

CGA chief executive pays tribute to Deon Joubert



By [Mike Knowles](#) | 25 November 2025

Boitshoko Ntshabele praises late colleague's "immense expertise" and "profound impact" on South Africa's fruit business



Deon Joubert (left) with José Antonio García Fernández of Spanish citrus association Ailimpo

Boitshoko Ntshabele, chief executive of South Africa's Citrus Growers' Association (CGA), has paid tribute to [Deon Joubert, who died on 25 November](#) at the age of 68, following surgery carried out last week.

In a letter to the association's members, he wrote: "It is with deep sadness that the Citrus Growers' Association of Southern Africa (CGA) this morning received the news that Deon Joubert has

passed away. Deon has been at the very centre of South Africa's citrus industry since he joined the CGA as its European Union Special Envoy in 2014."

According to Ntshabele, those close to him were "by his side", and since then the entire CGA family has sent out its "deepest condolences" to Deon's family. "They are in our thoughts and prayers," he said.

"As an agricultural economist and trade expert he was a prominent figure in the fruit industry," he continued. "Deon dedicated decades of his life to advancing market access, building bridges between producers and global partners, while championing agricultural exports. He was well-known and beloved in many circles for his immense knowledge of trade policy, export dynamics and supply chain logistics.

"Before Deon joined the CGA, he was already a respected figure in agricultural circles, having distinguished himself through influential positions in both government and the private sector – notably as South Africa's agricultural attaché in Brussels, and as general manager for fruit logistics at Capespan. Few have had such a profound impact on the trajectory of the fruit industry in South Africa as Deon did.

"Deon's immense expertise always came accompanied with a unique energy and humour. His charisma, warmth and sociability naturally led to a wide network of friends, colleagues and fruit growers who will miss him dearly."

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