

HORTGRO

Growing Fruit IQ

Sponsorships

2026



Welcome to

The Hortgro Sponsorship package for 2026. As a producer-funded organisation, we need your support to 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 is exported
- **93%** of pome industry income is generated by fresh sales
- **87%** of the stone industry income is generated by fresh sales





To partner with Hortgro and support the deciduous fruit industry, we invite you to look at our events and other digital 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

#growyourfruitIQ



Hortgro Events 2026

2026

Hortgro Awards

(11 September 2026)

2027

(A three-day event with an average of 220 attendees per day)

Hortgro Science Research Showcase and Postharvest Symposium

(24-28 June 2027 - Lord Charles Hotel)

2026

(A five-day event with an average of 380+ attendees per day)

Hortgro Technical Symposium and Field Days

(25 – 29 May 2026)

2026

Hortgro Langkloof Seminar

(Dec 2026)

2026

Agri's Got Talent

(tbc; first Friday in October 2026)

2026

Hortgro Bursary Function

Webinars

Various: Addressing various topics, such as natural resource management and sustainability; crop protection/production

Field days

E.G. Polyphagous Shot Hole Borer Identification and monitoring

Information Days

E.G. Dried Tree Fruit Producer Day; Cherry Growers AGM;



Hortgro Publications

The Fresh Quarterly is Hortgro's online technical publication. A prime example of technology transfer, from scientists and researchers to boots in the orchard.

This publication draws on technical matters, including cutting-edge research and technical expertise.

The Fresh Quarterly is published four times a year. Visit our FQ website to learn more about this stellar publication, endorsed and celebrated by our growers, technical and other stakeholders. [Fresh Quarterly](#)



FRESH QUARTERLY

Hortgro Publications



[SA Fruit Journal](#), previously known as the “Sagtevrugteboer”, is the premium fruit magazine of Mzansi. This glossy publication produces six editions a year.

Hortgro, as the main shareholder in the SAFJ, publishes various articles covering news, market and trade, transformation, and technical topics.

In addition, [Hortgro Key Deciduous Fruit Statistics](#) is our annual publication of data and information. Everything you want to know about our industry in one place.

Hortgro has **12 digital platforms**, including apps, dashboards and interactive digital spaces covering economics, trade and markets, technical and research information. Excellent digital marketing opportunities.

HORTGRO AWARDS

Agriculture is as much about people as it is about crops. Every year, we acknowledge people who made our industry great, who walked the extra mile, showed exceptional initiative, and devoted time and energy to their craft. The Hortgro Awards date back almost 48 years; read more about the event's history [here](#).



HORTGRO AWARDS

In 2023, we changed the format of the Hortgro Awards by focussing on the [pome and stone fruit industries](#), with six award categories:

- OSH Reinecke Frontrunner Award
- 1662 Hortgro Industry Award
- Hortgro Chairman's Award
- Hortgro Daan Strydom Science and Technology Award
- Hortgro Transformation Award
- Izithelo Media Award



For more information, please contact:

info@hortgro.co.za

We are looking for a solo sponsor partner for the Hortgro Awards, one that understands the heart and soul of the South African deciduous fruit industry and is prepared to attach its name to our almost five decades of excellence.



Help us create
the next
generation of
agriculturalists

Stewards of natural resources
and sustainable food systems