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JULY/JULIE 2022

A WORD FROM OUR CHAIR

*Dear AWSA members,
We have already reached the middle of the year and how time flies when you are having fun!*

Our members were able to enjoy Nampo Bothaville and many other industry events so far this year and judging by the many social media posts by members traveling far and wide, we are all back in the saddle and enjoying the best job in the world – being in the ag media space!

Recently two of our members attended the International Federation of Agricultural Journalists (IFAJ) congress and farm tours in Denmark. We look forward to reading more about their experiences and learnings. In the meantime, do take a look at the interview by deputy chairperson, Lindi Botha with IFAJ past president, Owen Roberts, about the future of our profession, [here](#).

Our responsibility towards our audiences and the bigger agricultural industry remains a priority. Keeping our audiences informed and inspired will always be imprinted on the one side of the coin. On the other, we aim to keep those outside



of the primary production circle informed about the challenges and successes of the men and women who produce food, feed and fibre. In short: Bringing the world to agriculture and bringing agriculture to the world.

One of the ways we achieve part of our mandate is through the annual Agricultural Writers SA (AWSA) Farmer, Agriculturalist, and New Entrant to Commercial Agriculture Awards.

These awards celebrate those who act as ambassadors for the industry. This is not a competition, but a platform of recognition. The finalists are nominated by members in the AWSA regions – either North or !Xhariep. Typically, the nominees from each province are persons who crossed our paths through the course of our work and made such an impression on us, that we feel compelled to find out more about them.



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We have three categories for the awards:

- 1. AWSA Farmer of the Year (FOTY)** – this is typically an established commercial farmer with more than a decade of experience who runs a successful enterprise, is diversified, is socially aware and active, takes leadership in the industry or in his field of expertise, and is a responsible steward of the natural resources on his/her farm.
- 2. AWSA Agriculturist of the Year** – we recognise the men and women who serve the producer by means of their knowledge transfer, insight, and research. Recently, we decided to create three subdivisions to be featured rotationally. This year the focus is on extension services or people working in an advisory capacity. In 2023, the focus will be on agricultural economists and related disciplines. The third year in this cycle will be in 2024, with a focus on agricultural scientists and researchers. Nominations should be done according to this schedule to be relevant in a specific year.
- 3. AWSA New Entrant to Commercial Farming (NECF)** – Similar to the FOTY, the NECF award focuses on farmers who have excelled in their field, run a competitive and sustainable farming enterprise, have shown growth and leadership, but have 10 years or less experience in the commercial farming sector.

Why do we nominate? To inspire, to give real-life examples to emulate, and to motivate others to keep the faith and reach for the stars.

Through these awards we wish to shine a light on the success of individuals in the agricultural industry. This not only inspires others to improve their own operations or services, but also shows the consumer and investors that the South African agricultural industry is something to be proud of. The more diversity in examples, the easier it becomes to show

others in the industry what is possible and how to achieve similar success.

There is also “the art of the nomination”. The nomination process combines the facts about the nominee with the communication skill of the nominator. The latter factor is crucial in painting a clear picture to the judging panel about the significance of the nominated farmers and agriculturists.

Do you have a top candidate in mind? Then please contact Petrie Vogel for an entry form if you do not have one yet. You can also contact your regional chairpersons or other AWSA regional management members for assistance in how to approach your nomination.

Each region can nominate ONE candidate per province in each of the categories.

These candidates are announced on regional level and are all finalists in the national awards ceremony that will take place in November. Make a note about the dates as published at the end of this newsletter.

For some members it might be too expensive to attend the actual awards ceremony. To ease the financial burden of attendance to the National FOTY event we will make a partial subsidy available to those who successfully nominated a regional candidate. More communication on this to follow.

DEADLINE: All regional candidates and their completed entries must reach our secretariat by **30 August 2022** (petrie@abevents.co.za). This will give the judging panel enough time to assess each nomination and will also make it possible to align logistics with the nominees.

We look forward to receiving your entries!

**Kind regards
Liza**



NWK again reaches hundreds of needy children with its School Shoe Project

Nicolene Smalman

This year, Mandela Day again sparked an array of activities that focused on the needs of local communities within the agricultural fraternity. In this month's edition, we will be highlighting some of these.

During the week of Mandela Day, NWK celebrated its biggest profit of the past financial year by distributing 512 pairs of school shoes among less-privileged primary school learners in the areas of Coligny, Boikhutso, and Dudfield near Lichtenburg.

It rained and was icy cold in Thlabologang outside of Coligny on Wednesday, 27 July 2022 when NWK arrived at Matlape Primary School to hand out 147 pairs of school shoes, socks, beanies, shoe polish, and brushes to the pupils. Some of them were clothed in shorts or skirts and flip flops or didn't even have socks on. Green, durable string bags in which learners can carry necessities like toiletries or school books, formed part of the donation, of which the total value was about R204 000.

NWK has been undertaking this project since 2012/2013 and has supplied more than 5 000 learners with these necessities. It is being undertaken every year, with the exception of 2020, in collaboration with the North-West Department of Education, and Samuel Nkone, former area manager of Ditsobotla at the Department. The 122 pupils of the farm school Tirelo Primary School near Gerdau each also received a parcel on Wednesday.

