



Prof Ferdi Meyer

Ferdi grew up on a crop and livestock farm in the North-West Province of South Africa. He completed a PhD degree in Agricultural Economics at the University of Pretoria in 2006 following a study abroad programme at the University of Missouri, United States. He was one of the founding members of the Bureau for Food and Agricultural Policy (BFAP) in 2004. Following his 20-year career at the University of Pretoria as associate professor, he took on the position as managing director of BFAP. BFAP is internationally recognised as an independent think tank on the African continent, serving the agro-food, fibre and beverage sectors. Ferdi has been leading the team on a vast range of national and international strategic projects and initiatives. These include the National Development Plan and the Agricultural and Agro-processing Master Plan for South Africa, strategic sector and investment analyses for a number of private sector firms, and end-to-end value chain projects in a number of Eastern and Southern African countries. He specialises in agricultural market, trade - and policy analyses, value chain analytics, strategic foresighting and scenario planning. In June 2020, he was appointed as Professor Extraordinary in the Department of Agricultural Economics at the University of Stellenbosch.

Professional highlights include:

- 140 national and international appearances at conferences as invited speaker.
- Member of the Board: Protein Research Foundation (PRF)
- Member of the Board: Agrico Machinery Pty Ltd
- Member of the Board: Regional Network of Agricultural Policy Research Institutes (ReNAPRI)
- South Africa's Agriculturalist of the Year 2014 – Agricultural Writers SA
- President of the Agricultural Economics Association of South Africa (AEASA), 2018-2019.
- Served on South Africa's National Crop Estimates Committee
- Rated researcher of the South African National Research Foundation (NRF)
- Received the Exceptional Young achievers award – University of Pretoria
- 13 Masters and 13 Doctoral students have graduated under his supervision.
- 9 awards by the Agricultural Economics Association of South Africa
- 82 research reports, working papers and peer reviewed articles

Ferdi remains involved in primary agriculture and lives on a farm in the North-West Province in South Africa with his wife and three boys. He manages the finances, investments and marketing of the farming business. He is an active member of the Kroondal community, chaired the governing board of the school and participates in various fundraising activities. His hobbies include tennis, open water swimming and performing in the brass band and choir.