

# Power of the *Grape*

2<sup>nd</sup> EDITION



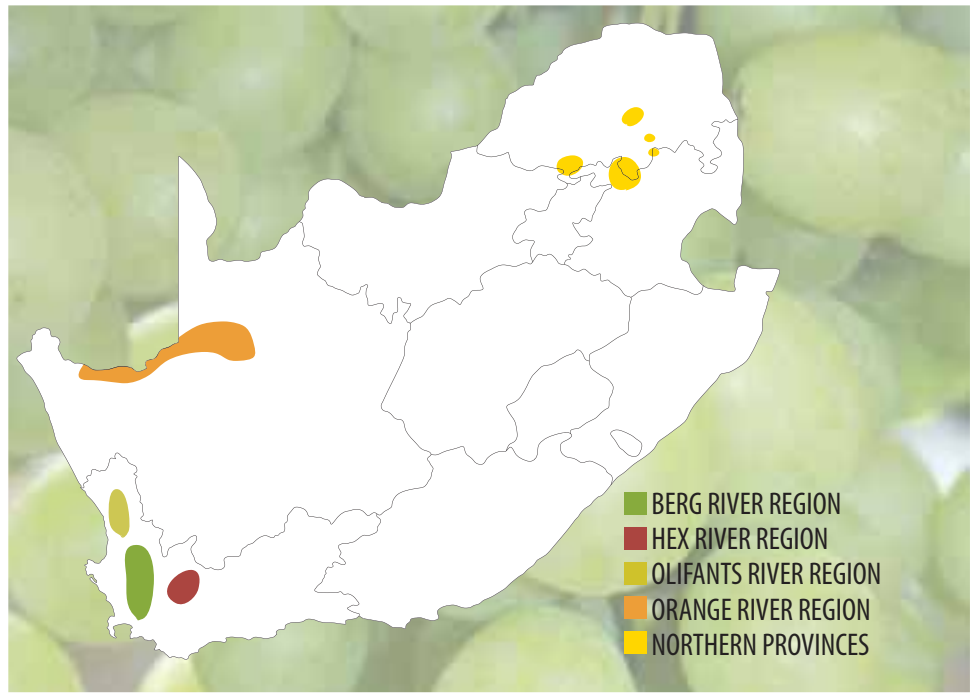
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# Foreword

*The Story of “The Power of the Grape” is an inspiring message about Table Grape Farmers and employees seeking to create a progressive, equitable and sustainable industry by creating opportunities for shared business ownership.*

The diverse sub climates and varieties that make South Africa an ideal market supplier, brings to bare an equally important diversity of supplier, which has motivated consumers to begin to consider the story behind the produce they buy.

South African Table Grapes are known for their excellent eating qualities and varietal basket which is available to consumers between the months of November and May. Many of our customers have come to realize that there is more to our grapes than their attractiveness and taste as South Africa is unparalleled when it comes to inspiring accounts of individuals overcoming the fetters of past circumstances and entering the middle class within the space of one generation. Through a free and liberated press, consumers come to learn of what is happening in South Africa, as we lay bare much of our rigorous debate in the public space for the

world to see.

Much of the world patiently listens as we share the pains and gains of constructing a new nation. Despite the arduous rhetoric about what an emerging economy should look like, South Africa emerges as a champion not only in improving the lives of the people who grow our excellent fruit, but also in our unrivalled efforts to make our industry more inclusive for indigenous farmers and worker shareholders. In 2010, The South African Table Grape Industry (SATI) published “Grape Stars 2010”, an account of the giants among us, who play a key role in our progress towards achieving equitable access and a progressive industry. “The Power of the Grape 2nd edition” bares further evidence of enterprise leaders creating shared ownership in the table grape industry. We trust that you will enjoy the stories presented herein, and that you might make them your own to share.

**Elaine Alexander**

Executive Director : SATI

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# Introduction

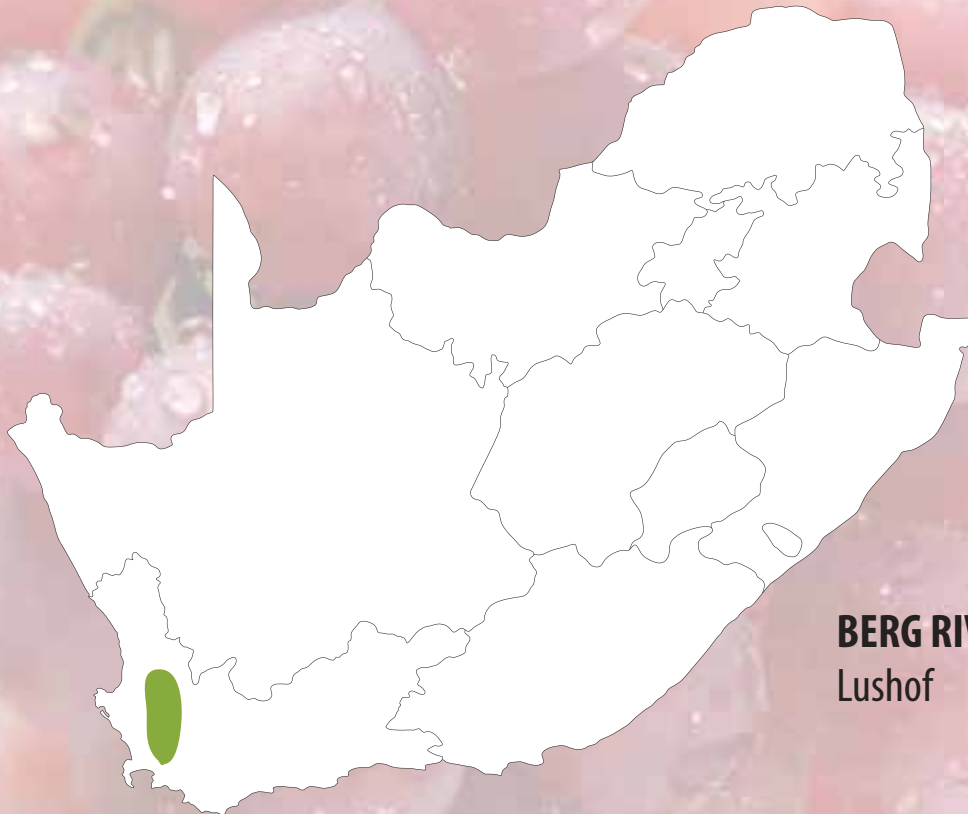
*South Africa is uniquely progressive in the way that we confront issues regarding ethical trade and opportunities afforded to indigenous people to acquire table grape enterprises.*

"The Power of The Grape 2nd edition" bares evidence of progress towards affording people who were denied access to land in the past, the opportunity to acquire ownership of table grape businesses. In this publication we seek to showcase businesses in our industry that have carried out unprecedented work to ensure that our produce not only competes with the best in the world for quality, but also for the opportunities that we create for farm worker shareholders and emerging farmers to succeed.

Around 60 000 families are supported through job creation in the South African table grape industry. Equitable supply access in our case is a key check point on the road to sustainability. This book tells a story of tremendous fortitude as many of our indigenous producers and farm employees stay the course in their efforts towards creating better lives for their families and their employees.



# Berg River



**BERG RIVER REGION**  
Lushof

Regional Calendar: BERG RIVER																	
MONTH	DEC				JAN				JAN/ FEB	FEB			FEB/ MAR	MAR			
WEEK	49	50	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13
VARIETY																	
Thompson Seedless					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇					
Prime Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇									
Sugraone	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇								
Regal Seedless				🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇					
Dauphine											🍇	🍇	🍇	🍇	🍇	🍇	🍇
Victoria				🍇	🍇	🍇	🍇	🍇	🍇	🍇							
Crimson Seedless					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Flame Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇							
Sunred Seedless					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇			
Redglobe					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	
Sugrathirteen				🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇						
La Rochelle							🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Barlinka												🍇	🍇	🍇	🍇	🍇	🍇
Dan Ben Hannah			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇				
Alphonse Lavallee					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇		



# Lushof

*Enthusiasm is contagious. This is the impression that you get after hearing Warren Bam's passion and excitement about Lushof's table grape venture. Warren is the production manager on the farm. He also serves as the chairperson of Lushof's workers' trust.*

*"I cannot wait to present the keys of these new houses to my colleagues"*

Former owner, Breda van Niekerk, introduced organic table grape production to Lushof in the Saron region, thirteen years ago. Since then, production on this 213 hectare farm has gone from strength to strength. Breda worked with Palvich Brothers in Arizona, USA for two years and returned to South Africa to pioneer new organic principles at Lushof.

Warren, who is the son of a former farm worker at Lushof says, "Today, I cannot actually believe that I am responsible for the production of the Lushof farming operations." When I finished high school, I wanted to study, but my parents could not afford to support my studies. I then decided to approach Ben van Niekerk (Breda's father) to support my post-school education. We as a family are very grateful to him. He not only supported me in this regard, but he also provided a new house for my parents in the town of Saron.

There are 37 hectares under table grape production, of which 7.5 hectares were planted in 2012 and 14 hectares are in their second production cycle. This means that the best is yet to come in terms of volumes of grapes harvested. With this in mind, the future of 62 worker shareholders seems to be bright indeed. It is expected that 12 to 13 hectares of new table grape plantings will be established in 2013.

At Lushof the pruning, cutting, preparation, harvest and packing season is accompanied by the operations of a successful blueberry business which helps the farm to provide work all year round. Apart from permanent workers, Lushof offers jobs to a minimum of 125 women in the vineyards and to nearly 350 seasonal workers during the berry harvest season. Pruning and preparation of vineyards starts in early July and the grape crop is harvested between January and March. The blueberries are harvested and packed from early August till mid-December, with smaller groups of harvesters still in service until mid-January.

Lushof Fruit's table grapes are accredited with Globalgap, British Retail Consortium (BRC) Tesco Nurture, Linking Environment and Farming (LEAF) as well as European, US and Canadian Organic certification. Grapes are exported to the USA, Canada, UK and Europe. Lushof blueberries on the other hand are distributed mainly through retailers in the UK, where they are repacked to meet unique market requirements."

Who owns Lushof? All workers who were permanently employed in 2004, together with their spouses and their children who were over the age of 18, had the opportunity to become beneficiaries of the then newly formed Lushof

trust. At the time, 26 percent of the shares were allocated to the workers' trust and 74 percent of the shares were retained by their UK based partner and major shareholder, Dream Maker Fruits.

A crèche for the toddlers and pre-school for children of the Lushof community will soon be established with funds to be made available by the Waitrose Foundation. In 2014, Lushof Fruits will begin to upgrade the worker housing. The upgrade will include a privately fenced yard for each home. Ablution and cooking facilities will be revamped also.

"I cannot wait to present the keys of these new houses to my colleagues," says Warren.

Warren maintains that his wife Connie, their 12 year old daughter, Tremaine, and nine year old son, Gabriël, are all inspired by the prospects of success for the worker shareholders as well as the permanent and seasonal workers.

"If you find your calling in life and respond to it, you can be successful. If you use your talents, you can find the space to enjoy life to the fullest."

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 62 permanent workers and 475 seasonal workers.

**Partnerships:** National Department of Land Affairs; Western Cape Department of Agriculture; Florida Agricultural and Mechanical University; SATI, Capespan.

### ACCREDITATION:

**Export:** Globalgap, British Retail Consortium (BRC), Tesco Nurture; Linking Environment in Farming (LEAF) and European, USA and Canada Organic Production.

**Ethical:** SEDEX.

### HARVEST FACTS:

**Varietal mix:** Dan Ben Hannah – 5 ha, Flame – 2 ha, Thompson Seedless – 3.34 ha, Regal Seedless – 3.6 ha, Crimson – 5 ha, Sundance Seedless – 4.3 ha, Autumn Royal – 4.4 ha, Early Sweet – 3 ha, Jack Salute – 3 ha, Alison – 2 ha.

**Average annual yield:** 13 950 t/ha.

**Expected harvest for 2013:** 18 000 t/ha.

**Regal Seedless:** Export - 12 000 (4.5kg) cartons.

Domestic - 2 050 (4.5kg) cartons.

**Dan Ben Hannah:** Export - 22 000 (4.5kg) cartons. Domestic - 0.

**Sundance Seedless:** Export - 5559 (4.5kg) cartons. Domestic - 900 (4.5kg) cartons.

**Autumn Royal:** Export - 10 509 (4.5kg) cartons. Domestic - 0.

### GRAPE CALENDAR:

**Harvest:** Week 46 – Week 03.

**Market:** Week 46 – Week 03.

### LESSONS LEARNED:

"Do not underestimate farm workers. Share all information. Involve trustees and directors. Communicate! Find your call in life successfully, be successful. Live your gifts. Find space to enjoy life to the fullest."

# Hex River



## HEX RIVER REGION

Alpha Farm  
Siyazama Klipland  
Lewis Trust Farm  
Olyfkloof  
Osplaas  
S & P Pest Monitoring  
Vergelegen Packing  
Uitkoms Farm

Regional Calendar: HEX RIVER																					
MONTH	DEC		JAN				JAN/ FEB	FEB			FEB/ MAR	MAR				APR				APR/ MAY	MAY
WEEK	51	52	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
VARIETY																					
Thompson Seedless			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇										
Prime Seedless	🍇	🍇	🍇																		
Sugraone		🍇	🍇	🍇	🍇	🍇	🍇														
Regal Seedless			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇											
Dauphine									🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Victoria		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇												
Crimson Seedless		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Flame Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇												
Sunred Seedless		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇							
Redglobe			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇				
Sugrathirteen		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇											
La Rochelle						🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇				
Barlinka										🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Dan Ben Hannah				🍇	🍇	🍇	🍇	🍇	🍇												
Alphonse Lavallee		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇									



# Alpha Farm

*“Improve the living standard of all”*

**B**eneficiaries of table grape empowerment projects should be afforded the chance to test their knowledge in practice. “If we are mentored by those who are willing to assist us, then we should always guard against deferring core business responsibilities to our mentors for a prolonged period. If we are unable to acquire the skills to run our businesses, then we will struggle to create sustainable enterprises in the table grape industry.”

