

Agbiz media statement

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Agbiz welcomes new manager of Agbiz Fruit Desk

Agbiz is delighted to announce that Wolfe Braude will be joining the Agbiz team from April 2022 as manager of the Agbiz Fruit Desk, a joint initiative between Agbiz and Fruit SA. The fruit desk is funded jointly by the South African Table Grape Industry (SATI), Citrus Growers' Association (CGA), Fresh Produce Exporters' Forum (FPEF), and Hortgro.

"We are excited to welcome Wolfe to our team at Agbiz. He brings with him expertise and experience on, amongst others, trade and agricultural policy and international governance," says Agbiz CEO Theo Boshoff. "Wolfe's experience will greatly contribute to strengthening the role of the Agbiz Fruit Desk in establishing effective partnerships with government and other interest groups to ensure that opportunities in the fruit industry are maximised."

Wolfe previously worked at the National Labour and Economic Development Institute, the South African Sugar Association and Emet Consulting as an analyst. His experience includes work on sugarcane-derived ethanol markets, support for the development of the South African chemicals sector strategy, new business and stakeholder management at the South African Institute of International Affairs and research on Agribusiness Chambers of Commerce in Africa for GIZ and Nepad.

"It is with great pleasure that I am joining the team at Agbiz," says Wolfe. "I welcome the opportunity to add both continuity and value to the efforts of Agbiz to support and strengthen members, and specifically the fruit sector. I firmly believe the dynamic South African agricultural sector retains the potential for further growth and I look forward to supporting the realisation of this."

"The Fruit Desk is an important resource for Fruit SA, and we look forward to benefiting from Wolfe's expertise to ensure that our industry continues to grow and thrive," says Fhumulani Ratshitanga, Fruit SA CEO. "On behalf of Fruit SA, I also wish him success in his role"

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