



Press release

For release: **October 21, 2024**

Westfalia Fruit appoints Chris Bush as Group CEO

- New Group CEO with extensive global grocery retail experience is set to join the company at the end of October 2024
- Acting CEO Rian du Toit to step back into his Group CFO role

The Board of Hans Merensky Holdings (HMH) and Westfalia Fruit Group (Westfalia) announced today the appointment of Chris Bush to the post of Group CEO, effective 28 October, 2024. Mr Bush will take over from Acting Group CEO Rian du Toit who returns to his role as Group CFO.

Chris Bush, a graduate of Manchester Business School and INSEAD, is a highly experienced international CEO with almost 40 years of experience, working across grocery retail. He has led vastly complex multinational organisations, driving both growth and turnaround across various geographies. He has a strong track record in leading people and operations, at scale. Most recently he was Divisional CEO of DFI Retail Group, South East Asia (formerly Dairy Farm Group), directing DFI Retail's 1.500 stores across 7 countries. Prior to joining DFI Retail Group, Chris worked at Tesco Plc for 32 years, leading large scale businesses in Asia, culminating in his position as the UK Managing Director. Throughout his career, Chris has lived and worked in Europe, the USA and Asia.

Announcing the appointment, HMH and Westfalia Fruit Group Chairman Dr. Khotso Mokhele said: "After an extensive global search process, the Board is delighted to welcome Mr. Bush as our new Group Chief Executive. Chris is a seasoned CEO with exceptional strategic capabilities, proven operational effectiveness, and strong experience in retail, as well as working across a breadth of different countries and cultures."

Chris Bush said: "I am both honoured and delighted to be joining an organisation that is so clearly dedicated to innovation, product quality and sustainability. I am inspired by the company's stated mission to lead the way in addressing climate change by following in the footsteps of the company's founder, Dr. Hans Merensky, to do good and contribute to a better planet for future generations."

Mr. Bush concluded: "I am excited to meet our talented team, our customers, communities and stakeholders around the world to listen and learn how together we can maximise our growth potential and build sustainable, long term success."



Westfalia Fruit appoints Chris Bush as Group CEO. (Photo: Westfalia Fruit, PR038)

About Westfalia Fruit

The multinational Westfalia Fruit Group is a leading supplier of fresh and processed produce to international markets, offering a diverse range of quality fruit and related products via its vertically integrated supply chain. Founded 75 years ago on guiding environmental, social, governance & sustainability principles. These practices, premised on the legacy of Dr Hans Merensky are at the heart of all that is done by the Group – “To Do Good”, – of which continue to underpin our approach today.

Today, operating in 17 countries spread over 5 continents, the Westfalia Fruit Group prides itself on advancing sustainable agricultural practices and being a responsible corporate citizen within the communities in which it operates.

As a frontrunner in the avocado industry, Westfalia grows, sources, ripens, packs, processes, and markets accredited avocados across the globe throughout the year. Value-added products include avocado oil, low-preservative guacamole, frozen avocado, and dried fruit.

Westfalia grows fruit in all major origins in the Americas and Africa and sources from partner orchards, giving the Group the most diverse avocado-growing footprint in the world. Westfalia’s dynamic and integrated supply chain from research to the consumer benefits all stakeholders. The Group’s research division, Westfalia Technological Services, is the world’s largest privately funded subtropical fruit research unit. Its dedicated team of scientists and technicians focus on varietal development, innovation, and environmental matters, and provides a pivotal role in defining the future of the global avocado industry.

A supplier of choice to retail, wholesale, and food-service customers, Westfalia operates sales offices in the UK, Europe, North America, Latin America, southern Africa, and Asia. Fruit is packed in diverse formats and expertly ripened to deliver optimal eating quality. For more information visit www.westfaliafruit.com.



For more information:

Danielle Willems

T: +27 011 076 8358

E: danielle.willems@westfaliafruit.com

Kim Vermeer

T: +31 164 317 026

E: kvermeer@emg-marcom.com

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Kim Vermeer (kvermeer@emg-marcom.com, +31 164 317 026)