This is the view of Abie Pietersen. Abie is the production manager at a farm called Alpha, which is owned by the workers of the well-known farm, “Deneau Boerdery”. Abie is an example of someone who has risen through the ranks to the point of management and co-ownership of a table grape enterprise.

Previously, Abie worked for an irrigation business called “Spilhaus” for 12 years before joining the Deneau farming enterprise as an office worker. He later progressed to become the human resource manager at Deneau and then the production manager at Alpha.

The workers trust acquired the farm, Alpha with the help of Pieter Naude, the owner of “Deneau Boerdery” and by way of a commercial loan. Alpha is situated 18km from the town of Worcester on the busy N1 highway between Touws River and Cape Town. The farm is set in the heart of the famous Sand Hills table grape production area.

After several lessons learnt through trial and

error, one feels that the shareholders of the emerging enterprise have come up with a unique development model. In a previous empowerment initiative, the trust acquired a 50 percent shareholding in a farm called Hoogland, which they acquired by way of a government land grant. Pieter Naude acquired the other 50 percent share as an equal partner with his employees.

The Hoogland venture was marred by natural disasters during its first three years of inception. Subsequent to this run of misfortune, the workers’ trust was afforded the opportunity by Pieter Naude to sell their shares back to Deneau and to acquire Alpha as a unit on its own, on which the trust could make a fresh start as a 100 percent shareholder.

“Our first table grape empowerment initiative which we arranged with our employer was discontinued after three tough, but valuable years from a learning perspective.”

Most of the worker shareholders of Alpha are

permanent employees and residents on Pieter Naude’s farm, which is situated in the same vicinity.

Harvest time at Alpha is from mid-January to mid-April. The European and United Kingdom markets are treated to sweet grapes from Alpha, between the months of January and May. Export activities are managed and co-ordinated by the Hoekstra Group.

“As a matter of principle we decided to improve the living standard of all worker shareholders and seasonal workers. To us it is crucial to support the education of our children by providing bursaries,” says Abie.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 7 Trustees-, 100 Beneficiaries and 30 seasonal worker families.

### ACCREDITATION:

**Export:** Globalgap.

### HARVEST FACTS:

**Average annual yield:**

4 000 (4.5kg) cartons/ha.

**Expected harvest for 2013:**

4 300 (4.5kg) cartons/ha .

**Flame:** 2 500 (4.5kg) cartons export. 4.5 ha

**Sunred:** 5 000 (4.5kg) cartons export. 1.3 ha

**Crimson:** 10 000 (4.5kg) cartons export. 3.7 ha

**Red Globe:** 7 000 (4.5kg) cartons export. 1.4 ha

**Autumn Royal:** 1.8 ha

**La Rochelle:** 4 ha

**Barlinka:** 1.5 ha

### GRAPE CALENDAR:

**Harvest:** Early January – Late April.

**Market:** January – May.

### LESSONS LEARNED:

“Training is most important. Decisions should be taken by trustee and not the mentor. Emerging enterprises should seek to be independent rather than involved in a partnership.”



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- Greater efficiency**
- Low overall costs**
- Better planning**
- Greater and better solutions**

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- Die-cut cases**
- On-site gluing capabilities (Machine-erected cases)**

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# Siyazama, Klipland

*"We are trying fervently"*

**T**able grapes form an integral part of the Hex River region and even more so of De Doorns, a name synonymous, not only with quality grapes, but also with the improvement of the socio economic conditions of its people.

Along the N1 highway, between Worcester and Touws River, Siyazama Farm (Pty) Ltd is a source of life for its seven trustees, 30 permanent workers and 50 seasonal staff. "Siyazama" is the Xhosa word for "we are trying fervently". Alec Abrahams, Vaaltyn Pieterse, Chirlene

Abrahams, Maria Pieterse, Katrina Metabo, Liesbet Jack and Jersey Nxlanu are the owners of the business and are dedicated to establishing a prosperous farming enterprise for the future. According to chairperson, Alec, Siyazama's people wish to see the farm in full production within five years.

"Apart from the current 25 hectares planted under table grapes, we wish to develop another five hectares in future. Our goal is to buy the farm (currently being leased from the South African Government under a dedicated development programme) and to add another production-unit to this one."

"The process towards developing the enterprise originally started in 2006 on the late Niel Jordaan's farm, Klipland. The Department of Rural Development bought the farm in 2008 and we expect the first dividend pay out in 2013", says Alec.

The farm was leased from its previous owner from 2006 till 2008 before being bought by the SA Government as a dedicated empowerment

initiative for the owners of the business. At the time, nine hectares of unpopular cultivars were re-established with seedless alternatives such as Flame Seedless, Red Globe, Crimson Seedless, Sugraone, Autumn Royal Seedless, and Dauphine.

From a bumper yield of 101 000 (4.5kg) cartons in 2009/10, our yield dropped to 70 000 (4.5kg) cartons in 2011/12. However, Alec is optimistic about the 90 000 (4.5kg) boxes estimated for the 2012/13 harvest.

Harvesting is scheduled between January and April when tasty (mostly seedless) grapes will still be available for the export market between January and May. Exports to Europe, the Far East and Russia are currently handled by export agencies, Southern Fruit Growers and Aruba.

Alec credits SATI for funding the plant materials for 2.5 hectares of Crimson Seedless and Autumn Royal Seedless vines during the 2011/12 season under their "Preferred Cultivar, Preferred Country" programme. "We are also thankful for the SATI-sponsored marketing tours to the UK and Germany and for training courses presented by the service providers, 'Skills for U'."

Formalised mentorship is provided by an established farmer, Frans Hugo. "We value his skills, dedication and concern with Black Economic Empowerment (BEE) and for development in

the table grape business. Vaaltyn and I, in turn are mentoring new entrants in the fields of production and administration.

"Farming on state owned land, one struggles to acquire external credit finance. Our labour costs amount to between 30 and 40 percent of our production costs, which is becoming a major challenge for us as an emerging entity. We try to keep the business as simple as possible, as we remain willing to learn, work according to our budget and not be too hasty in making our purchasing decisions."

To 45 year old Alec, his wife Chirlene and their children, Jovelynn (20), Alrenzo (12) and Keshia (7), Siyazama has unlocked new doors with a new standard of living. "We are blessed to own a house, a proper vehicle, have basics such as food, tuition fees for the F.J. Conradie School at De Doorns, and to have access to technology at home." These amenities were often not available to many historically disadvantaged people in the past.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 7 Beneficiaries, 30 permanent and 50 seasonal worker families.

**Partnerships:** Breede Valley District Municipality, Hex River Table Grape Association (HTA), SATI.

### ACCREDITATION:

**Export:** Globalgap.

**Ethical:** Bi-annual ethical audit.

### HARVEST FACTS:

**Varietal mix:** Flame Seedless - 5 ha, Red Globe - 4 ha, Crimson Seedless - 7 ha, Sugraone - 1ha, Autumn Royal Seedless - 4 ha and Dauphine - 3.5 ha.

**Average annual yield:** 80 000 (4.5kg) cartons.

**Expected harvest for 2013:** 90 000 (4.5kg) cartons.

**Flame:** 8 000 (4.5kg) cartons export and 1 000 local.

**Autumn Royal:** 7 000 (4.5kg) cartons export and 500 local.

**Crimson:** 17 500 (4.5kg) cartons export and 500 local.

**Red Globe:** 22 000 (4.5kg) cartons export and 1 000 local.

### GRAPE CALENDAR:

**Harvest:** January - April.

**Market:** February - July.

### LESSONS LEARNED:

"Manage expenses and finances correctly. Keep cost low. Listen and learn from others. Live simplified."



VAALTYN PIETERSE, SIYAZAMA, KLIPLAND, HEX RIVER



# Lewis Trust Farm

*"I had my own row of vines on the farm and learned to work with it"*

**K**aruma Farms, 15 kilometres west of the town of Worcester is home to a goal driven, quality table grape export enterprise owned by a family who would have been denied the privilege of business ownership in the past.

Down in the valley, 60 year old Adam Lewis, his wife Andriena and their eldest son Daniel, or Danie as he is called by his parents, passionately manage their "blessing from God", as Adam describes "Lewis Trust Farm".

"Our objective is to eradicate a jobless community and environment," says 43 year old Danie.

At the age of 15, Adam married the love of his life. They have four sons and two daughters. Danie, his brothers, Andrew, Jarred and Christopher, as well as sisters, Andene and Anne-Marie are all beneficiaries of the enterprise.

"During harvest time from February to April we employ about 20 seasonal workers. After the harvest we recruit temporary workers to assist with vineyard preparations," says Danie.

Adam draws from 40 years of experience to mentor new workers. Seasonal workers mostly reside on farms in the Rawsonville district - "they know our vineyards and they learn quickly," says Adam.

Adam began as a tractor driver in the Brandwacht region. "I learnt to plant crops and to farm. We began with traditional table grape cultivars like Autumn Harvest, New Cross, Autumn Cross, Alphonse and Barlinka, about 25 years ago."

Danie also started as a tractor driver on the farm 18 years ago. "We played in the vineyards where I learned everything I know from my father and

his employer, Hein Scheun, at Protea Farm. I had my own row of vines on the farm and learnt that everything, even the seemingly irrelevant jobs, needed to be done with a quality approach that might guarantee sustainable success," says Danie.

Lewis comprises 5.5 hectares of export quality table grapes of which 3.5 hectares are Crimson Seedless and 2 hectares are Sunred Seedless. Plans are afoot to expand the vineyards by an additional 2-3 hectares in the short term.

Sunred Seedless is harvested from the end of January and by mid-February they harvest Crimson Seedless, all to be exported by Southern Fruit Exporters.

With Globalgap export accreditation Adam and Danny keep a tight focus on safe working conditions, food safety and proper chemical management.

"I am thankful for God's grace," says Adam. "I pray that there would be somebody, someday, who can also say that I have taught them something. I thank every farmer for what he has done for me and my family - everyone who gave of their time and knowledge to help us to start our business and even to those who lent us tractors or tools."

"At Lewis Trust Farm we believe that SATI, and specifically Phil Bowes is our motivation. We are also grateful for Cobus van Schalkwyk from the

Western Cape Department of Agriculture and Rural Development who assisted in extending the lease of the land from two to ten years," says Danie with appreciation.

"When SATI arrived with Alex Abrahams, a leading farmer from De Doorns (Siyazama), we took hands, worked through the process of strategic planning and then waited on God's answer. The rest was easy."

Lewis Trust Farm is mentored by Frans Hugo, a commercial farmer from a nearby town.

Danie has been married to Charlotte for 20 years and they have three sons, Christiaan, Dian and Romano. Danie's eldest son passed away two years ago from a severe illness.

Adam and Danie live a thrifty life in order to be certain that there will be sufficient funding to go on with. Adam says, "There are days and nights when I am concerned about input costs and labour challenges, but I would like to plant at least another 5 hectares on Karuma."

Danie adds that they stay focussed. "We focus on God's presence to overcome all of the challenges with passion and dedication."

Contact

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**Adam Lewis**

■ 074 020 7634

## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 3 trustees and beneficiaries.  
20 seasonal worker families.

**Partnerships:** Breede Valley District Municipality,  
Western Cape Department of Rural Development,  
SATI, Casidra (Southern Paarl).

### ACCREDITATION:

**Export:** Globalgap.

### HARVEST FACTS:

**Varietal mix:** Crimson Seedless – 3.5 ha, Sunred Seedless – 2 ha.

**Average annual yield:**  
4 700 (4.5kg) cartons/ha.

**Expected harvest for 2013:**  
6 700 (4.5kg) cartons/ha.

**Crimson Seedless:** 9 000 (4.5kg) cartons exported.  
**Sunred:** 7 500 (4.5kg) cartons exported.

### GRAPE CALENDAR:

**Harvest:** Early February – Late April.  
**Market:** February – May.

### LESSONS LEARNED:

"Remain concerned about funds and costs. Stay in God's presence in your business."





# Olyfkloof

“Green-blood” for sustainable production”

Olyfkloof can be translated to mean “the ravine of olives”. The story of Olyfkloof as a business is one of drawing lessons from the past and applying them to the future.

Take the N1 highway from Cape Town to Worcester in the Boland and you can hardly miss the neat Olyfkloof entrance sign. It is here that 52 year old director of the Hex River Valley Table Grape Association (HTA); André Thops used his Elsenburg Table Grape production knowledge, teaching experience and olive production skills to make a positive contribution to the local community.

André completed his high school career in the late 1970s. He soon emerged as a skilled entrepreneur and a marketer. In the early 1990s he was offered an opportunity to study education in Oudtshoorn, which he grabbed with both hands. André completed a teaching diploma in 1993. After working as a teacher for a few years, André's career took a dramatic turn.

“I was approached by a De Doorns farmer, the late Boetie Aurret, who appointed me as a farm worker. He backed me with several short courses and a comprehensive Table Grape Production Diploma course at Elsenburg College. I moved from Boetie Aurret's farm to the neighbouring farm, owned by Fanie Swart, who promoted me to a management position and helped advance my skills as a manager. I was charged with the responsibility of running three farms between 2001 and 2007. In 2000, I started my own small

olive tree nursery. As the demand for trees increased, I needed space to establish parent material. In the year 2002, I decided to buy the 40 hectare farm, Olyfkloof”.

Initially the project generated jobs for two people, which increased to four. Later, 12 permanent workers and their families enjoyed the benefits of being employed at Olyfkloof. In 2011 André sold his farm, Olyfkloof, to Boetie Kriel and Theuns Rabie, with a view to be incorporated into a wider business vision, with economic empowerment as a key priority, still ensuring by way of a written lease agreement that he could continue to ply his trade on the farm as an olive grower and nurseryman. With the help of the Western Cape Department of Agriculture the new owners of Olyfkloof established a Crimson Seedless vineyard on land that was not cultivated under olives. More vines are scheduled for establishment in 2013. A plan is in place for six to 10 hectares of vines by 2014/15. Olyfkloof will soon be part of effective table grape empowerment in the Osplaas, Uitkoms and Olyfkloof threesome.

