personal and career development.
Trevor’s Farm is another project they are extremely proud of. Through mentorship and shared use of equipment, a first generation farmer was given the opportunity to develop 17 hectares of land and is now selling fruit to local and foreign retailers from his 32 hectare farm.

These are just two examples of how Graaff Fruits is adding greater value to their business and show their commitment to the Black Economic Empowerment (BEE) framework of the South African government.
Elsenburg’s history dates back to 1698, when the land was allocated to Samuel Elsevier by Willem Adriaan van der Stel, at that time the governor of the Cape colony. The farm’s successive owners, among whom Martin Melck is probably the best known, built it up to one of the prime farms in the Cape. Martin Melck built the beautiful old manor house in 1761. The farm was sold to the government by the Myburgh family in 1898.

On 1 September 1898 the Agricultural College, the first of its kind in South Africa, opened its doors. Five students received their diplomas at the end of the first academic year (June 1899). During the first fourteen years of its existence the average number of students was 44. During the first World War, however, there was a drastic reduction in applications, with only 8 students studying there in 1915.

In 1926 Elsenburg College of Agriculture and the University of Stellenbosch amalgamated and a two-year diploma course was offered at Elsenburg, with the primary aim of training prospective farmers. In 1927 this course was replaced with a one-year course, which was replaced by practical courses in 1931. In 1939 the two-year diploma course was reinstated. Elsenburg’s relationship of 47 years with the University was severed in 1973 and the Department of Agriculture accepted responsibility for agricultural training at Elsenburg.

An important milestone in 1976 was the establishment of the Diploma in Cellar Technology. Many of South Africa’s winemakers today, received their agricultural training at Elsenburg.

In 1994, with the transformation to a democratic political order in South Africa, the Department of Agriculture: Western Cape was created. The Elsenburg and Kromme Rhee colleges of agriculture amalgamated. The amalgamation placed a great responsibility on the Department of Agriculture to continue and to expand the training offered. A Centre for Further Education and Training was consequently created to address the need for short, practical courses.

The relationship with the University of Stellenbosch was again initiated and since 2004 Elsenburg has been offering a B. Agric programme in association with the University of Stellenbosch’s Agriscience Faculty. This development is in line with the government’s new academic policy to give tertiary students more mobility between educational institutions. Duplication of programmes is also eliminated. Elsenburg College of Agriculture was renamed on 1 April 2004 to the Cape Institute for Agricultural Training: Elsenburg.

Elsenburg Prospectus: Higher Certificate dealing with living and life-giving organisms in such a way that the goal to improve the quality of life of all, will be furthered. Specialised knowledge, expertise, production and management skills are required for sustainable agricultural production.

Graduates can enter various careers in agriculture and related sectors. Careers in farming management, cellar technology, research, education and training, consultation, as well as installation management (e.g. cellars) and service delivery (e.g. suppliers), offer challenging options.
The profile of an agriculturalist

The graduate agriculturalist has the necessary knowledge, skills and attitude to function independently, or in a team, in an agricultural environment.

Knowledge

The knowledge of the applicable scientific concepts, the interaction between the biological and abiotic factors in the environment and the basic principles of research methods and methodology. The ability to create new knowledge, generate ideas and act innovatively. The ability to function effectively in an interdisciplinary environment. An understanding of sustainable development and sustainable resource management. Management of information and making informed decisions. A systems approach to the analysis of environmental problems.

Attitudes

Respect for the environment and its users. Acknowledgement of own limitations in terms of knowledge and skills. A positive approach to continuous professional development. Involvement in and service to the wider community. A positive example in terms of social responsibility and obligations. Acceptance of and a striving towards the highest academic standards.

