

# Innovation SYMPOSIUM

Evolve | Innovate | Enable

## PROGRAMME Day 1: 23 July 2025

### Welcome Breakfast

Sponsored by: Potato Certification Service

7h30 – 9h00: Celebrating 30 Years of Potato Certification

### SESSION 1: EVOLVE: Potatoes and its role in evolving the Future of South African Agriculture

Sponsored by: Philagro

09h05 – 09h15: Welcome - Mr. André Coetzee (Chairperson of the Innovation Committee of Potatoes SA)

09h15 – 09h35: Evolve, Innovate and Enable - Mr. Murray Thompson (Chairperson of Potatoes SA)

09h35 – 10h00: Innovation in South African Agriculture - Mr. Mooketsa Ramasodi (Director General, Dept of Agriculture)

10h00 – 10h20: Enabling Innovation in Agriculture - Dr. Maneshree Jugmohan-Naidu (Director: Agricultural Biotechnology, Department of Science and Innovation)

10h20 – 10h30: Sponsor Message - Mr. Jaco Marais (Philagro)

### 10h30 – 11h00: Tea Break

### SESSION 2: EVOLVE: Potatoes Value Creation

Sponsored by: TIA (Technology Innovation Agency)

11h00 – 11h10: Potato Waste in an Evolving World - Dr. Hester Vermeulen (BFAP)

11h10 – 11h20: Extracting the Goodness from Potatoes - Dr. Debora van der Merwe / Ms. Tanja du Toit (SU)

11h20 – 11h30: Magical Potato Innovations - Ms. Lerika Potgieter (UP)

11h30 – 11h40: Potatoes, Bugs and Chicken Feed - Prof. Yusuf Ahmed / Ms. Lerato Maupi (UP)

11h40 – 12h30: Panel Discussion: Potatoes and Changing Consumer Demands - Mrs. Anlie Hattingh (eNCA) with:  
Mr. Anthony Viljoen (Pepsico) Ms. Nicki de Villiers (High Performance Centre), Mr. Kobus Pienaar (Woolworths)

12h30 – 13h30: Lunch



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## PROGRAMME Day 1: Continued

### SESSION 3: Innovate: Innovation in Infrastructure

Sponsored by: Orbia Precision Agriculture (Netafim)

13h30 – 13h45: Global Experiences with Drip Irrigation in Potatoes – Mr. Yechiam Gets (Netafim)

13h45 – 14h00: Irrigation Management – Prof. Martin Steyn (UP)

14h00 – 14h10: Impact of Cultivation on Soil Health – Dr. Jacques van Zyl (Western Cape Agricultural Research Trust)

14h10 – 15h00: Panel Discussion: Innovations in Agronomy - Mr. Gerrit Bezuidenhout (Agricultural Journalist) with:  
Prof. Martin Steyn (UP), Mr. Yechiam Gets (Netafim), Mr. Vikar Sheopershad (John Deere), Mr. Murray  
Thompson (Chairperson of Potatoes SA)

15h00 – 15h25: Tea Break

### SESSION 4: Evolve: Crop Health & Managing Risk

Sponsored by: Syngenta

15h25 – 15h50: Biosecurity: Lessons from Other Industries - Mr. Dewald Olivier (Red Meat Industry Services)

15h50 – 16h00: Pepper Ringspot Virus: Lessons Learnt - Dr. Lindy Esterhuizen (ARC)

16h00 – 16h10: Evolutions in Potato Seed Health - Dr. Ansa van Vuuren (PCS)

16h10 - 16h20: Evolving Blight Diseases - Dr. Elsie Cruywagen (ARC)

16h20 – 17h00: Panel Discussion: Intelligent Pest Management - Mrs. Lindi Botha (Target Communications) with: Prof. Mark  
Wright (University of Hawaii), Prof. Hannelene du Plessis (NWU), Mr. André Labuschagne (Syngenta),  
Mr. Mossie Jongbloed (Potato Farmer, Limpopo)

### John Deere Introduction & Networking Evening

17h00 Onwards - Venue: CSIR Exhibition Hall



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## PROGRAMME Day 2: 24 July 2025



### SESSION 5: Innovate: Measurement of the Biome: "Gesondheid uit die Grond uit"

Sponsored by: Omnia

08h00 – 08h10: What can we measure? – Dr. Louis Ehlers (Omnia)

08h10 – 08h20: Biological improvement in rotation systems – Prof. Karin Jacobs (SU)

08h20 – 08h35: Soilborne diseases and soil health dynamics – Prof. Lucy Moleleki (UP), Dr. Elsie Cruywagen, Dr. Estianne Retief & Dr. René Sutherland (ARC)

