

Citrus Academy road shows

The Woza! Citrus Academy road shows in September incorporated visits to citrus-growing regions across SA.

By Sam Louw



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The Citrus Academy road shows are part of an annual initiative aimed at engaging the human resource community on the latest HR and skills development opportunities in the citrus industry. The events offered a platform for knowledge- and information-sharing, addressing the evolving challenges faced by the citrus industry, and promoting various programmes and resources in the Citrus Academy.

The road shows drew active participation, covering several important topics aimed at equipping attendees with knowledge and tools to add value to their citrus enterprises and operations. These national road shows had a programme tailored to match the agricultural dynamics of each region. The Citrus Academy was able to amplify its message to South African audiences far and wide – excluding the Gauteng and Free State Provinces, which don't have established citrus production regions.

Importantly, a segment of the presentations focused on all citrus-related skills development and training opportunities. The Citrus Academy showcased its wide range of training

programmes and resources, such as the Citrus Academy Bursary Fund, which supports students pursuing careers in relevant fields. The Bursary Fund aims to maintain a citrus talent pipeline and to address skills shortages in the sector by encouraging young talent to enter the industry.

Additionally, the Citrus SuperPower Programme, designed for new and existing supervisors, was highlighted as a key training initiative aimed at equipping junior management within citrus enterprises.

The Citrus Extension Officer Continuing Professional Development (CPD) programme was another major highlight. This initiative, targeted at extension and advisory personnel, offers continuous learning opportunities through e-learning platforms. Attendees

were encouraged to apply and register their staff and colleagues for these courses, which cover a variety of topics, including production practices, integrated pest management, and citrus postharvest processes. The programme is aimed at ensuring that industry professionals remain up to date with the latest developments in research and best practices.

The interactive nature of the road shows allowed for dynamic discussions on "real-world" challenges, with participants actively engaging with presenters and sharing their experiences. Feedback from attendees indicated that the road shows provided valuable insights that can be directly applied to their daily operations.

Overall, the 2024 Woza! Citrus Academy road shows were a resounding success, further strengthening the bond between the Citrus Academy and the citrus industry. The road shows continue to play a vital role in advancing learning and development in the citrus industry.



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