

15 SEPTEMBER 2025

FOR IMMEDIATE RELEASE

THE FPEF APPOINTS PIET DE JAGER AS CEO

Cape Town, 15 September 2025 – the Fresh Produce Exporters’ Forum (FPEF) has appointed Piet de Jager as CEO, effective 15 September. He takes over the reins from Anton Kruger.

Following a request from the FPEF board – when his contract ended in 2022 – to postpone his retirement by three years, Kruger is stepping down at 68. He has served as FPEF CEO for nearly 14 years during which time the organisation negotiated various ebbs and flows.

“I thank the FPEF board members for their consistent support during my tenure. I also appreciate both the victories and the challenges that I’ve navigated alongside my team, as well as the human connections made,” reflects Kruger.

De Jager is a qualified Chartered Accountant (SA). He held CEO roles at Agrimall Africa (Pty) Ltd and AgriSA Enterprises and served as MD at Ecofarma Southern Africa and director at Into Africa Solution Services (Pty) Ltd T/A Afrilogic.

He kicked off his career as an accountant and manager at PricewaterhouseCoopers Inc, after which he joined his family’s farming business in KwaZulu-Natal, producing Queen pineapples for local and international markets, running a Brangus stud farm, and managing a tourism and game venture for international tourists. There, De Jager also held various positions where he immersed himself in organised agriculture. He then moved to Deloitte Consulting where he was exposed to various clients in the agriculture sector, across the African continent.

Collectively, De Jager’s illustrious career across the agriculture value chain has equipped him with vital skills in strategic relationship building, and development and implementation of targeted strategies for large commercial impact. Over the past 20 years he has built a deep understanding of how policy, trade, market development, transformation and innovation intersect in the sector.

“I am excited to join the FPEF as an enabler of global competitiveness at this critical stage, and to build on the legacy of integrity and impact. It is an honour to be part of shaping the FPEF’s next chapter – in service of our members, our industry and our country,” says De Jager.

To ensure a smooth transition, Kruger has committed to work closely with De Jager until the end of 2025.

The FPEF board thanks Kruger for his focused leadership and commitment and looks forward to working with De Jager to glean from his skills.

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