



Community History On-Line CHOL Newsletter #22 August 2025

Agricultural entrepreneurs

Who knew that it was Jewish farmers and entrepreneurs in agriculture who pioneered orchards and soft fruit growing and marketing as well as timber plantations in South Africa or that Norbert Pinto in the Robertson area was the first person in South Africa to start growing coriander, which previously needed to be imported.

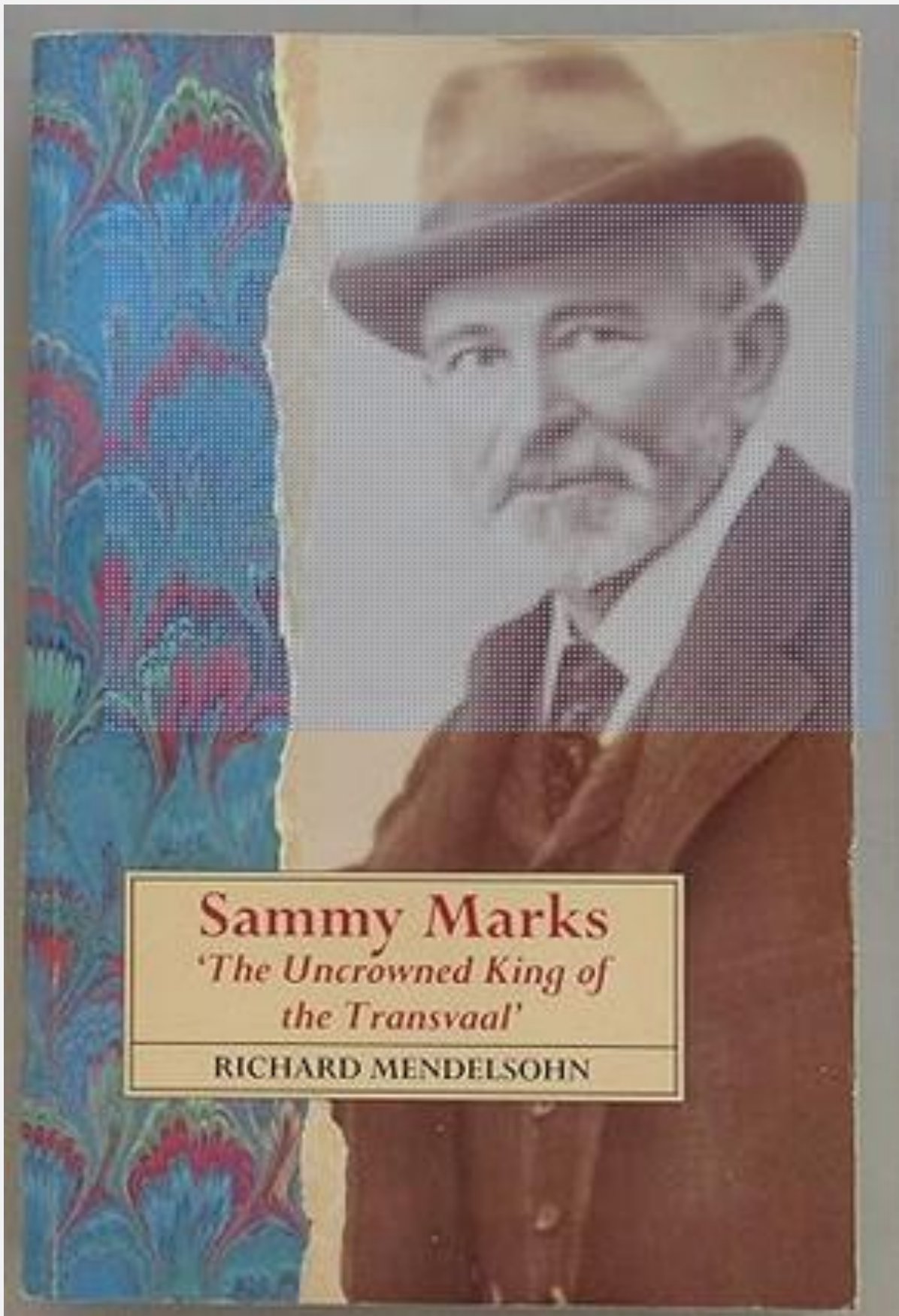


Did you know that soft fruits such as strawberry growing and marketing was developed by the Zetlers of Stellenbosch; plums by Theo Kirsh of Ceres and apples and other deciduous fruit were developed and pioneered by the Sarembocks of Ceres. Citrus is another case in point.

