

Mondstuk van die Suid-Afrikaanse aartappelbedryf • Mouthpiece of the South African potato industry

CHIPS

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**BESPROEINGSBESTUUR VIR
OPTIMALE AARTAPPELPRODUKSIE**

Die ekonomiese
impak van 2020 op
varsproduktemarkte

**MINIMUM WAGE INCREASE
AND THE POTATO INDUSTRY**

Oranjeville en Ceres
kultivar-evaluasies
onder die vergrootglas

Sebenzangamandla
on its way to reach
commercial status

CHIPS, CHIPS!

CHIPS has a specific purpose within the South African potato industry. As the only official magazine in the industry, it serves as a mouthpiece for the outputs realised by Potatoes SA's (PSA) projects and other activities. The publication is, among others, a source of reference in respect of market intelligence, crop estimates, research findings, influencers, and trends relating to potato consumption. Its main goal is to empower producers with the knowledge they need to make informed management decisions.

This first edition of 2021, Vol 35 No 1, hails a new chapter in the history of the magazine. Based on PSA's supply chain policy, the board of directors instructed that the production of *CHIPS* be put out on tender, which was ultimately awarded to Plaas Media.

Plaas Media, with its new vision and business model for the magazine, inherits a magazine that was developed to a high standard under the editorship of Gawie Geyer. The industry appreciates the dedication and professionalism with which he steered the magazine for more than a decade.

We are excited about the development of *CHIPS* with the support of Plaas Media, and look forward to a partnership which has already developed into a close working relationship in the few weeks since their appointment.

As far as challenges in 2021 are concerned, the planning of events on the PSA calendar is inadvertently influenced by Covid-19. The PSA Forum and Congress planned for September 2021, the Research Symposium, as well as Transformation Symposium are provisionally postponed until further notice. However, PSA is an organisation that has learned to think on its feet and rapidly adapt to change.

We would also like to extend an invitation to everyone in the value chain of the potato industry to share with us lessons learned or ideas for a sustainable industry.

*Potato greetings,
Hanrie Greebe*



Hanrie Greebe.

CHIPS het 'n spesifieke doel in die Suid-Afrikaanse aartappelbedryf. As die enigste amptelike tydskrif in die bedryf, dien dit as 'n spreekbuis vir die uitsette van Aartappels SA (ASA) se projekte en ander aktiwiteite. Die publikasie is 'n verwysingsbron vir onder meer mark-intelligensie, oesskattinge, navorsingsbevindinge, invloede op en tendense in aartappelverbruik, alles met die doel om produsente in staat te stel om ingeligte bestuursbesluite te neem.

Die eerste uitgawe van 2021, Vol. 35 No. 1, verteenwoordig 'n nuwe hoofstuk in die geskiedenis van die tydskrif. Gebaseer op hul beleid oor die verskaffingsketting, het die direksie van ASA opdrag gegee dat

tenders vir die produksie van *CHIPS* aangevra word, en wat uiteindelik aan Plaas Media toegeken is.

Plaas Media, gewapen met 'n kraakvars sake-model en visie, neem 'n tydskrif oor wat onder die redaksie van Gawie Geyer 'n uitskieter-publikasie geword het. Die bedryf waardeur die toewyding en professionaliteit waarmee hy die tydskrif vir meer as 'n dekade bestuur het.

Ons is opgewonde oor die toegewyde ontwikkeling van *CHIPS* met Plaas Media aan die stuur, en sien uit na 'n vennootskap wat binne enkele weke sedert hul aanstelling, reeds tot 'n noue werksverhouding ontwikkel het.

Wat 2021 se uitdagings betref, speel Covid-19 uiteraard 'n groot rol in die beplanning van ASA se kalender. Die ASA-Forum asook -kongres wat vir September 2021 beplan is, die Navorsingsimposium sowel as die Transformasiesimposium moes alles voorlopig tot verdere kennisgewing uitgestel word. ASA is egter 'n organisasie wat geleer het om vinnig op sy voete te dink en by veranderinge aan te pas.

Ons wil graag almal in die aartappelwaardeketting uitnooi om die lesse wat hulle geleer het, of idees om die bedryf volhoubaar te bestuur, met ons te deel.

*Aartappelgroete,
Hanrie Greebe*

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