



CONGRESS 2018

Uncertainty creates opportunity



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The 2018 Agbiz Congress takes place amid much uncertainty, both in a global and local context. However, uncertainty also creates unique opportunity. Agbiz will continue in its endeavour to work with Government, and all parties for that matter, to create an enabling environment for agribusiness and agriculture in our beautiful country. Agribusiness contributes very significantly to food security of our country, and Agbiz plays a major role in the well-being of our members, the broader agricultural and agribusiness sectors, and the country as a whole.

The single most important factor that has ensured the longevity of the Agricultural Business Chamber (Agbiz) in a rapidly changing environment over time, has been the ability of its business leaders to recognise the changing times, and then to adapt and reposition in order to address the changes and challenges successfully. Agbiz is again confronted by such a major challenge and its repositioning will be key to the relevance of the service it provides to its members.

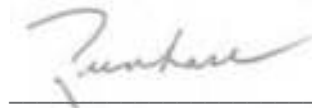
South Africa needs to undo the huge damage that has been done to the economy over the past decade, and as such the agribusiness sector needs to play a key role in

shaping agribusiness confidence and investment into the sector. The well-being of our country is held firmly in the hands of our agricultural and agribusiness sector.

We wish to express our sincere thanks to the keynote speakers, the invited speakers and all other participants of the 2018 Agbiz Congress for their valuable contributions and support to our special event.

We are also deeply grateful to the sponsors and exhibitors, as well as all the organising committee members for their strong support in making this congress possible. By virtue of this support, we have no doubt that this congress will be a great success. It creates wonderful networking opportunities, as well as the opportunity to reflect on strategic positioning.

We hope that you will find the congress stimulating, beneficial and, most of all, enjoyable.



John Purchase (CEO: Agbiz)

**‘WE ARE
DELIGHTED AND
HONOURED TO
WELCOME YOU TO
THE 2018 AGBIZ
CONGRESS.’**


agricultural business chamber
the way to prosperity



WHO WE ARE

Agbiz (Agricultural Business Chamber) is a voluntary, dynamic and influential association of agribusinesses operating in southern Africa.

STRATEGIC INTENT

The strategic intent of Agbiz is to advocate for and facilitate a favourable agribusiness environment in order for its members to perform competitively and sustainably.

AGBIZ CULTURE AND VALUES

Agbiz is an inclusive, voluntary association of agribusinesses that cooperates positively and acts dynamically, creatively and with integrity. The culture of Agbiz is to subscribe to the values of ethical business, accountability, leadership, trust, competence, quality service and excellent communication.

CORE STRATEGIC OBJECTIVES

CORE OBJECTIVE 1: To promote agribusinesses and Agbiz as key stakeholders and role players in the South African economy.

CORE OBJECTIVE 2: To influence the policy and legislative environment insofar as it affects agribusiness activities by way of ongoing and professional interaction with all relevant government institutions.

CORE OBJECTIVE 3: To improve the commercial and sustainable agribusiness environment through liaison and cooperation with influential groupings within the business environment, both locally and internationally.

CORE OBJECTIVE 4: To support B-BBEE, transformation and development of emerging agribusiness and other role players in the agro-food value chain.

CORE OBJECTIVE 5: To create unique, relevant and accessible agribusiness intelligence to support Agbiz programmes.

WHAT IS AGRIBUSINESS? (UNIDO, 2011)

Agribusiness is a broad concept that covers input suppliers, agro-processors, traders, exporters and retailers. Agribusiness provides inputs to farmers and connects them to consumers through the financing, handling, processing, storage, transportation, marketing and distribution of agro-industry products and can be decomposed further into four main groups:

1. Agricultural input industry for increasing agricultural productivity, such as agricultural machinery, equipment and tools; fertilisers, pesticides, insecticides; irrigation systems and related equipment.
2. Agro-industry: food and beverages; tobacco products; leather and leather products; textile, footwear and garments; wood and wood products; rubber products; as well as construction industry products based on agricultural materials.
3. Equipment for processing agricultural raw materials, including machinery, tools, storage facilities, cooling technology and spare parts.
4. Various services, financing, marketing and distribution firms, including storage, transport, ICTs, packaging materials and design for better marketing and distribution.

THE HISTORY OF SOUTH AFRICAN AGRICULTURE IS ABOUT **OVERCOMING CHALLENGES**



Standard Bank

It is undeniable that the South African agricultural sector faces severe challenges at present. At first glance, these are the issues that South African agriculture's nightmares are made of: the worst drought in more than a century; climate change; the ageing farmer demographic; dumping of cheap imports; financial constraints; and the ongoing issue of land reform. But as a wise man once said, 'a smooth sea never made a skilled sailor'. Similarly, one good harvest doesn't make one a good farmer.

In many ways the history of agriculture in South Africa is the history of overcoming challenges. This spirit of overcoming obstacles has even become part of our cultural zeitgeist – *'n boer maak 'n plan*. As we know from our history, with every challenge comes opportunity. Every setback offers the chance to learn, to adapt, to change course and embark on a new path. This has been true since the first grain farmers from East and Central Africa began moving into southern Africa around 2 000 years ago; to the introduction of merino sheep and mohair goats in the eighteenth and nineteenth centuries; to the development of a vaccine against the rinderpest, which killed more than five million cattle south of the Zambezi in the 1890s.

Each generation of South African agriculture has had its own challenges and obstacles to contend with. In the aftermath of the Anglo-Boer War thousands of South African farmers had to rebuild their lives in the wake of the scorched earth policy, which rendered much of the countryside a wasteland. The Native Land Act of 1913 dispossessed many indigenous

Africans of their land, the consequences of which are still felt today. The Great Depression of the 1930s caused wool prices to plummet, leaving many local farmers and businessmen unable to repay debts. This was followed by World War II, the oil shock of the 1970s and the impact of sanctions and civil unrest in the 1980s. Even the advent of democracy in 1994 brought its own challenges. With South Africa joining the World Trade Organisation (WTO) and the subsequent dropping of tariffs and subsidies to protect the local market, South African agriculture was suddenly thrust into the cut-throat world of international competition. Many blame this for the shrinkage of crop hectares ranging from wheat, cotton and even maize.

Yet, despite this litany of challenges throughout our history, agriculture in South Africa has not only endured but has managed to establish successful industries. Not only is the country the most food-secure on the continent but it is also by far the most successful exporter of agricultural produce, notably table grapes, citrus, avocados, wool, nuts and wine, among others.

South Africa produces almost 30% of the world's macadamias and vies with Australia as the top global exporter. The country is also the biggest producer of mohair, the world's tenth largest producer of table grapes and its ninth largest wine producer. South Africa is the biggest avocado exporter in Africa and home to the world's largest avocado variety, the aptly named avozilla. A local company is the biggest producer of tomatoes in the southern hemisphere. All

of this has been achieved in a country considered to be the world's 26th driest and one in which only 12% of the land is arable.

With land reform now a major point of contention in the country, it is useful to look at some of the challenges South African agriculture has confronted – and managed – throughout our turbulent past, in order to place the current situation in context. Cast your eyes over our history and it sometimes seems like our entire national character has been shaped by struggle. However, we have also shown that as a nation we have been able to successfully navigate seemingly insurmountable challenges. There is no reason why we cannot do so again.

What the current challenges present is an opportunity for South Africa's agricultural sector to reinvent itself. Several publications state the average age of a South African farmer at more than 55 years old and the sector is not attracting enough new talent. South Africans are also increasingly an urban population, making it more and more difficult to entice people to participate in agricultural activities. This has partly resulted in consolidation of farmland, with the total number of farms almost halving since 1990 to about 35 000 farming units in 2016. Moreover, the University of Pretoria has estimated that just 237 commercial farms account for around a third of all agricultural output in the country. This is arguably not sustainable, particularly in a country with such serious schisms around the land issue.

To continue relying on an ever dwindling and ageing demographic of farmers as well as a relatively small number of commercial farms and agribusinesses for our food security is probably impractical, and at worst, irresponsible. We have to broaden and transform our agricultural base, a goal that can be achieved without imperilling successful commercial farming operations and agribusinesses, which remain

important for food security, revenue generation and job creation.

As part of this ongoing effort to transform the sector and broaden our agricultural base, we must also look at other factors, such as improved education – especially for emerging farmers; new technologies; improved farming methods and the use of the latest fit-for-purpose mechanisation; greater access to local and international markets; and a much greater reliance on value-added agricultural activities such as agro-inputs and -processing.

We are by no means alone in these endeavours. Agricultural production all over the world is changing along similar lines. Yet, we have absolute faith that South Africa's agricultural sector will overcome the current climate of uncertainty and pessimism in some circles and rise to the challenge of making the necessary changes to secure its long-term future. If our history is our best guide to our future, then there is little to worry about. Together we shall overcome.

NICO GROENEWALD

Head of Agribusiness at Standard Bank SA |
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DRIVING TRANSFORMATIVE PARTNERSHIP-BASED **AGRI GROWTH**

The agricultural economic transformation strategy of the Eastern Cape Department of Rural Development and Agrarian Reform (DRDAR) is critical to the province's pursuit of transformative economic growth and development.

In line with our mandate, our work covers agricultural development with programmes supporting black communal, smallholder and commercial farmers to benefit from the agriculture value chain.

The priority of the Department is the agricultural economic transformation strategy, currently being implemented through partnerships with farmers and commodity groups to upscale agricultural production, thus creating jobs and rejuvenating the agricultural and rural economy.

Another important element of the programmes of the Department is the coordination of rural development in close collaboration with other national, provincial and local government institutions.

The Department works with these institutions to bring meaningful development to rural communities, helping them to get training and create their own wealth through various programmes such as home industry programmes, education, training and food security support.

Commercialising agriculture is one of the priority sectors of the Eastern Cape Provincial Government's provincial economic development strategy, which is aimed at attracting investment to improve the provincial economy.

The agricultural economic transformation strategy will be deemed successful when poverty is

eradicated, jobs are created, and there is adequate investment attraction to create opportunities for small farmers to access markets for their produce.

Key to our strategy is upscaling of agricultural production and upgrading of infrastructure, focusing on commodity-based partnerships and prioritising citrus, deciduous fruit, chicory, wool, red meat, poultry, milk, macadamia nuts and pineapple production.

Expansion includes investments in the cluster-based partnership model with the focus on red meat, wool, grain (maize), vegetables, aquaculture, fisheries, forestry, macadamia nuts, tea estates, and household food gardens.

As the Department invests money in infrastructure development and production expansion throughout the province, it is extending value chain growth through developing incubation infrastructure and ensuring market access and agro-processing.

The Eastern Cape has the land for production. We are looking for business buyers to buy from our farmers and we are looking for investors to invest their money in agriculture and get returns on their investment. Talk to us, we want to work with you for mutual benefit.

**FOR MORE INFORMATION,
PLEASE CONTACT:**

Mr Bongikhaya Dayimani

Chief Operations Officer

Department of Rural Development and Agrarian Reform (DRDAR)

Mobile: 079 916 8380

E-mail: bongikhaya.dayimani@drdar.gov.za



AGRICULTURE IN THE EASTERN CAPE

Source: Nelson Mandela Bay Tourism

The Eastern Cape is well known for its oranges, prickly pears, angora goats and dairy farms. Ostrich farming also exists but on a smaller scale. The Eastern Cape is highly successful when it comes to wool and mohair. The province, and particularly Nelson Mandela Bay, has succeeded in establishing South Africa as a world leader in these sectors.

The Nelson Mandela Bay area is the largest wool and mohair producer in South Africa with 99% of all wool buyers, processors and exporters situated in the Bay. It is regarded as the mohair capital of the world. About 65% to 75% of South African mohair is processed in Port Elizabeth before being exported.

The aquaculture sector in the Nelson Mandela Bay is growing, with an increase in abalone production in particular. A relatively new initiative is the cultivation of mussels and oysters on the Port Elizabeth coastline. These are grown locally due to the good quality of water and then exported to Knysna among other places, where they are then further matured. Most of these products are exported, mainly to the Middle East, while marine growers in Port Elizabeth grow seaweed on-site as fodder for its abalone production.

An ostrich breeding farm in Nelson Mandela Bay consists of a tannery, a breeding farm and an export/import division exporting hides to Asia, Europe and America. Visitors can experience farm life at a nearby touch farm, which is perfect for a family outing.