On Friday 29 July, NWK visited Dudfield Primary School where 109 pupils received a donation, while 134 pupils at Phatsima Primary School also received brand-new school shoes and other necessities. "It is a small difference that we make, but we have to start somewhere," said Johan Bezuidenhout, group manager of corporate marketing and communication at NWK. Benedict Modise, director of economic development at NWK, explained that new shoes clothe people with



Benedict Modise, director of economic development at NWK with a pupil of Matlape Primary School who received brand-new school shoes.



Johan Bezuidenhout, group manager of corporate marketing and communication at NWK with a pupil of Matlape Primary School.

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dignity. He encouraged the pupils to complete matric and consider NWK as an employer. He elaborated on the many career opportunities within the company and added that, should they work at NWK one day, they would be able to proudly say that they had benefitted from the company from an early age. The principal of Matlape Primary School, Solomon Lesego, described NWK as the “best in the west” and expressed his heartfelt thanks towards the company. “Our wish is that the heavenly Father will bless you abundantly. You are making a big difference in these children’s lives.” On completion of the programme, the choir of Tirelo gave a beautiful performance to express their gratitude. ■



Petra Seymore, coordinator of marketing and liaison at NWK, assists pupils of Matlape Primary School in fitting their new school shoes, socks, and beanies.



Ephraim Matshane, clerk, office and stock services official at Creations@NWK with one of the pupils of Tirelo Primary School.



A pupil of Tirelo Primary School with a broad smile after receiving a parcel with brand-new school shoes, socks, beanie, shoe polish, and a brush.

Hlanganani Orphan Care and early childhood development centres

Robyn Joubert

Hlanganani Orphan Care is a home-based care programme for orphaned children in the Diepsloot, Lanseria, and Cosmo City areas that lies very close to our hearts. The programme consists of training home-based carers (HBC) who care for orphans registered with Hlanganani in these areas. Care consists of oversight regarding nutrition, home safety and security, school attendance, and medical matters. The children are also supported with school tuition where necessary and ongoing mentoring and life-coaching by trained volunteers.

The budget for the HBC programme of about R1 000 000 per annum covers the costs of approximately 50 to 60 children. Since its inception, the above budget has been raised from extremely generous donation from many different sources such as Aberdare Cables, Astral Group, Chemuniqué (Pty) Ltd, Gray Advertising, Junction Church, and Lanseria Airport, as well as various international companies and churches and many individual donors.

However, with the ever-rising costs of the care programme, as well as increasing needs due to the COVID-19 pandemic and the rising cost of living, new donors remain absolutely necessary to keep the programme operational.



Since Hlanganani is a registered non-profit organisation (NPO) and public benefit organisation (PBO), as well as being fully B-BBEE compliant, all donations are supported with tax deduction certificates and fully compliant for corporate social investment (CSI) under the current B-BBEE regulations.

Over the years of our involvement with these orphans, a glaring area of need has been the non-accessibility of early childhood development (ECD) facilities, since such facilities are not government-provided, and all parents are expected to pay for this critical necessity.

In 2018, Hlanganani acquired a safe house in Diepsloot in support of critical security needs for

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the orphans in the area. They converted this house into a fully equipped ECD centre in 2021, called The Flying Eagle Academy, to provide early development support for 36 children aged six months to five years of age.

The majority of the attending children's parents pay (albeit at a very low fee) for the service, while the Hlanganani orphans do need to be sponsored in one way or another.

During 2020, Hlanganani also supported the establishment of the Ebenezer Hope ECD centre in Cosmo City. This facility also caters for 30 to 40 young children, of which approximately 10 are orphans from the area. In the first half of 2022, Hlanganani has again supported the establishment of a second site for Ebenezer Hope, also in Cosmo City. This facility is designed to operate on the same basis as the other two, but it can cater for at least 100 children with appropriate catering and ablution facilities.

This year for Mandela Day, the Chemuniqué team would like you to help us raise funds for Hlanganani Orphan Care, as well as the early childhood development centres that we support in Diepsloot and Cosmo City.

For our fund-raising drive, we are asking for monetary donations from our family, friends, and industry colleagues over a collection period of three months (from 18 July to 18 October).

We are asking donors to pay funds directly into Hlanganani's bank account (which is externally audited) and submit their proof of payment to vanette@chemuniqué.co.za, because Chemuniqué has committed to match all donations made during this period 1:1.

Make your donations here:
<https://hlanganani.org/donate/>

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Planting seeds of hope and change



Commemorated on July 18, former president Nelson Mandela's birthday, Nelson Mandela International Day celebrates the idea that each individual has the power to transform the world and the ability to make an impact.

In honour of his 67 years of public service, ARGO International in South Africa joined the Mandela Day 2022 celebrations with a unique, but meaningful, initiative.

Inspired by the theme of this year "Do what you can, with what you've got, where you are" and by the "My 67 Minutes" campaign, ARGO Tractors' staff devoted 67 minutes of their time in service to others by planting vegetable gardens at their new premises in Pomona.

"As part of the agricultural community, the staff felt that it was fitting to embark on this initiative. We are confident that these efforts will result in a good harvest and that we will be able to help feed those in need in our communities," said Godfried Heydenrych, managing director of ARGO Tractors SA.

