

SAFJ DIRECTORS



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Vuurgees

VERVOLG VAN BLADSY 5

adrenaliënwaas van koffie en hamburgers en 'n marathon van ekstreme verantwoordelijkheid.

Ek dink aan die vlieëniers wat te midde van rukwinde en beperkte sig moet pendel met swaar emmers wat onder hul pense hang, en hoe hulle moet konsentreer om nie oor daardie dun lyn tussen redding en ramp te vlieg nie.

Ek dink aan die mense wat die verkeer beheer, die ambulans beman, aan diere heenkome gee, help besittings uitdra, help veg, huisvesting aanbied en water en kos aflaai.

En veral dink ek aan daardie moeë brandslaner wat dorstig staan en sluk en oë uitspoel by 'n brandweervoertuig terwyl hy bekommerd rapporteer dit lyk lelik daar bo.

Respek is te 'n klein woordjie. Wow klink amper

beter. Kep af en voorkop na die stoepvloer vir julle, eerwaardige vuurvegters!

As die brandstigers se motief sou wees om die Wes-Kaap 'onregeerbaar' te maak, faal hulle hopeloos.

Want dis wanneer die Boland brand, fel en vreesaanjaend, dat die fynbos se mense se murg werklik na vore kom. Daardie vlamme verdeel nie soos ons politiek nie, hulle smelt eerder alleman saam.

Totius het dit gesê:

Maar tog het daardie boompie

weer stadig reggekom,

want oor sy wonde druppel

die salf van eie gom.

Ja, ons berge sal weer groen word en gedy. En ons ook, want in die uur van nood blom ons mense.

SAFJ SHAREHOLDERS



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THE COMPLETION OF THE JOURNEY ...

After 18,345 km travelled, passing through 18 countries, 250,000 'hits' on our main website, 105,000 'likes' on the Facebook page, 500 schools actively following us in the UK and Europe and with over 5,000 kids presented to through Africa, the Great Fruit Adventure trip has come to a great end at the South African offices of the Perishable Products Export Control Board (PPECB) on the 1st February 2017 after 3 months on the road.

Fruit South Africa (Fruit SA) partnered with The Great Fruit Adventure to help promote awareness around the consumption of fresh fruit and vegetables, especially amongst children. Two explorers, Max MacGillivray and Gareth Jones initiated the Great Fruit Adventure when they took their 3-month motorbike trip across Europe and Africa on 8 November 2016. They crossed the Beit Bridge border post from Zimbabwe into South Africa on 11 January 2017.

Fruit SA members arranged visits to farms in the following areas in the country: Limpopo Province Tshipise region, Modjadiskloof, Tzaneen, Letsitele and Hoedspruit (where they visited schools, farms and packhouses); Nelspruit, Hazyview, and White River; Swaziland; and they continued to Bethlehem and Harrismith, Durban, Sundays River in the Eastern Cape, Misgund & Langkloof, and then to several table grape and other farms in Grabouw, Robertson, Worcester, De Doorns, Ceres and Paarl in the Western Cape.

Upon the arrival of Max and Gareth on their amazing trip Triumph's (no breakdowns in 18,345km and not even one puncture!) at the welcome function held at the PPECB head office in Platteklouf, Cape Town, the Chief Executive Officer of PPECB – Lucien Jansen, gave a speech congratulating the duo on what they had achieved to date. This was followed by a presentation from Dr Konanani



Liphadzi the CEO of Fruit South Africa thanked them both on what they had already achieved in the way of raising the awareness of South African fresh produce.

Dr Liphadzi said as a country, over 4.7million tonnes of fresh produce is grown and 60% of that is exported to over 93 countries and with the bulk of that going to the likes of the UK and Europe. This is why everyone attending was so pleased for Max and Gareth highlighting the great fresh produce that is grown and exported all over the world from South Africa.

Fruit SA is a non-profit organisation formed by the Citrus Growers' Association of Southern Africa (CGA), HORTGRO (representing pome and stone fruit), the South African Table Grape Industry (SATI), SUBTROP (representing the avocado, litchi, mango and macadamia industries), and the Fresh Produce Exporters' Forum (FPEF), to address common issues relevant to the fruit industry in South Africa.