Skills

The ability to collect, integrate, interpret and apply knowledge and to use this information in problem-solving. The ability to interpret and apply relevant subject literature. The ability to utilize relevant resources in the work environment effectively.
In 2000, two of South Africa’s best known suppliers of farm machinery merged to form the new company Rovic & Leers (Pty) Ltd. Together these companies share a long history of supplying the needs of South African farmers, our history goes back to the establishment of HM Leers and company in 1927! Today we employ 130 people and have branches in Cape Town, Johannesburg and Pietermaritzburg and also look after farmers’ needs in many sub-Saharan countries. Our key strength is providing our customers with quality products like the well-known Rovic range of fertiliser spreaders, front-end loaders, chisel ploughs, rippers, seedbed tine implements, Rovic Voor wheat and maize planters, as well as an imported line of premium machinery from internationally renowned brands like Kuhn, Krone, Seko, Cima and many more. Coupled with our commitment to outstanding customer service and customer satisfaction, this makes us the farmer’s no 1 choice when selecting his future purchases.

Some of their outstanding top sellers are:

Haymaking and silage - KUHN has been the unrivalled leader in hay-making equipment for more than 40 years. Its mowing machines and tedders are world famous for their quality of work, performance, reliability and longevity. Harvesting high quality fodder and return on investment are core issues and therefore provide the focus for KUHN’s innovations. KUHN also offers a range of reliable products for harvesting hay, silage and wrapped bales. Brands include: Kuhn.

Balers & Bale Handling: Krone: Field performance, bale quality and bale density are fundamental to the profitability of every baling operation. The unique features and innovations on the balers make a real difference in field performance. Kuhn Bale wrappers deliver securely wrapped silage bales.

Cicoria small square balers are renowned for their simplicity and efficiency in producing top quality, heavy bales, time after time. Kuhns MFG small square bale accumulators trailed behind a small square baler accumulates and packs a grid of 10 bales to be simultaneously picked up and handled by the KUHNS MFG multi-bale grab. Brands include: Krone, Cicoria, Kuhn, Kuhns.

Forage Harvester - The ability to chop with low power requirement in combination with high output. Field performance, minimum soil compaction and a cost effective operation contributes that maize choppers suit the requirements of both farmers and contractors. The Krone range of self-propelled precision chop forage harvesters are available from 480-1100hp. The Kuhn range of single, dual and four row tractor mounted forage harvesters are aimed at the precision chop maize silage market. Turkay supplies the entry level, single row maize forage harvester. Brands include: Kuhn, Turkay, Krone.

Bedding & Feeding Equipment - Rovic & Leers has a wide range of livestock bedding and feeding machines designed for all types of livestock management. Offering extreme dependability and high performance. The Kuhn range of vertical mixers include single and double auger machines up to 20m³ capacity. The three auger machines and self-propelled versions are also available. Seko horizontal auger chopper mixers are still today the machine to beat in this category and are available up to 30m³. Kuhn Bale shredders for straw bedding and hay shredding completes the Range. Brands include: Kuhn, Seko.
The company’s vision is to constantly strive to enrich the agricultural and related industry by providing innovative, cost effective and sustainable solutions to enhance and sustain positive development where the environment, agriculture and related industry will be the prime beneficiaries.

The brand has market presence in South Africa and also has service points in Namibia, Zimbabwe, Zambia, Swaziland and Botswana. Markets are currently being developed in countries like Angola, Malawi, Mozambique, Tanzania and Kenya.

There are Rovic & Leers offices in Pietermaritzburg (Kwazulu-Natal province), Johannesburg (Gauteng) and Cape Town (Western Cape). They distribute their products through a national network of distributors.
First and foremost, Fairview is a working farm, housing a collection of micro-businesses all sharing in a common goal – to create artisanal and sustainable produce, with a focus on fine wine and cheese. They’ve been caring custodians of their land since 1693, and invite the public to come and visit them and see for themselves how the farm operates, supports the environment and contributes to a more holistic lifestyle. Everything they do is driven by a strong philosophy of being honest, honouring our heritage and ensuring that ingenuity perpetually flows from the soils and cellars and straight into the heart of the patron’s relationship with them. After all, at Fairview, they do things differently.