André says, “With restricted water rights and only 40 000 cubic meters allocated to my eight hectares, I was forced to either sell the land or to keep on struggling.” As part of the purchase

agreement, André acquired a couple of lifetime shares in Osplaas, in addition to the right to continue to farm with olives.

André says that he has gained knowledge from the internet, books and study tours facilitated by the Western Cape Department of Agriculture.

“From the interest shown and guidance given by Boetie Aurret, I gained experience and knowledge. We need to remember that opportunity brings with it responsibility. If you are in a position to employ, you create expectations which should be calculated.

“Access to finance remains a challenge when you start an enterprise with undeveloped land. Credit facilities need to be serviced monthly. If I could go back in time, I would take on additional risk by buying developed land, in order to improve my earning potential.”

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 4 director families, 31 beneficiary families.

**Partnerships:** Western Cape Department of Agriculture.

### ACCREDITATION:

**Export:** Globalgap.

### HARVEST FACTS:

**2012 planting:** 2.2ha Crimson Seedless.

**2013 planting plan:** 2ha Crimson Seedless.

**Medium term:** 6-10ha table grapes.

### GRAPE CALENDAR:

**Harvest:** Mid-January – Early May.

**Market:** February – June.

### LESSONS LEARNED:

“Commodity focus. Responsible financial management. Self-discipline.”





## Osplaas

*In the heart of the magnificent Hex River Valley, internationally renowned for some of the world's very best table grapes, Osplaas, north of De Doorns, remains a pioneer in job creation and worker shareholding, successfully achieved through institutional mentorship.*

*"Osplaas is aimed at the development of a sustainable business for the Hex River Community"*

With dynamic leadership, goal oriented training and care for all beneficiaries and their families, the Osplaas project is an empowerment model which was created to help usher new entrants into table grape farming.

By partnering with the Uitkoms and Olyfkloof Farm enterprises, the Osplaas producers hope to achieve economies of scale, in furtherance of their economic empowerment agenda.

Water is a key resource for table grape production. Eight years ago the local water board, a body which is charged with the responsibility of fair distribution and management of water in the Hex River, invited prominent farm workers to purchase a share to the value of R5 000 in an empowerment project.

According to mentor, Boetie Kriel, some 35 table grape farm workers bought shares in Osplaas. Today they are all still active participants in managing the enterprise. Although the shareholders are employed on 35 commercial farms, they reside less than 20 minutes' drive from the farm that they can call their own. Regular meetings thus ensure that everyone has a say in the medium and long term goals for Osplaas.

Since they established eight hectares of table grapes on Osplaas, expansion strategies have been focused on the selection of popular cultivars. Although Dauphine is currently still doing well for Osplaas as one of the earliest cultivars from this region, this seeded variety is now being replaced with new cultivars and the future focus will be on preferred vineyards.

Produce is exported to the Far East, Middle East, Europe and UK supermarkets. Some of these markets are health oriented and very particular about their product preferences. "Seedless cultivars seem to be the new order of the day", says Boetie. Southern Fruit Growers is responsible for the marketing of Osplaas table grapes.

Currently their selection of export vineyards consists of 1 hectare of Flame Seedless, 4 hectares of Redglobe and 3 hectares of Dauphine. On average they harvest 4 000 (4.5kg) cartons of table grapes per hectare annually.

With an increase in yield from 20 000 to 24 000 (4.5kg) cartons over the past seven years and 100 percent packing rights in the Uitkoms pack house, Osplaas chairperson, Kobus van der Horst, is optimistic about the future. Kobus is

striving to increase the yield even further. He refers to the support that they enjoy from the Water Board which coordinates the shareholder meetings and handles the administration on their behalf. In addition to their shares, initially sponsored by their employers, the shareholders now own 40 percent shares in Uitkoms.

Workers are hired as and when necessary and Osplaas is, hence, fortunate to offer an income to a large number of seasonal workers also.

"With Osplaas in full production, we need to plant more market driven cultivars, thus improving future prospects. Osplaas, Uitkoms and Olyfkloof shareholders are now in a position to provide more seasonal jobs to the valued people of the Hex River Valley," says Boetie.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 4 director families, 31 beneficiary families.

**Partnerships:** Western Cape Department of Agriculture.

### ACCREDITATION:

**Export:** Globalgap.

### HARVEST FACTS:

**Varietal mix:** Flame Seedless – 1 ha, Red Globe – 4 ha and Dauphine – 3 ha.

### Average annual yield:

24 000 (4.5kg) cartons / 4 000 (4.5kg) cartons/ha.

### Expected harvest for 2013:

24 000 (4.5kg) cartons / 4 000 (4.5kg) cartons/ha.

**All cultivars:** ± 75 000 (4.5kg) cartons export.

### GRAPE CALENDAR:

**Harvest:** Mid-January – Early May.

**Market:** February – June.

### LESSONS LEARNED:

"Responsible financial management. Self-discipline."





## S & P Pest Monitoring

*“Entrusted with major responsibility”*

**I**n the heart of the Boland region, in the scenic Hex River Valley, entrepreneur Ivan Rasper (46) started ‘bugging around’ with pest and disease monitoring in 2000.

His early endeavours lead to the establishment of a highly respected pest monitoring business, with the help of commercial farmer and employer, Robert Rabie. Other relevant players who supported the establishment of the business are acknowledged in the table grape industry publication, “Grape Stars 2010”. According to Ivan, accurate costing is crucial to ensure optimum profit. Proper payment systems and the collection of debt are regarded as priority for sustainable business. “Five pest and disease monitors alternate weekly between reading traps for pests and intense investigation for symptoms of disease on contracted farms.”

He and co-major shareholders, Ivan Sulani (31) and Chris Kapel (35) provide effective, scheduled monitoring of pests and diseases to ensure healthy vineyards and yields. While Frut Du Cap Marketing holds 49 percent shares in S & P Monitoring, the majority shareholders each own 17 percent of the shares, totalling 51 percent ownership by the men who do the monitoring in the field. S & P is an employer in its own right. Lesley Koopman and Chris Pule are highly skilled permanent employees at S & P who, no doubt, are being groomed for a bright future. Ivan shared part of his own career story. “I started as a farm worker with Robert Rabie from Buffelskraal Farms at De Doorns. Robert’s interest and training in pest and disease monitoring motivated me. I

completed courses in Business Management for Small Farmers as well as entrepreneurial studies. I am technically strong and have progressed well in that field. Today, S & P Monitoring serves as an example and inspiration for youngsters.”

When Ivan started scouting on three farms, ‘the bug bit him’ to pursue scouting as a vocation. Ivan then recruited his partners and S & P Monitoring was born. Soon thereafter, the company was contracted by the Cape Orchard Company (COC) to monitor ten farms. They had to expand their personnel and invited Jeffrey Bostaander from COC on board. In pest control their focus is to ensure the absence of mealy bug, boll-worm, fruit flies, false codling moth and leaf roller.

Disease recommendations for treatment entail all fungal, viral and bacterial diseases of the vineyard. Ivan obtained an official pest and disease monitoring qualification in 2007. “I am mentoring Ivan, ‘the two Chrises’ and Lesley to do their tasks on a scientific basis. Our Black Economic Empowerment (BEE) mentor, André Kriel, is a very experienced consultant. Each client is presented with a graphical and statistical weekly report, and a one page summarized annual report. This is an excellent way to accurately manage threats to crops. Farmers working with us bear witness to the huge difference our monitoring has made to their chemical

costs. We are trusted with a major responsibility”, says Ivan. Currently S & P proactively monitors 42 farms in the Hex River Valley as well as farms near the towns of Robertson and De Wet. They currently monitor table grape farms only, although wine grape vineyards are not necessarily different as far as pests and diseases are concerned. “We have not yet approached such clients, but could expand in that direction in future.” Ivan would welcome support from passionate role players. “It would help us tremendously if the use of a BEE monitoring service, could be recommended to commercial producers.” S & P recently participated in the development of SATI’s Table Grape Academy training materials that are currently in use at Stellenbosch University and on over 50 table grape farms throughout South Africa. It is expected that exposure received through their participation in developing the training materials, could increase their business.

**Contact**

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 3 Shareholder families,  
2 permanent families.


**Partnerships:** Western Cape Department of Agriculture, Department of Rural Development and Land Reform.

### HARVEST FACTS:

**Farms monitored:** 40 – 55 at a time.  
**Hectares monitored:** 1 423,29ha.

### LESSONS LEARNED:

“Need good marketing and good agricultural practice. Age of vines can affect growth of business. Record keeping for future review. Take care of soil and environment.”



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growth, you should  
think big ...

uppe marketing A08085

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# Vergelegen Packing

*"Taking our community to a new level"*

**T**urn off at the Eilandia sign and leave the highway for the byway to Vergelegen Packing. Here no fewer than 281 permanent workers from seven farms are the shareholders of the promise nurtured by 52 hectares of tasty, South African table grapes.

In 2009, realising that a dream has to start with a bold first step De Villiers Graaff, of the well-known Graaff family, and his partner, AJ Reyneke pursued an opportunity to raise funds from the Government of South Africa to purchase a farm for their workers. Shareholders of Vergelegen have the opportunity to improve their socio-economic circumstances by earning dividends from Vergelegen, while keeping their jobs on the farms of current employers.

To 53 year old Hendrik Davids, current chairperson of the Vergelegen Packing (Pty) Ltd board of directors, Vergelegen is the realisation of a lifelong dream. "The way our business is developing will bring a future of hope to thousands of people. We know that it is possible to take our community to a new level."

In addition to the permanent team, 80 temporary workers from nearby towns Robertson and 30 from Worcester share in the profits during the harvest season.

According to Hendrik, the government granted a little under half of the funding requested, with the other half expected under the government's new Recapitalisation Programme. The purchase price included land and infrastructure on the 96 hectare Vergelegen farm

and another 259 hectares on Quickstep farm. De Villiers Graaff assisted the project with a bridging loan of R11million, which will be payable after a four year re-payment vacation. Thirty permanent beneficiaries reside in existing homes on Vergelegen. The others are all based in neighbouring towns. Hendrik confirms that a number of workers have previous table grape experience.

At Vergelegen, table grapes are harvested from early January to April. The full harvest is packed at Vergelegen and marketed by New Vision, a subsidiary of the Karsten Group, "at an even better than expected export price", says Hendrik.

The Karsten Group's export destinations include Africa, Europe, the Middle and Far East, Canada and Russia. Closer co-operation with the Karsten Group is in the planning. As part of the Recapitalisation Programme of the Department of Rural Development and Land Reform the Karsten group will act as a mentor to the project. Hendrik is proud of his career. "I started as a general worker with Albertus Kriel on Uitkyk, where I was born. Through training and experience, I progressed to supervisor and water manager, before the farm was sold to Riegel Sutter, who in turn appointed me as fore-

man. In 1999, I joined Attie van Rensburg on De Modderdrift and was promoted to production manager – a position I retained until 2010." Hendrik assisted De Villiers Graaff on De Grendel at the end of 2008, where he shared his farming dream with De Villiers. "He saw the pictures in my dream and encouraged me to get where I am today."

"Here, we take time to talk to one another as a team and I see a huge difference in the relations, social lives and financial responsibility of our community," says Hendrik.

## Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 7 trustees. Members of Workers' Trust totalling 281 and 150 seasonal worker families.

**Partnerships:** Western Cape Department of Agriculture.

### ACCREDITATION:

**Export:** Globalgap and Nurture's Choice.

**Ethical:** Waitrose Foundation. In process of applying for Linking Environment in Farming (LEAF).

### HARVEST FACTS:

**Varietal mix:** Autumn Royal – 6 ha, Ralli – 2 ha, Flame Seedless – 2.5 ha, Crimson Seedless – 22 ha.

**Average annual yield:** 212 000 (4.5kg) cartons (R12.7m)

**Expected harvest for 2013:** 212 000 (4.5kg) cartons

### GRAPE CALENDAR:

**Harvest:** January – April.

**Market:** Mid-January – Mid-May.

### LESSONS LEARNED:

"Must consider exchange rate. We work with people. Only able to operate if the funds flow."





# Uitkoms

*The only way forward in the table grape industry is to effect the empowerment of new entrants. It is a pleasure to observe the progress achieved on Uitkoms and Osplaas farms in this respect. To see the difference in the lives of 35 beneficiaries warms my heart,” says table grape producer and mentor, Boetie Kriel.*

*“Regular meetings are attended by more than 90 percent of shareholders”*

Uitkoms is landscaped to perfection in the Upper Hex River Valley, approximately 6 km from the town of De Doorns.

Farm workers hold 40 percent shares in Uitkoms, and they form part of the Osplaas, Olyfklouf, Uitkoms “development threesome”. Theuns Rabie, a 30 percent shareholder in Uitkoms and an established commercial farmer, leases implements to Uitkoms under a short term contract. Boetie Kriel owns the remaining 30 percent of shares.

“To us this is a special region, blessed with internationally acclaimed South African table grapes,” says Boetie. Kobus van der Horst (chairperson of Osplaas (Pty) Ltd), Mina Prins, Jan van Wyk and Dirk Jansen seem to share in Boetie’s excitement. These folk represent the farm worker shareholders in the business. According to their constitution, Uitkoms Farms (Pty) Ltd is managed by four directors and the remaining 31 members are shareholders.

“Business meetings are open to all of the members,” says Boetie. “What is great about our project is that meetings take place regularly and are attended by more than 90 percent of our members.” To everyone involved, Uitkoms surely brings financial relief or an “outcome”, as sug-

gested by the Afrikaans meaning of the word, “Uitkoms”.

This 38 hectare farm used to be a plum farm. “When it ended up in the market we saw the potential for table grape development and bought the farm from Johan and Chris Rabie. We made our calculations, pulled out all 18 hectares of plums and established 13 hectares of table grapes and 5 hectares of wine grapes,” says Boetie.

