

PROFILE / CONCEPT

Afrupro Pty (Ltd) is a non-profit orientated producer driven company founded in 2000 by a group of avocado producers with the main objective of being able to maximize the returns back to the farmer starting from the agricultural processes on the farm to pack house to the shortest and most efficient supply chain with a well-spread distribution plan. Afrupro presently has 32 shareholders but the company also manages fruit from another 10 non-shareholder producers. The company consists of a state of the art pack house, marketing company, farming company and a processing company, each with its own function within the grower group.

VISION

Afrupro aims to be the most efficient and profitable agricultural turnkey solution to all of its clients irrespective of where that client is in the agricultural chain and what that client's needs are.

The drivers behind this vision are the following entities:

- Afrupro Investments – A company aimed at securing fruit volumes for Afrupro through the leasing and procuring of agricultural land and then farming that land through advanced and environmentally friendly methods to maximize the yields on that land.
- Afrupro Pakkers- A pack house whose function it is to pack fruit in a cost effective means and ensure that fruit is sorted and graded correctly at all times and that the highest quality of fruit is packed and maintained to maximize the profits back on the farm.
- Afrupro Marketing – A company that strives to offer a professional local and international logistic and marketing platform for all the shareholders, supplying producers, clients and service providers. in order to ensure a long term sustainable agricultural presence for all, through good and responsible agricultural practices, sound ethical and business principles and to ultimately offer absolute value.

MISSION STATEMENT

To ensure a long term sustainable agricultural presence and solution for all through good and responsible agricultural practices, sound ethical and business principles and to ultimately offer absolute value.

ACCREDITATIONS / CERTIFICATIONS

All producing farms are Global G.A.P accredited (GGN 4049928188465), while some selectively chosen producing farms are Tesco Nurture accredited.

The pack house (Letaba Packers) is BRC accredited on site code 3865503

Social compliance criteria are being implemented and 6 growers already underwent ETI based social/ethical audits. Our BEE status is set at level 4.