

Note from the Managing Director

It has always been a challenge for XSIT to keep up good levels of communication with its customers. A large part of this was due to the fact that only one SIT contract is signed per customer for a whole season and the programme could not afford to have its own dedicated sales force or include the support of the agents in the valley. The end result was that XSIT staff who are normally more operationally focused were pulled in once a year to visit customers to confirm hectares, exact orchards, and sign contracts.

After the SIT sustainability workshop, held immediately after COVID restrictions were lifted in January 2021, the lack of more regular interaction was flagged as an area for improvement, and plans were made to get support for the “marketing” side of the SIT programme. These plans have included additional visits to producers during the year and allowing the growers to nominate the crop protection agent who supports his or her FCM management strategies.

We recently completed a cycle of these producer visits and asked the producers to take a survey on their assessment of our performance. From the feedback received from 82% of our SIT growers, it is clear that we still have a few customers that have not had a positive experience. We have recorded the details of these issues and have an action tracker in place to address the issues and improve on this going forward. The survey however also shows that a significant number of our customers are happy with our current performance as we scored an average of 4 out of 5. It was also encouraging to see that many of the customers have endorsed the decision to include crop advisors in the service delivery plan for SIT.

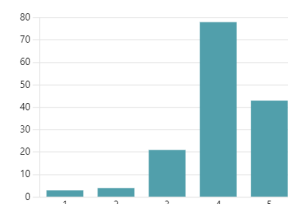
This is a great improvement and a huge thank you goes out to all involved in raising the level of service that XSIT delivers.

CHEERS, ROB

28. How would you rate the **OVERALL PERFORMANCE** of the XSIT programme so far this season? (Score out of 5)

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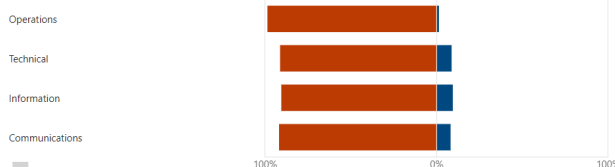
4.03
Average Rating



26. Are you satisfied with the **service** you get from the following departments in RBX?

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■ Satisfied ■ Dissatisfied



18. Are you happy with the way XSIT and the agents have worked together this season?

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● Yes 108
● No 41



24. Are you satisfied with the **efficacy** of the SIT program the past season?

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● Yes 115
● No 8
● Neutral 20
● Other 6



BerriesZA Symposium and Exhibition

Our team attended the BerriesZA Symposium in May. The event was held at Ashanti Estate in Paarl, Western Cape, and we had some great interactions with our berry growers from around SA. We had an exhibition stand where we had an opportunity to showcase our new products Apis Bloom and HeliMax, as well as feature our microbial range.

Teamwork does indeed make success!



June Birthdays

Darraleen Anderson, Taswald Kamfer, Goodman Nqubelani, Firdousa Ahmed, Anrico Basson, Johnique Fransman, Donovan Swartz, Cohen Geduldt, Joy Nel, Denver Andrew, Martiens Oktober, Paul Biebuyck, Celene Saaiman, Emma Stirk, Carmen Coetzee, Anrich Lenee, Willem Witbooi, Joshua Wattrus, Jerry Botha, Andrea Jackson, Sibusiso Teyise, Rhoderick Floors

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