He added that ARGO was committed to taking hands with other agricultural companies in building a more sustainable agricultural environment and, ultimately, South Africa, to the benefit of all. "As President Nelson Mandela once said, 'we must never forget that it is our duty to protect this environment'."



The area earmarked for the vegetable garden is a 4 x 5 x 3 m area and the staff planted beetroot, spinach, and cabbage. The ARGO staff took full responsibility for the maintenance of the garden throughout the season and are committed to maintaining the garden in the future. The produce will be harvested by the staff and then divided to be provided to local communities in the areas where the staff live.



Bayer and Grain SA release documentary about impactful Farmer Development Programme

FEEDING TOMORROW TODAY

There are over two million smallholder or household farmers in South Africa. These are farmers that farm on small areas in order to feed their families, ideally with some surplus to sell or trade**. These smallholder farmers have a significant role to play in terms of household food security and income, but many are farming well below their potential.*

It is because of this that Grain SA has been involved in farmer development since its inception in 1999. This initiative not only contributes to a prosperous agricultural sector, but also addresses food security and food sovereignty, income generation for those who have access to land, protection of the natural resources, and job creation.

Through partnerships with Grain SA and government, as well as with other industry role players such as Bayer, many farmers have moved from start-ups to scale-ups.

They have increased their yields and become more profitable and, more importantly, they have learnt better and more sustainable farming practices.

For Thembi Shongwe, who farms in the Breyten area of Mpumalanga, this intervention has been life-changing. She is feeding her family and supporting

her community while starting to profit from her produce. "For me, farming is in my heart, and I feel it can take me places," says Thembi, who is one of the farmers featured in a new documentary which tells



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the heartfelt stories of passionate farmers who have risen above almost impossible odds.

Entitled: "Blessings – Feeding Tomorrow Today", this documentary recently released by Bayer and Grain SA shows the real impact this initiative is having across the country.

In line with the company's vision of 'hunger for none', Bayer Crop Science supports these smallholder farmers around South Africa by providing seed and crop protection innovations, as well as the necessary education to help them produce sustainable and healthy crops.

According to Dr Dirk Strydom, marketing lead at Grain SA, getting these small-scale producers to harvest commercial yields is the ultimate goal of this initiative. For this, they need access to good-quality seeds, good-quality chemicals, and good-quality fertilisers. "Bayer plays a big role in helping us to give that access to producers, access to the right technology," he says.

"For us at Bayer, Africa is a growth continent. A substantial part of this growth is the impact that we have on smallholder and subsistence farmers," says Klaus Eckstein, country divisional head at Bayer Crop Science Southern Africa. He says their partnership with Grain SA is enabling education and training to empower smallholder and subsistence farmers in South Africa to not only acquire knowledge, but to use and adopt the technology available.

Parusha Pillay, B-BBEE manager at Bayer South Africa, says that Bayer is uniquely positioned through their resources, knowledge, and capabilities to make a meaningful difference within this space. She says that through their partnership with Grain SA, they are able to reach and support many communities of smallholder farmers.

Sharing this knowledge on sustainable agronomic practices requires a well-structured network of knowledgeable people. Grain SA runs these programmes from each of their regional offices, with managers, coordinators, and a network of trainers and mentors all playing their part. These nine regional offices are spread throughout South Africa, with over 260 active farmer study groups currently.

Thembi Shongwe is just one example of a subsistence farmer who benefited from step-by-step training and the knowledge needed to grow



Some of the farmers and mentors at the premiere held at Ster Kinekor Irene.



Grain SA's Sandile Ngcamphalala with Liza Bohlmann, Dudu Mashile, Perusha Pillay, and Anthony Maina from Bayer.

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Filmmaker Mart Willemse with farming siblings Lethiwe and Sabatha Mthethwa.

her farm from 1 ha to 10 ha, while increasing her yields substantially. Key to this success story has been the transfer of skills, sharing how to work more efficiently, to follow the correct production practices, and to start farming for profit.

Despite rising unemployment and hard economic conditions in this mining town, Thembi believes that where there is an opportunity to plant, hope abounds.

From Masoyini Village in Limpopo to Dannhauser in KwaZulu Natal, this documentary tracks the progress and stories of many farmers – some who are still improving their own farming businesses, and some who have achieved great success and who have now become mentors themselves.

“We see smallholder farmers as future commercial farmers and future contributors to the South African economy. Smallholder farmers add to the diversity in our agricultural industry and are important contributors to building rural economies and growing the agricultural sector,” says Dudu Mashile, territory sales manager for smallholder and new era commercial farmers.

“Becoming profitable and more efficient brings more jobs to rural communities, makes farming easier, and enables smallholder farmers to send their children to school and university. They are not just farmers, but entrepreneurs in the true sense of the word,” Mashile says.

