
Profile: Dr Justy Range



Dr Range is currently business development manager at Freshmark Systems. He has been involved in the fresh produce industry in South Africa since 1996 when he started as a floor trader on the Johannesburg market.

Dr Range has subsequently served in various leadership and executive positions. Through his involvement in the industry, he has built up extensive insight into the inner workings of the South African fresh produce market model and value chains.

His PhD focused on the socio-technical aspects of market systems within the fresh produce industry. His expert knowledge extends to the design and implementation of fresh produce market trading and ERP systems and processes.

Dr Range has a passion for agriculture development projects. He is continuing with post-doctoral work focusing on value chain development and the establishment of formal markets.

Technical skills:

- Business analysis and system design
- Research projects
- Pre-feasibility and feasibility reports
- Business plan and policy development
- Project management