Subtrop
MARKETING SYMPOSIUM

5 November 2026, Skukuza, Kruger National Park

	PRELIMINARY PROGRAMME
08:00	**Registration**
08:50	**Opening** *Edrean Ernst, Subtrop Chairman*
	Session 1. Chairperson: TBA
09:00	**Economic outlook** *Tracy Davids, BFAP*
09:45	**Highlights of World Avocado Organisation activities** *Shelly Vorster, World Avocado Organisation*
10:05	**Presentation by prestige sponsor - Dux Agri**
10:15	**Tea & networking break**
	Session 2. Chairperson: TBA
11:00	**"Winning Consumer Attention in an Era of Information Overload"** *Glynnis Branthwaite, Protactic*
11:30	**Closing the loop - using retail data to target shoppers** *Craig Swartz, Rainmaker Media*
12:05	**Dynamics on the fresh produce markets** *Deon van Zyl, Grow Fresh Produce Agents*
12:35	**Lunch**
	Session 3. Chairperson: TBA
14:00	**Consumer behaviour in Supermarkets** *Prof. Roland Goldberg, North-West University*
15:00	**Avocado quality: What's right and what's not** *Luzanne Kurtz, Westfalia Fruit*
15:20	**Tea & networking break**
	Session 4. Chairperson: TBA
16:00	**Increasing pressure on crop protection products: What's the solution?** *Rod Bell, Croplife SA*
16:25	**Reduction of import tariffs in key markets: What's the hold-up?** *Derek Donkin, Subtrop*
16:55	**Closure**
18:00	**Braai**