

Deciduous fruit associations SAAPPA, SASPA undergo name change

The South African Apple and Pear Producers' Association (SAAPPA) and the South African Stone Fruit Producers' Association (SASPA) have been renamed Hortgro Pome and Hortgro Stone, respectively.



Image source: www.pixabay.com

Hortgro, the deciduous fruit umbrella group, said in a statement that the name changes will streamline future services, industry identity and branding, as well as communication locally and abroad.

Accelerate decision-making

“Within the horticulture group, we are committed to continuous and proactive adjustments in a dynamic and diverse environment, to minimise duplication and ensure cost-effective service delivery to a wide range of interested groups. Restructuring and aligning of our associations within the broader industry were therefore agreed upon by the various stakeholders in order to improve and accelerate decision-making as we are operating in a rapidly changing and demanding environment,” said Hortgro executive director, Anton Rabe.

The two entities will continue as non-profit companies and the chairpersons for the two groupings will stay the same, namely Nicholas Dicey for Hortgro Pome and André Smit for Hortgro Stone, but the number of directors on the respective boards will be reduced and will in future be streamlined along focused portfolios.

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