

1 Maart 2018

**PERITUM AGRI INSTITUTE, a knowledge company devoted to make Africa's Agriculture sector, the most exciting and rewarding place to work**

What if agriculture's problem to remain sustainable is not climate change, not the lack of arable land and not the desperate need for fresh water? What if the solution to feeding 10 billion people is not to industrialise agriculture; grow everything in a lab and let technologists become farmers?

For the past year BathoPele spent time rethinking the way we think about the future of agriculture. Do we need to attract brighter minds by making agriculture appear as exciting and dynamic as the technology space?

Consider this: what if actually, the answer is to take the *same* people who work in your business today and make them stronger, smarter and better able to handle change? Redesign the way they think and act, the same way a farmer can plan and adjust to get the perfect yield. What if we can redesign agriculture, simply by redesigning our HR departments?

We realized that occasionally training people is not enough. In fact, the whole approach to skills training is faulty. For this, we had to change to serve you better. For years, Bathopele offered the right approach to training. It is time to take a leap. We had to go *beyond* training, to make you stronger.

That is why we launched PERITUM AGRI INSTITUTE, a knowledge company devoted to make Africa's Agriculture sector, the most exciting and rewarding place to work.

We do this by design: we help organisations, like yours, get a better understanding of the future challenges their people will face.

Then, we redesign work environments and create unique learning pathways, using the expertise of Bathopele, to train people in skills they *actually* need, specific to your business. We don't do this once, we do it continuously. Learning becomes life-long; your business improves faster.

We help Funders of Learnerships apply their budgets in such a way, that people emerge more productive, more confident and ready to manage uncertainty.

The Peritum Way is a new way to deal with uncertainty: one where we do not need to employ a new workforce, instead we take the same people working in your business today and improve their skills collectively. No matter age, creed or ability, your workforce can turn into a strategic advantage.

There are a few exciting things happening over the next few months. We treasure our relationship with you and hence wanted you to be the first to know! We will knock on your door soon to introduce The Portal to Agri Expertise, in the meanwhile have a look at our website [www.peritumagri.com](http://www.peritumagri.com) and give us your opinion.

Regards



**BELINDA LOUW**

Director: Peritum Group

Cell: +27 82 787 1411 | Tel: +27 51 451 1120 | Toll-free: +2786 122 8467

E-mail: [belinda@peritumagri.com](mailto:belinda@peritumagri.com) | Web: [www.peritumagri.com](http://www.peritumagri.com)

Physical Address: Stillwater Estate, 67 Olds Street,  
Spitskop, Bloemfontein, 9301