



Your preferred quality  
assurance partner

# PROKON COMPANY PROFILE



## This is PROKON

Product Control for Agriculture (Prokon) is a registered non-profit company under the Companies Act, No. 71 of 2008. The company's business activities are primarily aimed at ensuring that fresh produce reaching the South African consumer comply with official quality and health standards. To attain this, it renders a quality assurance service at key inspection points that serve as links between the supplier and the buyer, i.e., fresh produce markets, distribution centres and thus retail outlets, as well as inland and seaports of entry.

In terms of its appointment as an official assignee of the Department of Agriculture, Land Reform and Rural Development, Prokon has been rendering a comprehensive inspection service on potatoes since 1994 and since 2017 on all other regulated locally produced and imported fresh fruits and vegetables. These inspections are carried out in accordance with the Agricultural Products Standards Act, No. 119 of 1990 and the relevant regulations. It is furthermore important to note that since 2012 Prokon has been conducting unofficial inspections under contract for various fresh produce industries and retail groups.

On 13 April 2021 Prokon received the internationally recognised ISO/IEC 17020 accreditation from the South African National Accreditation System (SANAS) for the inspection of fresh produce in South Africa at fresh produce markets, in retail outlets and at ports of entry. Following the compliance assessment of Prokon by SANAS on 2 November 2023 it successfully passed the requirements and was granted accreditation for a third successive year. Prokon is still the only South African company with international accreditation to conduct inspections on fresh produce.

## OUR STRATEGY

1

### VISION

To enforce standards and exercise control over the quality of regulated locally produced and imported agricultural produce offered for sale and 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 and 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 fair business environment 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

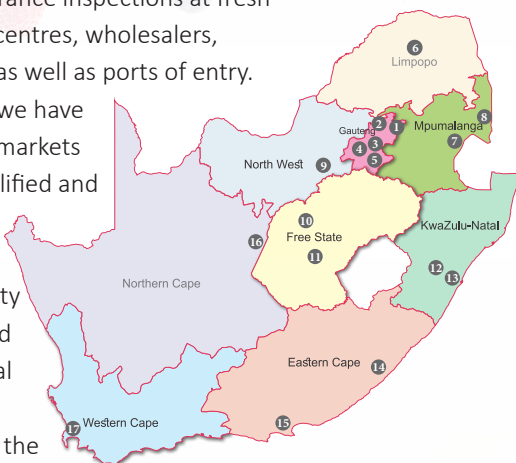
Electronic inspection system  
Small farmer and internship training program



## 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 / Produkkontrole 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.



Your preferred quality assurance partner

[www.prokonsa.co.za](http://www.prokonsa.co.za)



## Management team

- Etienne Booyens – Chief Executive Officer
- Natacia Buys – Financial and Administrative Manager
- Artwell Mavuso - Regional Manager: Northern Region
- Dorothy Mbele – Regional Manager: KwaZulu-Natal
- Pierre Janse van Vuuren – Regional Manager: Western Cape
- Kobela Keepile/Gloria Manama – Managers: Tshwane Market and surrounding areas
- Edwin Moulder – Liaison Officer