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Media release



Fruit South Africa appoints new CEO

Fhumulani Ratshitanga has been appointed CEO of Fruit South Africa (Fruit SA), effective 1 June 2020. This follows her appointment to the role of Acting CEO on 1 April.

Having joined Fruit SA as Industry Affairs Manager in July 2019, Fhumulani’s expansive experience and affinity with the agricultural sector and the fruit industry will continue to stand her in good stead as she progresses into this dynamic role. Her career in the agricultural sector spans over 18 years: she has worked for the Southern African Confederation of Agricultural Unions, the Department of Agriculture, Land Reform and Rural Development and the Perishable Products Export Control Board.

“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 South Africa, 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 South Africa’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.”

Currently completing her B.Com Honours degree in Economics at the University of South Africa, Fhumulani also holds a Master’s degree in agriculture (MInstAgrar) specialising in plant protection from the University of Pretoria.



Fruit SA is a non-profit company and the umbrella body representing the Citrus Growers' Association of Southern Africa, the South African Table Grape Industry, Hortgro, the Fresh Produce Exporters' Forum and the South African Subtropical Growers' Association.

ENDS

Justin Chadwick

Chairman: Fruit South Africa

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