

Annual Report 2013

Wine Industry

SA Young Wine Show

The South African Young Wine Show gives winemakers the opportunity to showcase their best wines of the current vintage.

The show dates back to 1833 when the Cape of Good Hope Agricultural Society presented the first wine show in South Africa, making the SA Young Wine Show the oldest wine competition in the country.

The mission of the South African Young Wine Show is to judge the quality of wines that are within the year of production and have some way to go before they are finally blended and bottled. In this way, the industry can give recognition to the production capabilities of a wine cellar. Very few of these wines are for sale or in their final form at the time of being judged.

The eight participating wine regions are Robertson, Worcester/Breedekloof, Stellenbosch, Paarl, Oranje-Vaal, Olifants River, Swartland and Little Karoo and champions are crowned in the following categories: Chenin Blanc, Sauvignon Blanc, Chardonnay, Sémillon, Other White Cultivar, Dry White Blend, Sweet White Wine, Noble Late Harvest, Pinotage, Shiraz, Cabernet Sauvignon, Merlot, Other Red Cultivar, Dry Red Blend, Port, Dessert Wine and Muscadel

In addition to the 17 SA championship trophies, the impressive General Smuts Trophy – introduced in 1952 – for the overall SA Champion Young Wine, and the Pietman Hugo Trophy, for the cellar with the highest score for five best entries, are also at stake. This year the General Smuts trophy went to uniWines Vineyards for their Ruby Cabernet (it is the first time in history that this specific cultivar wins this coveted trophy) and the Pietman Hugo Trophy to Spier Wines with three SA Champions. The awards ceremony was hosted by Agri-Expo, and was held in Stellenbosch at the Bloemhof Sports Complex.

The first ever bottle sticker for the General Smuts trophy wine was announced at the award ceremony and was met with great enthusiasm. This sticker will undoubtedly bring the competition closer to consumers and will most probably influence their buying behaviour.

Entries are adjudicated by specialist panels of seven judges drawn from winemakers or wine experts with a formal qualification and specialist knowledge of specific wine styles. An eighth junior judge per panel has been introduced to train future judges.

Veritas

The Veritas Awards is the most prestigious wine competition in South Africa and is synonymous with excellence in wine. The organisers, the South African National Wine Show Association (SANWSA), represents the full spectrum of the industry. Agri-Expo, as a partner of SANWSA, sponsors the awards ceremony.

After almost two decades the Veritas Awards has earned its reputation as South Africa's most authoritative and credible competition for market ready wines. The competition with its coveted Veritas emblem, has become synonymous with top quality wines. The first National Bottled Wine Show in South Africa was introduced by the SANWSA in 1990 and renamed the Veritas Awards from 1991.

Two well-known wine cellars, with a combined winemaking history of some 170 years, shared the limelight at the 2012 Veritas Awards ceremony that was held at the Cape Town International Convention Centre in October.

KWV, last year's Veritas champion, won the most double gold medals (five) for their wines and two for their brandies. Nederburg was close on their heels with no less than four double gold medals. KWV's double gold medal harvest was augmented by seven gold medals, while Nederburg collected 12 gold medals.

This year 1744 wines and brandies entered, setting their sights on the prestigious double gold medal. Fifty-eight (3.3%) superb products were awarded double gold, while 147 (8.4%) won gold, 499 (28.6%) silver and 677 (38.8%) bronze, landing the total medals awarded at 1381.

Dairy

Qualité cheese tastings

In order to further extend the partnership between Agri-Expo and the South African National Wine Show Association (SANWSA) Qualité cheeses are tasted together with the double gold and gold Veritas wines during three exclusive public tastings. Approximately 1 200 members of the public took part in these tastings held in Cape Town, Johannesburg and Durban. These events serve as the ideal platform to promote the Qualité mark as trustworthy indicator of dairy quality in South Africa.

The South African Dairy Championships

Agri-Expo has been presenting the South African Dairy Championships, the country's biggest dairy championships, since 1834. It is the ideal platform for both large and boutique producers to benchmark their products against those of their competitors. This year's judging took place at the Cape Town International Convention Centre and a six month old Huguenot cheese from Dalewood Fromage, a cheesery in the heart of the Cape Winelands, received the coveted title of 2013 Dairy Product of the Year. This outstanding cheese outrivalled some 800

products entered into the competition by boutique and commercial producers. Twelve outstanding products received Qualité Awards and 95 impressive products were crowned as SA Champions.

Products in six categories including cheese, butter, cottage cheese, yoghurt, flavoured milk, dairy dips, ice cream and dairy desserts were judged by 59 dairy specialists and leading food editors and food writers.

