

South Africa citrus sector mourns Deon Joubert

The Citrus Growers' Association of Southern Africa (CGA) has reported the passing of Deon Joubert, who served as the organisation's European Union Special Envoy since 2014. Joubert died at the age of 68 following complications after a medical procedure. According to the CGA, family members were with him at the time.



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Joubert had been a central figure in South Africa's fruit sector for several decades. Trained as an agricultural economist and known for his work in trade, he was active in areas related to market access, export development, and supply chain logistics. Prior to joining the CGA, he served in roles across government and the private sector, including as South Africa's agricultural attaché in Brussels and as general manager for fruit logistics at Capespan.

Throughout his career, Joubert was involved in building relationships between growers and international trading partners. His work in trade policy and export processes made him a frequent point of reference for industry stakeholders.

In a statement, CGA chief executive Dr Boitshoko Ntshabele noted Joubert's long involvement in the fruit industry and the extent of his professional network. The association conveyed condolences to Joubert's family.

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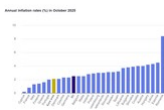
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