

## New key appointments at TopFruit

Rob Meihuizen, TopFruit (Pty) Ltd.'s Managing Director, has announced the appointment of Hein Coetzee as Chief Operating Officer of TopFruit.

"TopFruit has seen significantly strong growth in our existing business over recent years," said Mr Meihuizen. "The new position of COO has been created to assist in continuing to develop the success of the 5 key divisions in TopFruit, namely: Pome Fruit, Table Grapes, Stone Fruit, Kiwifruit and Blueberries."



*Etienne Duvenage, left, and Hein Coetzee*

He says Mr Coetzee took up his new position this month. "His major responsibility will be to organically grow the business units to reach their full potential. He will focus attention on TopFruit's existing successful business units, while supporting me in developing related opportunities in the industry," he says.

Mr Coetzee has recently served in technical and commercial roles at Green Marketing, Dole and Tru-Cape where he was responsible for fruit exports to Europe and Russia. "He comes to TopFruit with a wealth of experience and knowledge of the South African fruit industry."

Mr Meihuizen also announced the appointment Mr Etienne Duvenage as new Financial Director. "In line with the growth in TopFruit, the TopFruit Shareholders and Board are announcing the appointment of Mr Duvenage as Financial Director".

Mr Duvenage recently completed his MBA at Stellenbosch University, and has been with TopFruit in the position of Financial Manager for the past seven years. "He fulfils a vital responsibility in his appointment to the Board and will be a significant contributor to maximise new and existing opportunities available to TopFruit in the future," he concluded.

For more information:

Rob Meihuizen  
TopFruit  
Tel: +27 21 - 8741033  
[www.topfruit.co.za](http://www.topfruit.co.za)

T +27 21 874 1033  
F +27 21 874 2110

PO Box 73  
Simondium 7670  
South Africa

### Directors

GC du Toit  
R Graaff  
LR Jeffery  
RS Meihuizen  
G Comrie  
EJ Duvenage

Reg No: 1983/011322/07

*International Leaders in Cultivar Management*

