

## **IFPA South Africa appoints Jane Strijdom as its new country manager**

The International Fresh Produce Association (IFPA) has appointed Jane Strijdom as its country manager for South Africa. In her role, Strijdom will focus on building strategic relationships in the fresh produce sector in Southern Africa.

She is dedicated to serving existing IFPA members and aims to attract new members to the association. Strijdom emphasises IFPA's inclusive approach, welcoming everyone involved in the fresh produce industry and highlighting the association's commitment to serving the entire supply chain.

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