Patensie and the Sundays River areas blend beautifully with the majestic mountains as a backdrop. These are of the most picturesque areas in the Eastern Cape, especially during spring when the trees are fragrant and in bloom or during winter when the fruit is being harvested. The Patensie area is known for producing cucumbers and potatoes, and subtropical fruit such as bananas and avocados are also sourced from this area.

Addo is well known for its flowers, more specifically roses, and its annual rose show. It is also known for its cabbage, cauliflower, pattypan and green peppers, while the Gamtoos Valley produces beetroot, carrots, lettuce, broccoli and spinach as well as good quality tobacco. Bathurst is the centre of pineapple production in the Eastern Cape while Alexandria is South Africa's chicory capital.

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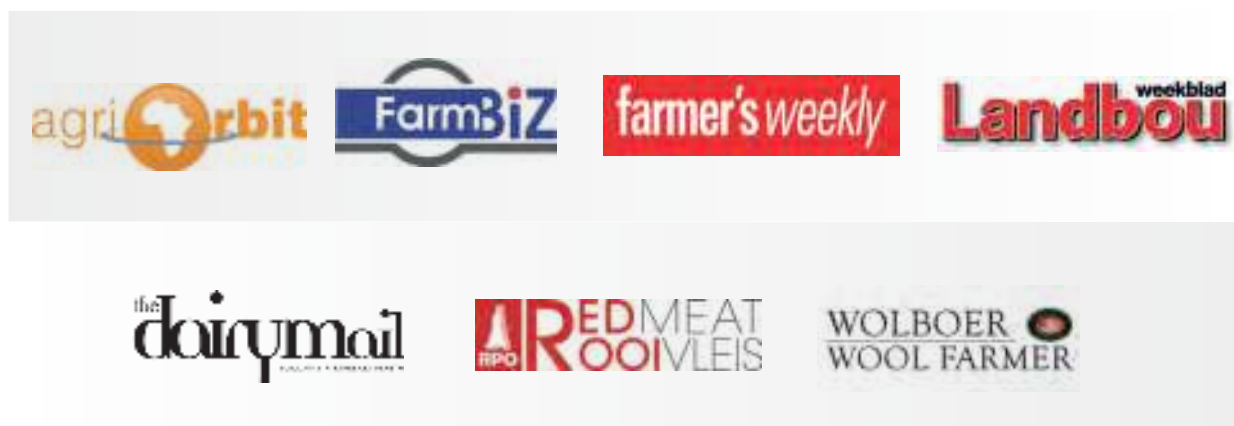


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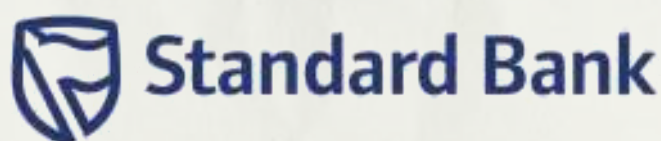
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	SIGNA Congress journal advertisement Congress student promotion		VKB Congress journal advertisement Congress student promotion
	SIGNIUM AFRICA Congress student promotion		TWK Congress journal advertisement Congress student promotion
	SSK Congress student promotion Banner display		ROBERTSON WINERY Wine for gala dinner
	SUIDWES Congress bag insert		

MEDIA PARTNERS



CONGRESS PROGRAMME

MAIN SPONSOR



WEDNESDAY 6 JUNE 2018 | WELCOME FUNCTION



Time: 18:30
Venue: Boardwalk Conference Centre
Cost: Free of charge for all registered delegates.
Dress code: Cocktail attire

THURSDAY 7 JUNE 2018 | GALA DINNER



Time: 18:30
Venue: Boardwalk Conference Centre
Cost: Free of charge for all registered delegates.
Dress code: Formal

THURSDAY 7 JUNE 2018

07:00 – 09:00	Registration
09:00 – 09:20	Opening and welcome Dr John Purchase, Agbiz CEO
09:20 – 09:30	Word from the main sponsor (Standard Bank) Nico Groenewald, Head of Agribusiness at Standard Bank
09:30 – 10:10	Keynote address Mike Mlengana, Director General of the Department of Agriculture, Forestry and Fisheries (DAFF)
10:10 – 10:50	Global agribusiness outlook Prof. Marcos Fava Neves, Professor of the Business School of Economics, Business Administration and Accounting of the University of São Paulo (Brazil), and a founder of the company 'Markestrat' (International speaker sponsored by Afgri)
10:50 – 11:20	Refreshments and networking
11:20 – 12:00	Technology and global food security Dr Neal Gutterson, Chief Technical Officer, R&D and product development, Corteva Agriscience™, the agriculture division of DowDuPont™ (International speaker sponsored by Corteva Agriscience™)
12:00 – 12:40	Economic outlook Goolam Ballim, Chief Economist at Standard Bank
12:40 – 13:00	Chairperson's report
13:00 – 13:05	Word by networking lunch sponsor – Absa AgriBusiness

13:05 - 14:00	Networking lunch
14:00 - 14:40	Socio-economic expectations Mpumelelo Mkhabela, political analyst and a fellow at the Centre for the Study of Governance Innovation (GovInn) at the University of Pretoria
14:40 - 15:30	Panel discussion Panellists: Prof. Marcos Fava Neves, Dr Neal Gutterson and Mpumelelo Mkhabela Facilitator: Wandile Sihlobo
15:30 - 16:00	Refreshments and networking
16:00 - 17:15	Student case competition final round (attendees to vote) Facilitators: Prof. Johan van Rooyen, IFAMA President and professor at Stellenbosch University and Johann Boonzaaier, Stellenbosch University
17:15 - 17:30	Conclusion Dr John Purchase, Agbiz CEO
18:30	Gala dinner Sponsored by John Deere Financial

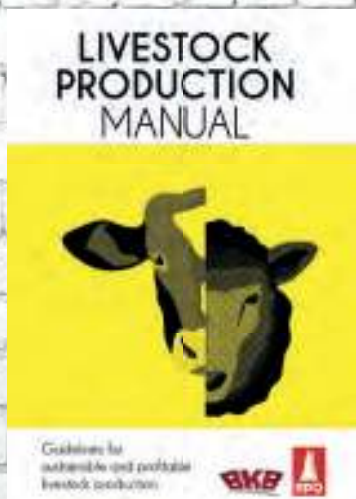
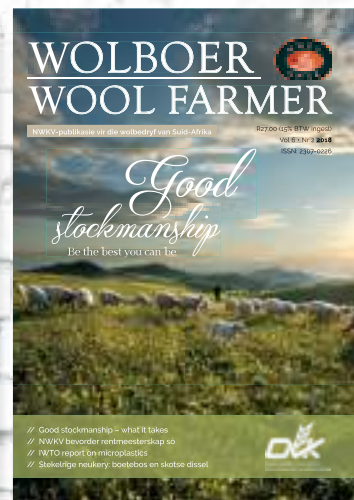
FRIDAY 8 JUNE 2018

07:30 - 08:00	Registration
08:00 - 08:10	Opening and welcome Dr John Purchase, Agbiz CEO
08:10 - 08:30	Land reform – PLAAS perspective Prof. Ben Cousins, DST/NRF Chair in poverty, land and agrarian studies and senior professor at the Faculty of Economic and Management Sciences, University of the Western Cape
08:30 - 08:50	Land reform status update Theo Boshoff, Head: Legal Intelligence, Agbiz
08:50 - 09:20	Water security and water governance in South Africa Trevor Balzer, DDG: Strategic and Emergency Projects, Department of Water and Sanitation
09:20 - 10:00	Panel discussion Panellists: Prof. Ben Cousins, Trevor Balzer and Theo Boshoff Facilitator: Dr John Purchase
10:00 - 10:30	Refreshments and networking
10:30 - 11:30	Trade competitiveness <ul style="list-style-type: none"> Developing strategies for export promotion using a decision support model Prof. Wilma Viviers, Director of the TRADE research entity and WTO chair holder, North-West University and Martin Cameron, Managing Director of the TRADE Research Advisory (Pty) Ltd Navigating South Africa's trade policy direction and investment opportunities Sifiso Ntombela, trade economist and Agbiz Head: International Trade and Investment Intelligence
11:30 - 12:15	Panel discussion Panellists: Prof. Wilma Viviers, Martin Cameron, Sifiso Ntombela, Anton Kruger (Chief Executive Officer of FPEF) and EU Ambassador Marcus Cornaro Facilitator: Wandile Sihlobo
12:15 - 12:30	Closing remarks Dr John Purchase, Agbiz CEO
12:30 - 12:45	Body break
12:45 - 13:30	Agbiz members' meeting
13:30	Lunch

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SPEAKER PROFILES

MR MIKE MLENGANA

Director General of the Department of Agriculture, Forestry and Fisheries (DAFF)

Mr Mike Mlengana has proven himself as a farmer and leader of the smallholder farmers at the African Farmers' Association of South Africa (AFASA) where he was president. He also brings experience from his previous top management positions in private and public-owned entities. Prior to joining the Department he was employed by Telkom South Africa Limited as the president for Corporate Business Development. Born in 1960, he grew up in the rural communal farming system, operated a commercial farm and worked with both smallholder and established farmers. He is a Fulbright scholar with an MA degree in financial

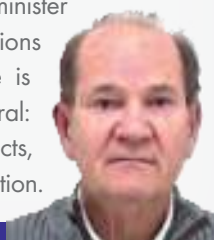


economics and economic development from the Graduate School of Economics and International Studies in Denver, Colorado, US. Mr Mlengana is currently the Director General of DAFF.

TREVOR BALZER

Deputy Director General: Strategic and Emergency Projects, Department of Water and Sanitation

Trevor Balzer is a registered civil engineer with 41 years of experience in the water sector, a Fellow of the South African Institution of Civil Engineers (FSAICE), and a Fellow of the South African Academy of Engineering (FSAAE). He joined the public service in 1977 and the Department of Water and Sanitation (then the Department of Water Affairs and Forestry) in 1995 and has held several senior positions in the Department. Trevor has extensive experience in both water services provision and water resources management, and he also represented the Department on water matters in Africa and globally. In 2007 he was appointed as special adviser to the minister and in 2009 as chief operations officer for the Department. He is currently Deputy Director General: Strategic and Emergency Projects, Department of Water and Sanitation.



DR NEAL GUTTERSON

Chief Technical Officer at Corteva Agriscience™, Agriculture Division of DowDuPont™

Dr Neal Gutterson, PhD, is Chief Technical Officer of Corteva Agriscience™, the agriculture division of DowDuPont™, and is responsible for leading all R&D and product development functions to create innovative agricultural products, services and integrated solutions for growers around the world. Dr Gutterson built his career through a series of progressively more senior research and development roles at biotechnology start-up companies, including Advanced Genetic Sciences and DNA Plant Technology Corporation. Dr Gutterson served as president, chief executive officer and board member of Mendel Biotechnology prior to joining DuPont Pioneer in 2014. Dr Gutterson currently sits on the CIMMYT Board of Trustees where he is programme committee chair. Dr Gutterson holds a bachelor of science in chemistry from Yale University and a doctorate in biochemistry from the University of California, Berkeley. He is named inventor on more than 30 patents and pending patent applications.



GOOLAM BALLIM

Chief Economist, Head: Standard Bank Research, Standard Bank Group

Goolam Ballim is the chief economist and head of research for the Standard Bank Group, having served in this role since May 2004. The bank's commercial emphasis is on Africa and the research function supports this endeavour. Standard Bank Research comprises 53 analysts and 10 support staff members, who are located in Johannesburg, Nairobi, Lagos, London and Beijing. Ballim and his team consistently earn accolades for macroeconomic research on Africa as well as numerous sectoral, industry and financial markets honours. His interests spans politics, the real economy and financial markets, and he regularly engages in public dialogue on national and continental issues across the globe.



PROF. MARCOS FAVA NEVES

International expert on global agribusiness issues and professor of planning and strategy at the School of Business at the University of São Paulo, Brazil.