Uitkoms’ exports are conducted by export agents, Southern Fruit Growers and if their grape berries are large enough they are sent to the UK, Europe, the Far East and Middle East, from mid-January until the end of April.

The worker shareholders, who have elected to remain full time employees in senior positions on other farms in the area, have opted to lease their land to their commercial partners under an agreement that will see an improvement in its productive value through new plantings and reinvestment of early profits. “The rental agreement is an excellent idea and is based on a pro rata rate per carton packed. As such we are able to service all debts and pay dividends to shareholders,” Boetie says.

The new owners attend training on a regular

basis, which has been funded by USAID and SATI. Financial management of the business is carried out in close collaboration with Kobus van der Horst. Kobus says, “All financial records are presented transparently and all business decisions are taken as a team.”

He acknowledged contributions by the Western Cape Government Department of Agriculture and Rural Development as well. “They have done excellent work! SATI handles all of our applications and funding for vines. If funding is awarded for Uitkoms under the government programme, it is administered by a development agency called Casidra.”

In Kobus’s words, “Do not enter this business with hesitation; keep the driver on board, and keep the beneficiaries positive and motivated. Do not hesitate to work the bad wood out of the team and do not create an inflated expectation of income from a newly established farm.”

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 4 director families, 31 beneficiary families.

**Partnerships:** Western Cape Department of Agriculture, SATI.

### ACCREDITATION:

**Export:** Globalgap.

### HARVEST FACTS:

**Varietal mix:** Flame – 1.6 ha, Red Globe – 1.7 ha, Dauphine – 1.6 ha, Thompson Seedless – 1.7 ha, Autumn Royal Seedless – 1.7 ha, La Rochelle – 1.6 ha, Crimson Seedless – the balance.

**Average annual yield:** 24 000 (4.5kg) cartons/4 000 (4.5kg) cartons/ha.

**Expected harvest for 2013:** 24 000 (4.5kg) cartons/4 000 (4.5kg) cartons/ha.

**All varieties:** ±75 000 (4.5kg) cartons exported.

### GRAPE CALENDAR:

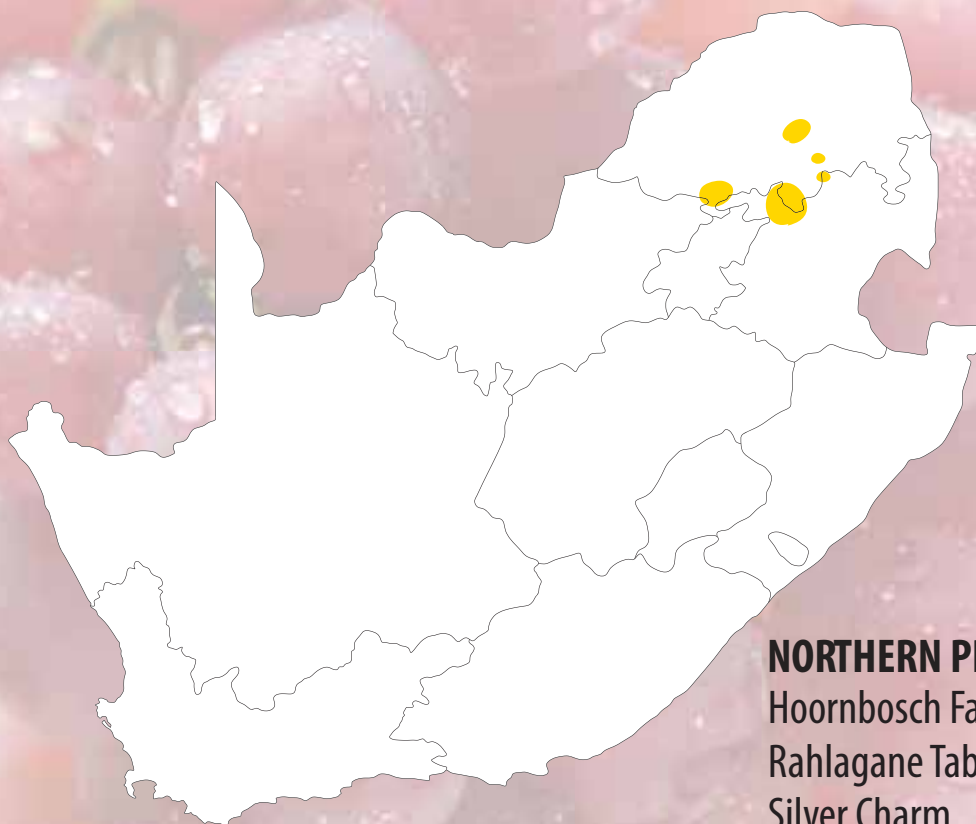
**Harvest:** Mid-January – May.

**Market:** February – May.

### LESSONS LEARNED:

“Responsible financial management, self-discipline.”

# Northern Provinces



## NORTHERN PROVINCE REGION

Hoornbosch Farm

Rahlagane Table Grapes

Silver Charm

Sunningdale Estate

### Regional Calendar: NORTHERN PROVINCES

MONTH	OCT	OCT/ NOV	NOV				DEC				JAN				JAN/ FEB	FEB	
WEEK	43	44	45	46	47	48	49	50	51	52	1	2	3	4	5	6	7
VARIETY																	
Thompson Seedless							🍇										
Prime Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇								
Sugraone						🍇	🍇										
Regal Seedless						🍇	🍇	🍇	🍇	🍇	🍇						
Crimson Seedless							🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Flame Seedless			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇						
Sunred Seedless							🍇	🍇	🍇	🍇	🍇						
Redglobe							🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇		
Sugrathirteen				🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇						
Dan Ben Hannah					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇				



## Hoornbosch Farm

*"Vision 2052 makes the difference"*

**C**hange takes place when you visualise the dream. People do not realise that it will take a generation or 40 years at least, to successfully transform today's dreams into realities. Our vision for Hoornbosch and Lephalale will change this community and town into a vibrant 2052 city, with jobs for everyone", says Rev. Will Papo, landowner and director of Zegrow Farming Enterprise on Hoornbosch Farm, 9 km north of Lephalale, Limpopo.

"We dream to make a success and to replicate this model to the 37 rural villages around Lephalale. We aim to develop an extensive agricultural and vocational training institute at Hoornbosch to train as many people as possible."

Prior to Hoornbosch, Rev. Will was a trainer and mentor for Iscor, Sasol Colliery in Secunda, Impala Platinum mines in Rustenburg, and Willards Foods in Pretoria, and he ended up in Limpopo as regional manager for the Sarah Lee group. He is married to Malebu and they are blessed with Zenith (20), Kim (12) and their youngest, Princess (4). His 21 year old son, Given, died tragically in May 2012 in an accident.

"Although Hoornbosch kicked off with 10 hectares of table grapes, the project has been compromised by a root disease. However we should not be deterred by what happened, since obstacles are just a transit to the prosperity of the next season. Challenges make you stronger."

On average, Hoornbosch harvested 2000 (4.5kg) cartons/hectare including Flame Seedless, Prime and Red Globe for the 2010 and 2011 season. During the 2010 harvest, too

much rain resulted in tons of cracked berries. "It went much better in 2011, when we used nets to keep the direct rain away from the valuable grape berries."

As an existing land owner he offered collateral and obtained finance from a financial institution to buy the farm, Hoornbosch from the government in 2009.

"I decided to make a difference. Currently 20 people and their families permanently benefit from the enterprise. Most were unemployed while only six of them had substantial income. I am grooming seven passionate people from the community to take up their responsibilities to help manage the business to be sustainable and successful."

Rev. Will enhances his knowledge of table grapes from books and the internet. However, he values the support of Lungi Ritshuri, Agricultural Manager at the Lephalale Local Municipality, and KD Baloyi from the Limpopo Provincial Department of Agriculture.

"I believe in positivity and my late son regarded me as a champion of vision and strategy. I teach

people not to focus on immediate results. Even if things are negative now, there will be a positive outcome. We need to develop champions for the future. Remember, there will always be challenges and you just need to have the heart to wait. Do not look for instant results. Stay in it and stay hands-on."

He envisages that Hoornbosch will diversify within the next five years to the benefit of more than 500 families "Always remember there is a planting time and you don't really know when the harvest-time will come."

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### Facts & Figures

#### STAKEHOLDERS:

**Beneficiaries:** 20 beneficiary – and 40 seasonal worker families.

**Partnerships:** Lephalale Local Municipality. Limpopo Department of Agriculture, SATI.

#### ACCREDITATION:

**Ethical:** Focused discipline. Improvement and excellence.

#### HARVEST FACTS:

**Average annual yield:** 5 000 (4.5kg) cartons.

**Expected harvest for 2013:** 8 000 (4.5kg) cartons.

**Red Globe:** 4 000 (4.5kg) cartons.

**Prime:** 2 000 (4.5kg) cartons.

**Regal:** 2 000 (4.5kg) cartons.

#### GRAPE CALENDAR:

**Harvest:** Mid-November – Mid-December.

**Market:** December.

#### LESSONS LEARNED:

"You can't delegate in farming – you have to stay hands on. Keep a positive outlook."



SURPRISE SHOKWANE, RAHLAGANE TABLE GRAPES, NORTHERN PROVINCES



## Rahlagane

### TABLE GRAPES

*At Rahlagane, an array of friendly smiles and a well organised farm awaits you. Situated on the traditional land of the Queen, Kgosigadi Mmapitsi Rahlagane, near Moganyaka Village, 10 shareholders and more than 60 seasonal worker families are thrilled at the prospects of their first grape harvest.*

*"I also realised my potential to work with people and to assist the country in creating jobs"*

The South African government rewards progress and effort through various prizes offered to emerging producers. The owners of Rahlagane are extremely proud of a 2012 accolade, awarded to them for being the Best Developing Primary Agricultural Co-operative in the country.

Surprise Shokwane (30), the dynamic chairperson of Rahlagane Table Grapes Pty Ltd (RTG) displays patience comparable to that of the fruit of the vine, developing into full grown prime table grape bunches. This is evident in the determination and focus that she displays in her work. Table grape vineyards were planted at Rahlagane on virgin soils in 2009. Infrastructure was provided under the Comprehensive Agricultural Support Programme, a dedicated initiative of the National Department of Agriculture to help indigenous farmers to establish their businesses.

"The wait was long, but worth every minute. We are optimistic to reap the fruits of our labour for many years to come. I have been earning a living in different ways, but growing and marketing table grapes can provide me with a better life indeed," says Surprise, an enthusiastic shareholder and mother of two sons. "I always enjoyed watching my mother planting fruit and vegetables. Today, I regard table grapes as a unique product in quality and taste, which enriched my passion

for agriculture. I have also realised my potential to work with people and to assist the country in creating jobs."

After Grade 12, Surprise worked as a data assistant in Gauteng Province, the mining hub and economic powerhouse of South Africa. She also worked as a Personal Assistant at the government Department of Water Affairs prior to her appointment as a shareholder 5 years ago and as chairperson of Rahlagane in February 2012.

With support from the Limpopo Government Department of Agriculture, the yield is packed and stored in a mobile cool room and transported to the market.

At the moment their table grape harvest is sold to South African supermarkets like Spar and Pick 'n Pay, the Pretoria Fresh Produce Market and to hawkers. They have begun negotiations with the National Agricultural Marketing Council (NAMC) and the Perishable Produce Export Control Board (PPECB) to enter the export market.

Since experienced workers are re-employed, capable hands are resourcefully mentoring new ones. This is a poor community and although farmers are offering jobs to people, not all of the people can be accommodated.

Surprise has some ambitious goals. Since a lease agreement of 25 years has been established be-

tween the tribal authority and RTG, Surprise anticipates 100 hectares of well-developed land in five years comprising table grapes, wine grapes and citrus, with their own wine cellar. "We also wish to encourage young black South Africans to consider agriculture as a career and we hope that our progress and success would inspire and motivate others to improve the lives of people in Moganyaka Village."

"From 2008 we have Maat van de Venter from Marble Hall, as our mentor while Tsongweni, (a service provider from the nearby town of Polokwane) offers pruning, scouting, disease management, business skills and management short courses to us." Not surprisingly, Surprise has visions for a farm of her own. She envisages farming with table grapes and livestock, especially sheep. She intends to save money from the 2012/13 harvest and from many more seasons to come, in order to fulfil this dream.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 10 permanent and 60+ seasonal worker families.

**Partnerships:** Department of Trade and Industry (DTI), Department of Agriculture, Forestry and Fisheries, Department of Water Affairs, Limpopo Department of Agriculture, Ephraim Mogali District Municipality – agriculture, LISBA, MSADT (Mpumalanga).

### ACCREDITATION:

**Export:** Globalgap, HACCP, PPECB.

**Ethical:** Responsible chemical use.

### HARVEST FACTS:

**Varietal mix:** Flame – 1.5 ha, Red Globe – 2 ha, Crimson Seedless – 2.5 ha.

**Average annual yield:** 5 625 - 25 000 tons (4.5kg) cartons/6 000 (4.5kg) cartons/ha.

**Expected harvest for 2013:** 11 000 tons

### GRAPE CALENDAR:

**Harvest:** Week 48 – Week 02.

**Market:** Week 48 – Week 02.

### LESSONS LEARNED:

"Good agricultural practice is essential. Wait patiently for the rewards. Continue to work hard. Manage finances wisely."





PHOTO BY: Neil Büchner, Lelienfontein Vine Nursery



## LET'S TAKE HANDS

The Capespan Foundation has been positioned as a section 18A, Public Benefit Organisation, to access and manage the Capespan Group's Corporate Social Investment (CSI) opportunities in the fruit industry marketplace.

Its' mandate is to add value to the lives of needy people and communities working and living in industry related areas, in which the company operates.

All Capespan-related CSI ventures are referred to as Blue Hand-projects and carry the Capespan Blue Hand-"we care"™ logo.



The Foundation initiates its own projects, based on strategic, sustainable principles, according to the needs of beneficiaries. A few sustainable social development initiatives, in fruit production-areas and industry related communities, are also endorsed by the Foundation.