DuPont Qualité Awards Dinner

The DuPont Qualité Awards Dinner is considered South Africa's foremost dairy event. This year, the dinner took place at the Grand West Casino and Entertainment Complex on the grounds that formerly housed the Goodwood Show Grounds where the Dairy Champions took place for many years.

This event, where the SA Champions, Qualité Awards and the Dairy Product of the Year were announced, was attended by 350 guests from all sectors of the dairy industry. The glamorous evening with entertainment, good food and wine and unexpected surprises, received valuable media coverage.

Western Cape/Burgundy Cheese making Fellowship

Six young South African cheese makers were announced as the winners of a cheese making fellowship to Burgundy, France at the DuPont Qualité Awards Dinner. These six, Warren Phipson (Kasselshoop Cheese), Petrus October (Langeberg Cheese), Wiseman Nkamisa (Simonsberg), Kerwick Boonzaaier (Portobello), Marika Claasen (Forest Hill) and Karla Steyl (La Montanara), received the opportunity to study for three weeks at CSPPA – the Centre for Training and Marketing in Agriculture - in Macon Davaye in France. They receive training from a number of dairy experts as part of an important cooperative agreement between the governments of the Western Cape and Burgundy.

Agri-Expo has been facilitating this project for the past eight years and 32 trainee cheese makers have benefitted from this practical course that covers a wide range of knowledge and information about the making and marketing of cheese. Most of the winners of the scholarship came from communities with less access to such opportunities. As part of the cooperative agreement, six French students visited South Africa during March to gain some insight into the SA dairy industry and also acted as judges at the South African Dairy Championships.

SA Cheese Festival

Thousands of fun loving foodies descended on the 12th SA Cheese Festival over the weekend of 26 – 28 April in search of the perfect cheese amongst some 400 cheeses. The ideal picnic weather, the festive atmosphere and the who's who of the food world sharing their culinary secrets, contributed to an unparalleled autumn outing.

The extended Friday night opening hours made up for the fact that the festival had to take place over three days due to the fact that there was no public holiday on either side of the weekend. 27 500 cheese lovers, however, still attended the event.

The 34 034m² allocated for the festival and the floor space for stands of 5 294m² created ample space for the 150 exhibitors in two large marquees, a gourmet lane with catering stands and other outside stands under various Bedouin tents. Four demonstration theatres, a cheese carving competition and music gazebo with live music, made sure visitors had enough educated entertainment for those who took a breather between tastings.

Various companies have over the years chosen to form a partnership with this popular festival by means of sponsorships. With the amount of visitors this event attracts, the excellent logistics and extensive media coverage, this has become a dream opportunity for sponsors. Some sponsors are already in their 11th year of sponsoring this award-winning event.

The SA Cheese Festival remains the largest platform for cheese makers in our country to showcase their products to thousands of visitors over one long weekend. The stands were judged in six categories by independent judges and the following winners were announced on the Saturday morning:

National Cheese	* Portobello / Rhodes Food Group
Boutique Cheese	* Mediterranean Delicacies / B M Food Manufacturers
Wine & other beverages	* Worcester Wine & Olive Route
Related products	* Pesto Princess
Catering	* Piroshka's Kitchen
Milk Factory	* Fleckvieh / Simmentaler (for the fifth consecutive year)

The marketing and media campaigns, including printed media, online advertisements, radio and TV coverage, were extremely successful and generated coverage to the value of R24.2m.

Cape Dairy Experience

South Africa's largest event where dairy in all its guises are enjoyed and celebrated lured dairy lovers to Sandringham over the weekend of 2 and 3 November 2012. Agricultural producers and consumers from all over the country attended the Cape Dairy Experience, celebrating dairy in all its facets.

The event, which is still in its infancy, was wholeheartedly embraced by the dairy industry and presented in 2012 for the second time. It created an ideal networking platform for role players with shared dairy interests and producers were exposed to the most modern technology.

The success of the 2012 Cape Dairy Experience also resides in the fact that especially young people learnt more about this vibrant industry. The 700 primary school learners that tasted, looked at and learned about dairy Friday morning, will now definitely think differently about the milk in their glasses. The newly launched Yoghurt Entrepreneur competition was an exciting highlight. 120 Grade 10 learners will be running their own businesses for the duration of the year according to their business studies curriculum. The winner, who will receive R5 000 in prize money from Agri-Expo, will be announced at the next Cape Dairy Experience.

