

NEWS RELEASE

LIVING LAND - UPBEAT AGRICULTURAL TV PROGRAMME BACK ON AIR

Living Land, the upbeat SABC2 Education television programme on developing agriculture, is back on air for a third season – with 52 episodes of incisive, to the point information in a fast-paced, informative but informal format.

Living Land Executive Producer Nozipho Ndiweni says the new series, which starts on Saturday, 19 July, tackles issues like the increase in food prices and the effect on agriculture and food security, global warming and the consequences for continued food production, land reform and small-scale farmers from a perspective of long-term empowerment, food security and economic growth.

“We ask questions – and get answers - on issues such as whether transferred agricultural land is used productively in South Africa. We discuss the challenges and opportunities for small-scale farmers, land ownership and agriculture in the rest of Africa, we showcase career opportunities in the agricultural environment and how young people can get involved in the broader agricultural industry.

“To survive the harsh agricultural conditions in South Africa, small-scale farmers need to be empowered – and take up the challenge – to carve a sustainable future. Like in any other business environment, the challenges and competition are severe and need to be addressed pro-actively and from a sound knowledge base. Africans should learn from each other and trade more raw and processed products among ourselves to truly become the strong, independent continent we can be. There are many opportunities for small-scale farmers throughout Africa.”

Ndiweni says agriculture is the cornerstone of a healthy, economically sustainable society.

“Not only does it provide food security, but the agricultural value chain has an impact on most aspects of our everyday lives. Living Land therefore has a ‘field to fork’ approach. It is creatively designed to speak to farmers, potential farmers, stakeholders in the agricultural industry and the broader public. In fact, anybody who eats, wears clothes and uses paper should watch Living Land,” says Ndiweni.

Living Land 2008 is produced by No-Line Communications and broadcast on SABC2, at 10:30 on Saturdays. For more information call 012 804 8812.

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Date: 9 July 2008