Max then took to the "stage" to reiterate the aims of the trip and what will be next from himself and the UK team behind The Great Fruit Adventure. This will include child friendly educational books as to where great fresh produce comes from, video's on a similar basis and an on-line offering for teachers



January 2017 certainly started with a bang for the CGA. Still recovering from the long Christmas break with most citrus farmers still away, we were told on Monday 9th January that the Great Fruit Adventure motorcyclists, Max MacGillvray and Gareth Jones, who were expected sometime in February, had reached Harare!

to be educated on great fresh produce all under the theme of The Great Fruit Adventure. Also discussed was the issue of urbanization of people in Africa when the solution is for them to become more interested in farming and growing and how Max and his team may have a solution.

The conclusion of the event was Max declaring that everyone in Fresh Produce "Grows Sunshine!" and how together we will all make a difference to educate kids, their families and their schools to eat fantastic fresh produce and to have a healthy lifestyle!

After lunch the PPECB arranged a Port Tour at Cape Town Harbour and was then finished off with Max and Gareth being interviewed for NEWS24 TV in Cape Town about their trip.

A huge thanks goes to all of the sponsors and individuals involved behind the scenes of The Great Fruit Adventure. Especially so to all of the team at Pink Lady® apples (both in the UK and South Africa) and Triumph UK. Without your help none of what has been achieved would have been achieved.

And this is very much the start and not the end of The Great Fruit Adventure.

Max and Gareth were undertaking a mammoth journey, from Spitalfields Market in London, UK via Spain and North Africa, to Cape Town, SA. They wanted to gather information and anecdotes, photos and insight into fruit and vegetable farming in Africa. Max had been horrified to learn that more than half of the children in schools in London actually didn't know where their fruit had come from – apart from the local shop. A bit like milk comes from bottles, not cows!

Once back in the UK, the information, photographs and stories will be collated into a production that will be shown at schools country wide. Seeing where the fruit is produced and hearing about the farmers, workers school projects, seeing the enthusiasm of those involved in the farming industry is believed to encourage the young children to be more aware of what they eat. Obesity is a huge problem with children the world over, with fast foods being easier and quicker than fresh veggies and fruit that is so much healthier. Fruit South Africa's CEO, Konanani Liphadzi was the person who put the idea to the FSA Board comprising of the CEO's from Citrus Growers Association, Hortgro, SATI, Fresh Producers Exporters' Forum and Sub Trops, to get involved. A budget for sponsorship was agreed and the show was on the road.

Mad scrabbling ensued in the CGA offices trying to get hold of growers who were still holidaying so that farm visits could be arranged. Staying in

The Great Fruit Adventure

WE ALL GROW SUNSHINE

most cases just one day ahead of the intrepid bikers, we did however manage to put together a rather impressive itinerary of visits to orchards, farm schools, development projects and also gathered bikers where we could so that Max and Gareth could meet people with similar passions for biking. Amazing how many citrus farmers spend their weekends in their leathers, cut off denim shirts on huge motor bikes!

First citrus stop was Alicedale Estates in Limpopo province, where Peter Nicholson's son in law, Calvin, showed them true South African hospitality which they really appreciated.

The following day they had a 'relaxing' four days being hosted by Westfalia Fruit Estate and it was here that they met many bikers, complete with the Triumph motor bike tattoos! A trip in a helicopter over the orchards was a highlight of this part of the trip.

A fascinating day followed with Jan Louis Pretorius of Groep 91 in Letsitele, visiting farm schools, orchards and the Kaross community project which has the local ladies producing the most amazing embroidery articles which sell world-wide. (See pic right.)



Gareth and Max with their Triumph motor bikes in front of the CGA offices in Hillcrest, KZN.



At Hitgeheim in Sundays River Valley, overlooking the citrus orchards: Max, Adrian Walton, Erik Stroebel, Hannes de Waal, Charles Woolley, Gareth.



Above: Klonkie Claassen, well known son in law of the late Eddie Ueckermann, met up with Max and Gareth near Estcort on their way to Durban, and drove with them as far as Howick. Above right: At the Sundays River Primary School with the pupils.



