



# Maluma Forum

## Role and Function

Zander Ernst

Allesbeste

Maluma day  
2013



"Kwaliteit weens passie"  
"Quality through passion"

# Origin of the Maluma Forum

- Wilna Stones Identified a need for better communication between SAAGA, Growers and the IP holder, Allesbeste, based on concerns over internal quality of Maluma that some growers and Marketing Companies held. Maluma Plantings were growing rapidly and it was felt that any issues be handled before any problems grew beyond control.
- First Forum meeting was held with farmers and other Stakeholders during 2011

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"Quality through passion"

A vision was born!

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# Since then . . .

- 2012 Maluma day – attended by 56 people (various stakeholders)
- 2012 Maluma Forum (MF) Workshop
  - All main Stakeholders and role players represented
  - MF committee established
    - It was decided that Dr Andre Ernst will be the coordinator with a working group existing of the following persons:
      - Dr Frans Kruger                      Research (ITSC)
      - Mr Burtie van Zyl                      Grower representative (ZZ2)
      - Mr Bram Snijder                      Technical Director SAAGA
      - Mr Gerhard Nortje                      Technical Manager SAAGA

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# The aim

- To maintain communication regarding concerns
- Not to limit the Maluma info to that presented by one entity
- A working group that:
  - Deals with issues: quality and other
  - Identify research objectives, requests and Priorities
  - Develop and maintain Maluma as a sustainable cultivar
  - Develops Maluma as a marketable cultivar
  - Establish en continually improve handling protocols
- Providing the farmer with assurance
- SAAGA involvement is CRUCIAL

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# A growers Club??

- Yes but no!
- What is a growers club?
  - Variety / Cultivar produced and marketed for its unique characteristics, and based thereon
  - Limited access to farmers as well as marketers and other intermediaries
  - Benefit of control & decision making to IP (intellectual property) holder
  - Premium sales price based on unique characteristics

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# Maluma Forum as Growers Club?

- Cultivar with Unique Characteristics
- No limited access
- IP holder does not control, However centralisation of decisionmaking can be beneficial

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# Maluma Forum

What could the future hold?

Benefit for farmers and stakeholders?

- Shared information for farmers
  - Production, quality, irrigation, fertilizer norms, practices...
- Shared problem solving
- Shared growth
- Shared development
- Shared marketing
- Marketing advertisement & branding?
  - Stickers
  - Product labels throughout value chain

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# Our Mission

- To work together as farmers and as stakeholders to maintain the sustainability of all stakeholders, to perfect all quality aspects of Maluma and to improve and maintain the final product sold to the end-consumer.

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# Our vision

- A forum for farmers and value chain stakeholders to share a unique passion without limitations, that encourages constant development and improvement, and guarantees not only the sustainability of the Maluma variety, but also that of the farmer, through superior production and market performance. Quality and perfection the ultimate aim.

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# Conclusion

- We are all here with a shared purpose and aim
- Lets work together, unite, and be the best we could possibly be!

In the words of Johnny Cash:

*“Well you may throw your rock and hide your hand  
Workin' in the dark against your fellow man  
But as sure as God made black and white  
What's done in the dark will be brought to the light”*

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