



Sustainable Innovative Producers and Emerging Farmers Agribusiness Conference 2021

Theme: Emerging farmers opportunity to gather new ideas, focus on farm business and network with like-minded producers.



The Capital on the Park, Sandton, Johannesburg



30th - 31st March 2021

Contact us:



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CROSSKNOWLEDGE INVESTMENTS

Innovation and Excellence

Sustainable Innovative Producers and Emerging Farmers Agribusiness Conference 2021

OVERVIEW

Due to popular demand and the drive to educate Africa on the future of farming!

The organisation that has paved the way for events like Smart Agriculture, women in agriculture has now initiated the drive to host the Young Farmers event of 2021

The event aims to promote an exchange among stakeholders on knowledge and good practices regarding the combination of agriculture, youth employment, entrepreneurship and ICT innovations in agriculture and rural development. The conference will focus on **emerging techniques**, innovations and inspiring agricultural experiences to help you address issues related to your farm, community and future.

What has Industry and the governments done to encourage and support Generation Z in order for them to become more involved in or take up farming as a profession at grassroots level? Are there enough tools, policies and skills development incentives in place to achieve this goal? What are support initiatives currently available for our youth? How are we growing our legacy by grooming Generation Z to become the future of our economies? We respond adequately to these pertinent questions and more as we unpack the essence of skills transfer to the next generation of agricultural producers.

The largest untapped potential lies in our younger generation. We provide a platform that promotes leadership and participation opportunities for the encouragement of young members. It also explores the role that information and communication technologies (ICTs) plays in driving agriculture as well as using innovative applications to further contribute to the advancement and digitisation of agriculture.

This program further promotes young farmers to build stronger networks and become highly active in the agricultural community. Our event boasts a wide mix of industry experts who will help you think critically and proactively about the future of your farm operation.

Invest in yourself and your farm operation by attending this event where we further investigate how technology helps entice more interest from the youth to be involved in farming.

HIGHLIGHTS

Future of Work in Rural Economy focusing exploring the future face of agriculture

- Impacts and opportunities for youth, and how international organisations, governments, the private sector, civil society and all other development actors, can leverage expertise and contribute to the groundwork already laid out.
- Understanding the meaning of Expropriation without Compensation (EWC), the impact it has on the future of farming in South Africa
- Highlighting the benefits to both young farmers and the economy.

Youth and Entrepreneurship focusing on sharing experience

- Overcoming challenges, exploring solutions and new opportunities for youth entrepreneurship,
- Developing and sustain youth-led, or youth-focused,
- Introducing business products and services geared towards agriculture and ICTs.

Exploring the Digital Innovation Scene to overcome agriculture value-chain related constraints

- Focusing on solutions to support youth-related digital innovation and modern agric-production technologies
- youth-focused networking and engagement around entrepreneurship, innovation and agriculture

Who should Attend

- Private Sector Value Chain or Multi Stakeholder Associations
- Directors and Managers of Agricultural Produce Retailing
- Government and Regional Representatives
- Plant Procurement Managers/Buyers
- Processing Plant Owners (incl. SME's)
- Farming Implements Manufacturers
- Young Farmers and Entrepreneurs
- Agricultural and Economic Analysts
- Sustainability Education Managers
- Horticulture Teacher/ Farmer/ Garden Coordinator
- Executive Director/Co-Founders/ CEO's
- Agricultural Financing Organisations
- Funders and donors
- Agricultural Support Programme Officers
- Transformation Managers
- Farm manager educator
- Management Team
- Farmers Organisations and Unions
- Farming cooperatives members
- Processing Plant Line Managers
- Agents/Retailer/Wholesalers
- Human Resources Managers
- Rural Development Officials
- Operations Coordinators
- Programs Managers
- Research Assistants
- Executive Directors
- Farmer's Apprentice
- Production Manager
- Education and Communications
- Farm Owners
- Agricultural Researchers
- Heads of Retail Finance
- International Buyers / Regional Buyers / Buyers
- Technical Officers/ Field Officers
- Facility Managers
- Policy Makers
- Researchers
- Economists
- Managers
- Academia
- Farmers
- Farm Steward
- Agricultural Engineers
- Agricultural Directors
- Agricultural Insurance Companies
- Farmers
- Agricultural Banks

Dear Delegate

The Emerging Young Innovative Farmers Conference serves to advance the success and foster sustainability of young farmers who traditionally face exposure and opportunities to resources necessary to build profitable agricultural businesses.