Prof. Marcos Fava Neves graduated as an agronomic engineer from ESALQ/USP – Piracicaba in 1991. He earned his master's degree in 1995 and his doctorate in management in 1999 from the FEA/USP School of Economics and Business, São Paulo. He completed postgraduate studies in European agribusiness at ESSEC-IGIA in France in 1995 and in chains/networks at Wageningen University, in the Netherlands (1998-1999). In 2013 he spent the year as a visiting international professor at Purdue University (Indiana, USA). Since 2006 he has been an international professor at the University of Buenos Aires, Argentina. He has specialised in strategic-planning processes for companies and food chains and works as a board member of both public and private organisations, being a member of more than 10 international boards since 2004. Also in 2004, he created the Markestrat think tank with other partners, today employing around 60 people and doing international projects, studies and research in strategic planning and management for more than 250 agri-food business organisations. From 1992 to 1993 he worked in citrus juice exporting and from 1994 to 1995 in a veterinarian company.

**MPUMELELO MKHABELA**

Policy and political analyst

Mpumelelo Mkhabela teaches politics at the University of South Africa. He has been a political journalist for 17 years, covering almost every aspect of South African politics, including parliament. He was the former editor of the *Sowetan* and *Daily Dispatch*, and former chairman of the South African National Editors' Forum (SANEF). Mkhabela's in-depth political analysis is sought by media platforms as well as private clients.

**THEO BOSHOFF**

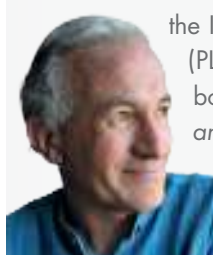
Agbiz Head: Legal Intelligence

Theo Boshoff is a specialist in policy advocacy for the agricultural and agribusiness sector. He has a legal background and has primarily been involved with tracking and influencing legal and policy developments in the areas of land reform, labour, trade, agricultural and environmental law. His experience as lobbyist includes analysing risks in new policy and draft legislation, compiling position points, liaising with industry and obtaining mandates. He has also been involved in several in-depth negotiation processes on draft legislation at Nedlac, where he has led the delegation for organised business on multiple occasions. In 2016, Boshoff participated in Operation Phakisa on agriculture, rural development and land reform where he was selected to represent and lead the land reform debates. He currently serves on three task teams within Nedlac and was chosen as one of the business representatives in Nedlac's Development Chamber. Boshoff holds a master's degree in wildlife management as well as a bachelor's degree in law.

**PROF. BEN COUSINS**

DST/NRF Chair in poverty, land and agrarian studies and senior professor at the Faculty of Economic and Management Sciences, University of the Western Cape (UWC)

Prof. Ben Cousins holds a DST/NRF research chair in poverty, land and agrarian studies at the University of the Western Cape (UWC) and undertakes research on agrarian change, land and agrarian reform and smallholder agriculture. He was in exile between 1972 and 1991 and completed a DPhil in applied social sciences at the University of Zimbabwe. He established the Institute for Poverty, Land and Agrarian Studies (PLAAS) at UWC in 1995. Prof. Ben Cousins' latest book is *Untitled: securing land tenure in urban and rural South Africa* (UKZN Press, 2017), co-edited with Donna Hornby, Rosalie Kingwill and Lauren Royston.



DR JOHN PURCHASE

Agbiz CEO

Dr John Purchase has been the CEO of the Agricultural Business Chamber (Agbiz) of South Africa since 2007 and he continues to serve in this capacity. Previously he was the CEO of Grain South Africa. Dr Purchase started his professional career as a scientist in South Africa's Agricultural Research Council (ARC), serving in various research and senior managerial positions for 22 years. He was appointed to the board of the Land and Agricultural Bank of South Africa in July 2012 and served a three-year term until July 2015. He was also appointed as council member to the National Agricultural Marketing Council (NAMC) and served from 2012 to 2017. Dr Purchase serves as a trustee and chairman of the Maize Trust, and in 2015 he was also appointed as chairman of the board of the South African Grain Information Services (SAGIS). He is the business convenor in the Trade and Industry Chamber of Nedlac, is deputy chairman of the Economic Policy Committee of Business Unity South Africa (BUSA), and serves in the Presidential Business Working Group of South Africa. Among other awards, he received the 2011 Alumnus of the Year Award from the University of the Free State, as well as the 2012 South African Agriculturalist of the Year Award. In June 2013, Dr Purchase was elected to the board of the International Food and Agribusiness Management Association (IFAMA) and still serves in this capacity.

**PROF. WILMA VIVIERS**

Director of TRADE research entity and WTO chair holder, North-West University

Prof. Wilma Viviers is a research professor and director of the TRADE (Trade and Development) research entity, an NRF-rated (National Research Foundation) researcher and holder of the World Trade Organisation (WTO) chair at the North-West University (Potchefstroom Campus). Prof. Viviers holds a DCom (Economics) from the Potchefstroom University for Christian Higher Education. She is known both locally and internationally for her academic and research prowess, and for her commitment to opening up opportunities for South African exporters through cutting-edge research and information sharing. The establishment of a dedicated international trade and economic development research unit at the NWU under Prof. Viviers' direction and the interest being generated by the Decision Support Model (DSM) and other research initiatives are a testimony to her skill in bringing innovative projects to life. In 2015 Prof. Viviers was also appointed by the Director General of the South African Department of Trade and Industry (the dti) as a member of the Economic Research Advisory Network (ERAN). Prof. Viviers has a long-standing relationship with the South African Department of Agriculture, Forestry and Fisheries (DAFF). In this context she has guided various research projects focused on agricultural goods-related export opportunities for DAFF as well as relevant topics such as Brexit and possible implications for South African agricultural export opportunities.

**SIFISO NTOMBELA**

Agbiz Head: International Trade and Investment

Sifiso Ntombela is a trade economist who holds a master's degree in agricultural economics from Stellenbosch University, where he also obtained his honours and bachelor's degrees. He is currently completing his PhD in agricultural economics from the University of Pretoria, with his thesis titled *A General Equilibrium Analysis of the Effect of Carbon Tax Policy on South Africa's Agricultural Industries*. Ntombela started his career at the South African Table Grape Industry (SATI) as a market intelligence manager, and after three years joined the National Agricultural Marketing Council (NAMC) as a senior trade economist. Ntombela's research focuses on international trade and public policy and he has over 12 articles presented in local and international conferences, of which five have been converted and published as journal articles.





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MARTIN CAMERON

Managing Director, TRADE Advisory (Pty) Ltd

Martin Cameron is a founder and director of TRADE Research Advisory (Pty) Ltd and an associate of the TRADE (Trade and Development) research entity located at the North-West University, Potchefstroom, South Africa. Cameron holds an MCom (Economics) cum laude from the same university and is currently enrolled for PhD studies in international trade. Cameron is a specialist in the field of quantitative decision support modelling, economic impact analysis and engineering management, with a keen interest in international trade and energy economics. He started his career at the Industrial Development Corporation, where he was a member of the team that supported the analytics underpinning the SA-EU Free Trade Agreements in the mid-1990s. Cameron has been assisting the South African Department of Agriculture, Forestry and Fisheries (DAFF) since 2014 with various studies based on the Decision Support Model (DSM) on export opportunities for agricultural export product groups such as 'Edible fruits and nuts' and 'Vegetables and juices', the latest being the 'International meat priority market' study.



Other relevant related studies include a base-line study of international export potential, with specific focus on crocodile and ostrich leather and related products for the Exotic Leather Cluster (SA), as well as identifying EU-based companies that are investing in the agriculture and agro-processing sectors in South Africa (for the United Nations Development Programme (UNDP)). In 2015 he was also appointed by the Director General of the South African Department of Trade and Industry (the dti) as a member of the Economic Research Advisory Network (ERAN).

ANTON KRUGER

Chief Executive Officer, Fresh Produce Exporters' Forum (FPEF)

Anton Kruger has extensive experience in stakeholder management as well as executive management in various industries, including tertiary education, broadcasting, financial services and agriculture. Before being appointed as the CEO of the Fresh Produce Exporters' Forum (FPEF) in March 2012, Kruger was the CEO of the South African Ostrich Business Chamber. The FPEF is the industry association that represents more than 90% of all fresh fruit being exported by South Africa. He is a board member of the Perishable Products Export Control Board (PPECB), Agri-HUB and Fruit South Africa, and is chairman of the Management Committee of the Post-harvest Innovation (PHI) programme – a joint programme between industry and the Department of Science and Technology. He is a founder member of the Fruit Industry Value Chain Roundtable (FIVCRT), which is a platform where the industry and Government jointly address challenges and seek solutions. Kruger also serves on the South African Country Council of the international fresh produce association, the Produce Marketing Association (PMA). Kruger holds an MBA degree as well as a BA Honours (Geography), Higher Education Diploma and a diploma in investment management.

**WANDILE SIHLOBO**

Agricultural economist, Agbiz

Wandile Sihlobo is an agricultural economist and head of agribusiness research at the Agricultural Business Chamber (Agbiz). He is a columnist for *Business Day* and the *Farmer's Weekly* magazine. Sihlobo previously served as an economist at Grain South Africa (Grain SA), where he was mainly responsible for macroeconomics, the grain market and international trade research. He also served as part of the secretariat of the Agri-Sector Unity Forum (ASUF) land reform working group. Sihlobo holds a master's degree in Agricultural Economics from Stellenbosch University.



CONGRESS STUDENT PROMOTION PROGRAMME

Since 2008 Agbiz has been hosting a very successful congress student promotion programme where top graduated students in agribusiness-related fields of study get the opportunity to meet and engage with industry leaders.

During the 2012 congress, the inaugural student case competition was hosted in order to provide students with the opportunity to showcase their skills and knowledge. This year, Agbiz will be hosting its fourth biennial student case competition at the congress.

Sixteen top graduate students are appointed by major universities across the country to take part in the competition. They are grouped into four teams where they compete against one another by developing business-oriented solutions for a real-world business problem or case, specifically written for this event.

The case competition consists of two rounds. In the preliminary round, teams of four students do a presentation

to a panel of judges, consisting of industry experts. Two teams are subsequently selected to present in the final round to delegates at the congress. Congress delegates vote for the team that impressed them the most.

Prizes are awarded at the gala dinner of the Agbiz Congress for the winning teams and outstanding individual participants.

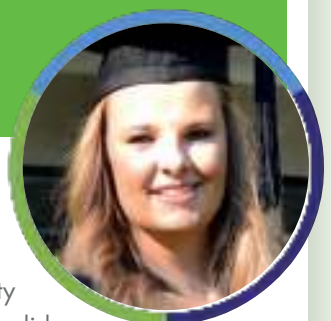
The facilitators of the case competition are Prof. Johan van Rooyen, IFAMA president and professor in agricultural economics at Stellenbosch University (SU) and Johann Boonzaaier, also from SU. Boonzaaier was a member of the student team who did Africa proud at the International Food and Agribusiness Management Association (IFAMA) World Conference in Miami, Florida, in June 2017. Not only did he present results from his PhD studies in the academic track of the conference, he was also part of the winning case study team representing African universities in IFAMA's International Student Case Study Competition.

AGBIZ THANKS THE FOLLOWING MEMBERS FOR SPONSORING THE 2018 CONGRESS STUDENTS: AFGRI, ABSA AGRIBUSINESS, KAAP AGRI, MONSANTO, SIGNA, SIGNIUM AFRICA, SSK, SYNGENTA, TWK AND VKB.

MEET THE 2018 CONGRESS STUDENTS

ANSUNETTE JOUBERT
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ANSUNETTE JOUBERT obtained her BCom Agricultural Economics and Risk Management degree with distinction at the North-West University (NWU) and received a Golden Key award for academic excellence from 2015 to 2017. During this time, she served on the following committees: academic, student RAG community service, hostel's newspaper, finance, recruitment and student affairs. In 2017, she did missionary work in Lesotho, and also participated in a Nation in Conversation discussion at NAMPO on the importance of youth in agriculture. She is currently busy with her honours degree in Agricultural Economics and Risk Management, and is a designated marker and invigilator of undergraduate risk management subjects.





THEUNIS OBERHOLSTER

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THEUNIS OBERHOLSTER has undertaken the challenge of a master's degree in agricultural economics, after completion of his BSc Agricultural Economics degree in 2016. He has completed the first year of his master's degree in 2017, which includes structured subjects to further his knowledge in the field of agricultural economics and help him with thesis writing. Currently, he is in the process of finalising his thesis topic with relevant stakeholders. Before he started studying at Stellenbosch University (SU), Theunis worked locally and internationally for two years. He undertook informal employment in many different fields, from horse farming to managing a river resort. Eventually, he became a qualified Class 2 commercial diver and started working as a salvage diver. After a year of working in South Africa, he was given the opportunity to work for an international diving company in Malaysia and in Singapore.

