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By Mike Knowles

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Nic Jooste departs Jupiter Group

Company's business development manager and former Cool Fresh CSR director set to leave at the end of April



Nic Jooste joined Cool Fresh in January 2001 and remained a key part of the management team following its acquisition by Jupiter in 2019

Nic Jooste, one of the fresh produce industry's pre-eminent CSR and marketing specialists, is to leave Jupiter Group at the end of April, it has been confirmed.

For almost two decades, Jooste was director of marketing, CSR and communication at Dutch company Cool Fresh International, helping to establish a series of innovative initiatives especially in the fields of sustainability and ethical trading.

When the company was purchased by Jupiter in May 2019, Jooste spent five months as its head of CSR, helping to merge the different

companies' operations before going on to focus on business development.

Fruitnet understands Jooste will continue to work on projects relating to sustainability in the fresh produce arena.

Hugo Vermeulen, Jupiter's European Director, praised him for his contribution to the company's success.

"Nic was a valuable member of Cool Fresh International's management team for many years, and we wish him success in his future activities where he will be focussing on sustainability initiatives with a measurable impact for all parties involved," he commented.

Jooste himself said he had been pleased to assist Jupiter with incorporating Cool Fresh's own marketing and CSR efforts into its own.

"Working with Jupiter's young and dynamic team has been a great experience," he said. "I enjoyed the energy and dedication that the team showed in striving for excellence in fresh produce. The future for Jupiter is bright, and I hope there will be scope for collaboration that could lead to even greater achievements in sustainability."