



Programme

Potato Industry Forum (PIF)		
Day 0: 21 July 2026		
15:30 - 17:00	Potato Industry Forum	
17:30 - 23:00	Networking Event	

Seed Potato Growers' Forum		
Day 1: 22 July 2026		
	Programme Manager	Coenie Middel
07:00 - 08:30	Registration	
Seed Potato Growers' Forum Chairperson		Gerhard Posthumus
08:30 - 10:30	NSPC Statutory Proceedings	
	Forum comes to order	Gerhard Posthumus: Chairperson Seed Potato Growers' Forum
	Scripture reading and prayer	
	Welcoming	Gerhard Posthumus: Chairperson Seed Potato Growers' Forum
	- Constituting, order arrangements and motions - In memoriam	Gerhard Posthumus: Chairperson Seed Potato Growers' Forum
	Chairpersons' Reports	
	- Independent Certification Council for Seed Potatoes (ICCSF) (Video)	Adv Les Kügel: Chairperson
	- National Seed Potato Committee (NSPC) (Video)	Gerhard Posthumus: Chairperson NSPC
	- Potato Laboratory Services / Plantovita (Video)	Gavin Hill: Chairperson
	- Potato Certification Service (PCS) (Video)	Gerhard Posthumus: Chairperson PCS Board of Directors
10:30 - 11:00	Morning Tea	
11:00 - 11:30	Keynote Speaker	Murray Thompson
Panel Coordinator		Mrs Anlie Hattingh
Session 1: Production & Climate-Smart Farming		Panelists

(Climate ready?)		
11:30 – 12:30	Intro note	Prof Guy Midgley
	Discussion Lead	Mrs Franelyn Rossouw
	Discussion concepts	Prof Maryke Labuschagne Mrs Gabrielle Redelinghuys Prof Martin Steyn
	- Breeding technologies and innovation - Impact of seeding material on production and profitability risk - Climate change impacts and future climate adaptation - Soil and water management - Use of cover crops and water planning	
12:30 - 13:30	Lunch	
Session 2: Soil Health: Plant nutrition (4R or 5R?)		Panelists
13:30 - 14:30	Intro note	Mr Lyndon Smith Mr Felipe Garzeira
	Discussion Lead	Mr Albert de Villiers
	Discussion concepts	Dr Estelle Kempen Dr Hendrik Smith
	- Precision fertilizer application (N, K, Calcium timing) - Other nutrients and stimulants - Climate change effects on nutrient uptake - Post-harvest nutrient management	
Session 3: Soil Health: Plant vitality		Panelists
14:30 - 15:30	Intro note	Mr Marius Boshoff Mrs Jenna Milane
	Discussion lead	Mr Jakkie Mellet
	Discussion concepts	Mr Charles Le Roux Mr Stefan Steenekamp
	- Effect of nutrient management on disease reduction - Disease forecasting models and weather-based decision tools - Real-time data and technology for decision-making - Life after hard chemicals?	
15:30 - 16:00	Afternoon Tea	
Session 4: Regulatory Environment & Policy Priorities (Navigating the Regulatory)		Panelists
16:00 - 17:00	Intro note	Mr Alan Hardacre
	Discussion lead	Dr Biandri Joubert
	Discussion concepts	Dr Nolwazi Mkize Mrs Debbie Matteucci Mrs Elriza Theron
	- Improving public communication of science-based regulation - Industry awareness of global anti-agriculture lobbying - Faster, science-aligned regulatory approvals - Inputs to the Plant Health Bill and biosecurity legislation - Responsible agrochemical use and phasing out harmful chemicals - Integrated Pest Management (IPM) with strict protocols - Regulation adaptation for accelerated breeding cycles	
VENUE: AUDITORIUM	Meetings to follow: NSPC PCS Board of Directors ICCSP Board of Directors	(Committee members to assemble in the Auditorium)
17:00 - 18:00		
19:00 - 23:00	Awards Evening: Seed Potato Grower of the Year	

