

MEDIA RELEASE

FRUIT SOUTH AFRICA CHIEF EXECUTIVE OFFICER STEPS DOWN AFTER SIX YEARS AT THE HELM

Dr Konanani Liphadzi, the first Chief Executive Officer of Fruit South Africa has decided to step down, after six years in the position, in order to pursue other interests.

Fruit South Africa is an umbrella organization of the organized South African fruit industries, and has as its founder members Citrus Growers' Association of Southern Africa, HORTGRO, South African Table Grape Industry, SUBTROP and Fresh Produce Exporters Forum. Fruit South Africa concentrates on challenges and opportunities faced by all fruit industries, with a focus on transformation, market access and logistics.



Fruit South Africa Chairman, Justin Chadwick, heaped praise on Dr Liphadzi for her dedication in putting Fruit South Africa on the map: “It is incredibly difficult to step into a vacuum, with no reference point or example to follow in your new job. Konanani took on the challenge and has raised the profile of Fruit South Africa to a point where the organization is well known in government circles and amongst Fruit South Africa stakeholders. Being an Association of Associations also has its challenges – which Konanani navigated with great results. We wish Konanani all the best in her future endeavors.”

Reflecting on her six years at the helm of Fruit South Africa, Dr Liphadzi had the following to say “I thank Fruit SA and the fruit industry for the opportunity to serve in this role. I am grateful to the Fruit SA board who allowed me the space and resources to bring the Fruit SA idea into life. As I leave, I am fully convinced that as South Africans we have it within ourselves, our country, our sector and our industry to significantly improve the socioeconomic equity challenges that face our country”.

Dr Liphadzi will leave office at the end of March 2020.

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