We also embark on joint-venture CSI projects, in partnership with local and international customers, service-providers and industry related role-players.

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# Silver Charm

*“Not for two or three ‘fat cats’ only”*

**I**nvolvement, perseverance and commitment are keys to the continued success of Silver Charm Investments which is situated on the banks of the Olifants River. This sparkling gem was established in 2005 in a traditional agricultural hub, close to Groblersdal in the Limpopo Province.

Owners of Roslé Farms, Charles and Adri Ros-souw, and Charles's father Chris, founded Silver Charm Workers Trust. 120 permanent workers and 530 seasonal workers, all residing in traditional tribal settlements such as Monsterlus, Tafelkop and Sphako, some 20 – 30 km from the farm, are shareholders.

The workers hold a 30 percent share in Silver Charm Investments (Pty) Ltd, Koos de Wet, general manager at Roslé, says: “We strive for excellent yields with quality products and the best possible prices, not for two or three ‘fat cats’ only, but for everyone who plays a role on this farm, from the cleaner and tea maker to the production manager.”

Packing takes place from mid-November to early February. Exports are destined for Canada, the UK, Europe, Eastern Europe, the Middle East, Bangladesh, Hong Kong, Malaysia and China.

Silver Charm appears to make a remarkable difference to the lives of beneficiaries and their families. The first dividends are to be paid in April 2013 and are eagerly awaited.

Ronald Matlou, their human resources manager, takes pleasure in the “significant transformation that has materialized. Silver Charm is definitely improving the living standards of all beneficiaries. I realise that I am one of the owners of this

land and am responsible for the quality and volume of the harvest.”

Melka Madjomané's dream is to build a beautiful house for her family. “We have waited for many years. Everyone is motivated and wants to gain from this business for an extended period.”

Silver Charm offers a crèche for worker children with daily meals and training. Mobile clinics are used for the provision of health care. As a former provincial rugby player, Charles is aware of the importance of healthy minds and bodies and takes pride in their soccer field and soccer team. Ninety percent of the workers are members of labour unions. To date, no government, national or international investors have been involved and the business functions as an independent, sustainable and exclusive enterprise funded from business earnings.

“Management realizes that they received these benefits, as well as electricity, water and accommodation as an endowment from Roslé.

Beneficiaries also recognize the fact that there will be nothing in it for them if there is no profit from the harvest,” says Koos.

As members of an independent business-unit within Roslé, three beneficiaries progressed to management positions. Ronald Matlou (human resources management), Leon Shamwari (citrus

assistant production manager) and Maggie Ratau have all attended an intensive theoretical and practical leadership course.

“Everyone realises that they are working for themselves and they are responsible for their own decisions. It is a business renowned for its transparency, with two indigenous shareholders, an accountant and an attorney all serving on the board. Both Koos and Charles serve as trustees. “Empowerment on small pieces of land is not viable. We believe that it makes sense to allow as many workers as possible to benefit through shareholding in large scale viable production, rather than for each one to be an independent farmer on unviable production units.”

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 120 permanent and 650 seasonal worker families.

### ACCREDITATION:

**Export:** Europgap, Nature's Choice, Tesco Nurture.

**Ethical:** SEDEX.

### HARVEST FACTS:

**Varietal mix:** Mandarin – 30 ha, Crimson Seedless – 17 ha, Midnight Beauty – 5.6 ha, Red Globe – 11 ha

### Average annual yield:

120 000 (4.5kg) cartons.

### Expected harvest for 2013 – export only:

120 000 (4.5kg) cartons.

**Crimson Seedless:** 90% export.

**Midnight Beauty:** 90% export.

**Mandarin:** 90% export.

### GRAPE CALENDAR:

**Harvest:** Week 46 – Week 04 [November – January].

**Market:** Week 50 – Week 08 [December – February].

### LESSONS LEARNED:

“Make sure you get the best plant material – cultivars and vines.”





## Sunningdale Estates

*"Starting to see a light"*

**A**mid the lavish green subtropical landscape of Limpopo Province in the far north of sunny South Africa, one is greeted by hectare upon hectare of hail netting at a promising table grape venture called Sunningdale.

Sunningdale Estates is situated in the Mgopo Municipality in Waterberg District about 45km from Mokopane, neighbouring the world famous Zebediela and Lombardi Citrus Estates. John Fraser, the previous owner of the estate decided to sell his farm to his workers. His proposition was taken up by the Limpopo Department of Agriculture, Rural Development and Land Affairs in March 2010, who agreed to sponsor the transaction. 47 beneficiaries were awarded Land and Agrarian Development (LRAD) grants, and Sunningdale Farmers' Trust used these to finance the farm. Sunningdale is managed by a board of trustees, comprising Veronica Mahakhula (administrative manager), Duma Mwale (production manager), Chab Chauke (pest and spray control manager), Daphné Mabusu as well as Helen Makamedi. The South African government assisted with the procurement of spray equipment, fertilizer, vines and other equipment. Today they farm on 75.3 hectares of citrus and 9.28 hectares of table grapes. Table grape harvesting is scheduled from mid-November to the end of December. They start harvesting the Starlight and then move to the Flame Seedless and finally they

harvest the Black Gem. During the harvest season Sunningdale provides jobs for more than 40 families (250 family members). They are recruited in the village through community radio and by word of mouth.

Notwithstanding numerous challenges and financial constraints, the living standard of the community has improved, says Veronica. Veronica, who is a computer literacy alumnus from the University of Limpopo, was voted Limpopo's 2012 Female Farmer of the Year, earning R68 000 in prize money, a tractor and some additional implements for Sunningdale Estate. Prior to Sunningdale, Chab was a driver at Zebediela.

According to Chab and Duma, access to finance is an enormous problem for Sunningdale. Veronica smilingly adds, "We are making progress! Although we tend to lose hope sometimes we love what we do and with support from Hannes Korf, our farm manager appointed by the Agricultural Sector Education and Training Authority, the Limpopo Government Department of Agriculture, the Government Department of Rural Development and Land Affairs, as well as institutions such as SATI, we believe that we will

take this business to the highest level!"

"Five years from now we wish Sunningdale to have more than 100 hectares of table grape vineyards. My vision is to create as many jobs as possible for the poor and to expand the southern African economy through food, and especially our fruit. Although the farm is not functioning optimally yet, the future looks promising to benefit us and our families."

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries from the projects:** 5 Trustees, 47 permanent families, 40 seasonal worker families.

**Partnerships:** Limpopo Department of Agriculture, Department of Rural Development and Land Affairs.

### ACCREDITATION:

**Ethical:** Basic Conditions of Employment Act, Occupational Health and Safety Act.

### HARVEST FACTS:

**Average annual yield:** 23 tons.  
**Expected harvest for 2013:** 23 tons.

**Starlight:** 1 ton to local market.  
**Flame Seedless:** 2 tons to local market, 10 tons to export.  
**Black-Gem:** 10 tons to local market.

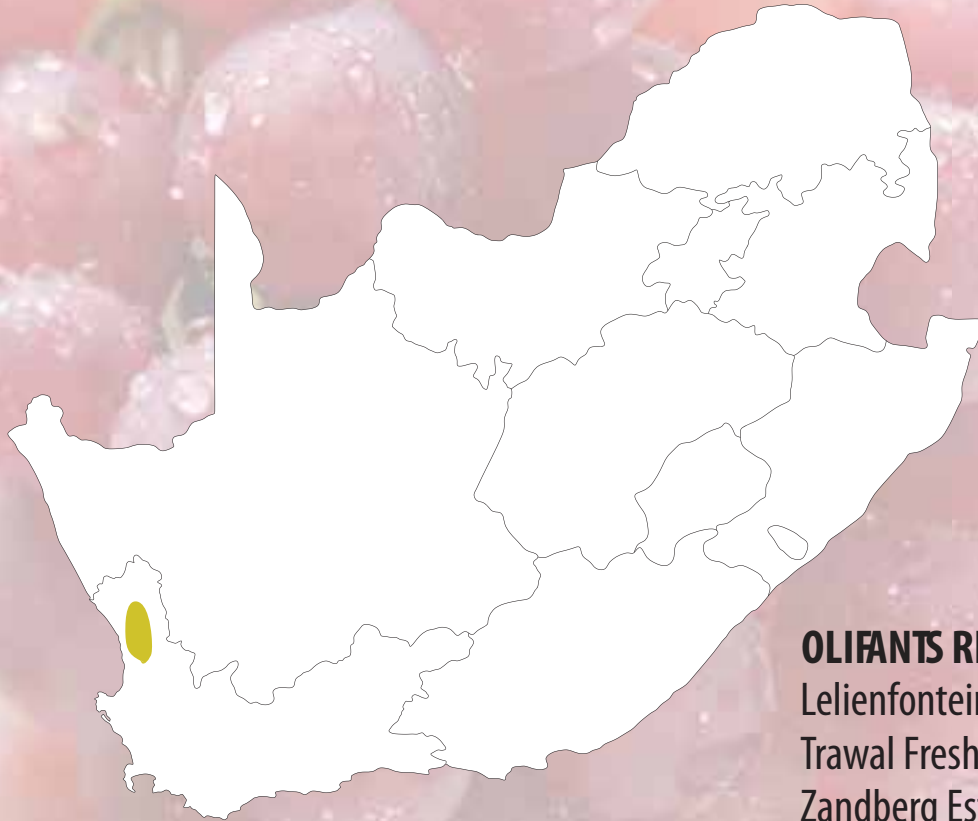
### GRAPE CALENDAR:

**Harvest:** Mid-November – End-December.  
**Market:** 1 December - 31 January.

### LESSONS LEARNED:

"Need good marketing and good agricultural practice. Age of trees can affect growth of business. Record keeping for future review. Take care of soil and environment."

# Olifants River



**OLIFANTS RIVER REGION**  
 Lelienfontein Vine Nursery  
 Trawal Fresh Fruit Company  
 Zandberg Estate

**Regional Calendar: OLIFANTS RIVER**

MONTH	NOV			DEC				JAN				JAN/ FEB	FEB			FEB/ MAR	MAR
WEEK	46	47	48	49	50	51	52	1	2	3	4	5	6	7	8	9	10
VARIETY																	
Thompson Seedless							🍇	🍇	🍇	🍇	🍇	🍇					
Prime Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇										
Sugraone					🍇	🍇	🍇	🍇	🍇	🍇	🍇						
Regal Seedless					🍇	🍇	🍇	🍇	🍇	🍇							
Crimson Seedless							🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇
Flame Seedless			🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇							
Sunred Seedless								🍇	🍇	🍇	🍇	🍇	🍇	🍇			
Redglobe							🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	
Sugrathirteen							🍇	🍇	🍇	🍇							
La Rochelle						🍇	🍇		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	
Dan Ben Hannah					🍇	🍇	🍇	🍇	🍇	🍇	🍇						
Alphonse Lavallee								🍇	🍇	🍇	🍇	🍇					



# Lelienfontein

## Vine Nursery

*“Desires to enrich the lives of people”*

**T**o be a successful agricultural enterprise controlled by all beneficiaries and to expand in a sustainable way.” This is the vision of Lelienfontein Vine Nursery at Bosman Boerdery, near the town of Wellington.

Approaching this professionally managed economic empowerment venture, fills one’s heart with passion for the beauty of grapes and people in the industry.

The very first Lelienfontein Nursery vines were sold in 1947 by the late Petrus Bosman, who grafted and sold his surplus Phylloxera virus resistant vines.

“Today, chances are great that many of the good table, wine or dry grape vines around the country have been grown by the worker shareholders on the 100 hectares, rotational land, Lelienfontein Nursery,” says Bosman’s grandson, Petrus, current managing director of the JC Bosman Group and 2012 Western Cape Young Farmer of the Year.

260 permanent workers are employed on the JC Bosman group of farms in the Bovei, Wellington which comprise De Rust, Olyfboom Farm outside Wellington, and De Bos Wine Estate in the Hemel en Aarde Valley, near Hermanus. All permanent workers share in the success of this historic nursery.

In establishing their empowerment project, a land reform transaction was made between the Adama Apollo Workers’ Trust and the JC Bosman Group. From January 2013, all permanent employees with more than 4 years of service will have a share in Bosman Boerdery through the

trust that owns a comprehensive part of the land and production value of the group.

Five trustees have been appointed by the workers’ committee which was established in 1992.

“Ninety percent of the worker shareholders live on the farm. We invest actively in housing on the farms. Labour turnover within the group is less than two percent and more than twenty percent of worker shareholders have more than twenty years’ service. Petrus states, “Investment in people makes business sense and you see the results in productivity.” We invested extensively in two crèches and do not hesitate to provide transport for children and adults and proper health programs as part of a holistic social development plan.”

Children are supported in attending holiday programs and sporting events and a number of bursaries are provided for studies in administration, wine making, store management and degree studies. An active women’s club focuses on skills development programs.

“We don’t say we all want to be wealthy overnight,” says Petrus, “but we desire to enrich the lives of all people involved.”

“Notwithstanding a few tough years in the vine growing industry, we succeeded in paying a dividend from year one and we can surely see the difference. In the end, ownership is estab-

lished by exchange of money. Together we manage the farm as a business,” says Petrus “and in future I would like to see my children and those of beneficiaries having an opportunity to further contribute to the business with capable capacity. Where available we make use of fast track opportunities for the beneficiaries through training programs that focus theory and practical mentorship.”

Lelienfontein cherishes its relationship with leading plant improvement organisations. “The table grape industry is very dynamic, but one should be cautious not to move too quickly with new cultivars, if you consider royalties and re-establishment costs.”

At the Lelienfontein nursery, about 4 million vine plants per year are grafted by the worker shareholders.

“We do not only see Lelienfontein as a nursery of vines but also as a centre for skills development and empowerment.”

### Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 260 permanent worker families.

**Partnerships:** Cape Department of Agriculture, Drakenstein District Municipality, Industrial Development Corporation (IDC).

