joannes Hobbs has taken up the directorship for the PDI’s in the South of the country, after that chair was vacated by Phindi Kema some time ago.

Hannes was born in Kirkwood and grew up on a farm there. He completed his education in 1983 in Uitenhage. After working in the furniture retail trade for many years he returned as co-owner of the Farm Welverdiend. He is the Executive Director of Administration and Finance in Wagenaar & Hobbs Citrus which comprises 19.9 ha at present but they are looking at purchasing another 18.7 ha.

Hannes is a perfect candidate for this position in the Eastern Cape having been involved in local community development and having a passion for the citrus industry and agriculture in general. He has a broad knowledge of South Africa’s social, economic and political issues, and apart from being Treasurer of the ANC Cacadu Regional Executive Committee, is on various Boards in a non-executive role, including the Sundays River Citrus Company and the S A Agri Academy.

Hannes has been working closely with the CGA Transformation Administrator, Lukhanyo Nkombisa to improve the communications with emerging farmers in the region as well as with the various government departments.

This story was investigated by Mike Burgess of the Farmer’s Weekly and appeared in the 22/01/10 issue. Thanks to Mike and FW for allowing the CGA to use the article (which has been shortened slightly).

Thanks also to Theuns Botha of Landbou Weekblad for the photographs.

CITRUS GROWERS’ ASSOCIATION

CGA APPOINTS NEW DIRECTOR

Philip explained that the SRCC’s success lies mainly in the fact that the company belongs to its shareholders, who are obligated to deliver good quality and quantity fruit to the SRCC. “By establishing successful black farm managers we can ensure this target is met,” says Philip.

“An emerging farmer initiative can only be successful if the land is productive and the individual potential of beneficiaries is measured. With Black empowerment projects you must first find a productive farm,” says Philip. “If you don’t have the right farm, you have already failed. The farm has to be large enough to ensure sufficient economy of scale and cash generation, especially when, as at Luthando, many beneficiaries are involved.

“Skills must be audited and the managerial potential of beneficiaries measured to identify the correct individuals to drive the project – in short, it’s about getting to know your human resources and their potential.” The SRCC, funded by Capespan, the International Finance Corporation and certain overseas supermarket chains, has actively facilitated the training of Luthando beneficiaries through Adult Based Education and Training (ABET) evaluations, a competency audit, potential measurement, aptitude tests, leadership evaluation and even a farm managers’ questionnaire to identify skills and future managerial potential.

Luthando’s Assistant Technical Manager Jeffrey Rossouw says their involvement in management has given them a sense of real ownership. “The fact that we have a say in the business has changed our attitude towards it,” he stresses, “we are not just workers, we are managers and owners.” Nokwanele concluded with “It doesn’t help to have money in your pocket but you are in debt. Then you don’t have a business.”

Right: Ms Tatia Currie, a training officer of Fairtrade (FLO) training the farm workers on Luthando farm. Below right: Philip du Plessis, Nokwanele Mzamo and Steve Legge.