“This is an opportunity that can change the food security and nutrition picture of many households in South Africa” says Sandile Ngcamphalala, farmer development lead at Grain SA. “That really excites me, and I want to be part of that future”. ■

**To watch the full documentary,
click here**

**[https://www.youtube.com/
watch?v=gVjuwEHvwJg](https://www.youtube.com/watch?v=gVjuwEHvwJg)**

IFPA Southern Africa Conference – Building on the success of PMA's Fresh Connections Conference and Expo

The Fresh Connections Conference and Trade Show, hosted by the Produce Marketing Association (PMA) is back this year, and although it has a new name, it will still be the same vibrant event as it has been for the past decade. Building on the legacy of PMA's Fresh Connections, the International Fresh Produce Association (IFPA) Southern Africa Conference will move forward as a leading and essential event on the calendar of the fresh produce industry in Southern Africa.

The IFPA is the result of the combination of two produce industry organisations, both with significant heritages – the PMA, founded in 1949, and the United Fresh Produce Association (UFPA), founded in 1904. It is the largest and most diverse international association serving the entire fresh produce and floral supply chain.

Global outreach is a major goal of the association, with conferences planned for South Africa, Mexico, Brazil, and Australia in 2022. The inaugural IFPA Southern Africa Conference is set to take place on 17 and 18 August 2022 at the Century City Conference Centre in Cape Town.

We are excited to announce Khula! as the conference's platinum sponsor. Khula! is a fast-growing agri-tech startup, consistently recognised as one of the leading ones in the country and on the continent.

"We are passionate about building technology solutions for the agrivalue chain through our tech ecosystem, which includes a Fresh Produce Marketplace, Input

Marketplace, and Funder Dashboard," says Karidas Tshintsholo, founder and chief executive officer (CEO) of Khula!.

"Our Fresh Produce Marketplace is built for businesses and their teams in the fresh produce industry to negotiate for or buy fresh produce from a wide network of suppliers in the most efficient way possible. Our integrations with industry leaders for packaging, payments, and quality control ensure a safe, transparent, high-quality experience on our platform.

We have chosen to sponsor the IFPA Southern Africa Conference as we want to deepen our relationships and partnerships within the industry. We invite you to join us as we continue to grow," Tshintsholo says.

The conference programme includes keynote and educational sessions covering the following topics:

- How to fully leverage the power of digital technology: *Rapelang Rabana, entrepreneur, thought leader, and speaker*
- Africa Free Trade Agreement: *Dr Mmatlou Kalaba, director and senior analyst in the commodity markets & foresights, BFAP*



Dr Mmatlou Kalaba.

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- Global consumer trends, today's consumer needs, and insights into the old and new generations: *Maria da Serra, new business development director and partner in sustainable growth, Kantar*

- South Africa's agriculture growth narrative: *Wandile Sihlobo, chief economist, Agbiz*

- Consumer needs and how the fresh produce business can drive category growth in these new and challenging times: *Elena Ozeritskaya, founder and managing director, Fresh Insight*

Attendees can also look forward to an exciting panel discussion entitled: "Navigating the future of supply and demand during challenging times". Dr Johan van Deventer, ex-freshmark, will facilitate this session with retailer Brian Coppin, CEO of Food Lovers Market, economist Prof. Phillippe Burger, dean of the Faculty of Economic and Management Sciences at the University of the Free State, and brand merchandiser Greg Abraham, head of growth at Smollan).

Jaco Oosthuizen, the CEO of RSA Group and a member of the Agricultural Writers Association, says the IFPA Southern Africa Conference is the most important fresh produce industry event on the RSA Group calendar.

"The conference has a proud history of linking producers, buyers, exporters, and other industry stakeholders, and allowing participants to share experiences and create new personal and business connections in a uniquely impactful way. At RSA Group, engaging in the event has often resulted in new ways of thinking about what we do and



Jaco Oosthuizen, the CEO of RSA Group.

how we do it. The conference has also reliably generated exciting new relationships and business development opportunities. The 2022 conference is especially important, as it marks the first real-world gathering since 2019. RSA Group looks forward to seeing you there," Oosthuizen says.

A new addition to the conference this year is the VIP Members Only Reception on 16 August at 360° Bloemendal Wine Estate in Durbanville. Bayer and RSA Group are the sponsors of this event. IFPA members can confirm attendance when they register for the Southern Africa Conference at a cost of R250 per person.

More good news is that you can pay your registration fee in South African rands (ZAR) via an electronic funds transfer (EFT) or credit card. The registration fee covers educational sessions, networking lunches and breaks, a welcome reception, and access to the exhibition floor.

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Keynote speaker Rapelang Rabana's presentation is entitled "Becoming a digital master: The art of corporate innovation".

Tech fluency is about getting past the digital buzzwords and understanding technology in simple, practical ways. To fully leverage the power of digital technology, we must change how we think about technology. At its core, technology is simply a method or technique that solves a problem by breaking a previous constraint.

Through digital technologies, technology is finally powerful enough to match our imagination's capacity to craft and deliver more effective solutions across business and social needs.

Rapelang was born in Gaborone, Botswana. She is an internationally lauded technology entrepreneur. Having graduated with bachelor's degree in business science with an honours in computer science from the University of Cape Town, Rapelang's journey has been focused on the use of technology in various sectors, including telecoms, education, financial services, and agriculture.

She has been featured on the cover of *ForbesAfrica* magazine, selected as a Fast Company Maverick, named Entrepreneur for the World by the World Entrepreneurship Forum, and selected as a Young Global Leader by the World Economic Forum.



