



January 2026

CARE & GROW

Paws, putts & purpose

Agrimark hosted its 14th annual Golf Day, raising more than R325,000 through generous supplier participation and an energetic auction for animal welfare and community care – a powerful outcome that once again proved that when purpose meets partnership, real impact is possible.

The fun-filled day, anchored in a shared sense of purpose, resulted in Agrimark donating a total of R100,000 to Sidewalk Specials, which supports more than 3,300 animals, and to the Cape of Good Hope SPCA, which cared for over 114,000 animals during their 2024/2025 financial year. Montego Pet Nutrition further amplified this impact through a contribution of R100,000 in pet food, and R50,000 in cash. These contributions directly support the essential work these organisations do to protect animal welfare while strengthening the well-being of the communities they operate in.



Tasneem Sulaiman-Bray, Agrimark Director: Corporate Affairs, and Sean Walsh, CEO: KAL Group, present Agrimark's donations to Andre van Wyk, Outreach Coordinator at Sidewalk Specials, and Franco Raffa, Marketing Manager at the Cape of Good Hope SPCA.

Agrimark's annual golf day has become a much-anticipated highlight, raising more than R1,4 million for non-profit organisations supporting communities across Agrimark's operating regions over the years. Each swing, bid and contribution reflects a shared commitment to creating positive, lasting change.

Recognising the strong link between animal welfare and community well-being, Agrimark continues to partner with organisations that support both pets and the families who care for

them. By teeing off for a cause, suppliers helped advance these missions, one paw and one putt at a time.

Reflecting on the event, Hennie Smit, Director: Supply Chain, says: “Our golf day demonstrates the power of strong supplier relationships and the role suppliers play within our supply chain. When our suppliers and teams come together around a shared purpose, we’re able to deliver value responsibly – creating impact that goes beyond our operations and strengthening the communities connected to our business.”

Susan Davis, Senior Manager: Brand & Communications, adds: “By supporting these two beneficiaries, Agrimark is not only helping animals, we are supporting education, compassion, and shared responsibility. Beyond rescue work, these two organisations invest heavily in teaching schoolchildren about compassion and responsible pet care, and training emerging farmers in humane animal husbandry.”

From a CSI perspective, the impact was both direct and meaningful. Taasha Thorne, Corporate Social Investment Officer, explains: “Our CSI initiatives are most powerful when they create tangible outcomes. This golf day enabled us to directly support organisations protecting animals while educating and strengthening the communities they serve.”



The Cape of Good Hope SPCA eagerly shares their passion and what drives them.

For the beneficiary organisations, the support will translate into immediate action. Andre van Wyk, Outreach Coordinator at Sidewalk Specials, says: “This support from Agrimark will make an incredible difference in the lives of both people and pets in our community. It allows us to provide essential care and resources, and we are deeply grateful for this meaningful contribution.”

Echoing this sentiment, Franco Raffa, Marketing Manager at the Cape of Good Hope SPCA, says: “Agrimark’s generosity plays a vital role in helping us rescue, rehabilitate and re-home vulnerable animals. Partnerships like these strengthen not only animal welfare, but the fabric of our communities as a whole.”



Sidewalk Specials bringing heart and good vibes to the golf day.

When our suppliers and teams come together around a shared purpose, we’re able to deliver value responsibly – creating impact that goes beyond our operations and strengthening the communities connected to our business.

HENNIE SMIT
DIRECTOR: SUPPLY CHAIN

A big thank you from the guests

The success of the Agrimark Golf Day was made possible by the incredible efforts of René Duckitt, Communications Officer, and the organising team. From planning every detail to ensuring a fun and memorable experience for all, their dedication and hard work truly shone through. Here's what some of the guests had to say about the day:

Sinenhlanhla Gabela >

It was truly a pleasure to partner with Agrimark and be a part of this golf day. Well done on organising a fantastic event!

Looking forward to Next Year!



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Gavin Vermeulen >

We're grateful to have been part of such a meaningful golf day. Knowing that our contribution will make a real difference to the beneficiaries and the animals you support is incredibly rewarding for our whole team.

A big thank you to you and everyone involved for the exceptional organisation and the passion you bring to this event each year. It's always a privilege to partner with people who care so deeply.

George Steyn >

Thank you for a wonderful day full of fun and a bit of golf. I also appreciate all your arrangements – they are noted and valued.

Rudolf Kruse >

It was once again an unforgettable day! Thank you for all your effort in making it so enjoyable.

Lorian Jardine >

Now that the dust has settled, we just wanted to extend a heartfelt thank you to you and the entire Agrimark team for allowing us to sponsor a wet hole and for giving us the opportunity to play in the 4-ball.

