

Fruit SA elects new chair and vice-chairperson

Ms Bongiwe Njobe is the new chairperson of Fruit SA. Justin Chadwick, Chief Executive Officer of the Citrus Growers' Association (CGA) of Southern Africa, is the new vice-chairperson of Fruit SA.

Fruit SA strives – through its facilitative role – to contribute to a growing, profitable, sustainable and equitable fruit industry in South Africa. The sector exports more than 60% of local fruits to more than 90 countries.

"I am excited to be taking on this role at this time. Hopefully, the "green shoots" of economic growth globally, the renewed political and governance space nationally and the visible opportunities for transformation and growth in the fruit sector will enable Fruit SA to achieve its objectives," Njobe said.

She also serves as a director on the board of the deciduous fruit industry, Hortgro. Njobe has deep roots in the agricultural sector and holds a Master of Science in Agricultural Engineering from the Agriculture University – Vassil Kolarov in Plovdiv, Bulgaria. Last year, Njobe was elected as Chair of the Global Forum for Agricultural Research (GFAR). She also served as the Director-General of the South African Department of Agriculture between 1997 and 2005.

Chadwick says he is looking forward to work closely with Njobe, who he has worked with since the South African citrus industry gained access to China in 2004. The CGA was established by citrus growers in the wake of deregulation in 1997 and represents the interests of citrus producers and exporters.

"We look forward to bring new energy to the activities of Fruit SA. Bongi has wide experience of the entire agricultural sector, and has exposure to industry developments around the world which adds to the experience on the Board," Chadwick emphasised.

Njobe and Chadwick were elected at a Fruit SA board meeting on the 27th of March 2018.



Former DG of Agriculture and new Chairperson of Fruit SA, Bongiwe Njobe, who is also a Hortgro Director.

*For more information,
contact Dr Konanani Liphadzi,
Fruit SA CEO at:
ceo@fruitsa.co.za or
012 007 1150.*

FRUIT SA IS A NON-PROFIT
ORGANISATION THAT REPRESENTS
DIFFERENT FRESH FRUIT
ASSOCIATIONS IN THE COUNTRY.



Carmé Naudé has recently joined the Hortgro team . . .

. . . and works as Communication Officer in Paarl. She tells a little about herself: "I was born and bred in Paarl and as an only child, a 50-50 mix between a left and right brain person - creative yet rational.

I finished my BA Visual Communication Degree in 2016 at Stellenbosch Academy of Design & Photography and my Entrepreneurship Course at USB (University of Stellenbosch Business School), last year.

My interests include travel, food, nature, and people and by food, I mean a 'braai'.

My preferred adrenaline-filled outdoor activity would be 4x4-ing, mainly because I would like to challenge the stereotype of 'women can't drive'. I have a passion for the farming industry as a whole and would love to contribute and see it grow."

