



South Africa Country Council

Objective:

The PMA South Africa Country Council members work to advance the association in South Africa, and in the southern Africa region in general. The Council actively promotes the programs and benefits of PMA and the Center for Growing Talent by PMA, works for the success of PMA events in South Africa (in particular the PMA Fresh Connections Southern Africa Conference & Expo), helps identify local member value, and aides in retaining existing members and recruiting new members.

Council Member Prerequisite(s):

Council members are produce and floral industry leaders representing all segments of the supply chain, including growers, shippers, exporters, importers, distributors, wholesale markets, foodservice, retailers and suppliers.

- Must actively participate and provide feedback throughout the year by attending in-person meetings and communicating by e-mail or phone
- Should reside and work in South Africa and be well-connected and influential within the local and/or global produce and/or floral industries
- Will work for the benefit of the entire industry, not just one's company or industry segment
- Be employed by a PMA member company

Roles and Responsibilities:

- **Membership:** Be a PMA champion to help build awareness of PMA and increase/retain membership in South Africa
- **Supporting Goals:** Actively participate to deliver desired objectives such as the success of Fresh Connections Southern Africa Conference & Expo and membership goals
- **Meeting Participation:** Prepare for, and participate in, discussions and deliberations of the Council
- **New Products and Services:** Provide feedback on the development of new events, products and services for the industry in the country

Estimated Time and Travel Requirements:

- Participation in approximately three in-person meetings each year, plus at least three conference calls for relevant task forces.

Term Limits:

The council member has the opportunity to serve for three consecutive one-year terms. This may be extended for those selected to serve as officers.

Governance & Authority:

Country councils work under the direction of the PMA Board of Directors