

# Curriculum Vitae

## Chris Krone

### Contact information

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Tulbagh  
6820

### Languages

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Afrikaans: Excellent  
English: Excellent

### Work Experience

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#### **CEO and Director Agri Management Africa (Pty) Ltd., 2003 - present**

Experience of services delivered to commercial and smaller farmers include:

- Project management
- Compiling of long term business plans, business profiling and development plans
- Compiling of production plans
- Cash flow forecasting
- Implementation of hygiene- and quality improvement systems
- Establishment of new production divisions
- Compiling marketing plans and securing market access for agricultural products
- Technical consultations
- Mentorship
- Training and capacity building of workers and farmers
- Funding applications
- Sourcing of capital

[www.agrimanagementafrica.com](http://www.agrimanagementafrica.com)

## Commercial farmer, 1971 - 2002

I managed several farms simultaneously in Tulbagh, Western Cape, of which the primary farm was Waveren Estate.

I have experience in the following farming activities/products:

- Deciduous fruit, both stone- and pomefruits
- Drying of fruit and grapes
- Wine grapes
- Citrus
- Vegetables
- Wheat
- Forestry
- Livestock (wool, meat, poultry)
- Ostrich
- Olives
- Agri Tourism

## Service to organised agriculture and other organisations

I am, and was, involved with a wide spectrum of organisations and activities.

Dried Tree Fruit (formerly Dried Fruit Technical Services), 1998 - present	<ul style="list-style-type: none"> <li>• Director, vice chairman</li> </ul>
Hortgro (formerly Fruit Industry Joint Committee), 1999 - present	<ul style="list-style-type: none"> <li>• Committee member</li> </ul>
Provincial Development Council, Western Cape, 2004 - 2012	<ul style="list-style-type: none"> <li>• Councillor 2008 - 2012.</li> <li>• Member of various task teams and Agriculture Steering Committee</li> </ul>
Tulbagh Farmworker Trust, 1989 - 2010	<ul style="list-style-type: none"> <li>• Trustee</li> <li>• Founding Chairman</li> </ul>
Steinthal Children's Home Control Board, 2000 - 2005	<ul style="list-style-type: none"> <li>• Chairman</li> </ul>
Agri Witzenberg, 1998 - 2010	<ul style="list-style-type: none"> <li>• Chairman</li> </ul>
Agri Western Cape, 1998 - present, some positions held for various periods of service	<ul style="list-style-type: none"> <li>• Positions held for various periods of service</li> <li>• Board of Directors</li> <li>• Chairman, Commodities Chamber (present)</li> <li>• Water Affairs Committee member</li> <li>• Audit Committee member</li> <li>• Land Reform and Transformation Committee member, now chairman</li> <li>• Chairman, Code of Conduct</li> </ul>
International Prune Association, 1994 - 2019	<ul style="list-style-type: none"> <li>• President 2009-2010, 2000-2002 and 2018-2019</li> <li>• Executive Committee Member</li> <li>• Honoured by the French prune industry as a "knight of the prune" at a ceremony in Agen, France</li> <li>• Second longest serving executive committee member of the IPA in the</li> </ul>

