

# CONGRESS AND SEED POTATO GROWER'S FORUM



*Informed & in Control*

INDABA HOTEL, FOURWAYS, GAUTENG

**22-23 JULY 2026**



08 June 2026

## INVITATION TO PARTNER

Potatoes SA has the pleasure of inviting your esteemed organization to partner with us at the upcoming Potatoes SA Seed Potato Growers' Forum and Congress on 22 & 23 July 2026 at the Indaba Hotel, Fourways, Gauteng under the theme "Informed and in Control".

### 1. ATTENDANCE FEES

Registration fees include attendance on Day 1 and Day 2:

Total Excl VAT:	R7 400,00
VAT:	R1 110,00
<b>Total Incl. VAT:</b>	<b>R8 510,00</b>

NOTE: The above includes attendance of both evening functions.

### 2. ADDITIONAL PARTNER COSTS

#### 2.1 Awards Evening Day 1 Forum

Total Excl VAT:	R 652,17
VAT:	R 97,83
<b>Total Incl. VAT:</b>	<b>R 750,002.2</b>

#### 2.2 Gala Evening Day 2 Congress

Total Excl VAT:	R 652,17
VAT:	R 97,83
<b>Total Incl. VAT:</b>	<b>R 750,00</b>

### 3. DRESS CODE

- 3.1 Day Programmes: Smart Casual
- 3.2 Awards Evening Day 1: Seed Potato Grower of the Year - Formal
- 3.3 Gala Dinner Day 2: Potato Farmer of the Year - Black Tie

### 4. REGISTER ON THE APP

Registration for attendance of the Potatoes SA Congress and Seed Potato Growers' Forum takes place on the Potatoes SA App.

VAT N<sup>o</sup>: 4610228761 Reg N<sup>o</sup>: 2005/034944/08

Directors: Mr M Thompson (Chairperson); Mr AS Coetzee (Vice-Chairperson); Mr GR Christiane; Ms M Coetzee;  
Mr JJ Greyling; Mr M Jalisa; Mr BV Jeena; Mr SJJ le Roux; Mr TW Mathidi; Mr M Ndongeni; Mr PGJ Posthumus; Mr AP Ras;  
Mr SJ Roets; Mr RD Van Niekerk; Mr MC Venter. Secretariat: Ms H Greebe

**5. LIMITED PARTNER OPPORTUNITIES STILL AVAILABLE**

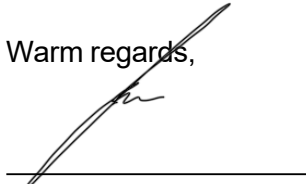
15 X Indoor Exhibition Stands	Include 2 X Exhibitors per stand	<b>R50 000 each</b>
3 X Outdoor Exhibition Stands	Include 2 X Exhibitors per stand	<b>R50 000 each</b>
8 X Branding (logo) Sponsors		<b>R20 000 each</b>

**\*NOTE: All investment amounts exclude VAT**

For partnership opportunities contact attention Laryssa van der Merwe ([laryssa@potatoes.co.za](mailto:laryssa@potatoes.co.za)).

Please refer to Programme below.

Warm regards,



Willie Jacobs  
CEO: Potatoes SA



## Programme

<b>Potato Industry Forum (PIF)</b>	
21 July 2026	
15:30 - 17:00	<b>Potato Industry Forum</b>
17:30 - 23:00	<b>Networking Event</b>
<b>Seed Potato Growers' Forum</b>	
22 July 2026	
07:00 - 08:30	<b>Registration</b>
08:30 - 10:30	<b>NSPC Statutory Proceedings</b>
10:30 - 11:00	Morning Tea
11:00 - 11:30	<b>Keynote - International Guest Speaker</b>
11:30 - 12:30	<b>Session 1. Production &amp; Climate-Smart Farming</b>
12:30 - 13:30	Lunch
13:30 - 14:30	<b>Session 2. Soil Health: Plant Nutrition</b>
14:30 - 15:30	<b>Session 3. Soil Health: Plant vitality (Pest management)</b>
15:30 - 16:00	Afternoon Tea
16:00 - 17:00	<b>Session 4. Regulatory Environment &amp; Policy Priorities</b>
17:00 - 18:00	Meetings to follow: NSPC; PCS Board of Directors & ICCSP Board of Directors
19:00 - 23:00	<b>Awards Evening: Seed Potato Grower of the Year: Dress code - Formal</b>

<b>Congress</b>	
Day 2: 23 July 2026	
<b>07:00 - 08:00</b>	<b>Registration</b>
08:00 - 09:00	<b>Session 5. Logistics &amp; Value Chain Optimization</b>
09:00 - 10:00	<b>Session 6. Consumer Dynamics &amp; Market Development</b>
10:00 - 10:30	Morning Tea
10:30 - 11:30	<b>Session 7. Strategic Objectives &amp; Actions</b>
11:30 - 12:30	<b>Session 8. ESG &amp; Future Vision for the Potato Industry (2050)</b>
12:30 - 13:15	Lunch
13:15 - 13:45	<b>Concluding Message</b>
13:45 - 15:00	Congress Statutory Proceedings
15:00 - 15:30	Tea
15:30 - 17:00	Congress Statutory Proceedings
17:00 - 18:00	Meeting to follow: First National Council Meeting after Congress
19:00 - 23:00	<b>Gala Dinner: Syngenta National Potato Farmer of the Year: Dress code - Black Tie</b>