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Fruit South Africa CEO steps down

12TH MARCH 2020 BY: MARLENY ARNOLDI - CREAMER MEDIA ONLINE WRITER

Industry organisation Fruit South Africa CEO Dr **Konanani Liphadzi** has decided to step down from the position after six years to pursue other interests, effective March 31.

Fruit South Africa chairperson **Justin Chadwick** in a statement on Thursday praised Liphadzi for her dedication is putting the organisation on the map.

“It is incredibly difficult to step into a vacuum, with no reference point or example to follow in your new job. She took on the challenge and has raised the profile of Fruit South Africa to a point where the organisation is well known in government circles and among Fruit South Africa stakeholders,” he noted.

Fruit South Africa is an umbrella organisation of the organised South African fruit industries and its members include the Citrus Growers’ Association of Southern Africa, the South African Table Grape

Industry, Hortgro, the South African Subtropical Growers Association and Fresh Produce Exporters Forum.

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