



HORTGRO  
SPONSORSHIPS

2025

Growing Fruit IQ



# Welcome to

As a producer-funded organisation, we need your support to help us host events, webinars and publications, that will help grow our industry, thereby enabling us to be a top player in the world of fruit and ensuring that the South African economy flourishes.

The deciduous fruit industry has been exporting fruit since 1892 when the first peaches were shipped and sold at Covent Garden Market in London. From those humble beginnings, the industry has grown to become an important cog in the South African economic wheel. [Read more [here](#).]



# Why the South African deciduous fruit industry matters:

- **R19.71** bn pome and stone turnover
- Total hectares planted **54 271**
- **1 155** pome and stone fruit producers
- **68 119** full-time workers with **272 477** dependents
- **1.27** permanent jobs/hectare
- **40%** of total production exported
- **91%** of pome industry income is generated by fresh sales
- **82%** of the stone industry income is generated by fresh sales



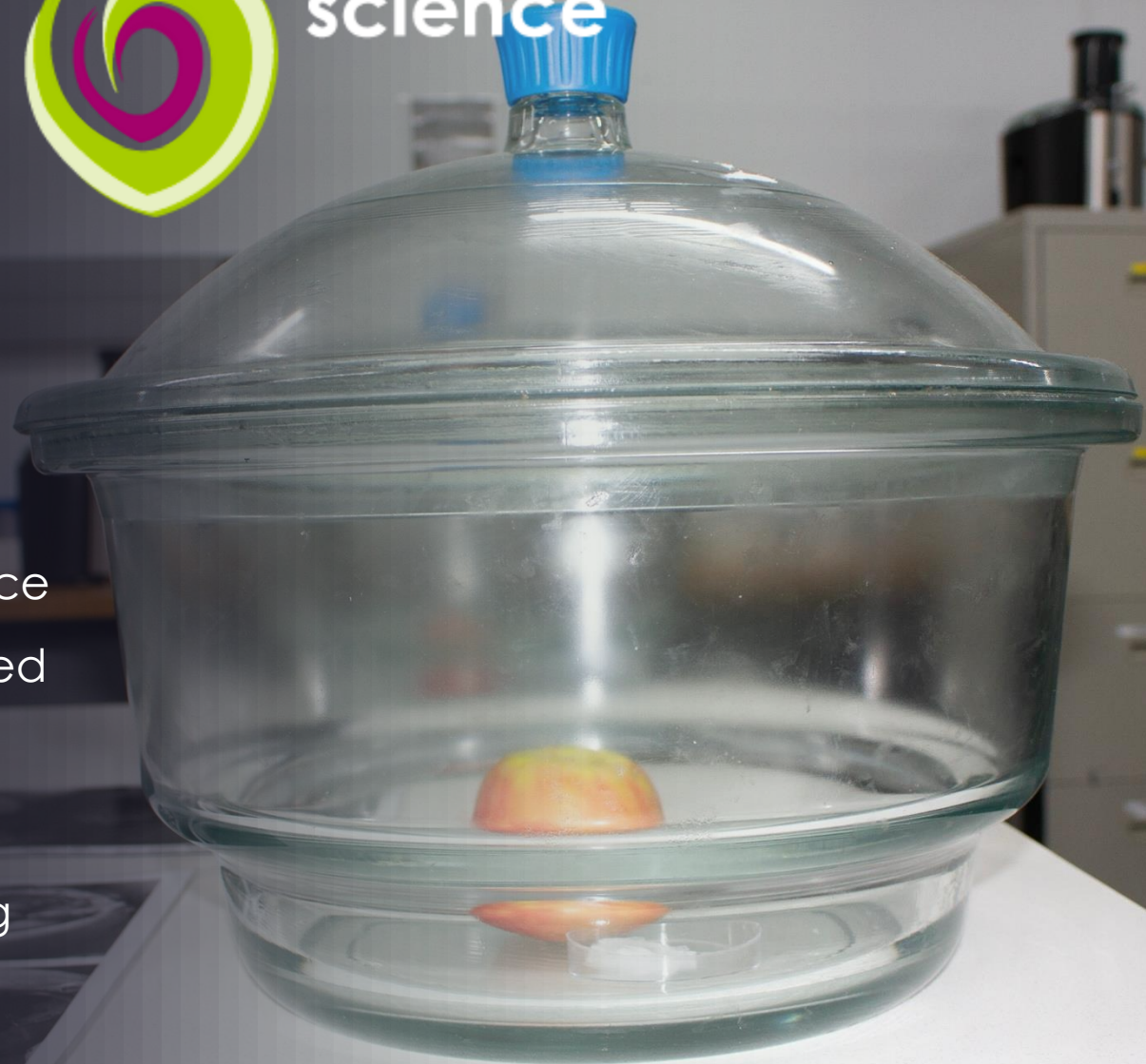
# HORTGRO



science

## Pome and Stone Research Showcase

The focus and objectives of Hortgro Science Research Showcase are to inform interested growers, researchers, and other industry stakeholders of the scope, context, and content of industry-funded research being done.



