

**NAME OF FIRM:** OABS Development Pty Ltd  
**NAME OF STAFF:** Enoch Ntala Ralehoko  
**PROFESSION:** Agri Economist  
**DATE OF BIRTH:** 20 June 1977  
**NATIONALITY:** South African

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## QUALIFICATIONS

- 2000 Bachelor of Agricultural economics, University of Fort Hare.
  - 2002 Bachelor of Agricultural Economics Hons, University of Fort Hare.
  - 2005 M Agric. Admin, Stellenbosch University.  
Title: Evaluation of the performance of equity-sharing schemes administered by the Department of Land Affairs, Worcester district office of the Western Cape Province. Study leader: Dr. J.P. Lombard.
  - 2004 South African Emerging Markets Workshop for the Agribusiness Sector, Stellenbosch University and Cornell University.
  - 2005 Mentoring Programme, Reach Africa Group.
  - 2006 Programme in Supply Chain Management and Logistics, Stellenbosch University.
  - 2009 Intensive Negotiation Skills Program, International Negotiation Academy.
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## EXPERIENCE

Enoch Ntala Ralehoko is an Agricultural Economist with a variety of experience in the Agricultural field. He has held various positions in the agricultural fraternity over the past 18 years thereby giving him a wide range of skills to manoeuvre and increase his understanding of different areas. He started his professional career as a junior researcher at the Council for Science and Industrial Research (CSIR), where he worked under the Centre for Logistics. Some of the work he did was collecting and interpreting data, carryout surveys in rural areas mostly dealing with smallholder farmers, small businesses and small scale transportation. At CSIR was involved in agro-logistics, mapping out the fruit value chains and playing a role in the First State of Logistics Survey 2004 and the Second annual state of logistics survey for South Africa: Defining research priorities for developmental logistics. One of his passions was rural development.

He further worked in agricultural retail where he harnessed his skills in the commercial agricultural retail business. Enoch started as a trainee branch manager in Kaap Agri in Stellenbosch growing in the ranks to be one of the head buyers for all the branches. For about three years, Enoch was under great tutelage of the General Manager who gave him more responsibilities, guidance and exposure. This was an important part of the business as this position included negotiating prices with suppliers, controlling stock

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and assisting in increasing sales for all the then 67 branches. This experience gave Enoch prudence in the nature of the agricultural sector at commercial scale and assisted him in learning factors that play a role in assisting farmers flourish.

He then joined the Western Cape Department of Agriculture as the Deputy Director: Marketing and Agribusiness Division. Some of his responsibilities included managing the division (recruitment and appointment of personnel), generation and dissemination of market information, managing the provision of advice and business support to clients to enhance the marketing of agricultural products locally and internationally. Enoch was the coordinator of the market access programme which is one of the flagship programs in the department. As such his responsibilities towards the programme were to assist the programme in achieving its objectives which were broadly as follows: to strengthen the capabilities of agricultural sector's role players to comply with increasingly strict private and public standards; to support private sector organisations and commodity associations in strengthening their ability to plan and implement strategies/initiatives geared towards market access. This involved the support of existing industry initiatives e.g. market development and ethical trade awareness in the fruit and wine industries. He supported commercial and smallholder farmers to comply with the proliferating standards and sanitary and phytosanitary measures such as the development of Geographical Indications (GI). In this post Enoch provided leadership in managing projects relating to the development and/or establishment and management of the agricultural marketing information system in order to ensure its operational efficiency and effectiveness. His job required him to also develop cooperatives, overseeing feasibility and viability studies for new projects, managing agricultural transformation (AgriBEE) in the province and perform integrated governance and provide advice to management and top management, .

He further went on to be a Managing Director for a 51% black owned fresh fruit marketing company. He brought various support necessary to commercialise smallholder farmers by utilising his experience and expertise in order to assist farmers to produce the best quality fruit. This has given him insight into the practical experience of the fresh fruit value chain. Enoch has a vast experience working and understanding issues confronting smallholder farmers including their development, compliance, marketing etc. throughout his career he has worked with smallholder farmers, commercial farmers and agribusinesses. Moreover, Enoch gained valuable expertise and insights as a mentee in a two year programme he underwent during 2004 to 2005 which has made him value the benefits of mentorship. He uses some of those capabilities in order to impact a positive change in the youth involved in the agricultural sector and in general through some of the research and as a hobby.