PAIGE BOWEN

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PAIGE BOWEN started studying at the University of Pretoria (UP) in 2013, pursuing a BSc (Agric) Animal Science degree. After three years, Paige decided to change to BSc (Agric) Agricultural Economics, which she completed in 2017. Currently, she is doing her master's degree in agricultural economics. She considers basing her thesis on institutional economics, marketing and value chains. She has work experience as an internal sales clerk at a fresh produce company, Farm Fresh Direct (Pty) Ltd.

DIPUO BOSHOMANE

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DIPUO BOSHOMANE is a first-year MSc student in agricultural economics at the University of Pretoria (UP). Dipuo is a member of the Golden Key International Honour Society. She also participated in the 2017 Career Pathways Programme, which works in partnership with the Centre for Growing Talent by the Produce Marketing Association (PMA). In addition to her studies, Dipuo is a junior analyst in the commodity market division at the Bureau for Food and Agricultural Policy (BFAP).

KHANIMAMBA HLUNGWANI

Sponsored by Kaap Agri



KHANIMAMBA HLUNGWANI is a first year MSc student in the Agricultural Economics (Agribusiness) programme at the University of Pretoria (UP). She has recently started working as a junior market analyst (research assistant) at the Bureau for Food and Agricultural Policy (BFAP). Kanimamba's achievements thus far include being the president of Junior Chamber International (JCI) in the Tshwane region (2018), which is an NGO focused on youth development and active citizenship, a member of the natural and agricultural science faculty house responsible for academics and professional and personal well-being (2016/2017), and a member of the Golden Key International Honour Society.

CASPER NELL

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CASPER NELL is currently an agricultural economics master's student at Stellenbosch University (SU). His master's thesis focuses on the financial implications of implementing different conservation agriculture practices in the Western Cape. At the end of 2016, he completed his BA Agricultural Economics and Management with Food Science degree at SU.

ALMERU VAN WYK

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ALMERU VAN WYK obtained his BCom Agricultural Economics and Risk Management degree at the North-West University (NWU) and is currently busy with his BCom Hons Risk Management degree. Almeru is a Golden Key International Honour Society member. This fourth-year student stays in Patria men's residence where he serves on various committees. Almeru has a passion for fishing and hunting. He is registered as a dedicated hunter and dedicated sport shooter at SA Hunters and Game Conservation Association.

DAMIEN SOUSA DE GOUVEIA

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DAMIEN SOUSA DE GOUVEIA is a final year student in industrial and systems engineering at the University of Pretoria (UP), where he chairs the UP branch of the Southern African Institute for Industrial Engineering. He is an energetic and inquisitive individual, passionate about data science, economics and industrial engineering and their uses to solve new and complex problems. His current final year design project at UP is the development of an integrated statistical learning and forecasting decision support model for feedlot operations at Manjoh Ranch (Pty) Ltd.



CELUMUSA MTHIMKHULU

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CELUMUSA MTHIMKHULU is currently doing his first year in MSc Agricultural Management at the University of KwaZulu-Natal (UKZN). He is an experienced research assistant with a demonstrated history of working in the higher education industry, UKZN and Human Sciences Research Council (HSRC). Celumusa is skilled in research, management and strategic planning. He obtained a BSc Agribusiness: Crop and Horticulture degree focused on agriculture at the UKZN and also completed a postgraduate diploma in finance, banking and investment management (FBIM) at UKZN.

SIPHE ZANTSI

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SIPHE ZANTSI holds an MSc Agric Agricultural Economics degree from the University of Fort Hare (UFH). He is currently enrolled for his PhD at Stellenbosch University (SU), supervised by Prof. Nick Vink. His research focuses on tapping the potential of emerging farmers in an effort to find effective ways of linking them successfully to the commercial sector. His research project is a sub-project of a Swiss-SA collaboration between SU and Agroscope Swiss Research Institute of Excellence.

APHIWE NODAYIZANA

Sponsored by Signium Africa



APHIWE NODAYIZANA obtained her BSc Agricultural Economics degree at the University of Fort Hare (UFH). She is a student tutor in the Department of Agricultural Economics and Extension at UFH, and tutors the modules Production Economics Level 2 and Agricultural Policy Level 4 for undergraduates.



PORTIA RAMBUDA
Sponsored by Signium Africa

PORTIA RAMBUDA obtained her BSc Agricultural Economics degree at the University of Venda in 2013. Currently, she is busy with her master's degree in agricultural economics at the University of KwaZulu-Natal (UKZN). Her research focuses on the propensity of the rural youth to take rain-fed farming as a livelihood strategy in KwaZulu-Natal. From 2014 to 2015, Portia worked as an agricultural economist intern at Land Bank where she was part of the decision-making team for loan applications. From 2016 to 2017, she worked as an agricultural economist intern at the Department of Agriculture, Forestry and Fisheries (DAFF) under the directorate of international trade responsible for conducting research of African trade issues as well as market profile.



ZAMANDLELA NTULI
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ZAMANDLELA NTULI obtained her BSc Agribusiness degree, majoring in agricultural economics and animal/poultry science, at the University of KwaZulu-Natal (UKZN). Currently, she is a master's student in agricultural management, and she tutors and conducts supplementary instruction (SI) classes for second-year students in agricultural economics. In 2015, she participated in the steer project that takes students of UKZN to the Royal Show in Pietermaritzburg, where she handled a steer that took the second prize at the show.



WILLEM LOMBARD
Sponsored by VKB

WILLEM LOMBARD is currently enrolled for a PhD in Agricultural Economics at the University of the Free State (UFS). His study investigates red-meat consumers' preferences by making use of eye-tracking. Willem completed his master's degree in 2015, titled The Economic Impact of Livestock Theft in the Free State province of South Africa. He has a passion for the livestock industry and his research is mostly focussed on livestock economics.

**KHWATHISO
NETSHIFHEFHE**
Sponsored by SSK



KHWATHISO NETSHIFHEFHE holds a BSc Agricultural Economics (honours) degree. Currently, she is pursuing a master's degree, serving as a research assistant and substitute lecturer at the University of the Free State (UFS). Khwathiso has five years' hands-on experience in community development at the University of Venda in collaboration with the University of Virginia.

**NWABISA
DANA**
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NWABISA DANA completed her BSc Agricultural Economics (Honours) degree in 2016 at the University of Fort Hare (UFH).

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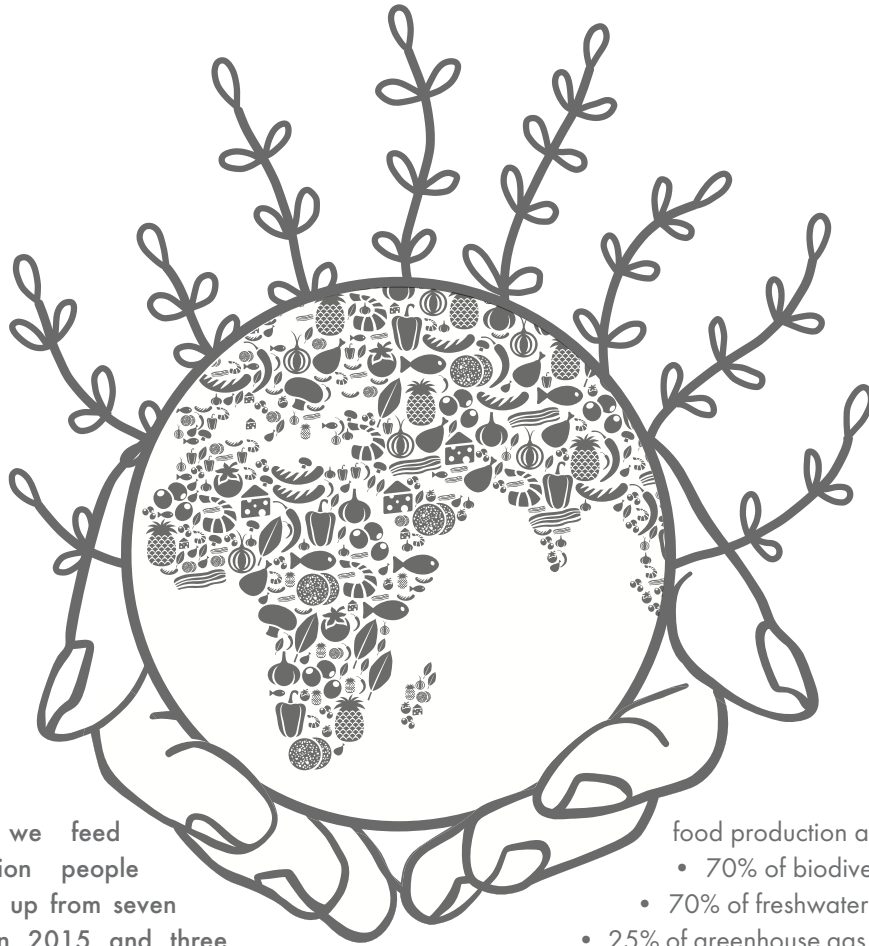
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THE GLOBAL FOOD CHALLENGE:

FUTURE TRENDS IN THE GLOBAL AGRO-FOOD SYSTEM

Dr John Purchase, Agbiz CEO



How do we feed nine billion people by 2050, up from seven billion people in 2015 and three billion people in 1960, and still maintain the planet? Africa alone will double its population from one billion to two billion people over this period, while currently being predominantly food-insecure and a substantial net importer of food, despite being relatively rich in natural resources.

While food is a basic need for people to survive, food production is also the biggest threat to the planet. According to the World Wildlife Fund (WWF, 2017),

food production accounts for:

- 70% of biodiversity loss
- 70% of freshwater use
- 25% of greenhouse gas emissions (GHG)
- most chemical use of any industry
- 50% of topsoil loss
- 85% of marine stocks fully exploited.

So the questions must be: How do we produce more with less? Also, how do we waste far less than the current estimated 30% of food produced? So, while efficiency needs to increase across supply chains, what will the trends be that drive and determine the agro-food value chain in the immediate future?

1. DEMAND DRIVERS

The first and most important aspect is the increasing number of consumers that have greater discretionary household income to spend on food. While population growth is a significant contributory factor, it is per capita GDP growth in especially major developing countries such as China and India, and continents such as Africa and South America, that will experience the biggest growth in demand and consumption.

However, the consumer also has preferences and demands a choice in terms of variety, health, taste, nutrition, convenience, food safety and various other factors, and trends in demand thus change continuously. The most notable over the past decade has been the massive move from simple starches as staple food to animal protein and fresh produce in especially the developing world, including South Africa. Additionally, consumer activism around how food is produced, the traceability of each product, certification, labelling in terms of nutritional qualities, fair trade, animal welfare and food safety will increasingly keep value chain players, from input supplier, to farmer, to processor and trader, on their toes.

2. TECHNOLOGY DRIVERS

The Fourth Industrial Revolution – and many contend we are already into the Fifth Industrial Revolution – is already impacting hugely on the agro-food system and will increasingly do so. Advances in biotechnology and genetics (CRISPR technology), informatics and big data management, digitalisation, robotics, drone and earth observation technology (satellite imagery), blockchain technology in the trade environment, etc., all create opportunity to drive efficiency and inclusivity in the value chain. The potential for ‘disruption’ up and down the value chain is considerable, and also in terms of densification of fresh produce production through hydroponics, as is currently happening in Holland especially.

3. CLIMATE CHANGE AND DISASTER WEATHER PHENOMENA

Undisputed evidence indicates that global warming is continuing unabated and all indications are that the causes of this warming of approximately 1 °C across the globe already are man-made due to excessive fossil fuel use, among others. Exactly how this global warming is already leading to climate change is neither fully clear nor understood, given ‘normal’ weather variability and lack of sufficient data over long enough time spans. Globally there are, however, clear signs of changing rainfall patterns, increased incidence of severe weather

phenomena (supercell hurricanes, tornado activity, prolonged droughts, heatwaves, etc.) and rising ocean levels on a large scale. This has prompted the World Economic Forum (WEF) to list this driver as one of the top three risks facing the world today. South Africa is and will not be immune to these risks and how the agro-food system, and especially primary agriculture, adapts to these risks will impact on its competitiveness and sustainability.