Various foodies and artisan producers entertained visitors in the Woolworths Dairy Pantry with do-it-yourself sessions and fresh ideas about using and enjoying cheese, yoghurt and chocolate. Ice cream eating competitions, milking mock cows and dog jumping performances kept the little ones happy.

SA Holstein celebrated their centenary and held their Annual General Meeting at the show at Sandringham. A Holstein Youth Show with young exhibitors, was a very popular spectator event that drew young and old to the arena.

Years of smart breeding and great bloodlines counted in the favour of Katlou Mc Ivor's 9559, a Jersey from the Katlou Boerdery of Kobus Burger (Bredasdorp) with herd manager Willie Vrey who was crowned as South Africa's Dairy Queen for 2012. She had to compete against about 200 other world-class Holsteins, Ayrshires and Jerseys from as far as KwaZulu-Natal, the Southern Cape and the Free State that travelled to take part in this major inter breed competition. Experienced judges, including Mark Nutsford from England (an embryologist and dairy farmer) Herman Duvenage (General Manager of SA Holstein), and Andrew Masterson, (dairy producer from Humansdorp), put the participating cows through their paces.

Johannes Loubser of *PE Loubser Boerdery* on the outskirts of Durbanville was named the Western Cape Master Dairyman of the Year. This tough competition that were presented for the ninth time this year, commends the vital contribution of milk producers and serves as a benchmark for success to participating producers. The award was made during an evening function at the Cape Dairy Experience.

The Cape Dairy Experience was marketed extensively and received exposure worth R3.6m.

Equestrian

Agri-Expo Equestrian Show

The annual Agri-Expo Equestrian Show was held during the September / October school holidays. The first weekend showcased the talents of Agri-Expo's team to improvise and carry on no matter what! On the previous Thursday, Stellenbosch had 50mm of rain in 14 hours! Dams on the R44 burst their banks and the Sandringham dams overflowed. The challenge was to divert the water running through the cross-country track and jumps and make it safe for the riders to continue.

David Evans (an international course designer) led the team and after dumping loads of stone and sand in strategic places, the go-ahead could be given for the competition to carry on. Only one jump was taken out of the course due to dangerous going. Two international tracks were run, CIC 1* over two days and CCI 1* over three days. The visiting riders from other provinces were extremely impressed with the courses and the report from the FEI was outstanding and favourable.

The rest of the show catered to the other disciplines, with showing and dressage being held during the week and the jumping classes over the second weekend. Three arenas ran full time with jumping classes and on the Sunday the Interbreed classes and the SA Riding classes were added. SA Riding continues to be so popular that classes had to be divided into two pools as the numbers sometimes became too much to handle.

Auctions

Cape Thoroughbred Sales contracted Agri-Expo to run their sales. This year there were three sales:

The R2 Million Ready To Run Sale was held at the Durbanville Racecourse with 163 horses catalogued. The gallops were held on the Thursday morning 13 December – and then in the afternoon, the Grandstand area was readied for the sale the next day. The Bedouin of 27m x 30m was erected with flooring and lighting installed and tested on Thursday night so that the sale could take place the next evening. The highest price paid was R1 000 000 and the average was R170 164.

The Cape Premier Yearling Sale – Book 1 was once again held at the CTICC on 24 and 25 January and was extremely well supported by both foreign and SA buyers. The aim of this sale is to attract foreign interest and bring new blood into the SA Racing Industry. The number of yearlings catalogued was 234 and the average price was R484 404 with the highest price received being R3 250 000.

The Cape Premier Yearling Sale – Book 2 was held at the Durbanville Racecourse on 23 and 24 March. There were 284 yearlings catalogued. The average price was R107 193 and the highest price received was R575 000.

Member Shows

Agricultural Societies

Agri-Expo acts as sponsor for 24 agricultural shows that are members of the Society and that promote the image of agriculture. This year a number of national, provincial and regional championships of outstanding quality were held under the Agri-Expo banner. The standard of animals and products increase from year to year and especially the National Championships draw a lot of attention, not only from the rest of South Africa, but also internationally. Apart from these presentations, various youth shows, emerging farmer shows and poultry shows were held.

The annual general meeting of the member shows took place on 12 June 2012 at the Malmesbury Showgrounds. During this meeting shows discuss show dates, challenges in the show industry and any other issues regarding shows. Mr Hugo Lochner, Landbouweekblad Editor and Councillor of Agri-Expo, acted as guest speaker and emphasised the importance for shows to market their regions in order to generate the maximum exposure for their communities. He also thanked the shows for the positive way in which they receive the media and for the quality products that they market.