### ACCREDITATION:

**Ethical:** Regular independent ethical audits.

### HARVEST FACTS:

#### Average annual yield:

- 4 million young vines from 100ha nursery.
- 5ha newly planted vines annually.

#### Expected harvest for 2013:

- 4 million young vines.

Table grapes, wine grapes and dry grapes.

### GRAPE CALENDAR:

Not applicable to empowerment enterprise.

### LESSONS LEARNED:

“Investment in people makes business sense. You see the results in productivity.”

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# Trawal Fresh Fruit Company

*"Growing the best to be the best"*

**T**rawal Fresh Fruit Company is situated near the town of Klawer on the famous West Coast Road of South Africa, known as the Namibia Route which links Cape Town with its neighbours in the erstwhile German colony of South West Africa, now named Namibia.

Going from strength to strength Trawal Fresh Fruit Company operates between the small towns of Clanwilliam and Klawer, approximately halfway between Clanwilliam and Vredendal.

"The most important principle of empowerment is never to abuse financial support of any nature," says Willem Visser, son of the late table grape industry prodigy, Jakkie Visser. "My Dad and I started this project after careful consideration of the future of our workers. We decided to create opportunities for all our dedicated workers and their children to advance their careers, to obtain business ownership and to develop as leaders in their fields of expertise. We decided to make our 24 hectare farm, Dagbreek Olyven, available for empowerment and to find another farm to support the needs of our workers and other members of the community in the Trawal region."

"With financing from the Industrial Development Corporation (IDC) we acquired the 100 hectare Bet-el farm. Our mission is driven by our passion for table grapes. We get up every morning to do what we love doing."

Melita Mohale is one of 65 beneficiaries. Her family of about 20 people are employed on the farm. Eight families live on Dagbreek Olyven, another 15 on Bet-el and the rest of the permanent staff resides in the town of Klawer, while 350 tempo-

rary workers join in for harvest time.

Melita, who worked as a cook in the farm house since she was 20 years old, has been granted an opportunity to become involved as a shareholder in the business. "I have a vision of farming. This is why I am passionately involved," says Melita.

The business consists of the Visser Family Trust, the Trawal Fresh Fruit Workers' Trust and the IDC, who hold the shares on behalf of the workers. Rob Meihuizen (Top Fruit), Hannes Stapelberg (from an empowerment project in Langkloof), Johan Kotzé (previously from ABSA Bank), and Graeme Malcolm all hold minority shares in the enterprise.

On the board, Melita is joined by co-directors of Trawal Fresh Fruit Company, Jack Keffers and the current chairperson of the Workers' Trust, Nicolaas Baadjies.

"Since my Dad, with his 38 years of experience, passed on, SATI has played an important role in mentoring every beneficiary through continual purpose driven training courses."

Currently, Trawal has white, red and black seedless cultivars. "Cash crops and especially vegetables may be added soon to earn sustainable income over our annual 12 month cycle. We are considering citrus as a contra cyclic commodity", Willem says.

Harvesting takes place between early December and mid-February. Trawal fruit is in the market by mid-December.

Markets supplied are the Far East, Malaysia, Scandinavia, the UK, Europe and Woolworths, South Africa.

Since the first harvest, a two-pack-line pack house has been established on Bet-el, which has now been expanded with two more lines and an adjacent packing material store.

Trawal's next ethical training audit in 2013 will measure their progress in improving the working and living conditions of their employees.

"I wish to see the best infrastructure and I wish to know everything I can about this farm. Our lives depend on the table grapes. May God help us to do our very best on this farm," says Melita.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 65 beneficiaries – and 350 seasonal worker families.

**Partnerships:** Industrial Development Corporation (IDC). Department of Trade and Industry (DTI).

### ACCREDITATION:

**Export:** Globalgap, Tesco Nurture, Nature's Choice.

### HARVEST FACTS:

**Varietal mix:** Ralli Seedless – 20 ha, Crimson Seedless – 20+ ha, Early Sweet – 16 ha, Autumn Royal – 12 ha, Flame – 10 ha, Red Globe – 10 ha, Thompson Seedless – 7 ha, Prime – 4 ha, and Walton Cross 3 ha.

### Average annual yield 2012/13:

280 000 (4.5kg) cartons.

### Expected harvest for 2013/14:

380 000 (4.5kg) cartons.

### Expected harvest for 2014/15:

480 000 (4.5kg) cartons.

**Early Sweet, Prime, Flame Seedless, Red Globe, Autumn Royal Seedless, Ralli Seedless, Crimson Seedless, Thompson Seedless and Walton Cross:**

95% export 5% local.

### GRAPE CALENDAR:

**Harvest:** December – Mid February.

**Market:** Mid-December – Mid-March.

### LESSONS LEARNED:

"Relationships – everyone is essential for success. Success takes time, faith, dedication and shared vision."



LEA JANTJIES, ZANDBERG ESTATE, OLIFANTS RIVER



# Zandberg Estate

*"Benefits for a lifetime"*

**D**riving on the N7 from Clanwilliam to Trawal will allow access to Radyn table grape and citrus farm towards Klauwer. Separated only by the fertile waters of the Olifants River both Radyn and the neighbouring Welverdiend Estate, are focussed on the growth and development of people.

Zandberg Citrus Estate, as an empowerment enterprise, was born out of a unanimous business decision to jointly operate properties on opposite sides of the Olifants river. All permanent table grape and citrus workers at Radyn, Welverdiend, or on the newly established Zandberg Citrus Estate, have qualified as beneficiaries of the trust.

The project started in October 2006 as an initiative from the previous landowner, Dr André Neethling, who wanted his workers to become more involved in the business. Zandberg Citrus Estate empowerment project is managed by a 50% Suiderland Farms (Pty) Ltd share and a 50% Zandberg Workers' Trust share.

According to Detré Baard, farm manager on Welverdiend Estate, their long term vision is to assist beneficiaries to stand on their own feet and to generate their own income. At the moment the project is still sustained by way of grants.

"In about 2-3 years from now, the project will enable every family member to improve their living standards and to take care of the needs of their children.

Zandberg Citrus Estate boasts 26 hectares of citrus orchards, 17 hectares of late navels and nine hectares of soft citrus, all exported by Suiderland Farms. Active working months are from July to August, the primary months for citrus; and from

winter months till December/January for the cyclic table grape enterprise.

A total of 34 beneficiaries and their families are "reaping the fruits" from this initiative. In addition, about 40 temporary workers are employed during citrus and table grape harvest times.

Although beneficiaries are working in both the table grape and citrus commodities, growth of the workers' trust is derived from citrus turnover at Zandberg Estate only.

The Zandberg Workers' Trust comprises Johanna Jooste (chairperson), Kevin Oktober, Magdaleen Beukes and Adriaan Koopman.

Since the project was established, a number of workers have progressed to management level. "We get up each morning to develop people into managers of their unique fields of speciality," says Detré. All trustees have attended management and financial courses.

One challenge is to meet day to day capital requirements. For the first four years Suiderland Farms decided to stand in for daily expenses such as tractors, diesel, crop protection and for urgent matters arising.

"Securing the rights to sufficient water for our citrus orchards has been a headache".

The Zandberg Workers' Trust aims to empower people in their careers and in their day to day life skills. A variety of courses are presented by OPI. Courses are all SETA-registered and work-

ers receive certificates upon completion of their training. Today, some workers who are "knowledge-empowered", in turn, mentor the younger generation.

A permanent social worker takes care of family related needs and a life coach has been appointed to provide further assistance. All workers enjoy the benefits of the local mobile health clinic, a comprehensive computer facility, an after-school facility with qualified teachers and a crèche on each farm.

"It is not possible to pay dividends until the business shows a profit. We believe that the living standards of all beneficiaries and families will change once dividends are paid on a regular basis," says Detré.

Initially, the beneficiaries doubted that the project would be successful, but later, as the trees increased in size, people realized that the benefits might last for a lifetime.

## Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 4 Trustees; 34 permanent and 40 seasonal worker families.

**Partnerships:** Western Cape Department of Agriculture and Rural Development, Western Cape Department of Water Affairs.

### ACCREDITATION:

**Export:** Globalgap, PNC Tesco, Nature's Choice, British Retail Consortium (BRC), Alberta.

**Ethical audits:** Every two years.

### HARVEST FACTS:

**Average on to market:**  
189 000 (4.5kg) cartons.

**Expected yield for 2013:**  
240 000 (4.5kg) cartons.

### GRAPE CALENDAR:

**Harvest:** Mid-December – Mid-February.

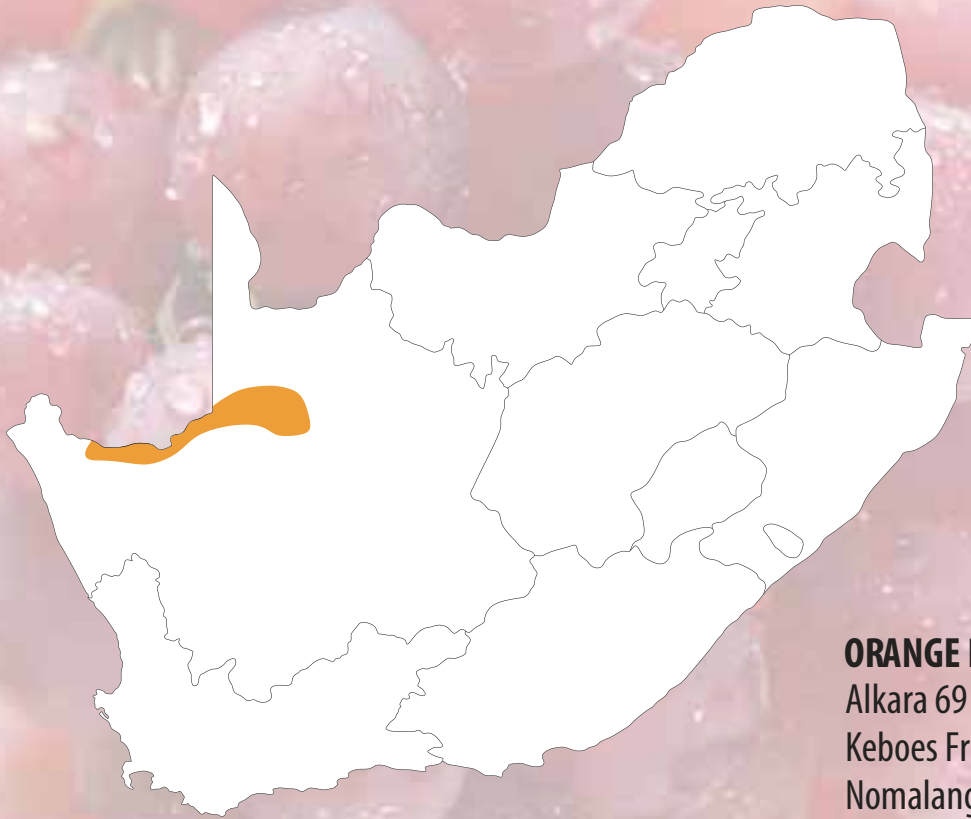
**Market:** Mid January –Mid-March.

**Note:** The table grape business is not included in empowerment resources.

### LESSONS LEARNED:

"Get the best partner in mentorship. Have a good financial partner who believe with you. Ensure a sound establishment phase. Ensure best markets. Focus on production and marketing empowerment."

# Orange River



## ORANGE RIVER REGION

Alkara 69 (Pty) Ltd  
Keboes Fruit Farms  
Nomalangha  
Rekopane Estates  
Sonvrucht Farm  
Southern Farms

Regional Calendar: ORANGE RIVER

MONTH	NOV			NOV	DEC				JAN				JAN/ FEB
WEEK	45	46	47	48	49	50	51	52	1	2	3	4	5
VARIETY													
Thompson Seedless				🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	
Prime Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇					
Sugraone		🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇			
Regal Seedless						🍇	🍇	🍇	🍇	🍇			
Victoria					🍇	🍇	🍇	🍇	🍇	🍇	🍇		
Crimson Seedless					🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	
Flame Seedless	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇	🍇			
Redglobe							🍇	🍇	🍇	🍇	🍇	🍇	🍇
Sugrathirteen					🍇	🍇	🍇	🍇	🍇				
La Rochelle									🍇	🍇	🍇	🍇	
Dan Ben Hannah									🍇	🍇	🍇	🍇	



# Alkara 69 Pty Ltd

**E**xtrême conditions require extreme decisions, passion and determined farmers. This is why Alkara 69 (Pty) Ltd aims to be one of the top table grape farms in the world - within five years.

*"In the race of quality, there is no finish line"*

Less than three kilometers away from the mighty Augrabies Falls, on the fertile banks of the Orange River, you are welcomed by the scenic and lavish green vineyards of Alkara. However, the region's extremely cold dry winters and sometimes 45°C summer days, offer a number of production challenges.

Effective mentorship from both Hannes Nel and his brother Izak, owners of the neighbouring Rooipad Farm, have contributed to a life changing business for former farm workers, Alie Visagie and Victor Moremi, who individually own three percent shares in the business. Like them, fellow farm managers Hano Conradie, Danie Nel and Andries Visser each hold three percent of the company share.

The initial 36 hectares were gradually increased to 59 hectares of world class table grapes.

Alie and his wife Brenda are proud parents of Adelaide (8), Randy (11), Rowaldo (14) and Emile who works on the farm. Victor's wife, Elsie, lives in the town of Kuruman with their daughters Elsie and Samanda and sons, Edwin and Edward. Alkara 69 (Pty) Ltd is a private company. Work is offered to 260 people, benefitting more than 1000 family members. Fifty five workers permanently reside at Alkara.

Both Alie and Victor were previously employed

by the Nel brothers at Rooipad. After about 12 years of service, they were promoted from general workers to foremen, holding management positions. When Alkara was bought for agricultural development, they approached the Nel brothers with a proposition to acquire a share in the new enterprise.

