



HORTGRO
SPONSORSHIPS

2026

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:

- **R22.28** bn pome and stone turnover
- Total hectares planted **53 748**
- **1 128** pome and stone fruit producers
- **63 832** full-time workers with **255 329** dependents
- **1.23** permanent jobs/hectare
- **46%** of total production exported
- **93%** of pome industry income is generated by fresh sales
- **87%** of the stone industry income is generated by fresh sales



HORTGRO



science Technical Symposium

The focus and objectives of the symposium are to stimulate/expose growers and the industry to innovations and new technologies, create a platform for the exchange of ideas, and showcase the latest research and development. Also, to create opportunities for interaction across the value chain, to foster the integration of new entrants into the industry, and to provide networking opportunities to meet with friends and colleagues and to foster new relationships.



Hortgro Technical Symposium 2026

(25 – 29 May)

- This primary deciduous fruit event of the year has a long and illustrious history. It is attended by progressive growers and thought leaders within the deciduous fruit industry who are involved throughout the entire supply chain – from production through to the markets.
- As with all similar events, sponsorships are critical and will enable the organisers to design an affordable, relevant, and cutting-edge programme featuring local and international experts.

EVENT FORMAT

The 2026 symposium will be a five-day event, taking place from May 25 to 27, 2026, at the Lord Charles in Somerset West.

It will start with a business/strategy day, followed by two technical symposium days (pome and stone), then a **pome fruit field day** on 28 May at the EGVV (Elgin/Grabouw/Vyeboom/Villiersdorp), and a **stone fruit field day** on 29 May, venue TBC.

We estimate that approximately 250-400 delegates will attend the symposium each day. This event will enable sponsors to network and interact directly with a diverse group of stakeholders from the deciduous fruit industry, including producers, farm managers, technical advisors, exporters, scientists, retailers, and other value chain representatives.



SPONSORSHIP PACKAGES

Exclusive Platinum Day Sponsorship Option

R120 000 (excl. VAT)

(In this category, you will be the exclusive sponsor of a specific day at the Hortgro Symposium 2026. No other sponsors will be allowed. Your company name will be mentioned at the start of every session on the day.)



Sponsorship will include:

- **Two** representatives of your company may attend the symposium at no cost.
 - A 3 - 5 minute slot for a presentation or a video (content choice is yours).
 - Two company banners outside the venue during the sponsored day and two company banners in the lecture room during the sponsored day.
 - The company logo is printed on the symposium programme.
 - One full-page ad in the Fresh Quarterly (value R18 000).
- Any two items (accessory and/or pamphlet) to be placed in the symposium goodie bag.
 - Acknowledgement for your support on stage by the MC, at the beginning of each session.
 - Logo placement on symposium registration page and on all event communication by Hortgro (including email, digital marketing, online and print media).

Gold Sponsorship Option

R 50 000 (excl. VAT)

In this category you may sponsor a specific session where your company will be acknowledged as the session sponsor on the programme (digital/printed).

- Logo placement on the symposium registration page and in all event communications by Hortgro via email, digital marketing, online and print media.
- Two company banners in the lecture room during the sponsored session.
- One handout (accessory or pamphlet) to be placed in the symposium goodie bag.
- One representative from your company may attend the symposium day at no cost.
- Acknowledgement for your support by the MC during the session.
- Acknowledgement for your support in the Fresh Quarterly.
- Sponsors who book two back-to-back sessions have the option to play a 2–3 minute pre-recorded marketing video, content of their choice, during the session, and will receive a 5% discount.



GOLD SPONSOR FOR A FIELD DAY R 30 000 (excl. VAT)

R 30 000 (excl. VAT)

In this category, you are the exclusive sponsor of a specific field day (pome or stone) at the Hortgro Symposium 2026.

- Logo placement on the symposium web registration page and in all event communications by Hortgro via email, social media, online and print media.
- Two company banners at the registration station and two company banners at a specific orchard stop of your choice.
- Equipment display/illustration (to be negotiated).
- A 5-minute presentation at a specific orchard stop of your choice or at the morning welcome session.
- Acknowledgement for your support in the Fresh Quarterly.



Direct Marketing Options

R5 000 – R10 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 R15 000.)

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

Lindy Sigonyela: 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 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

Stewards of natural resources
and sustainable food systems