



Dr Konanani Liphadzi

## Fruit South Africa appoints first chief executive officer

The Fruit South Africa Board announced the appointment of Dr Konanani Liphadzi as the first Chief Executive Officer of Fruit South Africa\* (FSA).

Dr Liphadzi comes with a wealth of experience in the agricultural sector. After graduating with a Masters degree in agronomy at Pretoria University, she completed her PhD at Kansas State University in the USA. She recently completed her Master of Business Leadership (MBL) at UNISA. Her career included the position of Senior Manager at Limpopo Department of Agriculture before moving to Chief Director of Agriculture at Gauteng Department of Agriculture and Rural Development.

Derek Donkin, Chairman of Fruit South Africa, welcomed Dr Liphadzi to Fruit South Africa, "This is a momentous occasion for the fruit sector. For years we have discussed the option of resourcing Fruit South Africa, and now we have found the right person for the job. Initially Dr Liphadzi will focus on bedding down the SIZA (ethical trading) initiative, expanding consumer assurance to include environmental issues and coordination of market development activities. In addition she will further discussions with government on the social compact and become involved with the Fruit Industry Value Chain Round Table."

- Fruit South Africa was formed by the Citrus Growers' Association of Southern Africa (CGA); HORTGRO (representing pome and stone fruit); South African Table Grape Industry (SATI); SUBTROP (representing the avocado, mango, litchi and macadamia industries) and Fresh Produce Exporters Forum (FPEF) to address common issues.

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# MINOR CROP registration workshop

During June 2014 a minor crop registration workshop took place in Somerset-West. This initiative was started in 2012 by Lindi Benic (Manager: Trade/ Market Access Affairs, HORTGRO) and Thilivhali Nepfumbada (Management Advisor Agricultural Remedies, DAFF). Originally it was aimed at the berry and cherry producers, but soon it was clear that other small industries had the same problems. Therefore, this initiative was expanded to include other small industries. SUBTROP was included representing avocados, macadamias, mangoes and litchi.

### Wilna Stones

SUBTROP

The aim of the 2014 workshop was to provide an opportunity for Ag-Chem and other chemical companies to meet with small agricultural industries. Industries present were pecannuts, wallnuts, hazelnuts, cherry, canola oil, berries, vegetables, pomegranate, persimmon, fig, strawberry, rooibos and fynbos/proteas. These industries had an opportunity to communicate their critical needs to the chemical companies, with regards to chemical registrations needed. SUBTROP represented the four commodities they serve.

A combined tree nut list was also compiled by all the nut industries present. The tree nuts have a combined 40 000 ha in South Africa and this had an impact on the chemical companies present. Although Subtrop represents small industries, they are growing, with South Africa currently the world leader on macadamia production.

A followed up focus session is planned with separate agricultural industries to meet with chemical companies. SUBTROP will represent the four commodities it serves. Providing the industry has trial data, the registrar is willing to accommodate the smaller industries. SUBTROP plays an important role in this whole process as a collective voice for a small industry's critical needs.