For more information and to register, visit
www.freshproduce.com/events/the-southern-africa-conference

Registration and trade show questions

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2022 FNB Sauvignon Blanc SA Top 10 Competition open for entries



Entries for the 2022 FNB Sauvignon Blanc SA Top 10 Competition, the only competition in the country committed to Sauvignon Blanc, are now open. The cultivar organisation Sauvignon Blanc South Africa presents this influential competition for the 16th time this year.

According to Sauvignon Blanc SA chair, RJ Botha, the competition plays an important role in promoting the image of Sauvignon Blanc, the country's top-selling variety.

"We are excited because the world is starting to see South Africa as one of the best Sauvignon Blanc-producing countries. South Africa's advantage is that we make Sauvignon Blanc in an incredible variety of styles that are unique to certain areas in the country. Diversity in origin and innovation in style and flavour profiles is something that stands out in our Top 10 competition every year. Furthermore, there is also the potential of older vintages and more wooded wines to consider."

Botha says the cultivar organisation challenges all large and small producers to enter for this opportunity to compare their wines against other Sauvignon Blanc in the country.

"We look forward to having past performers as well as new brands compete for a 2022 FNB Sauvignon Blanc SA Top 10 award. This pinnacle of recognition for outstanding quality is extremely valuable when it comes to the marketing of individual wines. We are thankful for the support of our Top 10 title partner, FNB, and our platinum partner, EVER Solutions, who make it possible to determine the best wines from South Africa's most popular cultivar again this year."

ENTER ONLINE

Producers and cellars can enter the competition online on Sauvignon Blanc SA's website at www.sauvignonblanc.com/top10-entry. Entries close on Tuesday 16 August 2022, with late entries being accepted until Wednesday 24 August 2022.

A panel of leading wine experts, with Cape Wine Master Dr Winifred Bowman as convener, will evaluate the contenders from Tuesday 30 August to Thursday 1 September 2022 at Uitkyk Estate in Stellenbosch. Along with Dr Bowman on the panel are wine judge and author Fiona McDonald, Johann Fourie, head winemaker of Benguela Cove, winemaker Morgan Steyn of De Grendel, Cape Wine Master René Groenewald, as well as two protégé judges.

The 20 finalists will be announced in September, while the Top 10 winners will be announced on Thursday 13 October 2022 during the FNB Sauvignon Blanc SA Top 10 Awards.

Anyone can become a member of Sauvignon Blanc SA to enjoy the benefits of shared expertise. For more information, or to subscribe to a regular newsletter, visit www.sauvignonblanc.com, call 021 975 4440, or send an email to reINETTE@sauvignonblanc.com.

Join discussions on social media about the #FNBSauvignonBlancSATop10 and follow Sauvignon Blanc SA on Twitter as @SauvignonSA and on Facebook, Instagram and LinkedIn as @sauvignonblanca. ■



Graan SA en Alfa Expo vat hande vir 'n ekspo soos min



Na breedvoerige gesprekvoering het Graan SA en ALFA reeds in 2019 besluit om hande te vat en 'n nuwe ekspo op die landboukalender te plaas. COVID-19 het egter dié planne vir twee jaar op ys geplaas. Die twee grotes in die bedryf gaan vanaf 29 September tot 1 Oktober 2022 die heel eerste NAMPO ALFA Lewendehawe-, Jag- en Buitelewe-ekspo aanbied op NAMPO Park net buite Bothaville.

Die lewendehawebedryf in Suid-Afrika is aan die groei en vorm 'n belangrike deel van die plaaslike ekonomie. Hierdie groei was duidelik sigbaar in die feit dat ALFA oor 'n vier-jaar-periode gegroei het tot die beste lewendehawe-ekspo in die land. Die volgende logiese stap sou wees om dit nog groter te maak, en met jare se suksesvolle aanbiedinge teen sy naam, is NAMPO Park die ideale plek waar ALFA sy vlerke kan spreid.

ALFA is nie net 'n gewone ekspo nie, en bied sedert sy ontstaan verskeie unieke platforms wat aan rolspelers in die lewendehawebedryf uitstekende besigheidsnetwerkgeleenthede bied. Dit geld vir plaaslike rolspelers en belanghebbendes regoor die Afrika-kontinent. Vir 2022 is daar weer 'n propvol lewendehawe-program vir jonk en oud.

Daarmee saam bestaan daar tans 'n groot behoefte onder produsente vir 'n jag- en buitelewe-ekspo met 'n praktiese aanslag. Lewendehawe, buitelewe en jag is uiters komplimenterende aspekte van die Suid-Afrikaanse landbougemeenskap en die kombinasie bied 'n wenresep. NAMPO Park beskik ook reeds oor goeie stelsels en infrastruktuur,

insluitend genoegsame parkering, kiosks, ablusiefasiliteite, veefasiliteite en ander locale, wat die groot geleentheid nie alleen kan huisves nie, maar ook geleentheid vir groei fasiliteer. Boonop bied NAMPO Park nog 'n groot voordeel – die Suid-Afrikaanse produsent voel reeds daar tuis .

