



DAY 1 PROGRAMME: 16 July 2024

Seed Potato Growers' Forum <i>for delegates and producers</i> Venue: Hall B & C NOTE: All forum delegates are to attend this session for decision-making purposes			Parallel industry session <i>for input suppliers</i> Venue: Hall A Programme director: Pieter Möller (MC, team builder, brand ambassador, consultant)		
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08:30	09:30	Registration	08:30	09:30	Registration
09:30	09:35	Forum comes to order.	09:30	09:40	Opening and welcome: Gert Bester, chairperson, Potatoes SA.
09:35	09:45	Scripture reading and prayer.			
09:45	09:50	Welcoming: Gerhard Posthumus, chairperson, Seed Potato Growers' Forum.	09:40	10:00	Economic value of innovation: Willie Jacobs, chief executive officer, Potatoes SA.
09:50	10:00	<ul style="list-style-type: none"> Constituting, order arrangements and motions. In memoriam. 			
10:00	10:05	Independent Certification Council for Seed Potatoes (ICCSA): Adv Les Kügel, chairperson.			
10:05	10:10	National Seed Potato Committee (NSPC): Gerhard Posthumus, chairperson.			
10:10	10:15	Potato Laboratory Services/Plantovita: Gavin Hill, chairperson.	10:00	10:20	Industry insights: FP Coetzee, manager of industry information, Potatoes SA.
10:15	10:20	Potato Certification Service (PCS): Gerhard Posthumus, chairperson.			
10:20	10:50	Other matters: <ul style="list-style-type: none"> Procedural rules: Seed Growers' Forum, National Seed Potato Committee and regional seed potato committees. Election and appointment of representatives on National Seed Potato Committee: <ul style="list-style-type: none"> Seed potato growers (regions and production areas). Forum for Nuclear Material Providers (NUMPRO). Processing Forum. Table potato producers. Nomination and election of chairperson: National Seed Potato Committee/Seed Potato Growers' Forum. 	10:20	10:50	<ul style="list-style-type: none"> Innovation focus: Dirk Uys, manager of research and innovation, Potatoes SA. Financing and innovation: Loffie Brandt, head of sales enablement, AgriBusiness, Absa.
10:50	10:58	<ul style="list-style-type: none"> Announcement of chairperson: National Seed Potato Committee and Seed Potato Growers' Forum. Composition of ICCSA and PCS board of directors. 	10:50	11:00	Question and answer session.
10:58	11:00	Two-minute video of tea break sponsor	Sponsored by SQM		
11:00	11:30	Recess (tea/coffee)			

Congress			Parallel industry session (continued)		
NOTE: All congress delegates are to attend this session for decision-making purposes					
11:30	11:40	Welcoming: Gert Bester, chairperson of Potatoes SA Congress.	11:30	11:50	Agronomic efficiency: Prof Martin Steyn, Agronomy, University of Pretoria.
11:40	11:50	<ul style="list-style-type: none"> Constituting, order arrangements and motions. In memoriam. 			
11:50	12:00	Reports: <ul style="list-style-type: none"> Potatoes SA chairperson, Gert Bester. Potatoes SA chief executive officer, Willie Jacobs. Potatoes SA Annual Report. 	11:50	12:10	Risk management in agriculture.
12:00	12:15	Discussion of future amendments of the constitution.			
12:15	12:27	Nominations: <ul style="list-style-type: none"> Chairperson of Potatoes SA (voluntary). Member of the Audit Committee. 	12:10	12:30	Question and answer session Note: All Potato Industry Forum members to join Congress after lunch.
12:27	12:30	Three-minute branding video of lunch sponsor	Sponsored by Corteva Crop Protection		
12:30	13:30	Lunch			
13:30	13:40	<ul style="list-style-type: none"> Potato Industry Development Trust (PIDT) report: Deon van Zyl, Potato Industry Forum (PIF) chairperson. PIF nomination of a trustee on PIDT: <ul style="list-style-type: none"> An auditor. A person to represent the PIF. 			
13:40	13:50	Audit Committee Report: Bernhardt du Toit, chairperson.			
13:50	13:55	Potatoes SA (voluntary): Approval of financial statements.			
13:55	14:10	Administrative matters: <ul style="list-style-type: none"> Announcement of appointment of auditors. Introduction of National Council. 			
14:10	14:28	Election and announcement of chairperson, Potatoes SA (voluntary). Also serves as trustee on PIDT.			
14:28	14:30	Two-minute branding video of tea break sponsor			
14:30	15:00	Recess (tea/coffee)			
15:00	15:25	Main sponsor keynote and video: William Sears, commercial officer, DP World SA.	Sponsored by DP World SA		
15:25	16:55	Industry matters: Session 1 – Setting the scene, sponsored by InteliGro Facilitator: Janet Lawless, InteliGro <ol style="list-style-type: none"> World’s worst predictions and ... why: Pieter Geldenhuys, director, Institute for Technology Strategy and Innovation. Future of logistics: William Sears, chief commercial officer, DP World SA. Shaping crop protection: Chris Pienaar, head of Global Fruit and Vegetable Incubator, Digital Farming Solutions, Bayer. Future of breeding: Dr Hennie Groenewald, CEO, Biosafety Africa. Panel discussion. 			
16:55	17:00	Networking evening main sponsor video: Villa Crop.			
	17:00	Proceedings adjourn			
		Meetings to follow: <ul style="list-style-type: none"> NSPC. PCS board of directors. ICCSP board of directors. 			
19:00	23:15	Networking evening: Sponsored by Villa Crop.			