This innovative conference is designed for young and emerging farmers and focuses primarily on the needs and interests of young farmers and supports their involvement to participate in the involvement in local economic development and building healthy communities.

We connect farmers, farm advocates, educators, professionals, experts, and agency officials.

There is no better place to develop your management skills than at Tomorrow's Top Producer. Our event features a deep bench of industry experts who will help you think critically and proactively about the future of your operation.

Make plans to join our young farmers from across Africa at the 2021 Emerging Farmers Conference.

**Kind Regards
Crossknowledge Management**

SPEAKER BIOS



Tashmia Ismail
CEO
Youth Employment Service

Tashmia Ismail-Saville thrives on purpose-led work which has found a perfect outlet in YES (the Youth Employment Service), which she established and where she serves as Chief Executive. YES is a joint initiative between business, government and labour, created to address South Africa's mighty, youth unemployment challenge. Together with her dedicated team, 1,200 corporate partners and in 20 months, YES have created over 40,250 work experiences for youth with over R2,2 billion in salaries going back into the economy via youth wallets.

Tashmia is the winner of the 2019 Accenture Rising Stars award for the Inspirational Leader of the Year, and the Brand South Africa Play Your Part award in the SA Chamber Community and Business Awards.



Thembinkosi Semwayo
Senior Consultant
Ontelligent

Thembinkosi holds a Bachelors degree in Economics & Geography, and a Master of Science degree in Geographic Information Systems. He is a PhD candidate carrying out research in knowledge and innovation engineering. This background accords him the necessary skills to participate comfortably in a wide range of interdisciplinary projects. He has used these skills to add value to various inter-disciplinary innovation programmes. His working career to date has seen him participating in national and global development projects, covering aspects of strategy design, spatial analysis and planning using Geographical Information Systems (GIS) and Remote Sensing. He has also participated in one global GIS based environmental management project covering four continents.



Alec Azar
General Manager
Agricultural Economics & Advisory Landbank

Alec hails from the Free state, Province. He has a combined 28 years of experience in Agriculture Finance ranging from exposure to the various dimensions of Wholesale and Retail Banking. He is currently the General Manager for Agricultural Economics at Land Bank.



Nonhlanhla & Simba Chimhandamba
Director & Co- Founder
Urban Grown

Urban Grown Based in Diepsloot and Pretoria Rural, who are dedicated to growing the best fresh produce in the city using both tunnel farming and open land farming, we have since expanded onto a larger scale on our owned 23Ha Farm (open-field) . We also have an Agro-processing arm, which processes fruit and vegetable produce into numerous value-added and convenient lines for retail and hospitality. We currently supply the City Lodge Hotel Group ,Pick n Pay DC ,In2Foods DC, Food Lovers Markets DC and Bidfood DC.



Pieter Pienaar
CEO
Informed Decisions, Executive Board Member - IOT
Industry Council

Pieter has been fortunate in his career to have been involved in a number of industries managing projects and business processes. This diverse experience has culminated in him becoming a passionate entrepreneur with the ability to effectively work with all levels of people as well as many sectors and industries. He has the ability to understand business requirements and rely on technical and operational functions. Experience in Project Management then closes the loop to manage the execution to a successful outcome.

He is a natural born problem solver and his ability to see the big picture in relation to the challenges and the task at hand gives him an advantage in business.