	<ul style="list-style-type: none"> <li>history of the organisation</li> <li>• Played major role enabling the inclusion of Eastern European countries as members</li> </ul>
International Sultana Conference, 2003	<ul style="list-style-type: none"> <li>• President</li> <li>• Chairman</li> </ul>
Paddagang Vignerons cc., 1986 - 2001	<ul style="list-style-type: none"> <li>• Chairman</li> </ul>
Tulbagh Wine Association, 1980 - 2001	<ul style="list-style-type: none"> <li>• Chairman, 1980 - 1998</li> </ul>
Agri S.A., 1999 - 2000	<ul style="list-style-type: none"> <li>• National Commodities Chamber member</li> </ul>
Tulbagh Agricultural Association, 1973 - 2000	<ul style="list-style-type: none"> <li>• Management Committee member</li> <li>• Three terms as Chairman</li> </ul>
Paarl Bottling Company, 1996 - 1998	<ul style="list-style-type: none"> <li>• Director</li> </ul>
Dried Fruit Board, 1976 - 1997	<ul style="list-style-type: none"> <li>• Two terms as Vice-chairman</li> </ul>
South African Plant Improvement Organisation, 1976-1998 1998 - 2019	<ul style="list-style-type: none"> <li>• Board member</li> <li>• Alternative Director</li> </ul>
Tulbagh Co-operative Winery, 1976 - 1998 1996-1998	<ul style="list-style-type: none"> <li>• Director</li> <li>• Chairman</li> </ul>
Rural Foundation, 1981 - 1994	<ul style="list-style-type: none"> <li>• Local and regional Chairman</li> </ul>
Kleinbergrievier Irrigation Board, 1976 - 1991	<ul style="list-style-type: none"> <li>• Committee member</li> <li>• Chairman</li> </ul>

## Competencies

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Through my involvement with various organisations and activities, I have developed a wide range of competencies.

**General management:** I developed good practical knowledge of general management concepts through farming and my involvement with management councils. Strategic planning, the analysis of important environmental factors (SWOT), the identification of unique opportunities and the implementation of the mission and vision of an organisation are my strongest managerial qualities.

**Leadership:** I currently occupy various positions of leadership (see above). I also assumed a natural leadership position while farming. Participative management and knowledge transfer to workers and the youth is important to me.

**Teamwork:** Farming, and particularly being a co-owner of the estate, and my involvement in organisations demanded teamwork. I function well in teams, and am dedicated to collective success.

**Objective-orientated:** I set clear, measurable objectives for myself and my business and will overcome obstacles to achieve objectives.

**Presentations and speeches:** I have addressed large audiences, and am comfortable in both Afrikaans and English. I have the ability to convey complicated information in a simplified manner. He is experienced at doing presentations at international level covering a range of

topics such as statistics, markets, research and strategic direction. Made international presentations on agriculture, particularly Dried Fruit Industry, in the following countries:

- Australia (1994, 2004, 2006, 2013)
- France (1996, 2000)
- Argentina (1998)
- Chile (1998, 2011)
- Italy (2002, 2015)
- Sardinia and Corsica (2006)
- South Africa (2002, 2003, 2010)
- USA (2010)

**Interpersonal relations:** I have good interpersonal relations and can also build successful new relationships with people. I can motivate people towards a goal. I can handle and manage conflict. I have built up an extensive local and international network that benefit my clients.

**Human resource management:** I am particularly successful with HR management and able to utilise people's strong points effectively. I am involved with human development activities. I also have good knowledge of labour legislation. In my positions mentioned above, I have had ample exposure to recruitment processes and work interviews.

**Crisis management:** I function well under pressure and I am known to handle crises exceptionally well.

**Training:** I completed the Train-the-Trainer course through the SA Agri Acadamey in Rotterdam, The Netherlands. This enabled me to broaden the scope of his training initiatives and has assisted with training in Australia and Chile on pruning and fertilising prune orchards. I have presented numerous courses and get good feedback from attendees, and subsequently from their managers.

**Project Management:** I am able to perform comprehensive project management, including all aspects of implementing a successful project. I have provided this service to, amongst others, Dried Fruit Technical Services, South African Pecannut Producers Association, Eksteenskuil Agricultural Collective and private emerging farmers.

## Education & Qualifications

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### **Tertiary Education**

Bachelor of Arts (Commerce) with major subjects Economics and Business Management (Industrial Economics) at the University of Stellenbosch, (1969-1971).

### **Secondary Education**

Matriculate from Rondebosch Boys' High School (1967).

### **Registered Assessor**

Conduct Outcomes-based assessment, NQF 5, 15 credits (2005).

AgriSeta accredited registered assessor: Agri/Ass/1592/14. Renewal underway.

### **S.A. Agri Academy**

"Train the Trainer" programme, The Netherlands (2002).