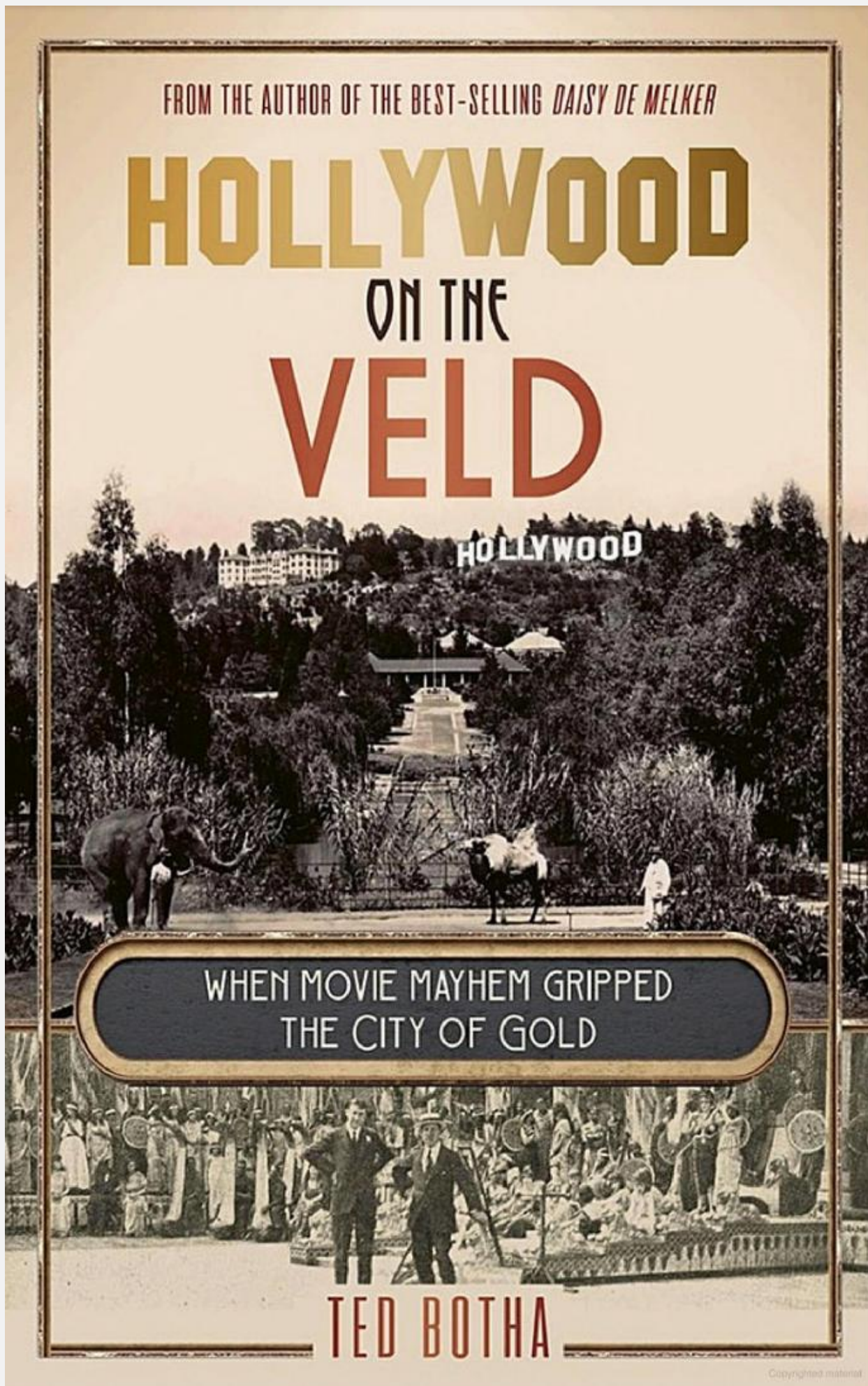
Jews were involved too in growing and processing drinks such as Wine and Tea – specially Rooibos tea? Jewish farmers also were pioneers in introducing new bloodstock in cattle and sheep and developing the wool industry as well as leather and feathers.

You won't find this in the history books but CHOL has been fortunate to have assembled some outstanding speakers including Professor Richard Mendelsohn who wrote the biography of Sammy Marks who will speak about a him and also about the smouse and

the



ostrich feather entrepreneurs and innovators.



We will also hear from scholar Boris Gorelik who has studied the Ginsberg family and their work in growing and marketing Rooibos tea for our autumn series about some of the exceptional entrepreneurs and innovators in agricultural life and produce in South Africa in the early 20th century.

Family members will also talk about the work of their families in this under-researched area of activity.

Earmark Tuesdays in November (4,11,18 and 25) for our CHOL autumn seminars. If you would like to contribute your story to the seminars or to our list of agricultural achievers, we will be pleased to hear from you.

Tell your friends that to join our mailing list, they can write to info@chol.website.

We now have a Facebook group and we invite you to join us to have your say at

[CHOL Facebook group](#)

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**CHOL – Community History On-Line** is a forum set up in 2020, under the auspices of the Kaplan Centre at UCT and the South African Jewish Museum – bringing together all those working on / or interested in creating an online presence relating to the **History of Jewish Communities in Southern Africa**.

see [www.chol.website](http://www.chol.website) contact [info@chol.website](mailto:info@chol.website).

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Check out the CHOL website: www.chol.website which now has on it:

- 59 [Communities](#)
- 63 [Memoirs](#)
- 173 original [Stories](#)
- 41 Videos of [Presentations](#)
- 21 [Newsletters](#)

Feel free to browse **resources** and **journal articles** as well as the above on the Site

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