Dr Mary Jane Thaela Chimuka
Senior Researcher
Agricultural Research Council

Dr. Mary -Jane Thaela Chimuka, Senior Researcher Aquaculture Unit, Animal Production, Agricultural Research Council Dr. Mary Jane -Thaelo Chimuka is the founder of an aquaculture programme at Agricultural Research Council (ARC). She is managing the aquaculture unit based at the Animal Production Institute in Pretoria. In her 19 years' experience and expertise in Sustainable Rural Livelihoods Programme for farmers in South Africa, she has being involved in Mentorship, Development and Technology transfer programmes, project planning, management and implementation, community mobilization, identification and evaluation of opportunities, liaison with local government and community structures with regard to site selection and identification of small-scale farmers, development of least cost feed formulation and production systems for application by small-farmers, supply of fingerlings feeds and equipment, provision of extension and support services, provision of training courses and material for small-scale farmers, co-ordination of marketing amongst small-scale farmers.



Steve Carver
Co-founder
U can Grow. Earth

Steve and his team aggregate small scale farmers into profitable value chains by using digital technology to improve the lives and quality production. Small farmers are incentivised via micro learning, micro-jobbing and rewards and micro-financing, creating a fully traceable value chain that consumers using price tag. Earth can see how and where their food and clothes and consumables has been curated in a responsible manner encouraging conservation and regenerative farming.



John Kettlewell
Operations Executive
Agriculture at Unitrans Africa

SPEAKER BIOS



Dr. Harry Teifel

Harry is passionate about connecting with people and using collective insights to build better solutions. Drawing from experience gained over 25 years in various industries and positions, he applies a Systems Engineering approach to draw from and integrate the vast pool of expertise and solutions in the Progressus and extended Solutions Eco-system. Through considerable research and investment a 4IR Context and Requirement Framework has been developed to assist in defining 4IR business requirements holistically for every stage of the client's 4IR evolution journey and provide speedy direction on digitalization priorities and implications. The Progressus offering allows for a plug-and-play customization of the best fit-for-purpose digitalization solution for every client.



Joshua Ngoma

Founder & Chief Enabler
Enterprising Africa Regional Network (Pty) Ltd ("EARN") and its subsidiaries

Joshua is a retired mining engineer, serial business builder, business trainer, coach and mentor. He is the Founder and Chief Enabler of Enterprising Africa Regional Network (Pty) Limited (EARN), a purpose driven organisation, with a goal to create global impact through the development of a new generation of successful African Entrepreneurs. Unlike in other parts of the world, Africa has the advantage of a young growing population. EARN aims to work with these young entrepreneurs to identify the opportunities and then develop and run successful businesses around them.



Tim Wise

CEO and Co- Founder
Pacsys

Tim Wise is the co-founder and CEO of PACSys, which has pioneered drone spraying throughout Southern Africa. An experienced IT project manager, Tim is also registered with the Department of Agriculture, Forestry and Fisheries (DAFF) as a Pest Control Operator for Aerial Application.



Thando Matutu

Business Manager
Youth In Agriculture

Thando Matutu's agricultural journey started in 2014 following a trip to Uganda where he learned about the importance and power of food value-chains. Upon his return to South Africa he took greater interest in the local development of entrepreneurs in the agricultural sector.

This focus was important for him as he believed that the agricultural value-chain need both farmers and entrepreneurs to grow the sector. He started his Agripreneur journey with Made with Rural where he managed their public relations, media, marketing and communication. He later ventured into poultry farming in a partnership under the company Unplowed Ground Food Processing.

His biggest impact and influence in promoting entrepreneurship in agriculture came through his management and leadership role in Agripreneur SA since 2018.

Besides being a media expert and a BA (Audio-visual Production and Management) graduate from the University of Johannesburg, Thando has obtained qualification in Agribusiness Management from Unisa and in Diploma Export and Import from the South African Wire Association. He is the youngest board member of the Cosmetic Export Council of South Africa (CECO-SA).



Derek Welch

CEO
ICT Intelligence (Pty) Ltd



Marius Jacobs

CEO
Agriverge, South Africa

Marius Jacobs is the CEO of AGRIVERGE that provides technology solutions that help you manage your Farm Operations. The organisation also offers BCS Connect which focuses on Satellite Connectivity and Agri Operations IoT Technology. They have a National footprint of Channel partners with field service capability.

