

Industry leadership update

People are an integral part of the fruit industry's growth focus. And executive management is no exception, where talent continues to be recognised and rewarded.

FHUMULANI RATSHITANGA the new Fruit SA CEO

The Fruit SA Board appointed Fhumulani Ratshitanga CEO of Fruit South Africa (Fruit SA), effective 1 June 2020, following her stepping into the role of Acting CEO on 1 April.

"As the Fruit SA Board, we are delighted that we can promote from within the organisation, as Fhumulani Ratshitanga takes the helm as CEO. Fhumulani has shown that hard work bears results. Quietly spoken, she has delivered at all times. She has got results through her dedication to hard work – and leading by example, she has managed to impress through her ability to engage and address difficult challenges. I am sure that Fruit SA will go from strength to strength, and we look forward to continuing to work with her, now in this new role. As an umbrella body of all the organised fruit industries in SA, the work of Fruit SA is instrumental in transforming the sector, addressing market access challenges and forging strong partnerships with government," says Fruit SA Chairman Justin Chadwick.

Fhumulani says: "I am honoured by the confidence the Fruit SA Board has shown in me, and I look forward to contributing to the continued advancement of SA's fresh fruit industry. This is especially significant as we navigate the current economic challenges – locally and globally. I also look forward to continuing to work with the Board."



ANTON KRUGER assumes SA presidency of SHAFPE

Anton Kruger, CEO of the Fresh Produce Exporters' Forum (FPEF), has assumed SA presidency of the Southern Hemisphere Association of Fresh Fruit Exporters (SHAFPE), succeeding Dr Konanani Liphadzi. His tenure, which was officially endorsed at a virtual meeting on 14 May, will run until February 2021, when the next Annual General Meeting takes place.

During the virtual meeting at which Anton was appointed, he highlighted (amongst other things) the industry's satisfaction with fresh fruit exports having been declared an essential service.

SHAFPE promotes awareness and consumption of fresh fruit among consumers. And during the COVID-19 pandemic, the organisation is gathering information from member countries pertaining to relevant challenges (including logistics and administration).