We truly enjoyed every part of the day – the atmosphere, the company, and the great spirit out on the course made it an absolute pleasure. Your team's organisation did not go unnoticed.

We look forward to the opportunity to join you again next year.

Joining hands for a better food system

Food insecurity is a major problem in South Africa, impacting at least 15 million people despite the country being a major food producer.

Recently, Agrimark joined the global community in commemorating **World Food Day** under the theme: “Hand in Hand for Better Foods and a Better Future.” This annual observance, led by the Food and Agriculture Organisation of the United Nations (FAO), serves as a powerful reminder of our collective responsibility to ensure food security for all.

As part of its broader sustainability strategy to combat hunger, Agrimark donated R50,000 worth of non-perishable food to support the Western Cape Department of Agriculture (WCDoA) and Casidra’s (Cape Agency for Sustainable Integrated Development in Rural Areas) 2025 World Food Day celebrations in Moorreesburg. The event launched a series of impactful food-security initiatives across the Swartland region, providing vital support to local NGOs and soup kitchens serving vulnerable communities in Moorreesburg, Kalbaskraal, and Abbotsdale.

By partnering with government, industry and food distribution organisations, Agrimark demonstrates that combining resources, expertise, and a shared vision ensures that nutritious meals reach the communities that need them most. “World Food Day is about more than raising awareness; it’s about action. Agrimark’s support strengthens our reach and demonstrates how partnerships in the fight against food insecurity can contribute directly to hunger-relief efforts in communities,” says Dr Keith du Plessis, CEO of Casidra.

Agrimark’s donation is closely aligned with its flagship **Harvesting Hope programme**,



From left to right, Barend Sulvester, Senior Manager: Sustainability, and Taasha Thorne, CSI Officer from Agrimark, and Dr Mogale Sebopetsa, Head of Department: Agriculture, Western Cape.

which sits at the heart of its strategy to reduce food waste and strengthen local food systems. Launched to rescue surplus produce from commercial and small-scale farms and channel it to households in need, Harvesting Hope has rescued hundreds of tonnes of fresh produce, provided over 3,5 million meals to vulnerable communities, and supported small-scale farmers by connecting them with reliable markets and fair opportunities since its inception.

Through Harvesting Hope, Agrimark continues to demonstrate that World Food Day is more than a symbolic gesture; it is a call to action to strengthen agriculture and improve lives in the communities where it operates.

Tasneem Sulaiman-Bray, Director: Corporate Affairs, notes: “Harvesting Hope shows that what may be excess for some can be life-changing for others. It’s about turning opportunity into impact for farmers, communities, and the food system as a whole.”

Agrimark’s food-security efforts form part of a sustained, long-term pledge aligned with international development goals and local realities, says Tasneem. “Our commitment to food security directly supports the United Nations’ Zero Hunger goal and is a core pillar of our Socio economic development strategy. By leveraging our resources and networks, we ensure every initiative, every partnership, and every rescued meal has a meaningful impact. Through initiatives like these, we’re not only providing nutritious food to vulnerable communities, but also strengthening local food systems, supporting small-scale farmers, and powering growth from farm to fork.”

HARVESTING HOPE

Help Agrimark connect with farmers to donate their excess or less-than-perfect fruit and vegetables to help feed those in need.



A joint initiative between:

OneFarm
Impact


AGRIMARK

Since its inception in March 2023, Harvesting Hope has delivered:

3,5+ MILLION MEALS CREATED

895+ TONNES OF PRODUCE CONTRIBUTED

310K+ BENEFICIARIES SERVED

How you can support the initiative:



Branch managers, regional teams, and marketers can play a key role by engaging with farmers in their area to identify surplus produce that can be donated.



Refer Agrimark customers who might wish to donate excess, sub-spec or damaged produce, fit for human consumption, to the programme.



Provide logistical support for the drop-off of donations to Agrimark stores.

How the Harvesting Hope donations are put to use:

- 1 Farms or pack houses that have excess, sub-spec, or damaged produce, fit for human consumption, contact the relevant Agrimark team members below.
- 2 Farms arrange for the donation to be dropped off at their nearest Agrimark store or it can be collected from the farm.
- 3 OneFarm Impact arranges for the collection of the donation from the Agrimark store and the final distribution to beneficiaries.
- 4 OneFarm Impact issues farmers a Section 18A Tax Certificate for the total fair market-related price of their donation.



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Shaping the future, celebrating excellence

Agrimark proudly sponsored the 2025 Western Cape Prestige Agri Awards (WCPAA), reaffirming its commitment to empowering agri workers who form the backbone of the province's agricultural success. Through this sponsorship, Agrimark invests in the people whose work drives growth, innovation, and food security.

