



Grain Building, Agri-hub Office Park, 477 Witherite Road, The Willows, Pretoria, 0184
Tel: 012 007 1150

Terms of reference:
Fruit Industry Occupational Qualifications Capacity

1. Background

South Africa's fruit industry is the leading fruit exporter in the Southern Hemisphere, and is one of the biggest agricultural employers, accounting for just over 360 000 jobs directly on farms.

The fruit sector is therefore a large contributor not only to employment in the country, but also to the levy income of the AgriSETA given its labour-intensive nature. From this perspective the labour pool in the fruit sector is important and its productive contribution needs to be nurtured. Skills development plays an important role in this regard.

The post-school, non-academic skills development environment in South Africa is complex and onerous. The process of applying for financial support for focussed skills development, the identification of approved learning pathways, the appointment of suitably qualified and accredited training providers, quality control, reporting and general administration can be frustrating and cumbersome. The result is that many employers simply do not bother. They regard the skills levy as simply another tax and treat it as such. The result is that they do not participate in the formal skills development system and frequently skill their employees in-house in an informal manner. Whilst this can suffice to address immediate needs, it limits the ability of employees to progress vertically in the organisation and in their labour mobility. Eventually the agricultural sector is deprived of a pool of well skilled workers.

The Fruit South Africa (Fruit SA) Board agreed for Fruit SA to "adopt a leadership and coordination role with regards to skills development in general" within the fruit industries. All the member organisations have some inhouse capacity and training programmes, but some coordination within the occupational qualifications landscape is required as it relates to the fruit industry.

Fruit SA is a non-profit company and an umbrella body for six fruit associations: Berries ZA, the Citrus Growers' Association of Southern Africa (CGA), the Fresh Produce Exporters' Forum (FPEF), Hortgro (representing pome- and stone-fruit growers), the South African Table Grape Industry (SATI) and the South African Subtropical Growers' Association (Subtrop) that manages the affairs of the South African Avocado Growers' Association (SAAGA), the South African Litchi Growers' Association (SALGA) and the South African Mango Growers' Association (SAMGA). It represents its members in providing advocacy, collaboration, coordination, and services relating to key industry matters.

Fruit SA thus seeks the services of a consultant to provide strategic leadership and coordinate skills development initiatives/interventions and programmes for Fruit South Africa and its members.



Directors: A Rabe (Chairperson) | D.J Donkin (Vice Chairperson) | B.G Walsh | M.L Petersen | H.J Mahlangu | R.J Maisela |
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FRUIT MZANZI AFRICA, t/a FRUIT SOUTH AFRICA. REG. NO: 2013/100385/08



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2. Scope of work

The consultant is expected to provide strategic leadership and coordinate skills development initiatives/interventions and programmes for Fruit South Africa and its members. The incumbent will work closely with the AgriSETA, associations, training providers and authorities involved in sector qualifications.

The specific roles and responsibilities are to:

- Ensure that there is an agreed list of industry priority skills (updated every 3rd year)
- Ensure that there is a common understanding of industry priority skills
- Lead and coordinate the development of industry occupational qualifications and skills development
- Working closely with training providers and employers, continuously explore solutions to ensure that learners find the necessary workplace exposure
- Monitor and review the implementation of learning interventions
- Adhere to skills development legislation and reporting to stakeholders
- Provide support regarding Seta funding and applications
- Establish relationships and strategic partnerships with key stakeholders in the training environment, including AgriSETA and QCTO
- Oversee the implementation of EISA (external integrated summative assessments) for fruit industry occupational qualifications
- Represent the fruit industry at stakeholder events and forums dealing with skills development

3. Required qualifications and experience

- Practical knowledge and experience on the occupational skills/learning landscape in the South African context is critical
- Experience in the fruit industry is important
- Relevant qualifications
- Excellent communication skills in English. Fluency in Afrikaans will be an added advantage

4. Management and reporting

The consultant will report to the CEO of Fruit SA, submit monthly reports, and provide reports at meetings of the Fruit SA Board.

5. Duration and location

The consultancy will be for an initial period of one year, commencing in January 2027. The consultant will be expected to work two (2) days per week for the first six (6) months and one (1) day per week for the remaining six (6) months. A review will be conducted before the end of the initial one-year engagement to determine the consultant's future role.

The consultancy will be performed remotely from within South Africa.



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6. Call for proposals

Interested parties are requested to submit their costed proposals and profiles to admin@fruitsa.co.za by close of business on 9th November 2026.



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