08h35 – 08h50: Soil physical improvement in rotation systems – Prof. Martin Steyn (UP))

08h50 – 09h05: Nematodes and soil health dynamics – Dr. Mariëtte Marais, Dr. Mieke Daneel & Dr. Sonia Steenkamp (ARC)

09h05 – 09h50: Improving the Potato Biome: Panel Discussion: Mrs. Lindi Botha (Target Communications) with:  
Mr. Gert Bester (Potato Farmer, Eastern Free State), Dr. Louis Ehlers (Omnia), Prof. Karin Jacobs (SU)

09h50 – 10h20: Tea Break

### SESSION 6: Enable: Optimising Efficiency & Quality

Sponsored by: InteliGro

10h20 – 10h25: Monitoring to optimise affordability and quality – Mr. Stefan Steenekamp (InteliGro)

10h25 – 10h35: Quality is determined in the field – Dr. Estelle Kempen (SU)

10h35 – 10h45: Crop Health and disease interactions – Dr. Khethuxolo Mboto (Dept. Agriculture Cedara) & Mr. Gavin Hill (KZN Research Committee)

10h45 – 10h50: In search of the extra Rand – Mrs. Jodie Hattingh (Potatoes SA)

10h50 – 11h00: Cultivar suitability – Mrs. Enrike Verster (Potatoes SA)

11h00 – 12h00: Quality and affordability with the new rules of engagement - Panel Discussion:

Mr. Gerrit Bezuidenhout (Agricultural Journalist), Mr. Johan Greyling (Potato Farmer, Aqua Boerdery),  
Mr. Stefan Steenekamp (InteliGro), Mrs. Sarah le Grange (Villa), Dr. Estelle Kempen (SU)

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## PROGRAMME Day 2: Continued



12h00 – 13h00: Lunch

### SESSION 7: Enable: Enabling the Future of Farming

Sponsored by: Corteva

13h00 – 13h15: Biologicals as an innovation driver – Mr. David Taverna-Turisany (Corteva)

13h15 – 13h25: SmartSpud and lessons from other crops – Prof. Lise Korsten (UP)

13h25 – 13h40: Using predictions for better decisions – Dr. Tara Southey (Terraclim)

13h40 – 14h00: Enabling the future of Potatoes – Prof. Peter van der Zaag (Chairman of the World Potato Council)

14h00 – 14h50: Unlocking the future of Potatoes' Complexities: Advocacy, Regulatory & Commercially: Panel Discussion: Mrs. Anlie Hattingh (eNCA), Mrs. Annelize Crozby (Agbiz), Mr. Karidas Tshintsholo (Khula!), Prof. Peter van der Zaag (World Potato Council), Mr. Willie Jacobs (Potatoes SA). Dr. Carmen Muller (University of Pretoria)

14h50 – 15h20: Tea Break

### SESSION 8: Potato Industry Forum

Sponsored by: Bayer

15h20 – 15h30: Health for All – Hunger for None – Bayer CropScience

15h30 – 15h45: The role of the Potato Industry Forum (PIF) – Mr. Deon van Zyl (Grow Fresh Produce & Chairperson of the PIF)

15h45 – 15h55: PIF Financial report – Mr. Hein Oberholzer (Potatoes SA)

15h55 – 16h05: Industry contribution to Potato Successes – Mr. Dirk Uys & Mr. FP Coetzee (Potatoes SA)

16h05 – 16h15: Growth through Transformation – Ms. Rendani Murovhi (Potatoes SA)

16h15 – 16h30: Potato Industry Focus: Areas Industry Discussion and Representation – Industry Discussion

16h30 – 16h45: Industry Representation – Mr. Deon van Zyl (Grow Fresh Produce & Chairperson of the PIF)

16h45 – 16h55: Conclusion – Mr. Willie Jacobs (Potatoes SA – CEO)

16h55 – 17h00: Carbon Farming – Mr. Matthew Kensett (UPL)

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## PROGRAMME Day 2: Evening Function

17h00 – 18h00: Break / Transition to Evening Event

**UPL Evening with Beyers Truter & Pietman Geldenhuys (Spotted Apple)**

18h00: Potato Harvest Table / Canapés

19h00: Welcome: MC: Mrs. Anlie Hattingh (eNCA)

19h05: Sponsor Message: Mr. Jacques Pretorius (UPL)

19h15: Special Guest Appearance

19h20: Awards: Mr. Willie Jacobs (Potatoes SA) & Mr. Andre Coetzee (Chairman of Potatoes SA Research Committee)

19h30: Potatoes & 100 Years of Pinotage: Beyers Truter (Kanonkop)

20h00: Potatoes and Pinotage

20h30: Pietman Geldenhuys

21h40: Desserts



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