4. SUSTAINABLE USE AND ALLOCATION OF WATER AND LAND AS CRITICAL NATURAL RESOURCES

Much improved water management systems for irrigated agriculture to drive water use efficiency and reduce our water footprint in agriculture should be a focus area in research and development of industries. A new regime for water management, water pricing and water allocation are inevitable and will lead to a new approach of water use, not just in South Africa, but also globally. Fortunately, there are already many lessons to be learnt from Israel and the pioneering technologies they have developed and implemented successfully. The land question in South Africa remains a complex and emotional issue, given wars and laws of dispossession, skewed ownership patterns, poor settlement planning and disastrous land reform legislation and implementation. The biggest failure over the past 24 years since 1994 has been the failure of Government to extend and broaden property rights, and specifically title deed, to the previously disadvantaged black people of South Africa. This failure in the communal land areas, the townships and unused urban and peri-urban land, other state-owned land, and also in commercial farm land has denied the restoration of dignity and social justice



to ensure a sustainable and developing society. But this must be balanced with the need for entrepreneurs to use natural resources economically and productively, given their potential, to ensure the most optimal level of food security for the people of South Africa. Secure property rights, both for land and water, are foundational values for a growing and prosperous society.

5. ENERGY SECURITY

Renewable energy technologies, particularly solar-driven technologies and energy storage solutions, are providing cost-effective options and alternatives to operations up and down the agro-food value chain. Increasingly, we are seeing both farming operations and agribusinesses going off-grid to ensure security of energy supply and realistic costing of energy. Given South Africa's Eskom debacle and continued risks, as well as our great sunshine, this really is a massive no-brainer – develop a renewable energy security strategy.

6. GREATER REGULATION OF THE AGRO-FOOD SYSTEM

Greater concentration and intensification in the whole of the agro-food system has necessitated increased regulation as risks regarding food safety, nutritional value, chemical use in production (also hormonal growth stimulants and antibiotics used at production level), food additives and many more have increased at an alarming rate. Protection of the consumer is of paramount importance to the state and politicians, and agro-food system operatives and governments will both need to engage more constructively on introducing

affordable risk-based regulation and monitoring to ensure confidence in the agro-food system is maintained and enhanced.

7. FOOD TRADE IS KEY TO GLOBAL FOOD SECURITY

Given developing global demographics and consumer behaviour trends, well-regulated and mutually beneficial food trade will be key to ensuring global food security. However, attendance of the World Trade Organisation's Ministerial Conference in December 2017 all but confirmed that multi-lateralism in global trade was all but dead, even to the point of rendering dispute mechanisms around dumping and other trade violations ineffective. Clearly trade wars were imminent and going to be the wars of the future, especially given the position taken by the United States of America in terms of the WTO, but also in terms of multilateral and regional trade agreement. Given recent global trade developments, South Africa urgently needs to review its trade policy and especially its food trade policy. Demand-side management has become a critical success factor in South Africa's agro-food industry and requires the necessary focus to ensure South Africa's own food security.

8. COMMUNICATION

Communication up and down the value chain, and especially with consumers, is of critical importance and a far too neglected focus area. Poor communication, and sometimes even a lack of communication by agribusinesses put the sustainability of their enterprises at considerable risk, especially in the case of food safety scares, as has recently happened in South Africa, but also across the world in many developed countries. Education of the consumer is in the interest of every agribusiness.

9. THE TALENT FACTOR

In a more complex and technologically driven agro-food system, the skills to manage such a competitive agro-food system efficiently and sustainably are of paramount importance. This implies top-class training through agricultural schools, agricultural colleges, universities, business schools, etc., and it is clear that we are not meeting that need. This is, however, not just particular to South Africa, but a global phenomenon.

TO CONCLUDE

So, there are nine major points to consider, and we could probably even add one or two more, but if we can get these right we will be on our way to a prosperous, harmonious and well-developed society. Be part of the solution!



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Agriculture



A BRIEF VIEW OF SOUTH AFRICA'S **AGRICULTURAL ECONOMY**

Wandile Sihlobo, agricultural economist and head of agribusiness research at Agbiz

It is often said that the macroeconomic standing of the agricultural sector has diminished, and this argument is supported by the sector's declining share of GDP, which fell from 4,2% in 1996 to 2,6% in 2017.

What is not captured in this narrative, however, is the fact that the value of the agricultural sector has grown by 49% from R50,5 billion to R75,2 billion over the same period. This translates into a fairly modest average annual growth rate of 3,1% per annum over the past two decades. The modest growth of the sector explains why agriculture's relative share of the economy has been declining. Agriculture is not becoming insignificant; other sectors, particularly the services sector, have simply grown at a faster pace from a much higher base.

In 2017 the sector had a good run, following two consecutive years of progressively drier seasons. As

a result, 2017 saw the agricultural sector growing at 17,7%, on a seasonally adjusted basis. This was boosted by strong output in almost all the subsectors such as field crops, livestock and horticulture, among others.

Regarding field crops, for instance, maize production reached a record level of 16,82 million tonnes, up from 7,78 million tonnes in 2016, and well above a long-term average production of 12,5 million tonnes. Soya bean production also reached a record level of 1,32 million tonnes, well above a long-term average of 651 455 tonnes.

In fact, it is also clear from trade data that South Africa's agricultural exports grew past the US\$10 billion mark for the first time in 2017. This was boosted by growth in exports of edible fruits, beverages, spirits, vegetables,

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grains and other agricultural products – an increase of 15% from 2016, a year that was characterised by an El Niño-induced drought.

In the same year imports also increased, but by a marginal rate of 5% year-on-year, reaching US\$6,7 billion. This was driven by a notable increase in grain imports, particularly wheat and rice, on the back of reduced domestic production because of the drought in the Western Cape and an increase in domestic consumption. In the case of rice, South Africa is traditionally a net importer, and we saw imports growing by 10% year-on-year to 1,1 million tonnes in 2017 due to higher demand.

A closer look at the trade statistics shows that South Africa's agricultural sector recorded a positive trade balance of US\$3,3 billion in 2017, which is also a record level in a dataset dating back to 2001. The trade impact of the severe drought in the Western Cape was minimal in 2017. It will only be felt in the 2018 trade statistics, as table grapes and major vegetable products are set to decline by double-digits from the 2016/17 production season. At the time of writing, however, the scale of the potential decline in export activity was unclear.

In 2018 we are seeing signs of yet another good season across all agricultural commodities in the country, particularly summer grains and oilseed. For instance, South Africa is expected to harvest a fairly large maize crop in the 2017/18 production season, estimated at 12,42 million tonnes (albeit less than the record achieved in the 2016/17 season). The soya bean crop is expected to reach 1,39 million tonnes, which is the highest output in history.

There is optimism about the winter crops as well. Case in point is the 2018/19 wheat production, which could slightly recover from the previous season. The United States Department of Agriculture (USDA) forecasts South Africa's 2018/19 wheat production at 1,65 million tonnes, up by 8% from the previous season. This is mainly underpinned by expectations of higher yields, which in turn could be boosted by favourable weather conditions.

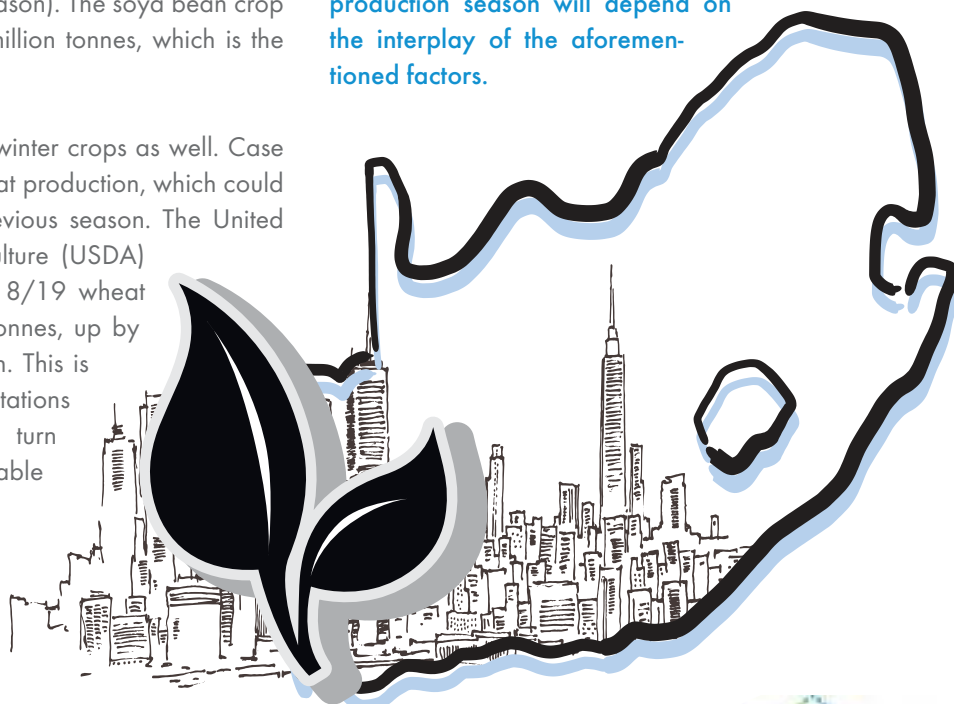
At the time of writing, the rainy season, which starts at the end of April, promised

to be much better than the previous one. The South African Weather Service indicated that between April and June 2018, parts of the south-western Cape regions of the country could receive above-normal rainfall.

Apart from the positive production developments, the sector has been in a perpetual state of uncertainty, emanating from a lack of clear and consistent policy direction. The country's politics have, by and large, contributed to this policy vagueness and inconsistency, which has been exemplified by land reform policy discussions, with mentions of expropriation without compensation. All of these factors add weight to uncertainty and, in turn, investment decisions, which could subsequently affect production in the sector.

Amid the uncertainty posed by domestic factors such as politics, climate change and policy, the country's agricultural labour market also experienced downswings but ended 2017 on a positive footing. After experiencing a decline in employment in the first three quarters of 2017, South Africa's agricultural sector recorded a 5% quarter-on-quarter rebound in employment in the fourth quarter to 849 000 jobs. This quarterly increase was mainly in field crops, horticulture and livestock sub-sectors. The provinces driving it were the Western Cape, Eastern Cape and KwaZulu-Natal.

In the foreseeable future South Africa's agricultural economy will continue to operate within the context of increasing uncertainty due to policy, politics, climate change as well as global trade developments. The overall performance of the sector in the 2018 to 2019 production season will depend on the interplay of the aforementioned factors.



THE IMPACT OF GLOBAL GEOPOLITICS ON SOUTH AFRICA'S AGRICULTURAL INDUSTRY

Tinashe Kapuya, PhD
Agricultural economist

The global trading system has entered into yet another phase of perpetual uncertainty. An imminent trade war between the US and China might be on the cards as both countries have resorted to a tit-for-tat tariff retaliation. China has increased tariffs by up to 25% on 128 US products, including soya beans, frozen pork, wine and certain fruits and nuts, in response to US duties on imports of aluminium and steel. As a result, many analysts are predicting a trade war that will eventually lead to a slowdown in global economic growth, with others even contemplating the possibility of a global recession.

The last time the world experienced a crisis of proportionate magnitude was when the EU and the US imposed wide-ranging sanctions on Russia over its annexation of Crimea. During that time, Russia banned US bone-in poultry imports, which led to the US poultry industry losing a market of over US\$300 million. Coincidentally, it happened to be the same time that the US's Poultry and Egg Export Council (PEEC) began to put intense pressure on South Africa to accommodate its bone-in poultry as a pre-condition for extending the country's market access under the Africa Growth Opportunity Act (AGOA) preference programme. Although South Africa eventually settled for a deal to accept 65 000 tonnes of US poultry into its market, PEEC had initially demanded 120 000 tonnes.

Former South African Poultry Association (SAPA) CEO, Kevin Lovell, argued that South Africa's opening up of

markets to US chicken brought the already struggling local poultry industry to its knees. Even though US poultry was not as much as that of Brazil and the EU, its additive effect to the overall quantity was something the poultry sector could not really afford.

As far-fetched as it seems, a geopolitical conflict in Eastern Europe had spill-over effects that extended to South African shores, as the seemingly unrelated US-Russia problem eventually morphed into an AGOA negotiation headache for South Africa. The complexity and embeddedness of the global trading system has made it reasonably conceivable to shorten the distance, deepen impact and extend the unintended consequences to countries that have little to do with the initial problem in the first place. Having said that, what can one predict regarding the possible impact of a potential US-China trade war?

