

**NAME OF FIRM:** OABS Development Pty Ltd  
**NAME OF STAFF:** Gabriël Francois Hugo  
**PROFESSION:** Agri Economist  
**DATE OF BIRTH:** 23-06-1960  
**NATIONALITY:** South African

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**EDUCATION**

1981 Diploma in Agriculture (Stock farming, Soil Science), Elsenburg Agriculture College  
1988 Diploma in Livestock breeding, Grootfontein Agriculture College  
1991 B.Comm (Business economics, Economy), University of South Africa  
1994 Certificate in Credit Management, University of Pretoria

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**EXPERIENCE**

Gabriel F Hugo has 27 years of experience in agricultural development and marketing. Fields of expertise are extension services in stock farming, agricultural economy analyses, market evaluation, strategic planning and business development. He has extensive experience of both local and international fruit markets, such as the United Kingdom, mainland Europe, Middle East, Far East, North America and Africa. Over the past 15 years he has been extensively involved in the fruit industry and developed an in depth understanding of best practices in fruit chain management, production, packing, cooling and marketing. Apart from his experience in the agricultural sector, he has been involved in retail business for seven years as owner and manager of Caltex and BP fuel stations.

Gabriël F Hugo started his career with the Towerkop Cheese Cooperative Ltd in 1984 as a field officer. During this time, he started with his B Comm studies at the University of South Africa (UNISA) and obtained his B Comm degree in 1991.

**MAJOR PROJECTS AND KEY PERFORMANCE AREAS:**SA Wool board:

- Appointed as chairperson of a committee researching and compiling best practices in sheep and wool farming for the Western Cape. As a scientific paper, it forms the basis for development of the sheep and wool industry in the mid 1990's.
- Team member of a workgroup researching the economic impact of the wool industry on rural South Africa. The workgroup developed strategic goals to enhance the sheep and wool industry as a stabilizer of rural areas. The performance of the international wool market was critical for success in achieving the strategic outcomes.
- The performance of the Western Cape office was recognised in 1992 when we received a certificate from the South African Agricultural Extension services association for our coordinated programme serving the sheep and wool industry.

CRK Cooperative Limited:

Credit management of approx. 800 debtor accounts in an agricultural company, supplying production items to its producers. During 1995 Gabriël F Hugo was appointed as secretary of a committee appointed by the minister of Agriculture (Western Cape) investigating the road ahead for the establishment of small farming enterprises (PDI's) in the Western Cape.

Vyeboom Cooperative Limited:

- Marketing Manager, taking full responsibility for the effective marketing of the crop in the order of R40 million.
- Project leader for the development of Standard Operational Procedures (SOP) for the entire company covering aspects such as: procedures for the declaration of crop estimates, establishment of the marketing plan, fruit intakes, stock keeping, fruit handling, cooling, packing specifications, storage, traceability, fruit chain management and sales within the marketing plan.
- Chairperson of a committee established by the DFPT to investigate the “price-making-meganism” on the local pome fruit market and the effects there off on total performance of the market and knock on effects into the supply chain.

Katope Fruit Exports (Pty) Ltd

Marketing Manager, taking full responsibility for the effective marketing of pome fruit in all market segments worth R50 million turnover. Focus areas were product procurement, supply chain management, budget control, key account management, and product development.

Caledon Municipality:

As an elected member of the council (1995 – 2000), Gabriël F Hugo was appointed as chairperson of the marketing and development committee. The committee developed a strategic plan for the region, focusing on tourism, job creation and the establishment of Caledon as the “hub of the Overberg”. The development of the Caledon Casino and Spa during the period 1995 – 2000 was a milestone.

Optimal Agricultural Business Solutions (Pty) Ltd

Gabriel F Hugo joined OABS during June 2011 as consultant working on a part time basis on the following land reform projects:

- 2011 – 2013: Work as a consultant on 13 Small-scale farming projects on behalf of the Department of Agriculture: Western Cape in establishing market access through the Market Access Program for the entities.
- 2011 – 2012: Digby Small Farmers Trust, Wolseley: Conducted an investigation on the project on behalf of the Department of Rural Development and Land Reform. The final proposals resulted in unlocking the stalemate situation of the project.
- October 2012: Fieldwork on behalf of the Rooibos Industry council in the Van Rhynsdorp area to design and industry plan for the Rooibos industry.
- March 2013: Financial Viability study on behalf of Casidra on Trevor's Farm CC, Ceres
- March 2013: As part of a project team headed by Murray, Biesenbach and Badenhorst consulting engineers, we compile a viability study on the Robertson Small farmers Trusts, Robertson on various options to ensure the project's long term financial survival.