Agricultural shows in the Western Cape are an integral part of the rural communities and play a significant role in comparing agricultural products and thereby raising the bar of quality.

National Poultry Show

This championship was held at Kleinplasië Worcester from 24 – 28 June and a total of 3561 entries were received from 126 exhibitors from all over the country. This made it the largest Poultry Show to date in South Africa.

The entries represented 127 different breeds of chickens and ducks and as in the past, the judges were impressed by the quality and appearance of the poultry entered into the competition. The general condition and quality of the poultry was outstanding.

During the championship the Youth Show participants in the poultry division also completed their theoretical and practical examinations. After these exams, eight participants were included in the Western Cape team.

Due to the extent of the National Show that the Western Cape Poultry Club had to present, they decided not to hold their annual Young Bird and Club show in the Western Cape.

Western Cape Veteran Tractor and Engine Club

The annual Club Show was held from 24 to 25 August 2012 at Heidelberg. This organisation preserves the history of our agricultural industry and therefore Agri-Expo supports the show as sponsor. This year visitors had the opportunity to witness some 107 veteran tractors, 57 stationary engines and a large number of farm implements. The exhibition of small heirlooms (personal items and household goods from private collections) was very popular with the crowds.

Fifteen new members joined during the show – a clear indication that the enthusiasm and attitude towards conservation that was stimulated by the exhibitions and programme, is invaluable. The Western Cape now boasts some 500 members from all over the province. A floating trophy for the best small club in the Western Cape has been made available to the Club to serve as encouragement for the most fervent small club. This year the Swartland Club won the trophy.

Youth

Youth Shows

Agri-Expo, acting as main sponsor for the Western Cape Agricultural Youth Society is proud of what they achieve. The Youth Society presented seven regional shows this year with 511 learners participating: Winelands 54, Eden 62, Cederberg 141, Overberg 54, Swartland 80, Herold 65 and Boland 55. Learners must qualify at these regional shows to receive an invitation to the Agri-Expo Western Cape Championships.

Learners take part in the following categories:

- Winelands: Beef Cattle, Dairy Cattle, Milk Goats, Boer Goats, Wool Sheep and Mutton Sheep
- Eden: Beef Cattle, Dairy Cattle, Wool Sheep, Mutton Sheep, Poultry and Horses

- Cederberg: Milk Goats, Boer Goats, Angora Goats, Wool Sheep, Mutton Sheep and Home industry
- Overberg: Beef Cattle, Dairy Cattle, Wool Sheep and Mutton Sheep
- Swartland: Beef Cattle, Wool Sheep, Mutton Sheep, Milk Goats, Boer Goats and Angora Goats
- Herold: Beef Cattle, Wool Sheep, Mutton Sheep, Milk Goats and Angora Goats
- Boland: Beef Cattle, Dairy cattle, Wool Sheep, Mutton Sheep and Milk Goats

Development courses were presented for learners at Elizabethfontein Primary and Citrusdal Private School. These opportunities encourage new learners to join the Youth Show movement and promote the Youth Show concept.

The Agri-Expo Western Cape Youth Show Championships were held from 14 – 16 June in Worcester and the standard of participants from across the province was excellent. A total of 102 learners participated.

After six years, the National Youth Show Championships again took place in the Western Cape and was hosted by the Western Cape Agricultural Youth Society from 30 September to 3 October 2012 at Augsburg Agricultural Gymnasium in Clanwilliam. This was the largest National Championships ever presented with more than 400 participants from 8 provinces. As was the case during the past seven years, the Western Cape team were crowned as the champions of this competition. The team won 26 gold, 18 silver and 14 bronze medals.

Agricultural Schools

Agricultural Schools play a very important role in the future of agriculture in the Western Cape and that is why Agri-Expo supports agricultural schools according to their needs.

Loans were made available to the province's three agricultural schools, namely Boland Agricultural High School, Augsburg Agricultural Gymnasium and Oakdale Agricultural High School, to improve the quality of education at these schools.

The Society also annually supports the agricultural schools with bursaries awarded during their prize giving ceremonies. These bursaries are given to the best learners in every grade, as well as those learners who performed above their potential.

General

Women in Agriculture

Cape Women's Agricultural Association (CWAA)

The 83rd Annual Conference of the CWAA took place from 21 - 23 August at Hartenbos. The Society is a financial partner of the Association and funds are made available to present a conference of quality and to train their judges. Agri-Expo received good exposure on various printed marketing material as well as at the conference

itself. Mariana Rabie (Marketing Manager) attended the event and delivered a greeting message on behalf of Agri-Expo. The new theme for the next year – My dream, my inspiration – was introduced.

