

# CURRICULUM VITAE

## HOPPIE NEL

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**NAME OF FIRM:** OABS Development (Pty) Ltd  
**NAME OF STAFF:** Diderik Johannes (Hoppie) Nel  
**PROFESSION:** Fruit Industry Specialist  
**DATE OF BIRTH:** 17 January 1952  
**NATIONALITY:** South African

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### QUALIFICATIONS

1973 BSc. - University of Potchefstroom  
1976 BSc. (Soil Science) - University of Potchefstroom  
1978 Honns BSc. - University of Potchefstroom  
1982 M.Sc. (Agric) - University of the Orange Free State  
Thesis: The effect of selected soil properties on the growth of citrus trees  
1983 Certificate for the completion of the International course on Irrigation and Soil management at the Volcani International Research Centre, Israel  
1989 D.Sc. (Soil Science) - University of Potchefstroom  
Thesis: The relative influence of calcium and magnesium on physical properties of soils

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### EXPERIENCE

Dr Hoppie Nel joined OABS as Associate in 2021 in January 2019. He has wide experience in the Fruit Industry, the Fruit Value Chain, Fruit Export markets, Ethical Trade, Environmental Factor analysis, Fruit Business Plans and Technical Due-diligence studies.

Hoppie started and developed his career (since graduating in 1973) in agricultural development studies and leading fruit operations in southern Africa to eventually become Managing Director of Golden Frontiers Citrus (Pty) Ltd. - with interests in the production, processing and export marketing of citrus, bananas, litchis, and mango's - cultivated on 3 000 hectares in the Mpumalanga and Limpopo provinces. In the process he became a founder director of the Komati Fruits (Pty) Ltd export company as well as various Fruit Industry organisations (CGA; CRI: FruitSA; Citrus Academy; CGACC; River Bioscience and XSIT).

From 2012 he became a Fruit Industry Consultant, obtaining wide experience of fruit and orchard crop businesses and value-chains throughout Africa south of the Sahara. As a Soil Scientist and being passionate about the natural environment he is able to supplement business assessments and operational viability studies with environmental risk and suitability assessments. Having travelled extensively to engage global fruit importers and business operators he has intimate knowledge of the dynamics and trends of fruit export markets.

Hoppie has spent a lot of his time in recent years on the analysis and interpretation of operational and business opportunities and risks for emerging fruit farmers in South Africa. He also remains involved in the compilation and interpretation of production and marketing information for various Industry Fruit Organisations.

As current director of a leading BBEE based citrus operation, a major fruit export company as well as a company offering biological market access solutions, he remains involved with activities tracking fruit industry trends and -dynamics.

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