SPEAKERS FROM:



Don't forget the new normal !





AGENDA

Key Topics

- What it takes to Succeed as a young farmer
- Can Digital Innovation overcome agriculture value-chain related constraints?
- What does South Africa have to offer young Entrepreneurs in Agriculture
- How do we encourage the new Farming Agro-preneurship Generation Y
- Future of farming in a post pandemic world

DAY 1

30th March 2021

08:25 - 09:00 Opening remarks and speaker address

09:00 - 09:45 Youth Empowerment with proven Managerial Capacity.

- Managerial Skill
- Mentorship to adjust environmental changes
- Developing youth in Agriculture and how they can develop

Tashmia Ismail, Chief Executive Officer, Youth Employment Service

09:45 - 10:00 Networking over mid-morning tea/coffee

10:00 - 10:45 Internet of things and how they could farm better.

Can Digital Innovation overcome agriculture value-chain related constraints?

- Introduction
- What are the constraints
- Perspectives on Agricultural Innovation
- Overcoming those challenges
- How can it benefit the young farmers?

Pieter Pienaar, CEO, and Executive Board Member - IoT Industry Council, IOT Industry Council, Informed Decision IOT

10:45 - 11:30 Keynote presentation: Future of farming in a post pandemic world

- Post Covid Pandemic and What it means for Agriculture
- How urban agriculture help food security and public
- challenges and opportunities in this period of uncertainty
- Where to from here

John Kettlewell, Operations Executive : Agriculture at Unitrans Africa

11:30 - 12:15 What does South Africa have to offer young Entrepreneurs in Agriculture?

- Introduction
- Unraveling the truth about farming and its impact on the younger generation
- Youth as the missing link to build the South African economy

Christo Van Der Rheede, CEO AgriSA

12:15 - 13:15 Networking over Lunch

13:30 - 14:30 Funding Agricultural start ups

- Access to funding
- Qualifying criteria
- Why you need to enlist for funding

Alec Azar, General Manager, Economics & Advisory Land-bank

14:30 - 15:15 Advocating for Young farmers and getting their buy -in

- Dealing with issues in advocating to consumers, influencers, and politicians,
- Sharing various techniques used to effectively advocate for farmers
- Dealing with need to be effective communicators
- Dealing with Television, Radio, and Newspaper interviews as well as communicating directly with consumers.

Dr Mary Jane Thaela- Chimuka

15:15 - 15:30 Networking over Afternoon tea/coffee

15:30 - 16:45 What it takes to Succeed as a young farmer.

- Equip yourself with required appropriate knowledge about farming
- Have a strong determination to succeed
- Know your potential income and break even
- Live within your means and reduce unnecessary Costs or expenditure
- Diversify your income
- Don't try to do everything at the same time

Steve Carver, Co-Founder at U can grow earth

16:45 - 17:30 The Future face of Rural Agriculture

- The current landscape of Rural farming
- Agriculture and food systems in South Africa
- Rethinking the Role of Agriculture in the Future of

Thando Matutu, Business Manager, Youth In Agriculture

17:30 Summary and close of Day 1





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Key Topics

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- What does South Africa have to offer young Entrepreneurs in Agriculture
- How do we encourage the new Farming Agro-preneurship Generation Y
- Future of farming in a post pandemic world

DAY 2

31st March 2021

08:30 - 09:00 Arrival of Delegates

08:30 - 09:00 Recap of Day 1

09:00 - 10:00 Case study A Personal Perspective from From corporate to a successful farm businessman

Share your Inspirational Journey.

A well-placed story and/or committed social media following can make a huge difference in a farm's ability to generate loyal, consistent community support.

- Why do you farm?
- What makes your operation notable?
- Why should others care about what you do?

This presentation will inspire you by telling the right story be it to customers, media or your social media followers.

