



DUTOIT  
CELEBRATES  
A HERITAGE OF

130   
YEARS OF  
INNOVATION

FEB 2024

## FRUITFUL BEGINNINGS FOR

# 2024



We begin the New Year encouraged by the positive momentum within the agricultural industry, one that seems more positive than last year, given the prospects of a promising harvest and favourable market conditions. Our entire team at Dutoit is focused on having a productive and successful year in which the best products and services are delivered to our customers.

Although we are looking forward to a bumper year, there are always certain challenges which we will face. These include the frustration caused by the ongoing energy crisis as well as logistical issues and long delays at our ports. Interest rates are also expected to remain high until at least the end of this year, and a certain amount of instability is expected given the upcoming election, both in South Africa as well as in many countries globally.

On this note, we encourage our staff, our community and our partners to show their support at the polls this May and play their part in having a positive impact on the future of our country.

Despite these challenges, we remain resolute in working around them. After all, it is through such challenges that we become stronger. Our vision for 2024 is to continue to innovate, and to make our business more resilient with in a local and global market that is becoming more complex. In 2024, Dutoit will remain committed to exceed the needs and expectations of our customers, stakeholders and consumers, and remain unwavering in our commitment to innovation.

*Hennie du Toit - CEO Dutoit Group*

## CRISPY FARMING'S

# VIVIAN JAKOBS AWARDED TOP ACCOLADE

Vivian Jakobs from Crispy Farming in the Witzenberg was recently announced as the 2023 Western Cape Prestige Agri-Awards winner. This annual event in collaboration with Shoprite Pty (Ltd) acknowledges the valuable contribution that agri workers make to the sustainability and growth of the agricultural sector in the Western Cape.

Over 1000 agri workers competed against each other in eleven different categories at regional level, across 15 different regions. The regional winners of each category then proceeded to the provincial level, where they competed to win the provincial category award, as well as the coveted title of the overall winner, namely, the Western Cape Prestige Agri Worker of the Year 2023.

"This competition has been an outstanding journey for me. To all the farmers, agri workers and representatives from the different regions, we are one. Our main purpose is to ensure that the man on the street gets the best possible products on their table. We need to ensure that there is food today, tomorrow, and the days after. Let us put in all our effort to ensure that", says Vivian, affectionately known by his friends, family and colleagues as Joggel.

Vivian has practically spent his whole life in farming. Crispy Farming Mentor, Jacques Visser, says that he has worked with Vivian for over 26 years and right from the beginning, his qualities and work ethic were recognised. Vivian says that, in this industry, you need to be willing to do the hard work, come hot or cold weather, and both his colleagues and family attest to him being hard working, honest, fair and very humble. His love and passion for farming, as well as for the people on the farm, is what seems to really stand out about Vivian.

Since the launch of the Crispy Group over twenty years ago as a BEE initiative of the Dutoit Group to empower more farm and pack house workers, Crispy Farming has become a formidable player in fruit farming. "Dutoit could not be prouder of Vivian's achievement, testament to the dedication and efficiency of our farming partners at the Crispy Group. We congratulate him and cannot wait to see more of his success in the future," says Hennie du Toit, CEO of the Dutoit Group.





## GYS DU TOIT RECOGNISED FOR 50 YEAR SERVICE AT DUTOIT



With Dutoit Agri celebrating its 130th birthday in 2023, an impressive 232 staff members were also honoured with long-service awards, testament to the company culture and positive work environment. One of these awards went to Gys du Toit Senior, who celebrated 50 years at the company who will receive his award in 2024. Known throughout the organisation as Oom Gys, Gys du Toit is a 4th generation du Toit, with his great grandfather having founded Dutoit Agri in 1893. He grew up on the farm and says that farming is and always has been part of his life and is in his blood.

Reflecting on his past 50 years with the company, he says that he is very proud of the innovation that Dutoit has implemented over the years. One of many such examples includes Dutoit being the first agri company in South Africa to implement a planter and harvester to improve and streamline their potato production. The growth in Dutoit Agri's cherry business is also especially meaningful to Oom Gys, given that it started with one tree left on a farm in 1890.

Dutoit's involvement in setting up Crispy Farming, a BEE empowerment initiative which was years ahead of its time is another high point for him. Displaying visionary thinking long before many other industries and role players, the Crispy Group has to date enabled over 1 400 farm and packing facility workers to join forces with the Dutoit Group to build a commercial farming operation.

