

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

# CHIPS

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# Why #WhenHopeWhispers?

If research is the oil tanker of the potato industry, then the marketing division of Potatoes South Africa is the aircraft that zips from the world of print media to the cyber space of social media, all while skimming the waves of radio and television to carry a message of hope.

Given what South Africa and the world as a whole have gone through during the past 14 months with the Covid-19 pandemic, it is natural that the potato industry – in view of how the system works with fresh produce markets offering a platform for buyers and sellers on which to interact – was also severely impacted.

Due to travel restrictions and limitations on the number of people gathering at venues, it became increasingly difficult for markets to operate efficiently and optimally. In the potato industry, 66% of all products go to communities in the informal sector – this was disrupted as well.

## Hope in the spotlight

PSA's #WhenHopeWhispers campaign aims to shed light on the resilience of the entire value chain. This starts with the producer who works relentlessly to ensure that all South Africans are fed a quality, healthy and nutritious product. #WhenHopeWhispers is about reminding people that although times are dark, in time things will improve.

The agricultural sector in South Africa is one of only two out of ten sectors that managed to grow during 2020. We are well positioned, mainly because regulations allowed potato producers to continue supplying their products.

Our responsibility is to ensure that we meet food security requirements, and to continue to highlight the importance of potatoes within a healthy diet. The Covid-19 pandemic is not only an economic crisis, but at its core it is actually a health crisis. Through #WhenHopeWhispers we are saying that, regardless of the hardships, as an industry we are committed to our strategic mission, 'Together towards excellence'.

*Potato greetings,  
Hanrie Greebe*



Hanrie Greebe.

As navorsing die olietenkskip van die aartappelbedryf is, dan is die bemarkingsafdeling van Aartappels Suid-Afrika die tuig wat rondrits tussen die gedrukte media-wêreld en die kuberruimte van sosiale media. Terselfdertyd sweef dié tuig oor radio- en televisiegolwe om 'n boodskap van hoop te gee.

Gegewe die uitdagings wat Suid-Afrika en die res van die wêreld die afgelope 14 maande te midde van die Covid-19-pandemie moes verduur, is die aartappelbedryf – in terme van hoe die stelsel funksioneer met verspreidingsmarkte wat 'n handelsplatform aan kopers en verkopers bied – uiteraard ook swaar getref.

Weens reisbeperkings sowel as beperkings op die aantal mense wat op 'n plek mag byeenkom, het dit vir markte 'n toenemende uitdaging geraak om doeltreffend en optimaal te funksioneer. In die aartappelbedryf gaan 66% van die produkte na gemeenskappe in die informele sektor – ook dit is ontwrig.

## Hoop in die kollig

Die doel van die #WhenHopeWhispers-veldtog is om die veerkragtigheid van die totale waardeketting in die kalklig te plaas. Dit begin met die produsent wat meedoënloos werk om te verseker dat alle Suid-Afrikaners van 'n hoë-gehalte, gesonde en voedsame produk voorsien word. #WhenHopeWhispers poog om mense te herinner dat hoewel die prentjie nou donker is, daar lig in die tunnel is. Die Suid-Afrikaanse landbousektor is een van slegs twee uit tien sektore wat dit reggekry het om in 2020 te groei. Ons is reg geposisioneer hiervoor, hoofsaaklik omdat inperkingsregulasies nie produsente se vermoë om aartappels te produseer, kniehalter nie.

Derhalwe is dit ons verantwoordelikheid om te verseker dat die vereistes vir voedselsekureit nagekom word, en dat ons aanhou om klem te plaas op die belangrikheid van aartappels as deel van 'n gesonde dieet. Die Covid-19-pandemie is nie net 'n ekonomiese krisis nie; dit is allereers 'n gesondheidskrisis.

Deur die #WhenHopeWhispers-veldtog benadruk ons die feit dat, ondanks die uitdagings, ons as bedryf toegewyd bly aan ons strategiese missie – 'Streef saam na uitnemendheid'.

*Aartappelgroete,  
Hanrie Greebe*

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