Alie's parents worked in an agricultural environment. "I rediscovered my passion for farming when I ended up at Rooipad." Today he eats, sleeps and drinks his passion and precision at Alkara. "We envisage that all loyal people in our business will keep on sharing in the success of the quality we produce. From the onset we have held responsibility, honesty, loyalty, participation and tidy practices as our business values," says Alie.

During the 2011 harvest, on average, 18 tons or 4000 (4.5kg) cartons per hectare were produced. They also cultivate 4.5 hectares of raisin grapes.

The Nel Brothers' branded cartons and punnets are sold to Marks & Spencers, Sainsbury, Morrisons (in the United Kingdom), the Far East and Scandinavian countries.

Since 2007, their pack house has been upgraded to a state of the art punnet line facility; a new store was added to fulfil Globalgap re-

quirements and improved housing and crèche facilities, daily transport and primary health care are provided to employees.

Alie left school in Grade 11 and Victor in Grade 5. "Although material things are not our gauge of success, we are grateful that our lifestyle now motivates those around us. Apart from our warm and convenient homes, we are proud of the vehicles we are able to afford today."

As the youngest in a family of 11, Alie is respected by his family for his wise decisions and the fact that he now has much better prospects than before. As the eldest son in a family who lost their father very early, Victor left home early in life as a migrant worker in order to take care of the family.

Today, their children enjoy highly esteemed academic education, sport and cultural programmes. At home, cooking facilities for Alie and Brenda have changed from a humble two-plate stove, to a modern kitchen.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 55 permanent families, 260 seasonal worker families.

**Partnerships:** The Grape Company – export partner.

### ACCREDITATION:

**Export:** Globalgap.

**Ethical:** Audit undertaken.

### HARVEST FACTS:

**Varietal mix:** Prime – 11 ha, Crimson – 9.5 ha, Midnight Beauty – 5 ha, Sugraone – 8 ha, Flame – 13 ha and Desert Dawn – 4.5 ha.

### Average annual yield:

18 tons = 4000 cartons/ha.

### Expected harvest for 2013:

20 tons = 4500 cartons/ha.

**Prime :** 95% export and 5% local.

**Flame :** 90% export and 10% local.

**Crimson :** 95% export and 5% local.

**Sugraone :** 95% export and 5% local.

**Early Sweet :** 60 000 (4.5kg) cartons exported.

**Calli :** 53 000 (4.5kg) cartons exported.

### GRAPE CALENDAR:

**Harvest:** Week 48 – Week 02.

**Market:** Week 48 – Week 02.

### LESSONS LEARNED:

"In the race for quality there is no finish. We need to remain focused, especially on new varieties. The competition is extensive – we must remain competitive."



SIMON MABIHI (YARONA), KEBOS FRUIT FARMS, ORANGE RIVER



# Keboes Fruit Farms

*"Keep South Africa amongst the best"*

As with any business, good practices and excellent management skills are required for the best possible results. This is no different for an economic empowerment initiative. Against this background Pieter Karsten, MD of New Vision Fruit, part of the well know Karsten Group, recommends that new entrants into the table grape industry should remain part of the business philosophy, marketing and sales strategy of a "mentor business" for as long as required before venturing on their own.

Travelling along the Orange River, downstream from Upington, takes you to the impressive and precise farm, Raap-en-Skraap, which is home to the well-established Keboes Fruit Farms. Initiated and mentored by the internationally recognized Karsten Group from Upington, Keboes is a respected model for economic and demographic transformation in South Africa.

"Raap-en-Skraap" freely translated means "getting things done with the little that you have". This place is a true treasure of hope. All permanent workers are included as shareholders in the Workers' Trust. They work towards expansion of benefits to the broader community with maximum profit for all shareholders. "We need to do this in a sustainable way," says Pieter.

"We basically have the lessons we have learned to date and the benefit of a well-established infrastructure and networks. Our Black Economic Empowerment projects are based on economies of scale. "At Raap-en-Skraap our production principles are unique to the Raap-en-Skraap environment; however, we do not re-invent the wheel when it comes to marketing and sales policies." Although Keboes is a unique, independent business with its own management, the common denominators remain aspects such as export networks, logistics and human resource manage-

ment.

"We ensure that financial management and daily production arrangements remain the sole responsibility of the Keboes Trust. To this end regular feedback to group management is a standing arrangement."

Pieter rates the South African Table Grape industry "most definitely among the top four suppliers in the global market. We remain number one with human capital development. That is why we have to learn every day. Our challenge is to find contra cyclical commodities and to develop as many long term permanent jobs for seasonal workers as possible."

"In our group, citrus will assist us to transform seasonal workers' benefits to those of permanent workers for as close as possible to 12 months per year; however, for practical and agronomical reasons the citrus orchards have been established on a separate farm."

300 hectares of table grapes are grown on Raap-en-Skraap. A total yield of 1.2 million (4.5kg) cartons per season contributes towards the improvement of lives. The remaining 80-100 hectares are currently under centre pivot for cash crop production. At Raap en Skraap, harvesting stretches from week 46 to week 03.

"As with Karsten Fruit table grapes, Keboes table

grapes are marketed in Africa, Europe, the Middle East, the Far East, Canada and Russia," says Pieter. He adds, "The solution is not only to acquire shares in a table grape business or to run your own business. No, continual training will enable you to help yourself in a sustainable way. This is much more important than just being a beneficiary. Since agriculture in itself is not a guaranteed high income business, it is more valuable to grow as a manager than to focus merely on business ownership in the short run. The individual's long term future and career planning remain most valuable.

Production units, managed by a production manager, vary from 35-55 hectares. Usually they work with one or more assistant production managers and a team of 150-200 people, responsible for daily production tasks."

He concludes, "It is not shareholding that holds the silver bullet for this enormous challenge. Most important, is proper career planning for each individual to grow into a professional, independent producer."

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** All permanent and seasonal workers in the Karsten Group.

### ACCREDITATION:

**Export:** Globalgap. Nature's Choice. Tesco Nurture. British Retail Consortium (BRC). ETI Base Code.

**Ethical:** SEDEX. Farming 4 the Future. Field 2 Fork. Albert Heijn.

### HARVEST FACTS:

**Varietal mix:** Prime - 67.18 ha, Sugraone - 49 ha, Thompson Seedless - 85.07 ha, Crimson - 35.24 ha, Flame Seedless - 45.26 ha, Midnight Beauty - 6.18 ha and Early Sweet - 6.39 ha.

### Average annual yield:

1.2 million (4.5kg) cartons.

### Expected harvest for 2013:

1.2 million (4.5kg) cartons.

### GRAPE CALENDAR:

**Harvest:** Week 46 - Week 03.

**Market:** Week 46 - Week 03.

### LESSONS LEARNED:

"Solution is not in shares. Continual training enables self-help sustainability. Long term future and career planning most valuable."



**"Not everything  
that counts  
can be counted"**

**(sign hanging in Albert Einstein's office)**

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# Nomalangha

**W**arm Sand”, is the name of the halfway mark between the Northern Cape gems of Keimoes and the Orange Riverbank based neighbouring town of Kakamas. Here you find thousands of hectares of glittering green table grape vineyards woven together for indefinite distances.

*“The sun has risen”*

Visitors are welcomed by the splendid beauty of Nomalangha, Xhosa for “the sun has risen”. It is home to a dynamic new table grape grower, Christiaan Beukman (executive manager), his co-shareholders and their workers.

“The past is gone and we have learned from it; the future is yet to come. We should not taint it with fears. The present is what we are dealing with now,” says Chris, as he is commonly known. Growing up in the Robertson district as one of 16 children of a table grape research worker, Chris gained more than 30 years of table grape experience, but is still a humble project manager. In March 2007, “on the greatest day in his life” the R7million farm was entrusted to him and his co-shareholders – that was the day when the sun lit up the lives of this 51-year old entrepreneur and 14 co-shareholder families.

“On that memorable day I was called by the Department of Land Affairs and ordered to appoint an executive committee and to start farming.”

Over and above management, more than 60 families benefit from Nomalangha Farm during harvest time. The management team comprises Sylvia April (finances and administration), Andries Heyns (mechanical), Albino Bazaan (workshop), Piet Bott (irrigation and water control),

Dawid Esau (gardens) and Gertruida Jonkers (youth and disabled community). All are formally trained towards their current levels of expertise.

“Sharing in the benefits of international markets requires commitment. Our results calculate to a 40 percent improvement in income and living standards for almost 500 people whom I cherish,” says Chris.

“My wife Jacqueline, sons Kelvin, Dewald and Stian, and daughters, Laurika and Chriszaan all enjoy tasty food from a modern kitchen in a proper home (prior to Nomalangha, we cooked in a three legged iron pot). In addition, our children receive first class education at Keimoes High School.”

With development courses from agricultural stakeholders, the Kai Garib Farmers’ Association, and SATI’s marketing-visits during 2011 (Germany) and 2012 (England), Chris and his team emerged as commercial participants in the “internationally acclaimed South African table grape industry.”

“I am so proud to own shares in one of the most sought after prime export price earners, which boasts only the very best in quality, taste and delivery. Harvesting at Nomalangha takes place in November and December. Our key

marketing-months are in January, February and March,” says Chris.

As a reliable raisin supplier to a demanding South African market, Nomalangha Trust is challenged to find an urgent and effective solution for devastating energy costs. “Currently our grapes belong to our shareholders; however infrastructure is still owned by the South African government.” Chris and his fellow shareholders are expecting to buy the land by the year 2016, so they are currently working hard to secure ownership, based on a use it or lose it strategy. “It is great to have a dream, striving to reach your dream is even better, but to reach your goal is the ultimate. Remember, a farmer’s best year is the current year. To me our business means the world. Ours is not an easy dream, but it pays to farm with dedication and vision,” he shares with a smile of expectation.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 15 permanent families and 60 seasonal worker families.

**Partnerships:** Northern Cape Department of Agriculture.

### ACCREDITATION:

**Export:** Globalgap.

**Ethical:** Not applicable (raisins only).

### HARVEST FACTS:

**Average annual yield:**

1500 tons/ha.

**Expected harvest for 2013:**

1500 tons/ha.

**Market:** All yield towards raisin market in South Africa.

**Buyer:** Redsun.

### GRAPE CALENDAR:

**Harvest:** Early January - Mid March.

**Market:** January - April.

### LESSONS LEARNED:

“Never sign an agreement which you do not understand.”





# Rekopane Estates

*"A community in transition"*

**W**ith a realistic dream of 500 000 (4.5kg) cartons of top quality Orange River table grapes sold by 2014/15, Rekopane Estates' worker shareholders from Summerdown, Naftali and some new land near Mac Taggart's Camp, enthusiastically await the future. All three estates have been included in the Rekopane Empowerment project.

Midway between Upington and Keimoes in the heart of the Northern Cape, your attention is drawn to a clinically neat entrance, a vibrant landscape and eye catching vines - the beauty of a community in transition. In TshiVenda Rekopane means "we all come together". This is where the dream of former table grape pioneer, Peu Bezuidenhout, resulted in a state of the art model, built on pure ethical values for continual economic empowerment in business. "I desired to get more people involved in the potential of our estate. Our way of acknowledgement for dedication was a substantial and sustainable interest in the business. Rekopane Estates was founded on 14 April 2005. We launched our project on the newly bought Summerdown Farm on 13 November 2005," Peu adds in a peaceful tone of voice. Supplemented by the "gift" of water from the Steynsvoor Irrigation Scheme, a blend of table grapes, wine grapes and citrus, optimise the benefit of transformation for seven trustees and 35 dedicated managers and labourers of the Lotherabetse ("the sun has risen") Trust. With top quality grapes, mainly destined for the retailers, Asda Wallmart, Morrisons, Marks & Spencer, Sainsbury and Tesco in the UK as well as the German Asda, punnet market in

Europe. Rekopane Estates is proudly accredited with, amongst others, Waitrose Foundation, Globalgap, Fair Trade and Nature's Choice certification. Worker shareholders are directed under the experienced hands of chairperson and co-director, Jack de Wee and the skillful Gert Cloete, chairperson of the Workers' Committee. "We wish to increase our harvest by 100 000 cartons, to 500 000, within two seasons," says Jack. Currently 50 hectares of Summerdown and 102 hectares of Naftali have been planted under table grapes. As an early pre-Christmas benefit, they reach the market between late November and early February each year. Two pack houses on Naftali and a modern punnet line packing facility on Summerdown are in use. As farm manager at Summerdown, Gert and his team currently contribute an average of 200 000 cartons per season. All of the worker shareholders were permanent workers on Peu's farm in 2005. Peu shares with excitement that Naftali decided to buy Summerdown farm in 2005. "The Department of Land Affairs in the Northern Cape, allocated a land grant of R6.5 million to 65 workers. Every worker shareholder contributed R100 000 to the trust in order to buy 25 percent shares in the new Rekopane Estates (Pty) Ltd. Worker shareholders draw interest on

their loan account contribution. The modern, excellently maintained primary school, crèche, recreational and training venue, amphitheatre, soccer, netball and athletics facilities add value to the enterprise. "Our seasonal staff, mostly recruited from the Kuruman region (a nearby town), is regarded as permanent employees and as such enjoy benefits equal to those of other permanent employees," says Peu. In closing he shares concern about role players who think that Black Economic Empowerment is a quick fix to meeting the political challenges of the day or to live your personal dreams to not only care for land but most importantly for people too. "Be aware of the needs of people, consult continuously, know what your needs are and know what you are working towards. Do your homework thoroughly and ensure that worker shareholders know what is expected of them. Train, communicate and get commitment from people before involving them in economic empowerment ventures."

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 7 trustee families, 65 beneficiary families, 36 permanent families.

**Partnerships:** Department of Land Affairs and Rural Development.

### ACCREDITATION:

**Export:** Globalgap, Nature's Choice.

**Ethical:** Waitrose Foundation, Fair Trade.

### HARVEST FACTS:

**Varietal mix:** Autumn Royal - 8 ha, Midnight Beauty - 5 ha, Flame - 21 ha, Crimson - 7 ha, Pime - 18 ha, Sagraone - 6 ha, Reagal - 4 ha, Sultana/Thompson - 36 ha, Victoria - 5 ha

### Average annual yield:

400 000 (4.5kg) cartons.