Congress		
Day 2: 23 July 2026		
	Programme Manager	Coenie Middel
07:00 - 08:00	Registration	
Session 5: Logistics & Value Chain Optimization (Reducing the cost of the chain?)		Panelists
08:00 - 09:00	Intro note	Mr Mark Templeton
	Discussion lead	Mr Stephen Fick
	Discussion concepts	Mr Pieter Van Zyl Mr Norman Cilliers
	- Impact of fuel costs on logistics - Packhouse efficiency and product value optimization - Supply chain visibility and transparency - Transportation, warehousing and market access - Aggregation points and sales space expansion - Collaborative information sharing across the value chain	
Session 6: Consumer Dynamics & Market Development (Reintroducing the potato – consumer change management)		Panelists
09:00 - 10:00	Intro note	Mr Louis Von Zeunor
	Discussion lead	Mr Mzimasi Jalisa
	Discussion concepts	Dr Carmen Muller Mr Steven Wolfaardt Mr Louis de Kock (Jnr)
	- Consumer segmentation and education - Promoting nutritional value and potato versatility - Healthier, convenient product innovation - Affordability strategies for lower-income consumers - Sustainability messaging aligned with consumer values - Adapting to evolving consumer trends	
10:00 - 10:30	Morning Tea	
Session 7. Strategic Objectives – Technology adoption (How high tech is high tech?)		Panelists
10:30 - 11:30	Intro note	Mr Loffie Brandt
	Discussion lead	Mr Johan Stephan
	Discussion concepts	Mr Bruno Leite Teixeira Perroni Mr Okkie Vermeulen Mr Coenraad Fraenkel Mr Werner Piek
	- Climate foresight (anticipatory readiness) - Resource efficiency across the supply chain - Transparency and traceability from farm to fork - Data-driven farming and measurement practices (farming the digital twin) - Use of sensors, weather stations, and new technologies - Cross-industry learning and collaboration - Planning for long-term water allocation and resource protection	
Session 8: ESG & Future Vision for the Potato Industry (What about “reporting stuff”?)		Panelists
11:30 - 12:30	Intro note	Mr Brendon Jacobs
	Discussion lead	Mr Thulani Magida
	Discussion concepts	Dr Andrea Campher Mr Tom Murray
	- People–Profit–Planet (PPP) sustainability framework	

	- ESG reporting contributions and global alignment - Improving ecological conditions for future generations - Building a globally competitive, innovative, resilient sector - Technological advancement (AI-driven breeding, efficiency gains) - Environmental stewardship and social inclusivity - Sustainability and environmental stewardship	Mr Anthony Viljoen Mr Michael Lilje
12:30 – 13:00	Concluding Message	
13:00 – 13:50	Lunch	
VENUE: AUDITORIUM	Congress Statutory Proceedings	(Open proceeding taking place in the Auditorium. All are welcome to attend)
14:00 - 14:05	Welcoming: Programme Manager	Bernhardt du Toit, Chairperson Combined PIDT and Potatoes SA Risk & Audit Committee
14:05 - 14:10	Opening	JF vd Merwe
14:05 - 14:15	Constituting, order arrangements and motions In Memoriam	Bernhardt du Toit, Chairperson Combined PIDT and Potatoes SA Risk & Audit Committee
14:15 - 14:30	REPORTS 1. Potatoes SA Chairperson (in person)	Murray Thompson: Chairperson
14:30 - 14:40	2. Potatoes SA Chief Executive Officer (video)	Willie Jacobs, CEO
14:40 - 14:50	3. Audit Committee Report (video)	Bernhardt du Toit, Chairperson Combined PIDT and Potatoes SA Risk & Audit Committee
14:50 - 15:00	4. Potatoes SA (Vol) Audited Statements (video)	Johan van Deventer, CFO
15:00 - 15:10	5. Potatoes SA (NPC) & PIDT Financial Feedback (video)	Johan van Deventer, CFO
15:10 – 15:15	VOTING ON APP: POTATOES SA (VOLUNTARY) 1. Approval of financial statements 2. Approval of Auditor Fees	Bernhardt du Toit, Chairperson Combined PIDT and Potatoes SA Risk & Audit Committee
15:15 - 15:50	Afternoon Tea	
15:50 - 16:45	Discussion: Delegate engagement VOTING ON APP: POTATOES SA (VOLUNTARY) 3. Approval of Application of 7 th Statutory Period	Murray Thompson, Chairperson & Willie Jacobs, CEO Bernhardt du Toit, Chairperson Combined PIDT and Potatoes SA Risk & Audit Committee
16:45 - 16:55	Thank you to Bernhardt du Toit	Murray Thompson: Chairperson of Potatoes SA Congress & National Council
16:55	Potatoes SA Congress adjourns	
17:00 - 18:00	Closed Session: 1 st First National Council Meeting after Congress	(Closed Session: National Council members to remain in Auditorium)
19:00 - 23:00	Gala Dinner – Syngenta National Potato Farmer of the Year	