

## Willie Jacobs appointed as CEO of Potatoes SA

Willie Jacobs has been appointed as CEO of PSA, replacing Dr André Jooste. Jacobs studied BSc agricultural economics at the University of the Free State and obtained a master of business administration (MBA) at North-West University. His experience as an agricultural economist will expand the legacy left by Dr Jooste and the PSA boards of directors are excited about his appointment.

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