Fairview Vineyards - Eager to explore a wider range of wines using grapes grown in optimal conditions, Charles Back abandoned the estate wine concept in the 1980s, choosing rather to “go where the terroir is”. Today, they are one of the few farms that proudly own all their own vineyards, with land in Paarl, Darling, Swartland and Stellenbosch.

The vineyards at the home of Fairview are planted on well-drained decomposed granite soils on the southwestern slopes of Paarl mountain, below Paarl Rock. Starting in 2006, a replanting programme was undertaken to introduce new varieties and vineyard practices. Fairview purchased an adjacent farm, and the majority of the premium vineyards were planted on the favourable soils on the slopes of the mountain, as opposed to the sandier valley floor. With the area’s average summer temperature of 24°C, warmer climate varieties were preferred. These include Shiraz, Pinotage, Petite Sirah, Viognier and Grenache. Aside from a block of old bushvine Pinotage, most of the vineyards are trellised, and receive supplementary drip irrigation during the warm summer months.

Rising above the Goatshed restaurant stands the famous Goat Tower. Adored by children and adults alike, it has been home to the farm’s beloved furry mascots since 1981.

The tale of the Goat Tower is a special one. In the early 80s, Charles set off on a trip to Portugal. Upon one of his producer visits, he spotted the original tower and was completely inspired. A few months later, the now iconic Goat Tower was built. Soon after, Charles’s young son Jason accidentally left the gate open to the paddock, and so the little group happily roamed among the vineyards, showing rare discernment by selecting some of the ripest berries from the vines – their adventures being the inspiration behind the Goats Do Roam range. The rest is history, and it comes as little surprise that they’ve selected their cheese makers, smile givers and beloved furry friends as their mascot.

Charles has also always been an advocate of social development in the Cape. Under Apartheid, he was one of a number of producers who campaigned for and implemented better conditions for farm workers and in 1997, he established the Fair Valley Worker’s Association, which gave his employees a chance to farm their own land.

The family love their land, and is committed to the preservation of the local environment. With the support of Cape Nature, they continually remove harmful alien vegetation present on the farm. Since 2010, they have proudly carried the Integrity &
Sustainability seal that certifies that farming production is done in an environmentally friendly way, and that they are members of the Integrated Production of Wine (IPW) and Biodiversity in Wine (BWI) initiatives. The cheese factory was also proudly recognized by The Carbon Protocol of South Africa as the first Carbon Neutral Cheesery on the African continent.
Fair Cape Dairies is a forward-thinking business with an ethical commitment to business principles and new technology.

Since the mid-1950’s, unprocessed milk was produced and supplied to manufacturers of dairy products in a dairy industry that was highly regulated in the form of government control boards that structurally controlled the supply and demand for dairy products, with little regard given to consumers of dairy products. This form of intervention led to an industry that was highly monopolised by a number of big role players on the dairy processing side with numerous dairy farmers, of which a large percentage were not competitive. The PE Loubser Boerdery was at that time a small-scale dairy farming operation and it was the visionary approach of Eduard Loubser, Senior - a fourth generation Loubser - that diversified the farming operation and turned it into a large scale commercial farming enterprise with a strong focus on dairy, wine and wheat production.

After the first democratic elections in 1994, the system of highly regulated agro and agro-processing industries was replaced by a free market system. The free market system, in essence, takes the focus of an industry from a production-orientated to a market-orientated approach where the needs of consumers are paramount in the strategies and decisions of successful organisations. This change opened the door for Fair Cape Dairies to start adding value to the unprocessed milk produced on Welgegund by the PE Loubser Boerdery. This was the start of the next chapter in the development of the Loubser enterprise.

Fair Cape Dairies is now a major producer of dairy products in the Western Cape and throughout South Africa, not only via the Fair Cape brand, but also through their association with other brands, such as Woolworths. Their commitment to superior quality, innovation, value for money and sustainable business practices will always be maintained as their best guarantee for future sustainability.

Animal welfare is a top priority and one of the foundations on which they base their business ethics.

The humane treatment of the Fair Cape cows means more to them than business practice - they believe this is the Right Thing To Do from a moral and ethical stance. The Loubser family understands that a happy cow is a productive cow. They are committed to environmental welfare by protecting the natural resources and taking care of the environment through sustainable agriculture and production practices.