SCENARIO 1: POTENTIAL GAINS FOR SOUTH AFRICAN AGRICULTURE

China's tariffs of up to 25% on US agriculture could help South Africa to gain market share from US wine, nut and fruit producers. On average, 7% of South Africa's orange exports went to greater China, as well as 8% of grapefruit and 4% of macadamia nuts. South Africa exports 4% of its wine exports to mainland China, on average. Despite its modest share in South Africa's key agricultural exports, the Chinese mainland market has been one of the fastest growing markets for South Africa, at 17% per annum over the past three years alone, and



thus providing a key diversification option away from the country's traditional markets. However, the extent to which South Africa capitalises on this opportunity will largely depend on how it comes out ahead of the likes of Chilean and Australian producers, who will also be vying for the same market.

Meanwhile, China is an important market for US soya beans, taking nearly half of US soya bean exports, on average. With a tariff effect likely to slow down US soya bean exports, one can reasonably expect that the US will need to identify new markets for a significant share of the 14 million tonnes of soya bean exports that are traditionally destined for the massive Chinese market. This disruption in global soya bean trade could lead to some significant knock-on effects on global soya bean prices. The Chicago Board of Trade (CBOT) price, which is the global reference price, could decline, while the Dalian Stock Exchange price (China) could increase considerably, owing to the global glut and the Chinese scarcity, respectively.

Domestically, all of the global factors considered, a fallout in US-China trade relations would have minimal impact in the near-term, as the domestic soya bean market is well supplied. In March 2018, the National Crop Estimates Committee placed South Africa's 2017/18 soya bean production estimate at a record level of 1,39 million tonnes. In the longer term, however, any price fluctuations could influence the movements of soya bean and its by-products into the South African market, as the

country is a net importer of oil and cake. If prices are too depressed in the US, then feed manufacturers will stand to gain from cheaper cake imports, which should be good for the livestock industry.

SCENARIO 2: POTENTIAL LOSSES FOR SOUTH AFRICAN AGRICULTURE

On the flipside, depressed soya bean seed prices could negatively impact South Africa's soya bean production in the long run. Depressed soya bean and soya bean cake prices in the global market could create an incentive for processors to seek imports rather than procure locally produced soya bean. In the event that this occurs, it could potentially reverse the growth we have seen in soya bean production in recent years, or at the very least, halt it. Depending on how competitive the US is compared to other Latin American producers (i.e. Brazil and Argentina), it is possible that South Africa's soya bean cake imports could start rising again, contrary to the recent downward trend we have seen over the past decade.

In another related scenario, it is entirely possible that pressure for the US to seek alternative markets could instigate another round of AGOA-related negotiations with South Africa, and the US might exercise its power and influence to carve out market share for pork, wine as well as fruits and nuts. The advantage that South Africa has, however, is that it is highly competitive in wine, fruits and nuts production. Thus, the threat of US wine, fruits and nuts on local production would remain marginal.



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FROM SOCIAL JUSTICE TO PRODUCTIVE USE

– SHIFTING THE GOAL POSTS OR
PICKING LOW-HANGING FRUIT?

Theo Boshoff, Agbiz Head: Legal Intelligence

After 24 years of democracy it is common knowledge that land reform, as well as the broader transformation agenda in the agro-food system, has not progressed as quickly as originally envisioned. Because of a number of factors, but most notably the country's failure to extend property rights to the majority of South Africans and allocate water in a more equitable fashion, we now find ourselves in a position where more forceful steps are being contemplated.

While a lot of water still needs to flow under the bridge before we will know for certain what mechanisms will be adopted for accelerated land and water reform, the indications point towards a 'use-it or lose-it' approach for both agricultural land and water rights. In February 2018, the National Assembly tasked the Constitutional Review Committee to interrogate whether or not the obligation to pay compensation in sections 25 (2) and (3) of the Constitution served as an obstacle to achieving accelerated land reform. This followed on statements from the ANC that the Constitution must be amended to allow for expropriation without compensation, provided that it did not harm food security or the economy. At the time of writing, the indication from the ANC was that they intend to either amend the Expropriation Bill or perhaps even the Constitution itself, to allow for the expropriation

without compensation of land that is unused or buildings that have been abandoned.

The state has been even more explicit with regard to water rights. In the first draft of the Master Plan for Water and Sanitation, it is stated that water reform must be achieved through an allocation of unused water rights through a prohibition on the trading of water rights coupled with a 'use-it or lose-it' approach, whereby unused water rights will revert to the state as the custodian to be reallocated to previously disadvantaged individuals.

Both these policy proposals would need to follow a legislative process to be implemented, so one will only know the full extent and impact once draft legislation is published. Be that as it may, the intention suggests – if

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you are in possession of a natural asset and you are not using it for agricultural purposes, the intention is to take it away without compensation and reallocate that asset to affect transformation.

This prompts us to ask ourselves a fundamental question: what is transformation through land and water reform all about? Are we seeking to achieve social justice for the wrongs committed in the past or are we trying to promote productivity through centrally planned and regulated natural resource allocation?

The preamble to the Constitution provides some guidance where it states:

'We, the people of South Africa, recognise the injustices of our past ... we therefore ... adopt this Constitution as the supreme law of the Republic so as to ... heal the divisions of the past and establish a society based on democratic values, social justice and fundamental human rights'.

The preamble clearly places a heavy emphasis on social justice and needs to redress the effects of past injustices. Productivity is certainly important, but unlike countries such as India, Taiwan and South Korea, it is not the underlying reason why we undertake land reform. The underlying reason for embarking on this process is the desire to address the injustices of a past riddled with racial discrimination.

Indeed, the entire restitution process is premised on restoring land dispossessed during Apartheid and Colonialism. During the early phases of the restitution process, the emphasis was not on productive use but on restoring dignity and securing livelihoods. There was no qualification that the land had to be used 'productively'. The Settlement and Land Acquisition Grant (SLAG) was intended to help poor South Africans to acquire land primarily for settlement and subsistence farming purposes. This gradually gave way to the Land Redistribution for Agricultural Development (LRAD) and Pro-active Land Acquisition Strategy (PLAS), which placed agricultural productivity at the forefront while social elements such as gender equality and the democratisation of communal tenure lagged behind. This shift from social justice considerations towards productivity now finally culminates in the ANC's proposals to target unused land for expropriation and the surrender of unused water allocations.

It seems clear that we are seeing a shift away from social justice towards the optimal use of natural resources in the public interest. However, there are two ways of

looking at this: firstly, one can see it as a deviation from the ideals of reconciliation or one can see it as a trade-off between two pressing needs in our society.

South Africa is rapidly losing high-potential agricultural land to competing demands from mining and urban sprawl. Likewise, the effects of climate change are starting to show as our country is becoming more and more water-stressed and the demands on our natural resources to feed the nation will become even more acute as our population continues to grow. Social justice and reconciliation may have been at the forefront of the nation's thinking in 1996, but the reality of poor economic growth, 50% youth unemployment and a growing variance in climatic conditions may just have prompted a rethink. Whichever way one prioritises it, both considerations have their place in addressing the triple challenges of poverty, inequality and unemployment.

The current proposals on expropriation without compensation as well as a 'use-it or lose-it' approach to water rights are not feasible and will undoubtedly have the unintended consequence of reducing productivity. However, as long as we approach deliberations from a pure production point of view and ignore the social justice element, we may struggle to find common ground with other stakeholders. The challenge is clear – the agribusiness sector needs to come up with viable solutions that will maintain the productive use of natural resources while restoring the dignity inflicted by years of racial segregation. To do so, we need to be well equipped as a sector that is dynamic, innovative in its thinking and compassionate.



CLIMATE CHANGE AFFECTS EVERYONE

Harmke Immink is a director at Promethium Carbon¹, a proudly South African climate change consultancy and active member of BUSA's environmental subcommittee

Climate change is a reality and its effects are already apparent within the agricultural sector. Climate change affects everyone, but not everyone is affected by it in the same manner. To manage the diversity of impacts on different sectors is certainly a challenge but one that must be addressed for the long-term sustainability of the agribusiness and agricultural sector. Global efforts are underway to address these challenges.

South Africa is a signatory to the Paris Agreement, which places an obligation on countries to reduce their greenhouse gas (GHG) emissions to limit global

warming to 2 °C by the end of the century. South Africa subscribes to a GHG emission trajectory consisting of a peak, plateau and decline phase over the next few decades. To give effect to this trajectory, various government departments are enacting policies and regulations, which include carbon tax, compulsory reporting on GHG emissions and entity-specific emission caps known as carbon budgets. For the man on the street, this means that fossil fuels, oil, gas and coal-related processes will become more expensive and long-term phase-out should be considered, while energy efficiency measures are implemented and renewable energy projects are being phased in.

‘CLIMATE CHANGE IS A REALITY AND ITS EFFECTS ARE ALREADY APPARENT WITHIN THE AGRICULTURAL SECTOR.’

¹ Promethium provides advice for private and public entities on the journey towards a low-carbon and climate-resilient society including climate change scenarios, risk and vulnerability studies, carbon footprint calculations and carbon credits.

Harmke Immink shares her insights on the subject

1 IS CLIMATE CHANGE PURELY THEORETICAL OR ARE WE ALREADY SEEING THE IMPACT IN SOUTH AFRICA?

Climate change is increasingly becoming a reality as we are experiencing more destructive storms, stronger winds and a 1% decline in long-term precipitation volumes in the Western Cape, while seeing record rainfall in the Free State, which led to a record maize harvest in 2017. This harvest consequently placed pressure on silo capacity and the consequent oversupply led to lower maize prices in 2018.

2 WHEN CAN WE EXPECT TO SEE REGULATIONS ABOUT CLIMATE CHANGE?

The compulsory reporting of GHG emissions is already being implemented and the first reports were due to be submitted to the Department of Environmental Affairs by 31 March 2018. The Carbon Tax Bill was published for public comments in December 2017 and January 2019 was announced as the implementation date in the national budget speech. Unfortunately, there are still a few associated regulations outstanding, for example the regulations on carbon offset projects and the calculation of biosequestration.

3 WHAT IS THE IMPACT OF ALL THESE REGULATIONS ON THE AGRICULTURAL SECTOR?

The increased cost of inputs, especially diesel and fertiliser, which may be passed on to the consumer, is certainly one of the negative consequences. There are, however, also opportunities for the sector through carbon offset projects and the sale of carbon credits. The production of both fertiliser and diesel generates greenhouse gases in the manufacturing process and carbon tax will be levied on these entities. In one way or another, these levies will be passed on to the consumer.

4 WHAT IS THE FORESEEABLE IMPACT ON ELECTRICITY AND DIESEL PRICES?

As the Bill is currently formulated, electricity tariffs will be restructured to include carbon tax. Therefore no increase in the electricity price is envisaged in the first phase of carbon tax. Carbon tax for the combustion of diesel will be included into the regulated price for diesel at the pump. The price of diesel will increase by about 13 cents per litre.

5 WHAT OPPORTUNITIES ARE THERE IN CARBON OFFSET PROJECTS?

The 'Switch Project' found that renewable energy and harnessing the power of solar to heat water is becoming more and more viable in South Africa. Increasing carbon sequestration in the soil as well as reforestation will be possible in areas that are not suitable for food production. Biofuels as a replacement for diesel and coal will also present possibilities.

6 WHAT WILL THE IMPACT BE ON AGRO-PROCESSING?

Where fossil fuels are used, for example in transportation, or where coal, oil or diesel is used to produce steam, cooling or electricity, the input costs will rise. This is especially true for coal-fired boilers with an installed capacity exceeding 10 MWth, which is roughly 11 tonnes of steam per hour, as these entities will have to register for GHG reporting. On the other hand, this again presents possibilities for improving boiler efficiencies or reduction of greenhouse gas emissions through the use of biofuels.

7 WILL LARGE BOILERS BE SUBJECTED TO CARBON TAX FROM NEXT YEAR?

Yes, they will most likely be subjected to a tax of R120 per tonne of carbon dioxide produced by the combustion of fossil fuels. This does not only apply to large boilers as carbon tax and GHG reporting will also apply where a single legal entity operates multiple smaller boilers or generators with a combined capacity exceeding 10 MWth.

