

23 October 2025

Agbiz Media Day Western Cape 2025

Reframing the Narrative on South Africa's Fruit Sector

Agbiz successfully hosted its second annual Media Day Western Cape, bringing together journalists, industry leaders, and stakeholders to engage in insightful discussions around South African agriculture, this year focused on the fruit industry.

The event's theme, "*Reframing the Narrative on South Africa's Fruit Sector*," focused on repositioning the country's fruit industry within the public narrative by showcasing its economic value, innovation, sustainability efforts, and social impact. The day aimed to counter misinformation and highlight the sector's role in food security, environmental resilience, and youth empowerment.

Event Highlights

- Keynotes from **Dr Boitshoko Ntshabele** (CEO, Citrus Growers Association of Southern Africa) and **Mecia Petersen** (CEO, South African Table Grape Industry) inspired attendees with reflections on leadership, growth, honing in on their personal journeys and how fruit exports contribute to local food security.
- A dynamic panel discussion titled "*Realities, Regulations, and Resilience – How Agriculture Brings Safe Food to Our Tables*" explored the importance of safety standards, collaboration, and regulatory alignment.
- Presentations from Michael Esmeraldo (MD Netafim Southern & East Africa) and Wolfe Braude (Manager, Agbiz Fruit) highlighted the roles of water innovation, technology, trade, and logistics in supporting sustainable fruit production.
- The event concluded with Fhumulani Ratshitanga (CEO, Fruit South Africa) providing an overview of the fruit value chain, tying together the day's insights.
- A live demonstration by Petru Du Plessis, Hortgro Stone producer council member, showcased fruit farming in South Africa.

The day closed with a light lunch and networking session, giving media representatives the opportunity to connect directly with industry experts and leaders.

Photo Gallery

View and download event images here: [Agbiz Media Day WC 2025 Photo Gallery](#)

Credit: Agbiz / Natalie Gabriels Photography

Speaker Presentations

(Click on each name to access the presentation.)

1. [Fhumulani Ratshitanga – Understanding the Fruit Value Chain](#)
2. [Wolfe Braude – Trade, Logistics, and the Fruit Export Landscape](#)
3. [Michael Esmeraldo – Water Innovation and Technology in Sustainable Fruit Production](#)
4. [Mecia Petersen – How Fruit Exports Contribute to Local Food Security](#)
5. [Temba Msiza – Introduction to Agbiz](#)

Feel free to reach out for more info or interview requests: temba@agbiz.co.za