



Your preferred quality  
assurance partner

# PROKON COMPANY PROFILE



## This is PROKON

Product Control for Agriculture (Prokon) is a non-profit company in terms of the Companies Act, No. 71 of 2006 that renders a comprehensive quality assurance, product management and grading service to the South African fresh produce industry. These activities include independent statutory quality inspections as assignee of the Department of Agriculture, Rural Development and Land Reform for the past 26 years. Our inspections are carried out in accordance with the Agricultural Product Standards Act, No. 119 of 1990, together with the relevant product regulations.

In addition to the aforementioned Prokon conducts sampling, grading and verification inspections for international food safety companies, renders a quality assurance inspection to the retail trade, on fresh produce markets as well as on imported fruits and vegetables.

Our additional services also include quality and inspection training to the local fresh produce industry and their controlling bodies and new producers. These services are also extended to neighbouring countries.

To render an even more valuable services PROKON is in the final stages of obtaining international accreditation (ISO 17020) with the South African Accreditation System (SANAS).

## OUR STRATEGY

1

### VISION

To enforce standards and exercise control over the quality of agricultural produce offered for sale, to assist in promoting local and foreign marketing of South African produce with the emphasis on quality.

2

### MISSION

To deliver a comprehensive cost effective professional quality assurance and advisory service to the fresh produce industry and consumers which would advance the image of the said industry.

3

### VALUES

To ensure that the service rendered is professional and impartial, based on integrity and professional conduct.

4

### GOALS

To create a level business playing field for the fresh produce industry based on product quality.

# OUR SERVICES

17 offices  
National footprint

Advisory service and market analyses

Stock audits

Quality control on fresh produce

Food safety  
MLR sampling and testing

Training on quality control and food safety

Electronic inspection system  
Small farmer and internship training program



## Scope of work

PROKON conducts quality assurance inspections at fresh produce markets, distribution centres, wholesalers, pack houses and retail outlets as well as ports of entry.

This is made possible because we have offices on most fresh produce markets that are staffed by suitably qualified and trained inspectors. Our inspectors will check for marking requirement conformity as far as packaging is concerned and for external quality, internal quality, size conformity and ripeness and firmness as far as the products are concerned. All inspectors are governed by regulations and controlled by standard operating procedures.



## Company information and contact details

- PROKON – acronym for Product Control for Agriculture / Produkktrole vir Landbou
- Business address – Head office: 3<sup>rd</sup> Floor, The Hillside, 318 The Hillside Road, Lynnwood, Pretoria 0081. We have regional offices on most fresh produce markets.
- Contact details – Tel: +27 12 325 4578/9  
Fax: +27 86 542 2521  
Email: [admin@prokonsa.co.za](mailto:admin@prokonsa.co.za)

## Fee structure

PROKON operates on a cost recovery basis. This ensures that the fees charged for inspections are fair and in line with the services rendered. Rest assured that the inspection service offers value for money.



## Management team

- Etienne Booyens – Chief Executive Officer
- André Erasmus – Technical and Quality Manager
- Natacia Buys – Financial and Administrative Manager
- Artwell Mavuso - Regional Manager: Northern Region
- Dorothy Mbele – Regional Manager: KwaZulu-Natal
- Someleze Jali – Regional Manager: Western Cape



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