A personal highlight in his career was being invited as part of a group of 20 experts from various South African business sectors to travel to the United States and learn from American businessman, investor, and philanthropist Warren Buffet.

Despite the many challenges over the years, Oom Gys says that

“ the Dutoit Group is determined and passionate to play their part in building a better South Africa. He says that his achievements are thanks to the success of the entire team at Dutoit. ”

He always attributes any success to team effort, and says that this is because of a lesson he learnt from his grandfather, who said to always surround yourself with people who are more clever than yourself!



## THE SWEETEST OF POTATOES

Newer to the Dutoit product offering is the sweet potato, which we have been growing for the last 10 years. Smaller than our other crops, these nutrition powerhouses are grown on our farms and produce approximately 3 000 tons per season.

Murasaki sweet potatoes, characterised by their deep purple skin and sweet creamy white flesh remain a popular choice throughout Africa, although 80% of our crop is the orange Orleans variety, which is mostly exported.

The past two years have been challenging both locally and globally for sweet potato producers, given the expense to grow them due to their very delicate nature and the high labour required, but what this has resulted in is more demand in the coming year which makes our predictions for 2024 very positive.

In addition, given the worldwide trend with consumers looking to pack a lot more goodness into their choice of vegetable, these starchy super stars are expected to continue gaining popularity, resulting in exciting market growth.

## PEELING GOOD ABOUT 2024!

### PIETER DU TOIT SHARES HIS INSIGHTS FOR DUTOIT VEGETABLES

As the main producer by volume of onions in South Africa, 2024 looks to be another bumper year with our existing varieties as well as exciting new varieties coming to the market.

Over thirty years of onion production perfectly positions Dutoit to continue as a main role player in the agricultural industry, supplying our four major retailers, the export market as well as the very important local municipal markets with quality onions going forward.

With 12 – 15 varieties of onions, resulting in approximately 50 000 tons each year, our harvesting season is in full swing across our six farms which include the Sandveld near Piketberg, our farm near Malmesbury and our four facilities in the Koue Bokkeveld.

The regions were carefully selected many years ago given their ideal climate to grow intermediate varieties of onions which we can store for longer, enabling us to provide our local and overseas customers with onions for up to nine months of the year.

Our investment three years ago in the first optical grader for onions in Africa has been a game changer, ensuring our pack line is as accurate as possible as it grades and packs an average of 350 000 onions an hour.

Brown onions, red onions and shallots continue to be firm favourites, with an exciting new sweet onion range already being sampled at retailers and direct clients, and the first container on its way to market.

Watch this space over the next few years as we expect this new variety to grow into yet another top choice for customers and consumers alike.

Pieter du Toit





## DUTOIT CELEBRATES VICTORIES WITH 3 SA SCHOOLS!

As the seasons change, the apple orchards at Dutoit Agri come alive with a Rosy Glow, signalling the peak of a bountiful harvest. It's a sight that reflects not only the richness of our produce but also the decades of commitment to quality that define our South African family business. With a legacy spanning over 130 years, Dutoit Agri has always prioritised wholesome family values.

In 2023, we expanded our passion for education through Dutoit FROOOT, an engaging online game designed to captivate audiences of all ages. Teaming up with the PnP Schools Club, a remarkable initiative connecting us with kids nationwide, we embarked on a journey to share the joy of our apples

with young minds across South Africa. To amplify the fun and learning, we invited kids to participate in an exciting schools league competition within Dutoit FROOOT.

The challenge saw them face off against each other, and we closely monitored the spirited competition throughout the year.

As 2023 came to a close, we were delighted to reward the top three performing schools with Takealot vouchers, valued at R20 000, R15 000 and R10 000 respectively. Gene Louw Primary School from Cape Town claimed the top spot, with Gqeberha's Cotswold Primary School coming in second place and third place being awarded to

Gqeberha's Walmer West Primary School. These vouchers will empower them to acquire essential educational equipment, ensuring that 2024 is illuminated with new possibilities for learning and growth.

At Dutoit Agri, we're not just cultivating fruit; we're nurturing a legacy of education, community, and shared success. Here's to a brighter future for all in the coming year!

