



MY STORY

WHY DID YOU CHOOSE THIS CAREER PATH?

I grew up on a farm therefore, agriculture has pretty much been a part of my life. I enjoy being outside and working with plants and soil. These jobs often provide the perfect balance between being in an office and being outside on farms.

WHAT PARTICULAR SKILLS, TALENTS AND QUALITIES ARE ESSENTIAL TO BE EFFECTIVE IN YOUR POSITION/CAREER?

Sales skills, good communication skills, good planning skills, the ability to do large-grouped presentations, having knowledge of a wide range of plant species and where each one fits into a farmer's system and the willingness to be on the road a lot while visiting farms.

WHAT IS THE FUTURE of the field in terms of opportunities?

Regenerative agriculture, for us it is cover crops and pastures that provide soil health benefits and sustainable solutions to many agricultural challenges.

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

If you enjoy working with a lot of different plant species and many different farming types, this type of job is for you. It does come with challenges because you must know a lot about a broad range of farming practices and you have to remember a lot of different client names and their systems. This can also be very rewarding seeing that it keeps your job interesting.

WHAT PART OF THIS CAREER DO YOU PERSONALLY FIND MOST SATISFYING?

Giving advice to clients, writing articles, visiting farms and seeing what my recommendations look like, especially when they worked well.

HIGHLIGHTS

1. SERVING ON THE CONSERVATION AGRICULTURE WESTERN CAPE (CAWC) BOARD/ MANAGEMENT.
2. BEING INVITED TO NUMEROUS INFORMATION DAYS TO GIVE PRESENTATIONS ABOUT COVER CROPS AND PASTURES.
3. BEING CONTACTED BY OUR INTERNATIONAL GROUP TO PROVIDE COVER CROP RECOMMENDATIONS AND SOLUTIONS TO BE IMPLEMENTED IN EUROPE AND ASIA.

IVAN JANSEN VAN RENSBURG



AGRONOMIST

TECHNICAL MARKETER

AT BARENBRUG SOUTH AFRICA SEEDS

BScAgric Plant and Soil Sciences
(Soil Science and Agronomy)

CHALLENGES

Passing my degree, giving advice to farmers that have been farming their whole life and whom are often 30-40 years older than you and being fully comfortable with presenting large-grouped presentations

WHAT TYPE OF PERSON WOULD ENJOY THIS KIND OF CAREER?

YOU DO NOT NECESSARILY HAVE TO BE AN EXTROVERT, BUT IT DOES MAKE IT EASIER SEEING THAT YOU DEAL WITH A LOT OF DIFFERENT CLIENTS. YOU ALSO NEED TO ENJOY EXPLAINING THINGS TO OTHER PEOPLE SEEING THAT YOU WILL SPEND A GREAT DEAL OF YOUR TIME GIVING ADVICE.