'n See van geleenthede lê voor wat praktiese demonstrasies van 4x4 voertuie, karavane, kampeer en jag toerusting insluit. Dit sluit selfs 'n moontlikheid van 'n skietbaan in waar belangstellendes die praktiese ervaring van toerusting kan geniet. NAMPO Park is gedurende die ekspo ook die huis van die nasionale South African Rally-Raid Championship (SARRC), en kan besoekers bekende renjaers in aksie sien.

Die lewendehaweprojekte sluit 'n verskeidenheid projekte in wat al die verskillende lewendehawespesies dek, nl. vleis- en melkbeeste, kleinvee, varke en bokke. Dit sluit onder meer die Nasionale Vleisbees-Interraskampioenskappe, die Junior Interras (Landbouskole), die verskillende prestasie-kampioenskappe (Groot- en Kleinvee), en die Money maker kwalifiseerders (Groot- en Kleinvee) in. Verder is die jeugprogramme met die landbouskole en studente ook betrokke en die programme en mini-ekspos met werksperde, werks honde, konyne en pluimvee, is ook terug.

Met 'n groot verskeidenheid uitstallers in die lewendehawe-, jag- en buitelewebedrywe, beloof die ekspo om vir lewendehawe- en natuurliefhebbers, jagters, avontuurlustiges en natuurlik die adrenalierverslaafdes, dié een te wees. ■

Feed sales reflect the true picture in South African poultry and livestock sectors



The Animal Feed Manufacturers Association (AFMA) recorded a 2,2% year-on-year growth in feed sales during its April 2021 to March 2022 statistical year. These sales amounted to 6,9 million tonnes, after a 1% year-on-year growth in the previous year. This growth was achieved despite a vigorous combination of simultaneous challenges impacting the poultry and livestock sectors.

The most significant challenges impacting these sectors were high feed prices due to increased global commodity prices and the devastating effect of animal diseases, which South African flocks and herds had to, and still are, facing.

Despite record South African grain and oilseed crops, commodity prices are at higher-than-normal levels due to global grain and oilseed value chain demand pressure, driven by global supply and demand for commodities.

While recovering from the disruptive effects of Covid-19 during the past two years, the grain and oilseed value chain was dealt an additional blow

by the Russian invasion of Ukraine, which added pressure to an already challenged value chain.

Global commodity prices are derived from the Chicago Board of Trade (CBoT), based on the global supply and demand of the grain and oilseed value chain, and are used as a reference price on South Africa's Johannesburg Stock Exchange (JSE) to determine a South African price for the commodity.

International feed demand is the most significant driver of feed commodity prices, recording a 2,3% growth in global feed production in 2021, amounting to 1,236 billion tonnes.

China remains the world's largest feed manufacturer, recording an 8,9% growth in 2021, producing 261,4 million tonnes while restocking its pig herds after the devastation that African swine fever (ASF) caused in China. The 6,6% growth (17,25 million tonnes) seen in pig feed production figures, explains the higher-

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than-normal Chinese demand for maize and soya over the past two to three years, which directly and significantly affects global supply and demand.

Thus, given the current global supply and demand situation, higher-than-normal prices are anticipated to remain intact over the short to medium term.

In addition to high feed costs, animal health issues plaguing South Africa further exacerbated the situation. These include highly pathogenic avian influenza (HPAI); African swine fever (ASF), and foot-and-mouth disease (FMD). The various livestock sectors are continuously implementing drastic measures and improving steps to protect the animal health status of their sectors, supported by government authorities.

Despite these challenges, research conducted as part of the inputs towards and preparations for the SA Poultry Sector Masterplan and the Agriculture and Agro-Processing Masterplan, has indicated various areas of potential growth and development in the South African poultry and livestock sectors. These sectors have started making inroads through industry-led initiatives, which are beginning to yield positive effects.

Percentage-wise, pig feed has shown the best growth, recording a 16,4% growth, followed by beef cattle and sheep feed with 8% growth, and broilers

with 2,4% growth. Volume-wise, broilers are showing the most significant gains, with a recorded growth of 66 717 t, followed by beef cattle and sheep at 66 504 t, and pigs at 63 785 t.

In the poultry sector, which was severely affected by HPAI, the devastating effect is evident in the shrinkage in layer and breeder feed production, declining by 2,1% and 1,4%, respectively. However, the SA Poultry Sector Masterplan signed in late 2019 made provision for significant investments by key industry stakeholders. These investments total well in excess of R1,5 billion, with further pledges of more than R570 million. Given the significant level of these investments, growth and development has gained positive momentum in respect of the SA Poultry Sector Masterplan's set objectives.

With this Masterplan now in its third year of implementation, these investments by industry stakeholders are starting to yield results in terms of establishing of new entrant commercial hatcheries, expansion of weekly bird placements (> 1,8 million birds/week), establishing of new entrant commercial contract growers (18 additional new entrant contract growers), and creating additional direct jobs (> 1 450 jobs). These results are expected to be further expand as the policy environment supports the momentum already created.

As the momentum continues and objectives are being achieved in the different animal production sectors (poultry and livestock), it will most definitely drive further feed production in South Africa, with its own set of positive multiplier effects, both upstream and downstream. ■



Beraad vereis konkrete aksieplan om die veiligheid van die landelike boerderygemeenskap te verseker

Die Landelike Veiligheidsberaad het onlangs by Woodlands Country Lodge in Parys in die Vrystaat plaasgevind.

