

Nurturing talent

In the citrus industry, talent development and effective talent pipelines are crucial for sustainability and growth. By Sam Louw

The Citrus Academy plays a key role in fostering talent and driving transformation through its bursary fund and human resource development activities.

The citrus industry is a vital part of the South African agricultural landscape. With growing global competition and changing market access demands, the need for a skilled local workforce has never been greater. The Citrus Academy Bursary Fund is the bedrock of the Academy's initiatives, and plays its part in ensuring that the industry remains competitive and sustainable.

The Bursary Fund supports students pursuing qualifications related to the citrus industry by covering tuition, accommodation, books, and other study-related expenses. Thereby, removing related financial burdens and allowing students to focus on their studies. By investing in relevant education, the Fund ensures a steady flow of well-trained individuals, ready to contribute meaningfully to the industry.

In addition to financial support, the Citrus Academy offers vacation work, internships and graduate placement programmes. Vacation work and internships provide students with practical, hands-on experience. Linking academic learning to real-world application is tricky. Graduate placement programmes ease the transition from study

Growing global competition and changing market access demands require a skilled local workforce.



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to employment, ensuring graduates are job-ready and can integrate into the industry.

The Citrus Academy is committed to transformation and that's evident in its efforts to support historically disadvantaged individuals through relevant programmes. The Bursary Fund focuses on providing opportunities for these individuals, ensuring a more inclusive workforce. By creating an environment where everyone has the chance to succeed, the Citrus Academy drives positive change within the industry.

The impact of the Citrus Academy's efforts can be seen in the success stories of its graduates, many of whom have advanced to hold significant positions within the citrus industry, academia, and government departments. These individuals contribute to the industry's growth and serve as role models, inspiring the next generation of citrus professionals.

The importance of talent development and talent pipelines in the citrus industry cannot be overstated. The Citrus Academy approach to education and skills development, particularly through its Bursary Fund, coupled with their commitment to transformation, ensures the industry is equipped to face future challenges and seize opportunities. Its role in nurturing talent is essential for sustainable growth and competitiveness in the South African citrus industry.



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