The first step to ensuring the well-being of their cows was to build technologically advanced sheds designed to give each cow sufficient space and provide an under-cover and an open-air section. Hot air is channeled up and out through gaps in the roof while allowing the cooling breeze to blow through. The temperature inside the sheds is approximately 10 degrees cooler than outside. The cows are free to lie in the outdoor section; however, when it is hot, they prefer being under the roof.

The cows are gently milked on the milking table. Each cow is fitted with a tag and when the cow stands on the milking table, she is
linked to the computer which then identifies exactly which of the over 1,700 cows milked three times a day she is.

A computer attached to a suction pump measures the volume of milk each cow produces. If the milk yield decreases, it is an indication that the cow is not well and she is flagged for attention.

The more white blood cells there are in a cow’s milk, the more conductive the milk is. A sharp increase indicates the possibility of mastitis which decreases milk production and renders her milk useless. If she is a mastitis risk she is treated immediately, mitigating potential milk losses and that the mastitis-tinged milk does not enter the public domain.

The average activity of a cow between milking periods is between 100 and 200 steps. If a cow is ill, her footsteps decrease significantly and if she is in heat, her footsteps also decrease. A tag attached to the cow’s foot measures the number of steps each cow takes and feeds that information into the computer when she steps onto the milking table. The computer will detect any deviation from the norm and flag the cow for attention if there is a significant deviation.

At Fair Cape Diaries they take all the necessary steps to ensure that whatever they do, do not impact negatively on the environment and decrease their carbon footprint measurement.
Industrial farming of chickens, pigs and fish relies on protein from two sources: land-based grains and marine captured fishmeal. Agricultural protein requires vast amounts of land and water, while the sea-caught alternative has material consequences for marine life. Increased global food demand and environmental limits have caused prices of both protein sources to soar in recent years.

AgriProtein is leading a new industry called nutrient recycling. Using fly larvae fed on existing organic waste, AgriProtein has developed and tested a new large scale and sustainable source of natural protein.

The bioconversion process takes organic waste streams from food factories, supermarkets, farms and restaurants, and recycles these into valuable products: an insect based complete protein – MagMeal®, an extracted fat – MagOil® and a rich residual soil conditioner – MagSoil™.

Larvae are a natural food for birds in the wild and fish in streams. Their nutritional composition is as good as that of fishmeal and far better than that of soya. MagMeal® is an entirely natural super feed: it has excellent weight take-on and digestibility properties and is enjoyed by farmed fish, chickens, pigs and pets for its natural palatability.

AgriProtein has been developing its insect based protein products since 2009. In 2016, the world’s first industrial scale insect recycling site went live in Cape Town with the capacity to divert 100 tonnes of waste organics from landfill per day and produce over 2,000 tonnes of MagMeal™ per year.

After eight years of R&D tests and trials, AgriProtein is set to take the world by storm. A globally applicable, local waste-to-protein solution. They produce right where it is needed – whereas fishmeal is typically used 10,000 kilometres from its point of capture.

AgriProtein’s MagMeal™ and MagOil® are not only great natural feed ingredients but environmentally game-changing. Nutrient recycling delivers reduced land fill, lower pressure on marine stocks, and far lower carbon impact.

AgriProtein is pioneering waste-to-nutrient recycling technology to up-cycle organic waste into high-protein animal feed using fly larvae. The world’s biggest fly-farmer, it builds and operates its own fly-factories and licences set-up and operation by others.