8 HOW CAN AGRIBUSINESSES THAT OPERATE BOILERS MITIGATE THEIR CARBON TAX LIABILITY?

There are two primary possibilities, with the first being to improve the efficiency of their boilers. The CSIR found that South African boilers on average only use 80% of their fuel efficiently. If agribusinesses undertake a benchmarking exercise and register the benchmark with the National Treasury, entities that operate boilers more efficiently than the benchmark can qualify for a discount of up to 10% of their carbon tax liability. The other option is to replace the combustion of fossil fuels with that of biofuels.



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BUSINESS SUCCESS IS A JOURNEY, LEADERSHIP IS THE COMPASS

Annelize van Rensburg, founder and director of Signium Africa, previously Talent Africa, a leading provider of integrated talent solutions and leadership development in sub-Saharan Africa.



My own definition of leadership is this: The capacity and the will to rally men and women to a common purpose and the character which inspires confidence.

– BERNARD LAW MONTGOMERY

Leadership identification and development continues to be one of the most pressing business issues keeping executives awake at night. Every business has the same aim: success and sustainability. Established routes to this destination include competitive advantage, new technology to improve productivity and product innovation, and cost reduction to secure pricing efficiencies. Without superior leaders, none of this is possible.

Companies progress through a life cycle from seed to start-up, growth to established, expansion to mature, and then to decline and exit, or renewal through invention. In the same way, leadership identification and development progresses through a cycle.

Leadership consulting offers the most suitable answers to these current dilemmas by helping leaders to align their people strategy with their business strategy; providing

scientific and objective information through assessments; designing development interventions to help leaders function at their highest potential; and then embarking on acquiring and retaining leadership talent when talent needs to be acquired and not 'home-grown'.

In order to remain competitive and relevant, business leaders must start by aligning their talent strategy with their business strategy. This is critical because talent strategies translate the company's vision and values into expected employee behaviour and define how they will contribute towards the company's success. Misalignment is likely to result in strategic goals not being met.

It is a myth that only large organisations need a talent strategy. Smaller organisations are more at risk because there are fewer possible successors in unique roles.

In addition, not only is it important to understand the current talent pool within the company but also future needs. This is done by analysing the readiness of the current leaders to meet the future business needs of the organisation and provides a realistic pipeline of leadership talent.

Plan your talent for five years from now and not only for today; look to the future of the company. Use competency assessments to test employees' long-term strategic thinking ability, innovation, as well as their flexibility in decision-making, because these are critical skills for building a successful business.

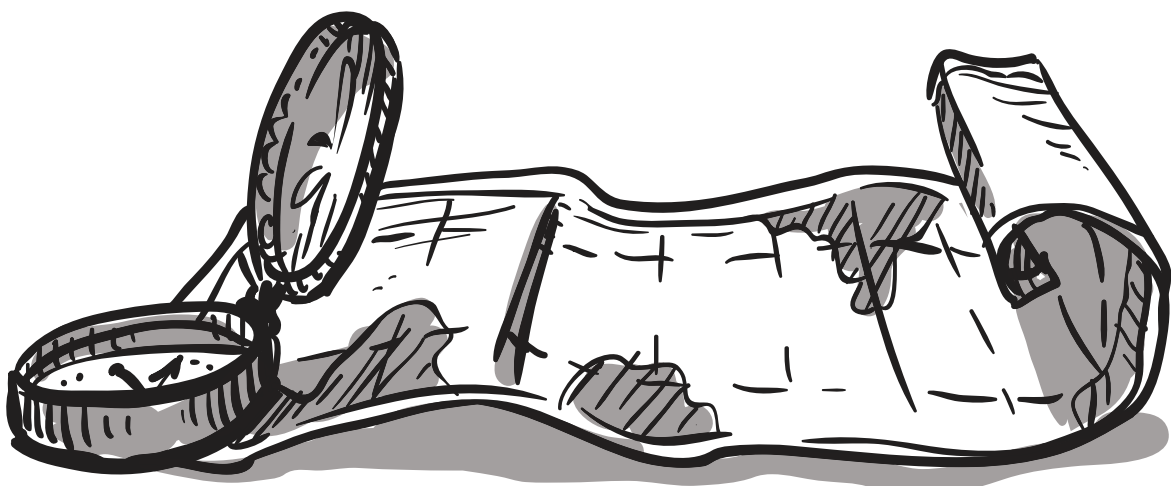
Assessments are an objective and scientific way of gathering insight into a person's current functioning and future potential. They provide an understanding of the impact of the person's behaviour on others in the workplace. If the assessment tools used are valid, reliable and culture-fair, and if assessments are professionally conducted, the insights are extremely useful.

Most leaders are built, not born. Top performers take responsibility for developing their knowledge, skills and competencies. There are many ways of doing this, including leadership development programmes, on-the-job training and executive coaching, which is a powerful way to provide support to leaders and help them navigate current and future challenges. Executive coaching can help turn good leaders into great ones.

If leaders within the company are not yet ready or fully developed, leadership needs to be acquired, preferably with the assistance of a reputable headhunter or talent-search professional for those executive level positions.

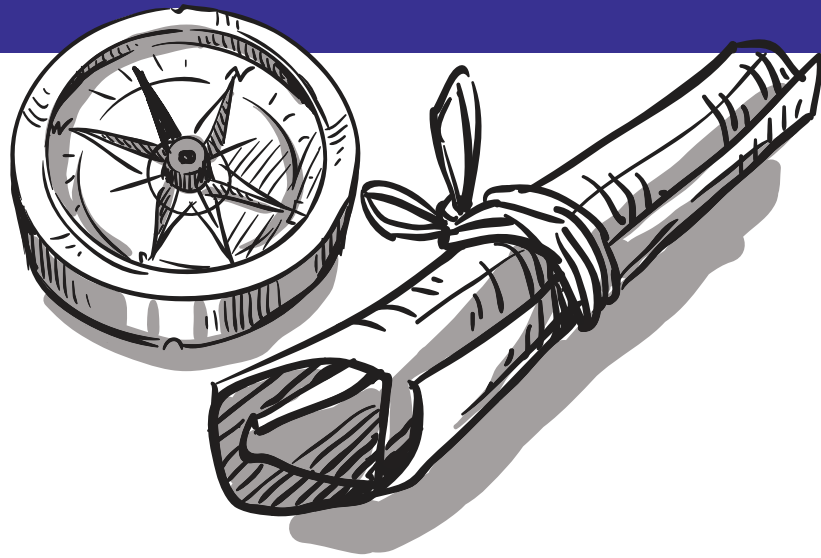
Stay open-minded.

That suitable candidates can be found from outside the company's industry is beyond doubt; they may even have an advantage over industry insiders. Their advantage is the ability to ask embarrassing questions while taking nothing for granted. Successful cross-industry movers acknowledge that their first job is to listen, then listen



‘IN ORDER TO REMAIN COMPETITIVE AND RELEVANT, BUSINESS LEADERS MUST START BY ALIGNING THEIR TALENT STRATEGY WITH THEIR BUSINESS STRATEGY.’

‘MAKE WORK MEANINGFUL BECAUSE MOST EMPLOYEES WANT TO IDENTIFY WITH THE VISION, THE MISSION AND THE GOALS OF THE COMPANY THEY WORK FOR.’



some more. The reinvigorated executive team around the new leader stops making assumptions and starts to question old habits. They may also acknowledge that new technology, new legislation and the emergence of a new consumer are having major impact on their sector. There are no guarantees of success, however. Outsiders don't always work miracles.

Pros are accompanied by cons.

The 'safe' industry insider does not have to go through a period of intensive familiarisation with a new industry and its dynamics. He or she can hit the ground running. In contrast, the outsider faces a steep learning curve. Suddenly, evolution seems safer than revolution. Continuity seems a better bet than a thorough shake-up.

Stay open-minded.

When recruiting leaders, don't ignore the importance of diversity to balance your team. Remember generation, gender, race, religion and so forth. Businesses with diverse workforces will have a strategic advantage in the marketplace.

It is difficult to attract executive talent. It is easy to lose executive talent.

Offering opportunities to grow and giving leaders room to express themselves remain key to executive

retention. This is according to Michelle Moss, director of Leadership Assessment Consulting at Signium Africa.

There are also other ways business leaders can meet their employees' needs and foster employee satisfaction to support retention.

Give them the permission to dream up new ideas and different ways of doing things. Of course, the boss still needs to keep a bird's eye view of what is going on and provide advice and guidance whenever necessary to ensure ultimate success.

Make work meaningful because most employees want to identify with the vision, the mission and the goals of the company they work for. As business leader, make sure that these are communicated often and that all leaders walk the talk.

Pay your employees what they are worth. Reward and recognition is still critically important in the workplace. A fair trade is important to most people.

Business success is a journey, leadership is the compass. Leaders should develop talent strategies for the right reasons, and not just to tick a compliance box. It is worthwhile remembering that we are dealing with individuals who should be esteemed in the workplace. A leader is a dealer in hope – Napoleon Bonaparte.



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TRAINING IN THE AGRICULTURAL SECTOR – still meeting the needs of employers?

Elize van der Westhuizen, expert in the labour market (human resource management, labour relations, training and development and social audits)

The world of work is changing – and some jobs are changing faster than others. Soon we would be as good as the skills we possess. The question is, which skills are needed to keep up with the changing world of work and to respond to the needs of employers?

KNOWLEDGE TRIANGLE FOR INNOVATION – WHAT IS NEEDED?

Navigating the modern-day world of work requires students and educators to become familiar with a broad range of skills. Training and education requires the development of the so-called T-shaped skills, where depth in technical knowledge is balanced by a wide range of soft skills, which include among others communication, management and financial skills. T-shaped skills describe specific attributes of workers. The vertical bar of the T refers to expert knowledge and experience in a particular area, while the top of the T refers to an ability to collaborate with experts in other disciplines and a willingness to use the knowledge gained from this collaboration.

Skills for the agricultural value chain are drawn from all levels of the system and not just from the university sector, and they come from a wider range of disciplines than the specific agricultural-focused qualifications. Like any other economic sector, agriculture requires managerial, financial and marketing skills, and a wide range of technical skills that are not agriculture-specific. Depending on where one draws the boundaries of agriculture, there are more qualifications and courses that have a bearing on the field.

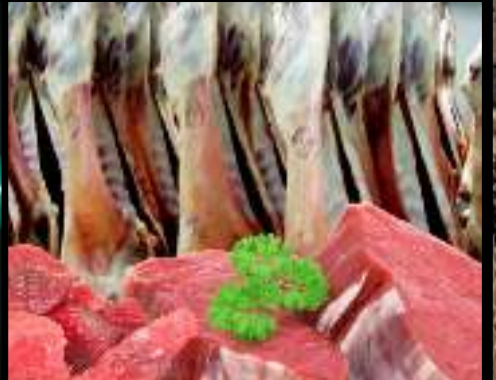
Adult education and training (AET) thus needs to focus on strengthening capacities not only for production, but also to equip a broad range of professionals and practitioners to engage across multiple disciplines in the value chain.



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The circle widens even further. An effective value chain approach not only considers the role of education and training in isolation, but also takes into consideration the agricultural innovation system, and the transformative role that research and development play in stimulating and realising innovative solutions for the challenges that the agricultural sector will be increasingly expected to solve.

WHAT IS OFFERED AT UNIVERSITY LEVEL?

Universities offer a range of agricultural and agriculturally focused programmes, and most universities and universities of technology have some agricultural programmes on offer. South Africa needs to increase its participation rate in tertiary education to drive economic development in a knowledge-based economy.

The traditional universities generally focus on training scientists and practitioners for the agricultural sector. In South Africa, there are ten universities offering AET programmes from a first-degree level to PhD qualifications, focusing on disciplines such as agricultural economics, agronomy, soil science, plant science and animal science. The location of these disciplines in science-focused faculties at universities has resulted in the focus being primarily on science and research and there has been a lesser focus on the human and social dimensions of agriculture. However, management and community development-focused programmes are increasing and some universities have reoriented their programmes to include issues such as food security and land reform, and to focus on the socio-economic complexities of the multi-functionality of agriculture.

WHAT IS THE STATE OF THE AGRICULTURAL COLLEGES?

Currently, the least understood component of the post-school landscape is the category of colleges that are designated as higher education colleges. This term is defined in the Higher Education Act and refers to institutions such as agricultural colleges and other specialised colleges.

