

# New brooms at IMASA

In a recent column, I noted that the Institute of Market Agents of South Africa (IMASA) was due to hold its annual conference and AGM on 5 and 6 September.

I've just had feedback on the two events, which took place Umhlanga in KwaZulu-Natal. Apparently, both were most successful, and it was encouraging to listen to the new positivity generated. I have a feeling that this will be a watershed year for IMASA.

## FOR THE GOOD OF OTHERS

The new president, Nico Muller, an agent on the Joburg Market, will have his work cut out for the next three years.

Being a voluntary organisation, IMASA offers little financial reward for the incumbent or other committee members. It takes a

special kind of person to sacrifice so much of his or her time and money for the greater good.

The Joburg Market was awarded IMASA's prestigious Shiny Red Apple Award. This is awarded annually to a recipient that has displayed exceptional communication with both farmers and buyers on a market.

## WEBSITE LAUNCH

Another new development from IMASA has been the launch of its website ([imasa.africa](http://imasa.africa)). This has been in the pipeline for a long time, so it is gratifying that it has seen the light of day at last.

With its links and other useful information, the site will ensure an essential permanent presence for the institute and connect it to far more role players in the industry. When



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considering the traditional and conservative nature of market agents, this new development takes on added significance.

## CONSTITUTION

I have been informed that a member's proposal has set in motion a review and a much-needed update of the IMASA constitution.

This is important in the light of the numerous changes that have taken place in the world of fresh produce markets and agents since the existing constitution was drafted. After all, that was 63 years ago! An upgrade is surely long overdue.

It appears as if the new brooms at IMASA have much sweeping to do in the near future.

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*Subject line: Market floor. ■ FW*