Nonhlanhla & Simba Chimhandamba, Directors, Urban Grown

10:00 - 10:15 Networking over mid-morning tea/coffee

10:15 - 11:00 Youth and Entrepreneurship focusing on sharing experience

- What are the benefits and what is derived from this initiative?
- Key aspects of successful youth entrepreneurship programmes

Joshua C. Ngoma, Founder and Chief Enabler, Earninternational

11:00 - 11:45 Growing Agricultural opportunities afforded by 4IR in this Pandemic

Dr Harry Teifel, Industry 4.0 Strategist- Progressus Network Lead

11:45 - 12:30 The role of AI in Agriculture and grooming young farmers

- What is AI essentially
- How can AI help in agriculture?
- How AI Is Transforming Agriculture

Derek Welch - CEO ICT Intel

12:30 - 13:30 Networking over Lunch

13:30 - 14:15 Farming Technology; Advocating for Young farmers and getting their buy-in

- Sharing various techniques used to effectively advocate for farmers
- Dealing with need to be effective communicators
- Dealing with Television, Radio, and Newspaper interviews as well as communicating directly with consumers.
- Using innovative agricultural tools confidently
- Applying Information systems to drive technology

Marius Jacobs - CEO, Agriverge

14:15 - 15:00 Networking over Afternoon tea/coffee

15:00 - 15:45 Workshop (Mentorship for new farmers)

Strategies for Dealing with Radical Uncertainty in Agriculture for Young Agri-business Entrepreneurs

- Developing Agricultural Business/Operational goals
- The importance of developing youth entrepreneurship policies.
- The growing funding opportunities for youth entrepreneurship programmes.
- The ways in which obstacles to youth entrepreneurship can be addressed using specific programmes.
- Key aspects of successful youth entrepreneurship programmes

Thembinkosi Semwayo, Senior Business Strategy Consultant, Ontolligent

15:45 - 16:30 How Drone Technology is Facilitating Employment in South African Agriculture.

- Explaining how Drones will take precision farming to the next level
- Understanding How drones will benefit the younger generation
- Exploring the potential for Drone-based services taking off to transform Africa's agriculture

Tim Wise, Co-founder and CEO of PACSys

16:30 - 16:35 Summary and Close of Conference



REGISTRATION FORM

FOR MORE INFORMATION CONTACT - Charity Gijima | Email: charity@crossknowledge.co.za | www.crossknowledge.co.za

CONTACT DETAILS

First name:	Surname:	
Company name:		
Designation:		
Address:		
Email:	Tel:	Phone:

NAME OF DELEGATES

NAME	SURNAME	DESIGNATION	EMAIL	PHONE

PAYMENT DETAILS

INVESTMENT PER DELEGATE*
(SOUTH AFRICAN RAND)

VIRTUAL | R2 499
CONTACT | R4 999

TERMS AND CONDITIONS

Payment terms: please note that payment is required no later than 10 days from the invoice date. Payment must be received prior to the conference date.

Cancellation, No show and Substitutions: please send written names of substitution. Cancellation must be received 21 days prior to the event date and will be liable for 50% of the event fee. Failure to cancel or cancellation received 21 days or less prior to the event date will result in liability for full payment for the event fee. Nonpayment or non attends does not constitute cancellation. No shows will be charged full registration fees.

Alterations to the advertised training brochure: while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellation of the topics or speakers. Crossknowledge reserves the right to alter or modify the advertised speakers or topic if necessary without any liability to you whatsoever. Should Crossknowledge Investments cc permanently cancel an event for any reason the client shall be provided with credit of equivalent amount paid towards the cancelled event.

The conference fee entitles you the following: morning and afternoon refreshments, lunch and conference material but excludes travel and accommodation costs.

BANKING DETAILS

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BANK: FIRST NATIONAL BANK
BRANCH NAME: WESTGATE
ACCOUNT NUMBER: 6285 8578 639
SWIFT CODE: FIRNZAJJ

REFERENCE: PLEASE STATE INVOICE NUMBER

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