



RBX Group

A step up for River Bioscience and XSIT



The RBX Group (River Bioscience and XSIT) continues to prove able to take advantage of opportunities and to rise above challenges. By Rob Elfick



Rob Elfick



Ants eating on SAGA ant bait

With its exponential growth, the RBX Group is constantly evolving and improving its systems to keep up with the demand for and supply of its products and services.

Over the past few years the number and volume of products have grown along with the staff complement in certain areas. Hence, a need arose to improve, focus and streamline the group's internal and external communications function. The group also required dedicated coordination of the marketing of its brands, products and services. With this in mind, the RBX Group has welcomed its first communications coordinator, who will focus on creating a well-rounded strategy that will streamline all marketing and communications requirements going forward.

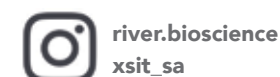
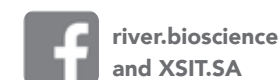
And amongst the exciting things happening in the upcoming season is the official launch, and the first of many more orders for the group's new product, SAGA™. This is the only ant bait registered in SA to control both brown house and pugnacious ants within the orchards. The importance of ant control in managing honeydew producing pests is re-emphasised every year at the CRI integrated pest management

(IPM) workshops, and River Bioscience firmly believes in an IPM system approach to do this. The SAGA™ product was developed to achieve effective pest control in a compliant and sustainable manner that does not negatively impact beneficial insect complexes in the orchard.

The RBX Group has also expanded its technical sales team, with the addition of two technical sales representatives, to adequately support the upcoming growth and to build a stronger support system. Not only for the distributors and agents, but also for growers.

With all this in mind, and reinforcing key business connections, the RBX Group is building the right foundations to ensure sustainable and environmentally friendly IPM systems for the benefit of all stakeholders. ▶

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Short courses

The Citrus Academy was delighted to resume short courses this year. By Sive Silo



The team at the academy was very excited to be able to meet learners for Citrus Production in Pietermaritzburg, Kirkwood and Nelspruit. They also hosted a Citrus Export Supply Chain short course in Hoedspruit.



Short course attendees

The Citrus Academy short courses are aimed at providing insight into essential components of the citrus production system, and provide a good induction into the subject matter. They also help one understand how that component relates to the wider production system, and are a good starting point for those

who would like to enter into a career in that aspect of the system. ▶

A schedule of the upcoming short courses is available at www.citrusacademy.org.za. If you're interested in attending a course, or want more information, please contact Sive Silo at sive@citrusacademy.org.za.

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