

DR. JOHAN VAN DEVENTER

SHORTENED CV

Dr. Johan van Deventer has extensive knowledge and experience of the Fresh Produce Markets and the Fresh Produce Industry in South Africa and Africa.

He started his career in this industry in 1987 when he was appointed as a full time member of the Commission for Fresh Produce Markets, which at that time controlled the 14 National Fresh Produce Markets in South Africa. The Commission for Fresh Produce Markets was an advisory committee to the Minister of Agriculture. Thereafter, at a very young age, he became the Deputy Director of the Johannesburg Market. He completed his doctorate at the University of Pretoria. The title of his thesis was: "The Marketing of Fresh Produce in the Republic of South Africa". He then moved into the private sector, where he was appointed as the Manager of the Johannesburg Branch of Freshmark. He later started the Procurement Department at Freshmark. In 2000 he became the Managing Director of Freshmark and today also serves on the Board of Directors of the largest retail group in Arica – Shoprite. His career has been enriched by various overseas trips to The United States of America, Argentina, Chili, Spain, China, Italy and Germany and knowledge gained from the branches that have been opened in 15 African countries.

He is a member of the Fresh Produce Marketing Association in South Africa and the Produce Marketing Association in the United States of America. He was also a member of the International Advisory Council of the Produce Marketing Association from 2003 – 2006. He is married to Gesina who is an internationally renowned wine maker and they have three children. They farm on a wine farm in the Paarl area.