




SAOLIVE
SA OLIVE INDUSTRY ASSOCIATION

BOARD NOMINEES 2024

BIOGRAPHIES

Kelly White



Managing Director
The Greenleaf Olive Company
2018 – current

General Manager
The Greenleaf Olive Company
2009 – 2018

Elected Board Member
SA Olive Industry Association
2015 – current

SA Olive Tasting Panel
2009 – 2016

Over 15 years of work experience in finance, marketing, and new business development. Direct involvement in all segments of the of the business's development within the olive oil sector but with specific attention to the South African retail trade, brand development and strategic business planning. Skills in financial modelling, optimizing operational efficiencies, and managing risk and compliance. A holistic understanding of the olive industry from grove to consumer with an enthusiasm for growth of the industry through innovation and progression.

- Attendance of numerous SA Olive Tasting and Threshold courses
- Attendance of Sensorial and Laboratory Training Course at Modern Olives, Australia
- Executive Leadership Development program at the UCT Graduate School of Business

Adrian Vermooten



Adrian is a seasoned group executive having spent 21 years in senior roles in the Financial Services and Telecoms industry. Adrian retired from the Standard Bank Group Executive Committee in late 2022 in order to pursue his passion for olive farming. Together with his wife Lourika, they bought a derelict 100Ha farm in Wellington in 2019 and have developed it into a thriving olive oil and table olive farm.

Adrian holds a Masters in New Venture Creation from Bond University in Australia and is an alumni of both Stanford University and MIT. Adrian is a strong change leader, with good negotiating skills and a solid grounding in conduct, risk and governance.

Adrian and Lourika have 5 beautiful adult children residing across the world.

Dawie Durand



Background:

Dawid Andries Durand, id 6701315005089.

General Manager and Director of De Rustica Olive Estate, producing, pressing, storing, packing, and marketing EVOO.

History:

Managing Director for Jay Dee Honiball & Son, a deciduous fruit producing, storing, packing, and privately exporting fruit farming operation.

Director on the board for the “Langkloof Boere Koop.”

Director on the board for SAAPPA (South African Apples and Pear Producers Organization).

Qualifications:

Hons. B Econ and Masters in Sustainability.

Waldo Kellerman



Waldo Kellerman, journey in agriculture began with a profound love for nature and farming, which led me to study agriculture (horticulture & viticulture) at Elsenberg. Since then, he had dedicated himself to honing his skills and knowledge in various facets of farming, including vineyards, orchards, and olive groves. His career trajectory has been marked by significant roles at renowned establishments such as Vesuvio, Lourensford and Diemersfontein Estate.

Each experience has enriched my understanding of agricultural practices and management, equipping me with the necessary skills to thrive in the industry. His first encounter with olives was in 2005 at Vesuvio Estate and then the olive journey started. Almost 20 years' experience to date.

At Terre Paisible in Franschhoek, his current role as the Farm Manager allows him to merge his passion for both wines and olives. Beyond his role on the farm, he is deeply committed to advancing industry standards through active participation in SA Olive training courses (Dr Antonio G Lauro, Pablo Canamasas and Aldo Mazzini), field days and being part of the panel that judges (in training) for the South African Olive Association.

Steve Wilson



Steve started his olive oil business 25 years ago and has grown to be an important dealer and packer of olive oil, out of his factory in Ottery.

He buys locally and when he can't get enough stock, he imports.

He employs 25 people and distributes nationally. He's served on the Board, holding the "Importer's" portfolio, for 10 years.