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MEDIA RELEASE

AFMA hosts 72nd Annual General Meeting

A focus on qualifications rather than competencies in the education system is hurting the ability of people to perform optimally, the Animal Feed Manufacturers Association's (AFMA's) 72nd annual general meeting (AGM) was told recently.

At the meeting, held at the Arabella Hotel and Spa in Kleinmond, Western Cape on 13 September, the audience of more than 100 AFMA members, leaders from industry organisations, academia, and government officials were told that qualifications and competencies must be aligned if the country is to meet the demands of employers.

Keith Lockwood, an independent economics and business consultant, said that given the present focus on education, many employers indicated that they would rather hire people based on their character traits than solely on the basis of their qualifications.

"If a candidate's attitude is right, employers are more willing to award a bursary or train an applicant in the skills required for a specific position. In addition to this problem, long-term growth needs to be created before a stable environment for employment can be created," Lockwood said.

AFMA Chairperson, Wouter de Wet, reflected on the successes of the past year and plans for the future.

Some of the notable achievements during the last 12 months, he said, included the increase in AFMA's visibility, involvement in critical discussion making around the agricultural value chain, its role in the soya value chain discussions, participation in public-private partnerships (PPP's), and the new AFMA strategy.

De Wet said the AFMA strategy has developed a focus on unlocking value in the local agricultural value chains, through cooperation within these value chains. The AFMA Board has identified 45 'touch-points' where AFMA could play a role in influencing the greater value chain. The most significant focus areas are bringing new ideas to the table, partnering with government, and enabling food security.

"The AFMA Board has reviewed the association's Memorandum of Incorporation (Mol) and will propose some changes to align it with latest legislation to ensure we stay in line with the rapidly changing environment. This remains a work in progress. The Mol will be signed off by AFMA's members before the next AGM," de Wet said.

The second guest speaker, Dr John Purchase, CEO of Agbiz, shared his insights into the South African agricultural sector based on the risks and challenges in the political economy environment, investor confidence and growth in agriculture, food security, and developments in the legislative and policy environment.

He said that the primary concern in South Africa is the lack of GDP growth and decline in competitiveness. Other priorities concern inequality, unemployment, land and water reform, crime and security issues and state capabilities.



During the meeting, AFMA awards were presented to two very deserving recipients for their outstanding contribution to the animal feed industry during 2018/2019:

- The **Person of the Year Award** went to Chemuniqué's managing director, Terry Wiggill for his exceptional contribution in making a difference to the cost and sustainability of producing food in Africa by searching for innovations and being the first to bring these technologies to South Africa. He was described as someone passionate about developing people - those he works with, inexperienced graduates and interns, as well as people from disadvantaged backgrounds and local communities.
- The winner of the **Barney van Niekerk / Technical Person of the Year** was Dr Peter Plumstead, technical director of Chemuniqué. His current research projects include evaluating the effects of limestone on calcium and phosphorus digestibility, phytase efficacy, and phosphorus excretion, as well as the assessment of the variation in nutritional value of corn for poultry.

Wouter de Wet of RCL Foods and Thinus van Lill of Quantum Foods were re-elected as chairperson and vice-chairperson respectively.

AFMA Board members are:

- Wouter de Wet, Chairperson, RCL Foods
- Thinus van Lill, Vice-Chairperson, Quantum Foods
- Alwyn Barnard, Nutri Feeds
- De Wet Boshoff, AFMA, Executive Director
- Dr Mbusi Dlamini, RCL Foods
- Anina Hunter, AFGRI Animal Feeds
- Heiko Köster, Barnlab
- Dr Hinner Köster, Barnlab
- Mark Manley, Sovereign Foods
- Sharlene Moodley, De Heus
- Michael Schmitz, Meadow Feeds
- Willem Stander, Meadow Feeds

Other events taking place around the AGM included a meeting of the AFMA Board, a meet and greet function, an AFMA dinner and two very positive side-meetings with the Protein Research Foundation / Oilseeds Advisory Committee and with the Director of Animal Health of DAFF.

About AFMA

The Animal Feed Manufacturers Association of South Africa (AFMA) is the official industry representative body of the South African feed industry. AFMA members produces 60% ($\pm 7\,000\,000$ tons of feed) of all animal feed used in South Africa, with the majority of the balance being produced on-farm and at Feedlots. It represents the South African Feed Industry on the International Feed Industry Federation (IFIF) as one on its Board members and is currently one of the five Exco members of the IFIF Board.

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