

# Handri Conradi

@Source



“ I saw an opportunity to introduce innovative dried fruit products to South Africa. ”

<b>COUNTRY</b>	South Africa
<b>INDUSTRY</b>	Consumer
<b>YEAR SELECTED</b>	2007
<b>WEBSITE</b>	<a href="http://www.source.co.za">www.source.co.za</a>

## COMPANY SNAPSHOT

Many people say they “bet the family farm” on an idea. Handri is someone who did just that. A sixth-generation farmer on the Western Cape, he launched Source to supply dried fruit products to the South African market. Today the company has more than 50 products in a range of lines, including its innovative re-hydrated (“soft” or “ready to eat”) dried fruit, a popular new food category that has largely been created by Source and its retail partners, Woolworths and Pick ‘n Pay. With ambitious plans to begin exporting his products worldwide, Handri has his sights set on nothing less than providing “the best dried fruit offering in the world.”

## ENDEAVOR AND @SOURCE

An eMBA and VentureCorps member has advised Handri on market research and strategy.

Handri has given back by performing second opinion reviews for Entrepreneur candidates.