PRESS RELEASE

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SANSOR appoints new General Manager

The South African National Seed Organisation (SANSOR), is pleased to announce the appointment of Dr Lukeshni Chetty as its new General Manager.

Chetty brings to the position a wealth of experience in the agricultural industry as a geneticist and biochemist, having worked in laboratories and the field with farmers, to assist in better understanding crop yields and the impacts of natural biodiversity.

"We are delighted that Lukeshni has joined our team and believe she brings with her fresh ideas and a new approach, at a time when the farming industry itself is facing a number of challenges due to climate, land availability and economic support," states Brian Lever, chairman of SANSOR. "I believe she will form an important part of the SANSOR team."

Chetty boasts a B.Sc in Genetics and Biochemistry; B.Sc Honours in Genetics; her M.Sc in Genetics with distinction; and her Ph.D in Genetics. She has presented at numerous industry events, is seen as a leader in the industry by her peers and many of her papers have been published.

"As a highly motivated individual who is passionate about this industry I am looking forward to my new role at SANSOR, and in particular working with our members to create improvements in agriculture for the benefit of us all and the country as a whole," states Chetty.

Established as a private not for profit company in 1989, through the amalgamation of a myriad of associations that represented the seed industry, SANSOR's mission is to act as a representative of the seed trade, protect and promote industry interests, serve as a Secretariat, and render specific services to its members.

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