How it works:

- Organic food waste is transported to a fly-factory for processing
- Bred on an industrial scale, the flies produce larvae
- Larvae are fed on organic waste, recycling the nutrients into protein
- Larvae are dried and milled to produce insect meal
- Safe, natural, cost-effective alternative to fishmeal and a higher protein alternative to soybean meal
- 100% sustainable feed for the aquaculture, farming and pet food industries
Products:

• MagMeal™ is a 55% protein, 100% sustainable natural organic animal feed
• MagOil™ is a versatile, natural, omega-rich oil for use in feeds
• MagSoil™ is a high-quality compost for use in farming and horticulture

The numbers:

• 8.5 billion – Flies used in a standard AgriProtein factory
• 250 tonnes – Organic waste processed per factory per day
• 5,000 tonnes – MagMeal™ produced per year
• 2,000 tonnes – MagOil™ produced per year

Top 10 Facts about the BSF (Black Soldier Fly)

1. The Latin name for the Black Soldier Fly (BSF) is *Hermetia illucens*.
2. Unlike houseflies, BSFs avoid human habitations and are not considered pests.
3. Unlike houseflies, adult BSFs do not have working mouthparts, so do not cycle between food sources and egg laying sites.
4. This means they can’t bite and don’t spread disease.
5. The BSF life cycle is short: 2 weeks as a larva, 2 weeks pupating and 4-5 days as an adult.
6. The adult’s only role is to find a mate and lay eggs.
7. After mating in mid-air, the female lays 500 eggs at a time which hatch after 3-4 days.
8. In 18 days, 1g of eggs grows into 5.7kg of larvae.
9. BSF larvae thrive in a wide range of organic matter.
10. BSF larvae have been shown to fight disease-causing pathogens such as *coli*. 
**SUPERBLY SOUTH AFRICAN!**

Unique foods only South Africans would know

Italy has pasta, in America it’s hamburgers and the Spanish have their paella. Though we in SA don’t have just one national dish, we’ve got a whole bunch of unique eats that the world and locals alike associate strongly with our country.

**BILTONG:** Probably the most well-known South African food, biltong is similar to the Americans beef jerky. It’s a kind of cured meat (anything from game to ostrich and beef) that gets air-dried.

**CHAKALAKA:** This spicy vegetable relish originated in the townships of South Africa. It is usually served with pap, samp stews or curries and is a prerequisite for any braai.

**BOBOTIE:** A firm South African favourite (though originally a Malay dish) made from sweet and spiced minced meat – often including curry powder – and an egg-based topping, served with yellow rice and sambal.

**MELKTERT:** ‘Milk tart’ is a South African dessert made from a sweet pastry crust that contains a creamy, milky filling sprinkled with cinnamon. It’s said to have its origins in traditional Dutch cuisine.

**PUTU PAP:** It’s a variation of mealie pap and has a dry texture from the mealie meal clotting together, which is why it’s also called ‘krummelpap’. It’s usually served with a tomato relish, but some people eat it with sugar and milk for breakfast.

**KOEKSIESTERS:** There are two popular versions of this South African-style doughnut: an Afrikaner version, which is twisted (like a plait) and a Cape Malay version, which is a thicker, spicy treat finished off with a sprinkling of coconut.

**BUNNY CHOW:** A South African fast-food dish consisting of a hollowed-out loaf of bread filled with curry. It originated in the Durban Indian community. Though some refer to a bunny chow as a ‘kota’ (also known as a ‘katkop’), the latter is filled with slap chips instead of curry.

**SKILPADJIES:** It’s lamb’s liver wrapped in ‘netvet’ (caul fat). Most people mince the liver, add coriander, chopped onion, salt and Worcestershire sauce, then wrap balls of this mixture with the netvet and secure it with a toothpick before braaing it.

**MALVA PUDDING:** A typical South African dessert, usually served hot with custard or ice-cream. Though it’s of Dutch origin, South Africans have made it their own with the unique addition of apricot jam.

**BOEREWORS:** Boerewors is a spicy meat sausage traditionally made with beef and some lamb and/or pork. It’s usually served with a tomato relish and is also the origin of the boerewors roll.

**VETKOEK:** Vetkoek (literally ‘fat cake’) is dough deep-fried in oil and filled either with mince or spread with syrup, honey or jam. It’s shaped like a doughnut, but without the hole and is thought to have originated from the Dutch ‘oliebollen’.

Source: www.goodhousekeeping.co.za
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