AgriProbe is 10 years old! In an environment where government changes often, this is indeed a milestone to be celebrated.

In essence, this magazine highlights the activities of the Department’s staff and Programmes as well as present in-depth articles for the discerning.

It feels like many, many moons ago when the management of the Western Cape Department of Agriculture deliberated about the need for communication with our stakeholders and to create a platform for our researchers. At that stage the Department had two publications, and as a stroke of brilliance it was decided to combine the two publications into AgriProbe. For this reason the Elsenburg Journal is still part of AgriProbe.

The name is one of the innovations as it depicts and reflects on the agricultural sector and “probes” the scientific publications and semi-scientific articles.

So AgriProbe has changed the format of how we communicate and what we communicate over time, but the Department has continued to publish the magazine. This year the circulation number has also been increased to 10 000. It is our way to stay in touch. But the innovation doesn’t stop here. So often the private sector talks about their corporate social investment portfolio, and in this case the Department (yes, government) emulated the private sector by contracting the Stellenbosch Work Centre in to package the magazine for dispatching. In doing so, we have created opportunities for the disabled and unemployed in Stellenbosch.

As with any communication medium, change is good. For the foreseeable future, AgriProbe will remain but the format might change from the new look to an even better look.

Thanking the editorial committees (current and past) for their dedication and commitment for this quarterly publication. Keep AgriProbe going so that the Department can communicate and share knowledge, keep stakeholders informed and create the excitement so desperately needed in the agricultural sector.

I’m tempted to say “go forth and multiply” but rather want to emphasise “better together” as an information partner to make the sector successful.