### Expected harvest for 2013:

435 000 (4.5kg) cartons export only.

### GRAPE CALENDAR:

**Harvest:** 25 November - 28 February.

**Market:** December/March.

### LESSONS LEARNED:

"Be very aware of the needs of people. Consult continuously. Know what your needs are and what you are working towards. Do your homework thoroughly. Ensure that beneficiaries know what is expected of them. Train, communicate and get commitment first."



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# Sonvrucht Farm

*“Not quantity but exclusive quality”*

**L**egendary for outstanding quality table grapes and people, Sonvrucht strives for maximum production with minimum input costs, towards a common goal of increasing our net income.” With a vision to grow people, and a mission of commitment to a product that will surpass minimum standards, Sonvrucht, a farm situated, about 20km from the roaring Augrabies Falls, delivers quality products and quality people.

Nestled in the fertile landscape along the mighty Orange River, the Badirammogo Workers’ Trust is geared to make a sustainable difference in the lives of its beneficiaries.

“Since the establishment of the trust in February 2005, by farm owner Dr C.P. (Tokka) van den Heever, the goal was to see all members take care of themselves by improving their own living standards,” says Anelda Aggenbacht, technical quality manager.

Currently 11 permanent employees, who have worked on the farm for at least four to five years, are registered beneficiaries and business shareholders. Members included on the board of directors are Robert Mereetsile (chairperson), Cecilia Mendile (secretary) and Jeanette Ntshakisang (treasurer).

During harvest time 28 permanent workers and up to 500 seasonal workers are employed.

A complete pack house, cold storage facilities and worker and management homes existed when the Badirammogo Trust was launched. Permanent workers reside in two bedroomed flats; while alternative accommodation is provided for 20 seasonal workers per supervisor.

Currently, 60 hectares of the 100 hectare farm

are planted with table grapes. The objective is to add 20 hectares of table grapes in the future.

“Our selection of sought after cultivars offers more employment for longer periods. On average about 4000 (4.5kg) cartons/ha or 240 000 (4.5kg) cartons per annum, weighing around 1.1 tons, are harvested from Week 47 to Week 01.

“We do not strive for quantity, but rather for exclusive quality,” says Anelda.

The prime quality fruit leaves for the export markets during December, January and February. Markets are mainly the United Kingdom, Europe, the East, Middle East, Africa and Russia.

“Marketing and sales are simplified via the export company, PITTO (Pty) Ltd.” She adds: “Often worker shareholders become impatient. Even established commercial farmers are constantly confronted by production and marketing challenges. It is important for worker shareholders to attend all meetings and to keep on farming with mentors to support them for as long as is necessary.”

Cecilia Mendile (31) proudly shares that her mother, Princess had worked at Sonvrucht Farm since 1996. “After Grade 10, I began to work in

the vineyard. I strive to be successful and to take care of my children, Loyiso (8), Karabo (4) and Innocentia (2). I am prepared to wait for the fruit of my labour. I earned a substantial dividend in 2011, which I invested in a family home at Alheit. In January 2011, I obtained my driver’s license and bought a Polo Classic car with proceeds from my share in the business. We need to be patient, work hard and wait for our table grapes to pay off,” says Cecilia.

## Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 28 Badirammogo Trust members and 500 seasonal worker families.

**Partnerships:** Chargo Trust.

### ACCREDITATION:

**Ethical:** Completes an ethical audit every five years.

### HARVEST FACTS:

**Varietal mix:** Prime – 10 ha, Flame Seedless – 10 ha, Sugraone – 10 ha, Thompson Seedless – 10 ha, Red Globe – 5 ha, Midnight Beauty – 5ha, Alphonse – 5 ha and Crimson Seedless – 5ha.

### Average annual yield:

4 000 (4.5kg) cartons/ha.

### Expected harvest for 2013:

4 000 (4.5kg) cartons/ha.

**Red Globe :** UK, EU, ME, FE.

**Prime:** UK, EU, ME, FE.

**Sugraone:** UK, EU, ME, FE.

**Crimson:** UK, EU, ME, FE.

**Sugrathirteen:** UK, EU, ME, FE.

### GRAPE CALENDAR:

**Harvest:** Mid November – Mid January. (Week 47 - Week 01).

**Market:** December – February.

### LESSONS LEARNED:

“Beneficiaries are not patient enough. Constant production and marketing challenges are real. Attend all meetings. Farm with mentors as long as necessary.”



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ORANGE RIVER

# Southern Farms

*"Be the best in what you do"*

**S**outhern Farms is situated on the banks of the Orange River, 112 km west of Kakamas and 100 km east of Onseepkans. You will be astounded at the beauty of the scenery in what is normally a dry and arid landscape.

Situated on the historic Schuitdrift farm, Southern Farms Investments (Pty) Ltd is well known in the United Kingdom for being one of the original producers of delectable pre-Christmas South African table grapes. "Schuitdrift" refers to the original means of transport (by boat) across the very first border post between the erstwhile Union of South Africa and German West Africa, now known as Namibia.

Morné Steenkamp, director of Strategic Development says that Southern Farms was originally founded by his visionary father, Chris, 18 years ago. Currently 350 families live and work on the farm, with seasonal workers exceeding 1000. Operations manager, Louis Hanekom confirms that Southern Farms currently operates 580 hectares under irrigation. 336 hectares are under vineyards and 107 hectares under cash crops. Soon, 300 hectares of dates will support their community development project.

"Our main focus is on white seedless grapes, which are complemented by red and black seedless grapes. The aim is to have 400 hectares under table grapes within five years, taking to market up to 1.5 million cartons (4.5kg), of which 60 percent will be for the pre-Christmas market in the UK and Europe. The high quality produce grown on the farm is recognised by leading supermarkets and distributors from Europe, Russia and the Far East. We market under Southern

Gold (extra-large), Southern Farms (large), Premier and Sun Crest."

Morné maintains that Southern Farms is all about people. "My Dad worked with a vision since his days at Orange Falls near Augrabies."

Southern Farms offers independent family housing to all permanent workers. Houses with additional apartments cater for the needs of up to 16 seasonal workers per unit. "Productivity starts with the quality of your housing," says Morné. "Our health care clinic, a fully equipped crèche and well maintained soccer and netball fields, enrich the lives of workers. If you keep people happy, you will be assured of their best productivity."

Louis mentions Samuel Gaogatwe as one of many outstanding beneficiaries. "From being a seasonal worker in 1995, he went through the ranks of general worker, team leader and block foreman to production manager. Another leader is Niklaas Motsaathebe who now manages 45 hectares of table grapes independently. Isak Moreki also impressed with his leadership potential and progressed to be a business leader. Many other workers have been inspired by the progress of Samuel, Niklaas and Isak at Southern Farms and they now strive to grow as much as these three men have within the company. Southern Farms encourages development and progression of all its workers and are 100 per-

cent behind the growth of all staff.

"The people of Southern Farms have a passion for grapes and a vision for the farm," says Louis. Numerous short courses on production and skills are attended at Elsenburg College. Health and safety, first aid, safe use of chemicals and safe use of pumps are some of these. All the training forms an integral part of the Tesco Nurture and Globalgap programmes, of which Southern Farms is a valued member.

Mentorship, financial management and basic socio-economic skills are part of the formal and informal daily procedures on the farm.

At Southern Farms date production will be counter cyclical to table grapes to ensure a 12 month secured income for its projected 1000+ permanent workers, 200 long term seasonal workers and optimum use of its infrastructure.

"We wish to keep every role player as passionate about the business as we are through inclusiveness and committed responsibility. The three keys to success at Southern Farms remain communication, communication and communication," says Louis.

Contact

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## Facts & Figures

### STAKEHOLDERS:

**Beneficiaries:** 350 permanent and 1000+ seasonal worker families.

**Partnerships:** Mondri/M Pack, Kaap Agri, Dole, H & H, ZFP.

### ACCREDITATION:

**Export:** Globalgap; Tesco Nurture, ETI Base Code.

### HARVEST FACTS:

**Average annual yield:** 17 tons.  
**Expected harvest for 2013:** 17 tons.

**Prime:** 350 000 cartons exported.  
**Sugraone:** 600 000 cartons exported.  
**Early Sweet:** 60 000 cartons exported.  
**Calli:** 53 000 cartons exported.

### GRAPE CALENDAR:

**Harvest:** Week 45 - Week 51 (Nov/Dec).  
**Market:** December and January.

### LESSONS LEARNED:

"The business consist of people. The happier your people, the better your product. The boss on this farm is the vine."

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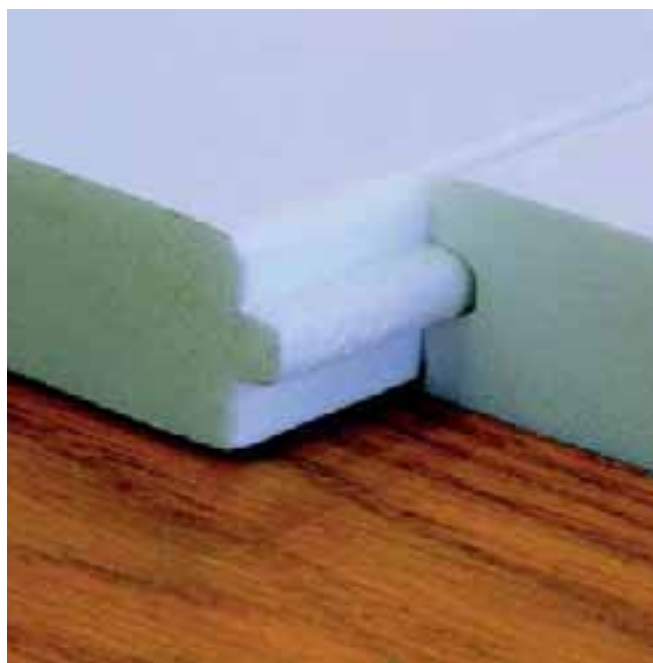
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## Conclusion

*Being a partner in the economic development of South Africa is a priority for SATI and for many other stakeholders who engage with our producers.*

An important component of the story of demographic transformation in South Africa is the one told by our producers and farm workers themselves through this publication. Furthermore, we credit the efforts of our government, strategic partners, farm employees, and advisors, working hard to support the endeavors of our emerging producers. We trust that this publication has borne witness to the diversity, the character and dedication that is shown by individuals working together toward a progressive, equitable and sustainable table grape industry.

As you benefit from the power of nutritious grapes, you can rest assured that when you buy South African table grapes, you support transparency, equitable access and unmatched efforts towards improving the lives of diverse rural communities.

**Phil Bowes - SATI**

*Manager : Transformation*



# Who is SATI?

*The South African Table Grape Industry (SATI) is the representative body of table grape producers in South Africa. The SATI board consists of producer elected members and the chairpersons of the 5 table grape producing regions. This ensures that the SATI board has been fully mandated by all South African table grape producers and represents a bottom-up driven structure.*

## SATI's Vision:

To be the country of origin of the world's best tasting grapes.

## SATI's Mission:

The South African Table Grape Industry intends to become a progressive growth oriented industry representative, recognized as a global leader in the Table Grape Industry, and an authentic leader in the South African agricultural sector. We will expand our industry's opportunities within existing markets. SATI will diversify the industry's current market risk profile in order to improve and protect the industry's position in the global table grape market.

We will continue to increase our cognizance to our shareholders' and clients' needs in order to improve industry efficiencies and competitiveness by providing timeous and credible industry information and market intelligence.

We will accomplish this through the consolidation of producer and exporter efforts, developing credible people and practices in the industry as well as strong alliances and partnerships with all our stakeholders.

## Strategic Objective of SATI:

Create a progressive, equitable and sustainable South African Table Grape Industry.

## Assistance to new indigenous farmers and farm worker shareholders:

SATI has a four pronged strategy to support new entrants to the industry:

### 1. Advocacy and communication

The CEO and transformation manager ensure that producer needs are represented in relevant committees and forums in South Africa and abroad, and that they are informed of relevant policies and programmes that affect economic transformation.

### 2. Outcomes focused training

SATI supports and facilitates needs focused training to assist farm employees to advance through the ranks to management positions and eventual co-ownership or ownership of some table grape businesses. SATI recently started a table grape academy, tasked with developing relevant training materials with the objective of rolling these out in future. Over 50 farms currently use the training materials that are available free of charge to producers.

## 3. Market mediation

SATI, as the industry body, ensures the opening of markets in high level negotiations, in order that farmers can export produce legally. Publications and generic marketing exercised overseas, as well as market focused business trips are undertaken by SATI on a producer demand driven basis.

## 4. Enterprise Development

The "Preferred Cultivar, Preferred Country Programme" helps ensure equal access by new entrants to suitable table grape varieties by funding the purchase of preferred cultivars. Partnerships are forged with Government programmes under this strategic objective, to raise finance for our emerging producers in support of the "Preferred Cultivar, Preferred Country Programme".

## How does one apply for assistance?

All producers have access to a comprehensive set of application forms that can be completed and forwarded to the transformation manager at SATI. If applications fit with the above objectives and are approved, assistance is granted.



# SOUTH AFRICA PREFERRED COUNTRY FOR TASTE



## South Africa the preferred country for the best tasting grapes.

*South African table grape growers and exporters are committed to being a reliable source of table grapes by delivering a safe flavor filled product of the highest quality.*

*They have dedicated themselves to ensuring that our special taste, quality and choice product meets the highest level in compliance with world market standards. Our industry from Grower to Consumer is committed to operating in a safe and sustainable way and is constantly striving to be even better through innovation.*

*The commitment of growers to the welfare of their workers, the creation of new opportunities for workers to become co-owners of our farms and our quest to always remain at the forefront of table grape cultivation demonstrates our continuous efforts toward being a progressive, equitable and sustainable table grape supplier.*

**Make sure you try our grapes!**

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**SATI**  
SOUTH AFRICAN TABLE  
GRAPE INDUSTRY



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