

Anton Rabe elected as Fruit South Africa chair

By [Fred Meintjes](#) | 9 April 2025

The organisation has made numerous changes to its board of directors



Anton Rabe

Anton Rabe, long-serving executive director of Hortgro, has been elected as the new chairperson of Fruit South Africa.

Fruit South Africa is the umbrella organisation representing and acting on behalf of the South African fresh produce industry.

Derek Donkin, CEO of Subtrop, is the new vice chairperson, while Anton Kruger has retired as chairperson but is still a member of the board.

Fruit South Africa said the appointments marked a "significant transition" as the organisation continued to strengthen its leadership and strategic vision for the South African fruit industry.

Additionally, the organisation also announced that two board members, Justin Chadwick and Vangile Titi-Msumza, had retired.

Three new directors have been appointed, namely Dr Boitshoko Ntshabele, the newly appointed CEO of the Citrus Growers Association, along with Jacqueline Maisela and Jenetha Mahlangu, who will serve as independent directors.

"Their extensive experience, particularly in government and industry-related capacities, will be instrumental in furthering Fruit SA's mission," the group stated.

Rabe said the transitions marked a "significant milestone" for Fruit SA.

"Since its formal registration, we have not experienced such a substantial shift in leadership at one time," he stated. "This change presents a unique opportunity to build upon the organisation's successes and to drive Fruit SA forward as a unified voice for the South African fruit industry."

Rabe said the board remained committed to fostering a competitive, equitable, and sustainable fruit industry and was confident that the appointments would further enhance its strategic direction.