WAA Circle Tygerberg

The Society makes its trophies available to Circle Tygerberg for use at their annual show. The Circle's 46th Conference took place on 7 March at Joostenbergvlakte.

Landbouweekblad Agricultural Woman Entrepreneur of the Year

Agri-Expo's Marketing Manager served on the judging panel of the Landbou-weekblad and Sanlam Agricultural Woman Entrepreneur of the Year competition. During the awards dinner at Leopard's Leap in Franschoek, Mrs Rabie reported on the competition criteria and gave feedback on behalf of the panel of judges as to the choice of winner.

Other

Agricultural Writers SA

Agri-Expo hosted the annual photo competition of the SA Agricultural Writers and handled the entries and logistics on 5 November 2012 at Agri-Expo's offices in Durbanville.

Eleven photographers entered some 150 photos into this prestigious competition and the panel of six judges chose Mr Theuns Botha's photo 'The Horse' as the Photo of the Year. This was the sixth time in nine years that Mr Botha received this award. Mr Johan Norval was named the Agricultural Photographer of the Year with his portfolio of photographs receiving the highest score at the competition.

Conservation

Agri-Expo has been supporting the World Wildlife Fund (WWF) for a number of years. This year was no exception and the WWF was one of the organisations that benefitted from presenting the annual SA Cheese Festival. Among other things the funding is used for the Karoo Eco Schools programme and for the conservation of endangered animal species.

Royal Agricultural Society of the Commonwealth (RASC)

The Society received a visit from Mr Michael Lambert, Media Secretary of the RASC. He met with the Chief Executive Officer and visited Sandringham. He requested information about the Society's activities to share with other agricultural societies in various Commonwealth countries.

As a member of the RASC, Agri-Expo was invited to the 25th RASC Conference held in September in Zambia. It was only the second time that this conference was hosted in Africa and therefore the theme "The challenge for world food production" fitted in well with the potential of Africa to produce more food for the continent. The Conference was opened by the RASC President, HRH the Princess Royal, Princess Anne, delivering a message of hope.

The Project Co-ordinator of Agri-Expo, Mr Breyton Milford, who is also a member of the Next Generation Forum of the RASC, attended the Conference on behalf of Agri-Expo and delivered a paper about the Next Generation Forum's Assistance and Understanding Mission to Singapore and India in 2011. Members of the Forum and Chief Executive Officers shared their Agricultural Society's challenges with each other in an attempt to find solutions.

During the Conference, the focus was placed on Africa's role to produce more food as it is predicted that in 2050, 9 billion people will need 70% more food than is currently produced. Agricultural shows and the role that agricultural societies should play at their shows and during the year to promote the image of agriculture to the general public, was also discussed.

In 2014 the 26th RASC Congress will take place in Brisbane, Australia.

In-house

Exhibition and Events Association of Southern Africa (EXSA)

The standard of projects presented by Agri-Expo is of outstanding quality and the 2012 SA Cheese Festival this year received the EXSA Award for the Best Exhibition for Trade and Industry in Southern Africa for exhibitions 12 000 m² and over. This is the third time that the SA Cheese Festival received this sought after award.

Sandringham

The tedious process of rezoning Sandringham to "permanent open area-zoning" is still on track and the Society is hopeful that the matter will be concluded very soon. In the meantime, Sandringham has been rented out for the presentation of the well-known Outdoor Expo and the organiser was very satisfied with the venue. Various applications have been received from external organisers to hire Sandringham and four contracts have already been signed for next year.

Good rains caused the dams to overflow for the first time in years – a situation which posted huge challenges during the presentation of the Agri-Expo Equestrian Show.

Finances

The optimum investment portfolio is that portfolio that produces the highest return for the given level that the investor is prepared to risk. Therefore, it is vital that Agri-Expo's investment portfolio is not only measured on the return but also according to the analysis and study of the risk that the Society is prepared to take.

Several structural changes have been made to the portfolio in order to reduce the risk component. These changes include:

- The reduction of exposure to international hedge funds. This increased the liquidity and the portfolio is now better protected against the fluctuation of the rand currency.
- The diversification between more fund managers. Fund managers follow different investment strategies and styles and it is important to find the right combination to absorb market fluctuations.

We are happy to report that Agri-Expo's investment managers reached their performance goals and that the portfolio easily outperformed inflation. The focus remains on real and stable long-term growth. With interest rates that reached the lowest level in decades, it is important to stay well diversified in asset classes in order to achieve the best long-term return.