Terwyl die land steeds gewelddadige aanvalle in boerderygemeenskappe ondervind, het minister Bheki Cele die probleem van swak reaksietye deur die polisie en die eroderende effek van korrupsie binne die polisie erken. Hoewel Agri SA die poging om korrupsie intern in die polisie te beveg, ondersteun, moet ons ook konkrete stappe sien om veiliger landelike gemeenskappe te vestig.

Ander kwessies wat die minister geopper het sluit in die voortdurende rasseverdeling in sommige boerderygemeenskappe, die impak van onwettige migrante op die vermoë van wetstoepassers om hulle werk doeltreffend te doen, en die dringendheid om armoede in landelike gemeenskappe aan te spreek.

Agri SA het 'n belang in die suksesvolle afsluiting van die beraad met die hoop dat die partye met 'n konkrete aksieplan na vore sal kom om die gevare wat landelike gemeenskappe in die gesig staar aan te spreek. Hierdie gevare is nie beperk tot uiterste gebeure soos gewelddadige moorde en onrus nie,

maar sluit ook die skadelike effek van misdaad en die gepaardgaande koste vir primêre landbou in.

Die veiligheid van die boeregemeenskap is 'n voedselsekerheidskwessie. As sodanig is die kwesbaarheid van die landelike boeregemeenskap 'n saak van nasionale belang.

Boere en plaaswerkers produseer die voedsel waarop Suid-Afrikaners staatmaak en dra by tot nasionale stabiliteit.

Die Landelike Veiligheidsberaad moet lei tot konkrete stappe om die boeregemeenskap veiliger te maak. "Dit is van kritieke belang dat die beraad ooreenkom op dringende stappe wat geneem moet word om die effektiewe implementering van die Landelike Beveiligingstrategie af te skop en om die polisie van die nodige hulpbronne te voorsien om



die landelike boerderygemeenskap behoort te kan dien en te beskerm.

Dit is noodsaaklik, indien die polisie die vertroue van die landelike boerderygemeenskap wat hulle dien, wil herwin. Ons kan nie die feit miskyk dat boere en plaaswerkers tydens plaasaanvalle en onluste geteiken word nie. Dit is kommerwekkend dat die polisie nie ten volle voorberei en toegerus is om die boerderygemeenskap in hul grootste nood te beskerm nie,” sê Uys van der Westhuijzen, voorsitter van Agri SA se Sentrum van Uitnemendheid: Landelike Veiligheid.

Agri SA ondersteun die Landelike Beveiligingstrategie en is bemoedig dat die beraad juis belê is om uitvoering daaraan te gee. Ons verwag dat die polisie van die geleentheid gebruik sal maak om te bevestig hoe hulle daadwerklik sal begin om die strategie te implementeer. Géén nuwe strategieë of beleid word benodig nie.

Agri SA is van mening dat die strategie ‘n toepaslike voertuig is om die misdadigheid wat die boerderygemeenskap raak, aan te spreek, mits dit behoorlik geïmplementeer en befonds word.

In sy voorlegging tydens die openingsessie van die beraad, het Agri SA sekere sleutel aspekte van die strategie uitgelig wat as vertrekpunt in die implementering daarvan moet dien.

Dit sluit in:

- Die meer effektiewe funksionering van die prioriteitskomiteestrukture.
- Die reservistestelsel wat doeltreffend geïmplementeer word, met die fokus op goed opgeleide landelike reserviste en die deelname van boere en plaaswerkers. Agri SA het as vertrekpunt twee reserviste per boerevereniging aanbeveel.
- Meer effektiewe misdaadondersoeke, aanhouding van verdagtes, en die opponering van borgtog deur die polisie.
- Doeltreffende misdaadintelligensie en -ontleding, met inbegrip van die ontleding van georganiseerde misdaad en daarstelling van ‘n geïntegreerde, sentrale inligtingsentrum deur die polisie.
- Groter sigbaarheid van die polisie en die implementering van blou-witlig-geleenthede in alle provinsies.
- Die daarstelling van polisietaakspanne en snelreaksie-eenhede in brandpuntgebiede.

“Vertroue in die polisie kan slegs herstel word wanneer die boerderygemeenskap glo dat die polisie bereid is en in staat is om hulle te beskerm en om professionele misdaadondersoeke te onderneem; daarom moet daar klem gelê word op die eerste twee pilare van die strategie. Agri SA vertrou dat die landelike gebied geprioritiseer sal word met die plasing van nuwe aanstellings en reserviste, asook in die toekenning van hulpbronne. Hierdie maatreëls is fundamenteel indien ons behoorlike dienslewering vir landelike gemeenskappe wil verseker. Sonder dienslewering sal die omvattende samesprekings gedurende die beraad van geen waarde wees nie,” sê Van der Westhuijzen.

Navrae:

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Uys van der Westhuijzen:
voorsitter van Agri SA se Sentrum van Uitnemendheid: Landelike Veiligheid, by 083 321 9356.