DAY 2 PROGRAMME: 17 July 2024

Programme director: Pieter Möller (MC, team builder, brand ambassador, consultant)

08:00	09:30	<p>Industry matters: Session 2 – Efficiency in production (the biome), sponsored by CosmoCel Facilitator: Lindi Botha</p> <p>2.1. Soil: Prof Martin Steyn, professor in Agronomy, Horticulture and Pasture Science, University of Pretoria. 2.2. Climate: Prof Stephanie Midgley, specialist scientist for climate change at the Western Cape Department of Agriculture. 2.3. Nutrition: Blas Rios, global technical coordinator, Rovensa. 2.4. The grower experiences: Dr André Meiring, potato producer. 2.5. Panel discussion.</p>
09:30	10:58	<p>Industry matters: Session 3 – Logistics: route to your customer, sponsored by RSA Market Agents Facilitator: Anlie Hattingh</p> <p>3.1. DP World: Mathys Enslin, executive vice president, contract logistics and 4 PL. 3.2. AL3 Boerdery: CT van der Merwe, potato producer. 3.3. Market agent: Jaco Oosthuizen, RSA Market Agents. 3.4. Economy of logistics: (TBC). 3.5. Panel discussion.</p>
10:58	11:00	Two-minute branding video of tea break sponsor
11:00	11:30	Recess (tea/coffee)
Sponsored by GWK		
11:30	12:57	<p>Industry matters: Session 4 – Customer, sponsored by PepsiCo Facilitator: Lindi Botha</p> <p>4.1. Informal market: Michelle Thackwray, CEO, AmakoneKxin. 4.2. PepsiCo: Gareth Haarhoff, general manager, snacks category, PepsiCo SA. 4.3. Grower: James Lesley, potato producer. 4.4. Panel discussion.</p>
12:57	13:00	Three-minute branding video of lunch sponsor
13:00	14:00	Lunch
Sponsored by IntelliGro		
14:00	15:28	<p>Industry matters: Session 5 – Biosecurity and sustainability, sponsored by Corteva Biologicals Facilitator: Adv Les Kügel, chairperson, ICCSP</p> <p>5.1. Plant health: Jan-Hendrik Venter, director of Plant Health, Department of Agriculture, Land Reform and Rural Development (DALRRD). 5.2. Innovation in crop enhancement: Venessa Moodley, Biologicals Commercial lead, Corteva. 5.3. Valskuil Boerdery (Pty) Ltd: Monique Vlok, producer. 5.4. Crop protection: Rod Bell, CEO CropLife and Jonathan Mudzunga, director: Registrar Act 36 of 1947, DALRRD. 5.5. Panel discussion.</p>
15:28	15:30	Two-minute branding video of tea break sponsor
15:30	16:00	Recess (tea/coffee)
Sponsored by AECI		
16:00	17:00	<p>Industry matters: Session 6 – 2050 is now! sponsored by Adama Facilitator: Willie Jacobs</p> <p>6.1. Langrivier Boerdery: Bernhardt du Toit, potato producer. 6.2. Avocado industry learnings: Lindie Stroebeel, country manager, Mission Produce. 6.3. AgriSA lessons from other industries: Johan Kotze, CEO AgriSA. 6.4. Dreams to reality: Pieter Geldenhuys, director, Institute for Technology Strategy and Innovation. 6.5. Panel discussion.</p>
17:00	Proceedings adjourn	
19:00	23:00	<p>Prestige Gala Awards Ceremony MC: Anlie Hattingh, content producer, Brand Republic</p> <ul style="list-style-type: none"> Announcement of Bayer Seed Potato Grower of the Year 2024. Announcement of the Syngenta National Potato Farmer of the Year 2024.

DAY 3 PROGRAMME: 18 July 2024

08:00	10:00	<p>National Council Potatoes SA</p> <ul style="list-style-type: none"> Appointment of board of directors of Potatoes SA (NPC). Election of vice-chairperson. Election of chairpersons of committees. Election of Potatoes SA representatives on National Seed Potato Growers' Committee.
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CHIPS

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**POTATOES SA CONGRESS &
SEED POTATO GROWERS' FORUM
PROGRAMME 2024**

**KULTIVAR- EN VERWERKINGSPROEWE
ONDER BESPROEING OP PETRUSBURG
EN MARBLE HALL IN 2023**

**Precision breeding for
resilient spuds**

**Empowering small-scale
producers through the EDP**

**Market monitor:
First 22 weeks at FPMs**