The event, hosted by the Western Cape Department of Agriculture (WCDa), brought some of the most skilled and dedicated individuals in the sector together to celebrate their achievements and contributions.

Now in its 23rd year, WCPAA has become one of the most respected recognition platforms on South Africa's agricultural calendar. What began in 2002 as the Hex River Farm Worker of the Year Competition has evolved into a province-wide celebration of excellence, inclusion, and opportunity. A long-standing partner, Agrimark increased its corporate sponsorship to over R265,000, underscoring its ongoing commitment to empowering talent in the agri industry.

"As sponsor, Agrimark was privileged to be part of the judging process this year," explains Tasneem Sulaiman-Bray, Agrimark Director: Corporate Affairs. "The calibre of candidates was inspiring. We met individuals who not only understand their farming operations but who also recognise their broader role in South Africa's food system. We were struck by their professionalism, confidence, and their deep sense of purpose. The themes that emerged from our conversations were powerful:



From left to right: Barend Sulvester, Senior Manager: Sustainability, Tasneem Sulaiman-Bray, Director: Corporate Affairs, Shannon Robertson, Assistant Livestock Manager at Boschendal, and Johan de Lange, Executive: Services & Relations at Agrimark.

concerns around farm safety and food security, the need to stay relevant through training as a result of technological changes, and a shared belief in continuous improvement."

She added that recognition has a meaningful and lasting impact.

"Healthy competition, as we've seen in this programme, lifts the level of everyone involved. Recognition creates motivation. It builds pride and dignity. It reminds us that agriculture isn't just about production, it's about craftsmanship, leadership, and personal growth. When someone is recognised and celebrated, they return to their farm, their team, and their community, inspired to do even more."

The 2025 overall winner is Shannon Robertson, Assistant Livestock Manager at Boschendal.

We congratulate the winners and commend every participant and agribusiness that continues to invest in training, mentorship, and skills development.

TASNEEM SULAIMAN-BRAY
AGRIMARK DIRECTOR: CORPORATE AFFAIRS

As part of its commitment to supporting growth and education, Agrimark awarded her a sponsorship to attend a Management Development Programme at the University of Stellenbosch Business School.

“Being recognised in this way is truly special, especially as a woman in agriculture,” says Shannon. “It motivates me and reminds me that I can achieve anything I set my mind to. It’s also a testament to God’s grace and the blessing over my life. Working in agriculture has taught me perseverance and patience, and has ignited a passion for teaching others, especially young girls.”

Agrimark places education and skills development at the centre of its corporate responsibility strategy, and the company actively supports initiatives that promote agriculture as a dynamic and rewarding career opportunity.

“We congratulate the winners and commend every participant and agribusiness that continues to invest in training, mentorship, and skills development. It is through this commitment and investment that we ensure

agriculture remains an aspirational and rewarding career path,” says Tasneem.

An impressive 1,393 participants took part in the competition, 150 more than in 2024. The competition spans eleven categories, including General Worker, Irrigation Specialist, Animal Production, and Middle Management. Each Western Cape region also selects a Best Potential and a Regional Winner, culminating in 167 finalists who had to compete in the finals held at Elsenburg Agricultural Training Institute in Stellenbosch.

Arno Abeln, Managing Director: Agrimark Operations, says Agrimark’s support of the awards reflects its broader strategic commitment to strengthening the agricultural value chain and creating shared growth. “Unlocking the full potential of agriculture – as a driver of job creation, rural development, and economic empowerment – can only be achieved through partnership. By investing in platforms like the Prestige Agri Awards, we not only celebrate excellence and skills development, but also leverage the power of collaboration in building a resilient and competitive sector.”

Where there is water, there is hope

When Thembinkosi Butelezi, Retail Clerk at Agrimark Bergville, talks about water, his voice carries deep emotion. For years, he and his family struggled with unreliable access to water – a challenge that tested their resilience and hope.

“We don’t have water here in Acton Homes in Bergville,” he explains. “The municipality tries to supply us, but it’s not available every day. Sometimes it’s only for an hour or two, and then it’s gone again. There were times when my



Thembinkosi Butelezi at the shut-off valve of the newly installed borehole that delivers reliable water to his home.

neighbours had water, but I didn’t get any for months on end.”

Daily tasks like cooking, washing, and doing laundry became exhausting. Every morning,

Thembinkosi would wake around 4 am, drive three to four kilometres, and wait in long queues at a municipal water point just to fill containers. By the time he had returned home, washed quickly, and left for work, he was already exhausted. The irregular water schedule often left the community without water for months, causing discontent that sometimes resulted in unrest, and making life more challenging for all in the area.

