

FOREWORD

Team South Africa

"We are Team South Africa" was the refrain from delegates at the strategic planning session of Fruit South Africa held at the iconic Skukuza Conference Centre in the jewel of South Africa's wild life crown – Kruger Park. What made this strategic planning session different from previous workshops was the invitation from the Fruit South Africa Board and CEO to government, black growers and parastatals to join. From the Fruit South Africa delegates' perspective, the inclusion of all delegates allowed for an inclusive approach to future planning, while those who joined agreed that the opportunity benefited them as well. Industry and government are so interdependent – neither will achieve their goals without the other, both are willing to work together, yet somehow we have always missed each other in the past. Some put this down to a lack of trust; others supplement this with a myriad of other reasons. Whatever has kept Team South Africa apart in the past needs to be addressed – WE need to talk to each other more frequently, WE need to make the collective structures work, WE need to be committed to a process of joint problem solving and decision making, WE need to strategise and plan together, WE need to execute the plans together. No more 'us' and 'them' – WE need to do this together.

The strategy is one of growth and transformation – growth from the industry side is already on its way as

most fruit sectors report increased plantings, production and export volumes. This needs to be matched by a commitment from government to ensure that South Africa gains new markets, retains and optimises present market access. It is extremely important that critical government departments step up to the plate and join industry in planning how to benefit from this increased volume. Together we can ensure that growth in volumes translates into job creation, foreign exchange earnings, rural development and economic growth.

Growth must be inclusive – government and industry need to plan how black growers become meaningful participants in commercial fruit production and marketing. The small group of successful black growers needs to be expanded – we need to establish what makes these growers successful, and replicate that throughout the industry. Conferences have been held, workshops convened, doctoral theses written and much discussion on the reasons for many failed farms; now is the time to take this knowledge and apply solutions.

There is a willingness and eagerness to get involved from all sides – let us make 2018 the year that it all comes together.



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SPOEG 'N PIT VERVOLG VAN BLADSY 5

en Swartskaa en Skoonma, met of sonder 'n pinkie in die lug.) 'n Kultuurskat in eie reg; ons plek- en plaasname. Baie daarvan geskiedkundige name wat geslagte lank oral in 'n distrik bekend is en gekoester word.

Terselfdertyd is dit egter so dat baie name op hulle beurt volksname vervang het wat vroeër deur inheemse groepe aan die betrokke plekke gegee is. Party hedendaagse name is vertalings van die oorspronklikes, ander het die inheemse in geheel vervang en in vergetelheid laat verval. Dis jammer, want die name wat die Khoi en ander stamme aan plekke toegedig het was meestal besonder beskrywend en dikwels ook liries. Gelukkig het party daarvan behoue gebly. Dink maar net aan pragtige welluidende name soos Umbogintwini of Tzaneen of Augrabies of Koingnaas of Nababeep.

('n Groot jammerte dat ons mekaar se tale so swak verstaan. Ek dink beter onderlinge begrip van plekname se betekenis sou nogal help dat hulle nie op die politieke speelveld beland nie.)

Oor plekname wat iemand eer voel ek persoonlik nie so sterk nie. Dit mag wel geskiedkundig wees en besondere persone gedenk, maar nie almal onthou spesifieke figure noodwendig met dieselfde agting nie, veral nie as die naam 'n politieke verbintenis het nie.

En hierin lê miskien 'n les vir naamgewers. 'n Les wat mense wat lukraak aan gevestigde dorps-, straat-, owerheids- en plaasname verander, seker nooit sal leer nie: Plekname is geskiedenis. En geskiedenis kan jy herskryf, maar nie verander nie. Verander jy 'n naam om die heersende kultuur te pas, mag die geskiedenis homself dalk net herhaal.