

Dr Frikkie Maré is an agricultural economist and columnist with extensive knowledge of the local agricultural environment. His areas of specialty are the livestock industry and red meat markets. Originally from the Northern Cape, Frikkie is a senior lecturer and Head of the Department at the University of the Free State's Department of Agricultural Economics in Bloemfontein. He is the economic and management sciences editor for Plaas Media's platforms, and serves on several councils and committees. His passion is finding solutions to the challenges faced by agriculturalists.