

FOR IMMEDIATE RELEASE

CGT launches updated What's Fresh career app

The Center for Growing Talent by PMA (CGT) launched a career app called What's Fresh. It is designed to attract learners, students and young graduates to the fresh produce industry, by giving them access to contact details of all the Produce Marketing Association (PMA) members in South Africa as potential employers.

"Once students enter the job market, they could find themselves lost in an unknown territory, as they often have very little knowledge of who are the potential employers in the industry – especially in such a divers industry that includes various product categories, value chains, services and end users. The What's Fresh app provides an overview of the industry through descriptions of a range of employers, along with contact details for students to follow through on," said Lindie Stroebel, General Manager of PMA in Southern Africa.

A fun feature on this app is a reflex game where players can compete against themselves and others in catching fruits falling from the sky, earning points for all the fruits they caught.

The updated app was officially launched to students at the AgriCAREERConnect event held at the Stellenbosch Institute for Advanced Study (STIAS) at the University of Stellenbosch on 3 October 2019.

Commenting on the app, Angel Aphelele Goldsmith, a MSc student in Forest Sciences at the University of Stellenbosch said: "The app is useful because it is an information-hub providing necessary information for young graduates to start searching for companies and explore internships and jobs. This is an essential tool for students at institutions who do not know where to start looking for jobs. It provides information not only for jobs in agriculture but also at various other companies associated with agriculture."

Stroebel said: "This CGT initiative is funded by AgriSETA, to provide a tailor made support to South African PMA members in order to attract and employ the finest talent in the fresh produce industry. With this app we hope to link the best and brightest youth to our industry and help businesses of all sizes, and in all places, to prosper generation after generation."

The app is now available as a free download at www.careerfair.co.za

About Center for Growing Talent

Center for Growing Talent (CGT) was created in 2005 by the produce and floral industry to provide industry-specific solutions to attract, develop and retain the talent needed to feed our industry's growth. CGT offerings provide a breadth of resources and programs for companies – regardless of their place in the supply chain or their size. As a tax-exempt charitable organization, CGT invests contributions made by visionary leaders to grow people across our industry. For more information, visit

www.CenterforGrowingTalent.org.

About Produce Marketing Association

Produce Marketing Association (PMA) is the leading trade association representing companies from every segment of the global produce and floral supply chain. PMA helps members grow by providing connections that expand business opportunities and increase sales and consumption. For more information, visit

www.pma.com.

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