The Great Fruit Adventure

WE ALL GROW SUNSHINE

From Nelspruit Max and Gareth motored across to Swaziland where they were met by James Boyd from Ngonini Estates – on his bike! They travelled across to Tambuti where they were hosted by Stuart Geldenhuys and spent hours admiring a colleague’s motor bike collection!

At the CGA offices in Hillcrest they met all the staff and were given a light lunch over discussions on citrus plantings, exports and skills development.

Justin Chadwick, CEO, took them down to Durban harbour so they could see where the fruit was received in the container trucks, moved through for inspections and then loaded onto the ships for export. Unfortunately it was too early in the season for there to be any fruit being exported, the earliest varieties only starting in mid to late February.

The weekend was needed to make the long trip down to Eastern Cape, traveling via Elliot, Queenstown and Hogsback. The weather got warmer and warmer as they travelled, and was hitting 40 degrees by the time they reached the Sundays River Valley.

Leandre Jooste sent in her contribution from The Sundays River Citrus Company (SRCC) who thoroughly enjoyed hosting Max & Gareth for the next day or two.

“It was our privilege to have the opportunity to promote our beautiful valley and the projects we are passionate about.”

Arriving on Sunday 22nd January in the sweltering 40°C heat, they were welcomed with ice-cold refreshments and the beautiful view of the Sundays River Valley from Hitgeheim Country Lodge. (After the long trip to the SRV, they declined the offer of visiting any tourist attractions to rather appreciate the tranquillity at Hitgeheim).

Grateful thanks to all who were called on at very short notice to make the trip a memorable one for Max and Gareth. We are all looking forward to hearing more about the outcome and results of this visit. It was an amazing venture and the accolades paid to Max MacGillivray are very deserving – it was great fun but he is still getting his message across in a way that will certainly encourage children to be aware of what they eat and where it comes from.



HORTGRO joined by The Great Fruit Adventure

Global health issues, childhood obesity, type 2 diabetes, and businesses selling sugary drinks and snacks to an ever-younger audience, have urged two Britons to start an adventure, and in the process educate children and their families about the importance of fresh produce.



Max MacGillivray and Gareth Jones motorbiked all the way from London, through Spain, Morocco, the Sahara and the rest of Africa to raise awareness about the importance of fresh fruit and vegetables.

HORTGRO joined Max and Gareth on their great fruit adventure towards the end of January when the two ‘fruit knights’ helped to hand out books for HORTGRO’s Help a South African School Book Project.

The 200 children from Arieskraal Primary, near Grabouw, were thrilled when the dusty ‘spacemen’ on their roaring motorbikes drove into the school yard. Max entertained the children with tales about their adventure. “What is your favourite type of fruit?” he asked. “Apples!” everyone shouted out.

Then Thea van Zyl, HORTGRO’s Events Coordinator, drove in with literally a ton of books in the HORTGRO bakkie - and the big pack out began.

Pretty soon all the children were busy reading their new books. “Books are really important and the cornerstone of any education,” said Gareth. “What makes today so extra special is that these books were donated by British school children and today we get to hand it out to South African school children. When I was a kid I use to read books about Africa, and that’s where my adventure seeds were planted.”

Max and Gareth will continue their quest when they go back to the UK to share their experiences with school children and continue their fruit directive.

Watch out for a HORTGRO/Grootplaas insert on kykNET about Max and Gareth which will be aired on 11 April 2017.



Max MacGillivray explains to the school children from Arieskraal Primary, near Grabouw – that he is a ‘not so ancient’ Briton.



Fist bump – UK style. Gareth Jones and Max MacGillivray entertaining the learners from Arieskraal Primary School near Grabouw.

The end of the Journey – Max with Dr Konanani Liphadzi, Fruit SA CEO.



CGA staff with Max and Gareth: Paul Hardman, Max, Thembeke Meyiwa (at back) Portia Gasa, Gloria Weare, Gareth, John Edmonds, Justin Chadwick, Robert Miller.

FUN FACT:

HORTGRO handed out 20 tons of books over the past 3 months and in doing so, visited 20 schools in the Western Cape. This is the fifth year that the project has been running with help from Red Communication in the UK.

See more photo’s of the Great Fruit Adventure on the HORTGRO Facebook page.