Desperate for a solution, Thembinkosi turned to the KAL Trust. Initially applying for a home improvement loan, he realised water was a higher priority. "Water is essential for everything in life; even building a home depends on it," he says.

Through the Trust's interest-free home loan offering, Thembinkosi was able to install a borehole at his home in October last year, a solution that he describes as life-changing. "When my application was approved, my family was overjoyed. The day the contractors came to drill, my daughter sent me a message saying, 'Thank you so much. We've been struggling for so many years.'"

"What started as a request for help has become an inspiring example of how sustainable access to water can restore dignity and transform lives," says Barend Sulvester, Senior Manager: Sustainability. "Through benefits like interest-free home loans, the KAL Trust empowers our people to create real, lasting change for themselves and their families."

Today, Thembinkosi's home has consistent access to clean water. "I used to carry six 20-litre containers in my car. Now, I don't have to. My family is so happy. We even installed a booster pump so water runs straight into the house. Everything is working beautifully."

The borehole has strengthened community ties and reignited Thembinkosi's passion for gardening. "I share water with my neighbours, who fill their small tanks from my JoJo tank whenever they need it. After work, I head straight to the garden, where I grow vegetables



Trucks and workers on site during the borehole installation.

and flowers. My yard is now full of life, and I share the vegetables with members of my church who are struggling. It brings me great joy to help others."

With reliable water, he is now planning to complete his home, install a geyser, finish his bathroom, and fit proper plumbing. "It's all coming together slowly," he says with a smile. "I'm so thankful to the KAL Trust for helping me. I want my colleagues to know that water is the source of life, and the Trust truly gave us life again."

"The Trust is a powerful enabler of growth and wellbeing and a pillar of our unique employee value proposition," says Tasneem Sulaiman-Bray, Director: Corporate Affairs. "By providing access to education and supporting home improvements, including access to resources like water, we help our people build stability and resilience. Thembinkosi's story shows how the Trust translates our purpose into action, driving growth and improving quality of life while leaving communities better off."



Click [here](#) for more information on interest-free home loans and financial support towards rental deposits, security improvements and more. Download an application form [here](#) and submit your application to kaltrust@kal.co.za

Turning dreams into reality

When a parent's determination meets the power of opportunity, dreams take flight. For Geoffry Hendriks, Trade Clerk at Agrimark Robertson, the KAL Trust became a pillar of support, helping him to fund his children's education, transforming aspiration into achievement.

With the help of the KAL Trust, Geoffry's children have been empowered to pursue their chosen career paths: Breyton, now a qualified medical doctor, and Madilynn, a Theology student at Stellenbosch University.

From an early age, Breyton showed exceptional academic ability. Excelling in science, and earning a perfect score in mathematics, he was selected for a special programme run by Stellenbosch University for learners identified as potential future doctors, paving the way for his medical studies.

With both his children needing financial support for their studies, the financial pressure on Geoffry's family was immense. That's when the KAL Trust stepped in. "There was a year when the Trust paid both my children's tuition fees in full, and in 2024, both received R5,000 each," explains Geoffry. "Finances are always a major challenge. With tuition fees covered by the Trust, we could use the money saved for other study expenses."

To support the family income, Geoffry and his wife woke up at 4:00 am on Sundays to bake for their church community, selling doughnuts to help cover Breyton's study expenses. "At one point, Breyton desperately needed a laptop when his old one broke, and we simply couldn't afford a new one. That's when the KAL Trust stepped in again, and it made all the difference," he recalls.

The hard work and support paid off when Breyton graduated in December 2024. "The day



Breyton Hendriks is now a qualified doctor, in part, thanks to the KAL Trust.

Breyton graduated was unforgettable," Geoffry says. "We were all emotional. Knowing that the sacrifices were worth it was the greatest reward. There really are no words to describe the feeling, only a deep sense of pride and gratitude. When almost everyone in town tells you that you can walk with your head held high, you can imagine how proud the community is of your child."

The family now eagerly looks forward to celebrating another milestone: Madilynn's graduation. "We can't wait to celebrate her achievements. She passed with a number of distinctions last year," shares Geoffry. "The KAL Trust has played such a meaningful role in supporting both our children, and we couldn't be more grateful. We are excited to receive continued funding for Madilynn's 2026 academic year as well. Thank you, KAL Trust."

