

MY STORY

WHY DID YOU CHOOSE THIS CAREER PATH?

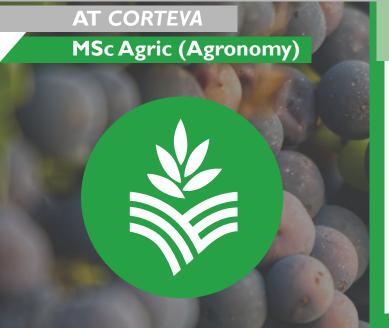
Science as a general field of study has always been my passion. Agricultural science combined two things I loved most; being outdoors and doing scientific work. The agricultural sector is a great environment to challenge yourself and interact with people from all walks of life. It can be tough at times but the reward is far greater:

WHAT DO YOU DO?

- I am responsible for conducting and managing agricultural trials on a wide variety of crops such as wheat, citrus, vines and even weeds.
- 2. Testing new pesticides.
- 3. Generating marketing material.
- Presenting and conveying important information gathered from trials to industry partners.

CHRISTO EKSTEEN

TECHNICAL BRAND OFFICER



WHAT ADVICE WOULD YOU OFFER LEARNERS WHO ARE INTERESTED IN PURSUINGTHIS CAREER?

- Work hard in your studies and go to the field as much as you can.
- Not everything can be learnt from a book. Seeing and experiencing things in the field is the most valuable resource at your disposal.
- Also put yourself out-there and be as active as you can be at industry events.
- Lastly, don't be intimidated by the unknown, knowledge and skills can always be acquired in the work place and is usually much easier to get than you think.





DO I FIT THE PROFILE?

SCIENTIFIC MIND

OUT GOING

FREE THINKING

COMFORTABLE WITH TRAVELLING

CAN WORK INDEPENDENTLY

IS THERE A FUTURE in this career?

TOP PRIORITY

Introducing new and innovative products to assist producers with management of pests in a safe and responsible manner. Environmental conservation and safe usage of pesticides are a top priority of agrochemical companies. There is always room for improvement and new ideas to benefit not only the companies but also the producers, consumers and the environment.

CHALLENGES

- Having come from a BSc
 Molecular Biology and
 Biotechnology degree background
 to become an Agronomy Master's
 student was a challenge to adapt
 to and to learn about a whole
 new field.
- Having to work hard and look for opportunities to get a foot in the door in the industry.
- Being consistent with my work ethic and always being available for assistance and working where I can, to open-up new doors for myself.