Official Logo of ‘Agriculture Journalist Association of India’ launched

“What cannot be defeated is called AJAI. Moreover, India’s culture is agriculture,” stated Union Cabinet Minister of Fisheries, Animal Husbandry and Dairying, Parshottam Khodabhai Rupala, while speaking at the recent unveiling ceremony of the logo and official website of the ‘Agriculture Journalist Association of India’ in the heart of the capital recently.

The Honourable Minister, the chief guest at the event, started by uncovering the expressive and compelling logo of the association and praised the initiative by the founder and the president of the association, MC Dominic, as it will help Indian agriculture gain its rightful importance in the country. The Honourable Minister spoke at length and addressed close to 250 attendees in virtual mode, from all across the globe, and many more who were physically present at the association’s office in Yusuf Sarai in New Delhi. “Association of journalism with agriculture for agriculture is a historical moment,” he added.

Adding more significance to the evening was the president of the International Federation of Agricultural Journalists (IFAJ), Lena Johansson, who joined the social platform all the way from the United States. The IFAJ is a not-for-profit professional association consisting of 60 member countries, with its headquarters in Canada. “Congratulations on behalf of the IFAJ for coming up with such a platform”, she said, “India has a long history of democracy and freedom of the press. It is also a very important agricultural country; therefore, it would be very interesting if we could, in the near future, strengthen our network and welcome our Indian colleagues to the IFAJ. I look forward to fruitful cooperation with AJAI.”

Extending a thankful note to all the eminent dignitaries from the industry, the president and the founder of AJAI, MC Dominic said, “I am humbled to see the number of attendees who have joined us in office and on Zoom from all across the world. This

was my dream for a very long time and I couldn’t thank enough all those from the trade who hand-held us and took us through so that AJAI could see the light of the day. We’ve already trained many farmers as journalists and we are aiming for more than 5 000 farmer journalists.”



ABOUT AJAI

The Agriculture Journalist Association of India (AJAI) is a national-level forum that came into existence two years ago with a vision to promote the highest standards among communicators, including journalists and photographers, who have dedicated their lives and works to farming, dairy, horticulture, fisheries, floriculture, food production, or rural affairs – in essence, anything to do with agriculture.

We are proud to share that in our endeavour to create an impact on the ground, at the grass-root level, AJAI has already trained close to 200 farmer journalists under one of its ambitious programs entitled “Rural Indian Journalist (RIJ)”, wherein we are aspiring to train more than 5 000 journalists across the nation, with many villages having their own agriculture journalist who could report the actual and factual state of affairs of the village. We are sure this will go a long way in not only highlighting the real state of agriculture at the national level, but will also help our hardships and success stories from farmlands become a part of trending discussions at the global level. ■

DATES TO REMEMBER

| | |
|-----------------|---|
| 14–17 September | NAMPO KAAP |
| 13–14 October | Agri SA Congress |
| 21 October | Agricultural Writers SA North's Awards evening |
| 11 November | Agricultural Writers SA National Awards evening |

Upcoming IFAJ congresses

| |
|--------------------|
| 2022 – Denmark |
| 2023 – Canada |
| 2024 – Switzerland |
| 2025 – Israel |
| 2026 – Kenya |
| 2027 – Croatia |



2022
Agri SA Congress
Growing Local

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 Enquiries and sponsorship opportunities:
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SAVE THE DATE

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DATES TO REMEMBER

Africa Agri Tech 2023 dates announced

Due to continued global uncertainties on a number of fronts, we have made the difficult decision to postpone the Africa Agri Tech Conference and Exhibition to **14–16 March 2023**.

This will ensure that we are able to stage and host an event that provides southern Africa's agricultural leaders, technology innovators, scientists, farmers, researchers, and policy makers with a world-class event and global representation.

The inaugural Africa Agri Tech Conference and Exhibition held in February 2020 at the Sun Arena, Menlyn Maine, firmly established the event as the foremost meeting point for southern Africa's agricultural ecosystem to explore the latest trends, innovations, and discoveries in agricultural science and technology, and to examine their future impact on agriculture.

Participation opportunities include:

- exhibiting and/or showcasing products and services in line with the theme and categories;
- taking up sponsorship positions from the sponsorship menu;
- opportunity for foreign trade discussions;
- venture capital pitches by start-ups and innovators; speaker opportunities; and hosting clients to the event as delegates, and/or hospitality opportunities.

Join us at the Sun Arena, Menlyn Maine, Pretoria, from **14–16 March 2023** to connect with agri-tech developers, food innovators, investors, market leaders, and industry experts as they explore the impact of science, data, technology, climate-smart agriculture, and more on the agri sector at large.

INTERESTING SIGHTING



Two unusual cart horses – a Zonkey and a camel. The Zonkey is a cross between a zebra and a donkey by Magda du Toit.

PHOTO OF THE MONTH



Quiver tree forest in Namibia by Magda du Toit.



The weaver bird nest catching the last rays of sun by Magda du Toit.

PHOTO OF THE MONTH

Strooptyd teen dagbreek, Liza Bohlmann.

Stuur vir ons jou stories

Alle lede word uitgenooi om voor die 15de van elke maand bydraes vir *Agripen* te stuur aan

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Send us your stories

All members are invited to send contributions to *Agripen* before the 15th of each month to

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