Barend Sulvester, Senior Manager: Sustainability, says Geoffry's story is a perfect example of the Trust's mission in action. "The KAL Trust exists to empower employees and their families to create lasting change," he explains. "Geoffry's family shows how meaningful support can help unlock dream careers and inspire a community."

Tasneem Sulaiman-Bray, Director: Corporate Affairs, adds: "Education remains central to the Trust's mission because it builds the skills pipeline that supports the communities we serve. The success of our colleagues' children, like Breyton and Madilynn, illustrates how strategic investment in education unlocks potential that is carried forward into families, workplaces and society. This is how we create a shared and lasting impact."

KAL Academy graduates shine

KAL Academy graduates Sydney Claassen and Gerda Beukes were recognised as New Entrants to Commercial Farming in their respective provinces at the 2025 Agricultural Writers South Africa (AWSA) Awards. Their success highlights the Academy's role in developing capable, competitive farmers, and demonstrates the tangible impact of KAL's investment in agricultural skills development.

Agricultural Writers South Africa (AWSA) is a non-profit association for agricultural journalists and communicators. Its annual awards recognise excellence in farming, sustainability, and innovation, highlighting individuals who strengthen the sector and demonstrate agriculture's vital contribution to food security and the national economy. According to AWSA, Sydney, owner of Pinehaven Farm in Stellenbosch, and Gerda Beukes, from G&E Beukes Boerdery in Eksteenskuil outside Upington, demonstrated outstanding leadership, determination, and commitment to sustainable farming.

The KAL Academy gave me the foundation to think like a business owner, not just a farmer. It taught me to plan, lead, and make decisions that grow both people and profits.

SYDNEY CLAASSEN
KAL ACADEMY GRADUATE



A proud moment as KAL Academy graduates Sydney Claassen and Gerda Beukes hold their AWSA awards, continuing to shine in commercial farming.

Sydney was named the Western Cape New Entrant to Commercial Farming. His journey from farmworker to commercial vegetable farmer has captured the admiration of many in the agricultural community. Today his 12-hectare operation supplies leading retailers such as Woolworths, and is known for its responsible production, high-quality output, and dedication to empowering others in the value chain.

Sydney also forms part of Agrimark's Supplier Development Programme, which demonstrates how Agrimark continues to support and partner with KAL Academy graduates to enable them to scale up their operations.

Sharing his experience, Sydney says: "The KAL Academy gave me the foundation to think like a business owner, not just a farmer. It taught me to plan, lead, and make decisions that grow both people and profits. Being part of Agrimark's Supplier Development Programme is another step in that journey, showing how learning and partnership can truly transform lives."

Gerda received the Northern Cape New Entrant to Commercial Farming award. She oversees a mixed-farming enterprise producing raisins, peanuts, lucerne, and livestock. She is widely admired for her resilience, commitment to continuous learning, and focus on mentorship.

Sharing her thoughts, Gerda says: “The journey hasn’t always been easy, yet deeply rewarding. The KAL Academy helped me grow in confidence, and equipped me with the business insight I needed to run a sustainable operation. Winning this award reminds me that when women in agriculture rise, whole communities rise with them.”

Both Sydney and Gerda completed their fully funded, NQF-aligned programmes through the KAL Academy, a structured learning journey designed to equip small-scale farmers with essential business, leadership, and farm management skills. Sydney completed the NQF 4 Plant Production programme in 2015. Gerda completed the NQF 3 Animal Production programme in 2022, and the national certificate in mixed farming practice in 2023. Their accomplishments illustrate the effectiveness of the Academy’s development model and the value of creating pathways for small-scale



Gerda Beukes working alongside her workers, drying grapes.

farmers to grow and fully participate in the agri sector.

Barend Sulvester, Senior Manager: Sustainability, who manages the KAL Academy’s programmes, says: “Through the KAL Academy, we are proud to help unlock opportunities for individuals who are determined to grow, learn, and lead. Sydney and Gerda’s success embody the transformative power of education and reaffirms our commitment to leveraging culture and diversity in the sector, empowering the next generation of agricultural leaders.”



Sydney Claassen and his team at Pinehaven Farm.

Winning this award reminds me that when women in agriculture rise, whole communities rise with them.

GERDA BEUKES
KAL ACADEMY GRADUATE



We want to hear from you

Has your branch or department been involved in any community-based corporate social investment (CSI) projects lately? We'd love to hear all about it. Please send your good-news stories and images to Isabel.Muller@agrimark.co.za



Ons hoor graag van jou!

Was jou tak of departement onlangs by 'n gemeenskapsprojek betrokke? Ons wil graag daarvan hoor. Stuur asseblief jou inspirasiestories en -foto's na Isabel.Muller@agrimark.co.za