# Hortgro Research Showcase 2025

- This event will allow sponsors to network and directly interact with a cross-section of the deciduous fruit industry.
- It is attended mostly by technical advisors, post-graduate students (future clients), researchers and post-harvest stakeholders. As well as industry thought leaders and technical-minded producers.
- In total 500+ people are expected to attend.

## EVENT FORMAT

The showcase's format is 5-minute presentations by researchers and students involved in the 100+ Hortgro Science projects.

The showcase will take place over two days focusing on:

3 June, **Day 1: Pome fruit research**  
(Crop Production/Protection/Post-harvest Programmes)

4 June, **Day 2: Stone fruit research**  
(Crop Production/Protection/Post-harvest Programmes)

Crop Protection: Research on phytosanitary issues, nematology, soil health, plant pathology, integrated pest management, and precision agriculture.

Crop Production: Dormancy, rootstocks, and nursery tree quality, irrigation, growing season climate, reproductive biology, and farming technology.

Post-harvest: Quality management, physiological defects, storage techniques, post-harvest decay, packaging/logistics, and fundamental understanding.



# SPONSORSHIP PACKAGES

## Platinum

### Sponsorship Option

(Linked to a specific day e.g. pome or stone)

R120 000 (excl. VAT)

#### Sponsorship will include:

- 10 min keynote address or pre-recorded video presentation (content choice is yours)
- 2 free delegate seats
- Company logo on the event website
- Company logo on event programme (digital and printed)
- Branding / Banners at the registration area
- Branding in the venue where tea and lunch will be served
- Exhibition space in the venue where tea and lunch will be served

- Opportunity to give hand-outs at the event
- Acknowledgement of support
- Social media event marketing campaign
- Hand-outs to be placed in the welcome package/bag
- One full-page advert space in the *Fresh Quarterly* September edition (Research showcase edition) to the **value of R18 000**. the *Fresh Quarterly* is Hortgro Science's flagship technical publication sent to almost 2000 industry stakeholders.



## Gold Sponsorship Option

R 50 000 (excl. VAT)

- Company logo on the event website
- One free delegate
- Company logo on event programme (digital and printed)
- Branding / Banners at the registration area
- Branding in the venue where tea and lunch will be served
- Opportunity to give hand-outs at the event or hand-outs placed in the welcome bag
- Acknowledgement of support
- Social media event marketing campaign



## Direct Marketing Options

R5 000 – R15 000  
(excl. VAT)

### Inserts for symposium goodie bags:

To insert pamphlets, booklets or pens into the welcome bags –

R 5 000 excl. VAT (cost of inserts not included).

### Sponsored accessories:

e.g. caps/cooler bags/water bottles etc.

R10 000 excl. VAT (cost of product not included).

(Please note, if you want to include a pamphlet and an accessory the cost will be R5000 + R10 000.)

### FOR ENQUIRIES, THE PRELIMINARY PROGRAMME, AND BOOKING FORMS, CONTACT:

Lindy Sigonyela: [Lindy@hortgro.co.za](mailto:Lindy@hortgro.co.za) or 021 870 2900 / 060 607 1249

For all other sponsorship opportunities and to advertise in the Fresh Quarterly, contact Lindy Sigonyela: [lindy@hortgro.co.za](mailto:lindy@hortgro.co.za) for booking forms and price lists.







To partner with Hortgro and support the deciduous fruit industry, we invite you to look at our events and other platforms. There are plenty of opportunities to align your company's business strategies with ours, and support our projects, events, and publications. For more information visit our [events web page](#).

Support the deciduous fruit industry  
#GrowingFruitIQ





Help us  
create  
the next  
generation  
of agriculturists.

contact [lindy@hortgro.co.za](mailto:lindy@hortgro.co.za)

Stewards of natural resources  
and sustainable food systems