Historically, agricultural colleges have had a direct line function to the Department of Agriculture, Forestry and Fisheries (DAFF) and have not formally been part of the

higher education system. This has meant that the colleges have not been funded out of the education budget but rather out of the agriculture budget. However, the qualifications offered by colleges need to comply with the South African Qualifications Authority (SAQA) and quality assurance processes. This process has only recently been completed and programmes are now aligned to the National Qualifications Framework.

However, the status of colleges is contested. As such there is no clarity and consensus on exactly what the future of the colleges is. Currently, the sustainability of the agricultural colleges from an academic point of view may be at risk, and there are questions that need to be answered regarding ensuring the financial sustainability of the colleges during and after the proposed transition.

WHAT IS THE ROLE OF THE AGRISETA?

The AgriSETA has a proven track record in serving the needs of the agricultural sector in South Africa. However, the current levy system was not designed to address the needs of the informal sector, which makes up a large part of the agricultural sector of South Africa. There is a clear danger, therefore, that unless AgriSETA is able to apply its funds more strategically, the needs of neither of these two constituencies will be met.

Despite the significant potential of the AgriSETA to contribute to skills development, projects implemented to date are small in scale, piecemeal in nature and lacking in coordination and coherence. The potential of partnerships between colleges, TVETs (technical vocational education and training) and the private sector to create meaningful opportunities for practical training, internships and employment has been underexploited.

IN CONCLUSION

Challenges on various levels in the AET sector have been identified and need to be addressed. However, the current system still produces quality students but it needs to be strengthened and must be able to respond more rapidly to the changing world of work and the needs of employers in the sector.



Note: Information shared in the article is based on a 2017 consensus study called "Revitalising Agricultural Education and Training in South Africa" published by the Academy of Science of South Africa (ASSAF).

BROAD-BASED BLACK ECONOMIC EMPOWERMENT (B-BBEE)

20 MOST FREQUENTLY ASKED QUESTIONS

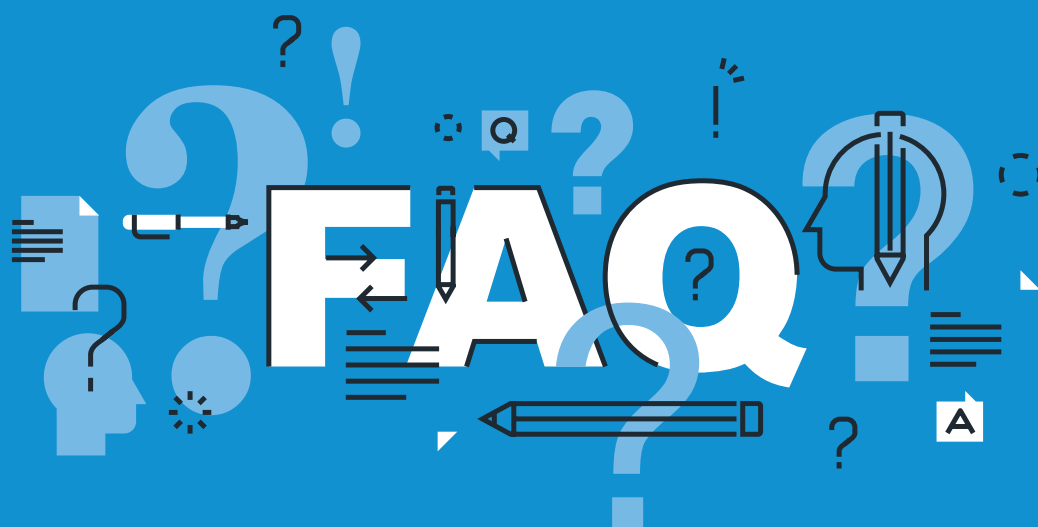
Melcus Nel, director at Signa Group

Q 1 WHY DO WE HAVE A B-BBEE SCORECARD IN SOUTH AFRICA?

- Transformation is a prerequisite for doing business in South Africa.
- Economically, the country is facing many challenges, of which some of the most important are:
 - inequality in economic wealth and opportunities
 - unemployment
 - poor education and low levels of training and skills.

Q 2 WHY DO WE NEED A SEPARATE AGRIBEE SECTOR CODE?

- The Department of Trade and Industry developed and gazetted a set of generic codes of good practice (CoGP) to guide the implementation of transformation and measure progress for all entities in South Africa.
- Industries that consider certain elements to be more important than the generic CoGP determination can develop a sector code.



- All stakeholders were identified and the AgriBEE Council was formed with the objective to develop an industry-friendly set of codes.
- After detailed deliberation over an extended period, all stakeholders became signatories to the code and the final AgriBEE Sector Code was published on 8 December 2017 and was effective immediately, with no transition period. All verifications for entities within the scope of the AgriBEE Sector Code from that date must comply with this Sector Code.

Q 3 WHAT ELEMENTS ARE MEASURED IN THE CODES?

- All sector codes must comply with the generic CoGP requirements for all elements as a minimum requirement.
- The following elements are measured:
 - Ownership
 - Management control (MC)
 - Skills development (SD)
 - Enterprise supplier development – including procurement (ESD)
 - Socio-economic development (SED).
- Ownership, SD and ESD are considered priority elements and a minimum of 40% of the targets for each element must be complied with. A penalty level drop will be incurred if the minimum is not achieved.
- Draft legislation published in March 2018, will in future allow companies to enhance their level of compliance by up to two levels, by adhering to certain job creation criteria (the Youth Employment Services, or Y.E.S. programme is used as measurement criteria).

Q 4 IN WHAT AREAS DOES THE AGRIBEE SECTOR CODE DIFFER FROM THE GENERIC CODES?

- Ownership: Transfer of land ownership to BEE beneficiaries – with or without compensation – can be used as a measurement criterion for ownership points. If 30% of land owned is transferred to previously disadvantaged people, the full recognition for ownership points is possible under certain conditions.
- ESD: Procurement targets can be phased

in over a four-year period if the measured entity is prepared to contribute 3% instead of 2% to Supplier Development for years 1 to 4.

- SED: Beneficiaries must be involved in the decision-making process and must acknowledge that the assistance that is provided is in fact necessary and required. A detailed agreement must be completed and accepted by both parties. Proper records of interaction and meetings must be kept.

Q 5 WHAT IS THE SCOPE OF APPLICATION OF THE AGRIBEE SECTOR CODE?

Source of revenue is measured as the criteria to determine the codes to be used for measurement of the B-BBEE scorecard.

If most of the turnover of an enterprise – more than 50% – is generated from the following activities, the AgriBEE Sector Code must be used for measurement:

- Primary agricultural production.
- Provision of inputs and services to enterprises engaged in the production of agricultural products.
- Beneficiation of agricultural products – primary or semi-beneficiated form.
- Storage, distribution, and/or trading and allied activities related to non-beneficiated agricultural products.

Q 6 HOW IS THE SCORECARD MEASURED?

- The level of compliance determines the level of recognition that a client of measured entities can use as B-BBEE recognition when calculating their scorecard.
- Level 1 allows a 135% recognition factor and Level 8 allows a 10% recognition factor.
- A minimum of 40 points is required to be measured as a Level 8 compliant entity and more than 100 points qualify an entity as a Level 1 contributor.
- Measurement date: the first two elements, ownership and MC, are measured as at the date of verification and the last three elements that have a financial implication, are measured over the last completed financial period.

Q 7 IS THERE ENHANCED RECOGNITION FOR SOME MEASURED ENTITIES?

- Measured entities are divided into three categories:
 - Exempt micro-enterprises (EME) – revenue below R10 million
 - Qualifying small enterprises (QSE) – revenue between R10 million and R50 million
 - Generic enterprises – revenue above R50 million
- Enhanced recognition for EMEs with less than 51% BEE shareholding:
 - All qualify as Level 4 contributors
- Enhanced recognition for all EMEs and QSEs with more than 51% BEE shareholding:
 - Between 51% and 99% – all qualify as Level 2 contributors
 - All EMEs and QSEs that are 100% black-owned qualify as Level 1 contributors
- Draft legislation currently under review is considering removing the limit on turnover for enhanced recognition.

Q 8 WHAT IS THE SIGNIFICANCE OF THE ENHANCED RECOGNITION?

- Most of the procurement points are awarded to procurement spent on companies that are 51% black-owned or 30% black women-owned. Enhanced recognition ensures that companies automatically qualify for these points without spending additional time or money to become compliant.
- Enterprise and supplier development beneficiaries are EME or QSE entities that have at least 51% BEE shareholding.
- Companies can increase their BEE shareholding to 51% through BEE partners and receive the above recognition without complying with any of the other elements.

Q 9 HOW IS THE OWNERSHIP ELEMENT MEASURED?

- Ownership is a priority element and subject to a 40% minimum qualification criterion.
- The element is measured in three main components:
 - Voting rights
 - Economic value
 - Net value

Q 10 WHAT ALTERNATIVES ARE AVAILABLE FOR THE OWNERSHIP ELEMENT?

- International companies investing in South Africa have the option of implementing an equity equivalent programme that will provide shareholder recognition.
- Alternative solutions for South African companies that can be implemented as an alternative to direct shareholding of BEE individuals or entities are private equity funds, sale of assets through qualifying transactions, employee ownership and/or through share equity schemes and other forms of joint ventures with farm workers and other black entrepreneurs.

Q 11 MUST I GIVE SHARES AWAY TO BE ABLE TO SCORE POINTS UNDER THE OWNERSHIP ELEMENT?

- The answer is definitely, 'No'. It is every shareholder's prerogative to decide whether to donate or sell shares for market value or at a discount.

Q 12 HOW DOES LAND RESTITUTION INFLUENCE THE AGRIBEE SCORECARD?

- Land restitution has two implications on the scorecard:
 - Enterprises (farms) with gazetted land claims are exempted from the ownership element. Where a percentage of the land is subject to a claim, the exemption is proportional.
 - Land sold to BEE farmers can be measured under the sale of assets element and ownership recognition can be obtained – the additional proviso is that the target is 30% and not 25% as in all other instances where sale of assets is used as a measurement criterion.

Q 13 HOW IS THE MANAGEMENT CONTROL ELEMENT MEASURED?

- All the various levels of management – from board participation to junior management – are measured using different criteria.
- Additional points can be obtained for employing people living with a disability.

Q 14 HOW IS THE SKILLS DEVELOPMENT ELEMENT MEASURED?

- Skills development expenditure for black people is measured as a percentage of the total payroll.
- Additional points are available for supporting people living with a disability.
- 40% of the points are awarded based on supporting black people to enter into learnerships, internships or apprenticeship agreements.

Q 15 HOW IS THE PROCUREMENT ELEMENT MEASURED?

- The majority of the elements are measuring procurement activities with black-owned, black women-owned and small to medium-sized operations.
- A phasing-in period is available if additional resources are allocated to supplier development.

Q 16 HOW IS THE ENTERPRISE AND SUPPLIER ELEMENT MEASURED?

- This element is measured to encourage entities to support new and small to medium-sized enterprises to become proper reliable suppliers.
- Maximum points can be scored by contributing 3,5% of net profit after tax to these organisations through various resources such as grants, loans or providing them with other resources such as facilities and/or equipment.

Q 17 HOW IS THE SOCIO-ECONOMIC ELEMENT MEASURED?

- The AgriBEE scorecard is the only one that provides for enhanced recognition up to 15 points – generic companies can score a maximum of five points.
- Spending 1,5% of net profit after tax will ensure that 15 points are obtained.
- Priority should be given to implementing income-generating socio-economic initiatives that create sustainable livelihood for beneficiaries.
- A measured entity must consult and provide proof that it consulted with the beneficiaries to establish their needs.

Q 18 HOW DO I OBTAIN A B-BBEE SCORECARD?

- Planning is very important and the level of planning required will be determined by the required level of compliance required by the organisation.
- Verification analysts are accredited by a governing body, SANAS, and are the only entities that are authorised to issue BEE certificates.
- SANAS places a very high level of integrity on the analysts and are therefore also not allowed to advise measuring entities that they are issuing the certificates for.

Q 19 WHAT LEVEL OF COMPLIANCE IS NECESSARY?

- Requirements for every organisation differ.
- Risk analysis of the specific sector that an enterprise operates in will determine the level of compliance that is necessary to mitigate all the factors.

Q 20 WHAT RECOMMENDATIONS CAN BE MADE TO TAKE THE STING OUT OF B-BBEE COMPLIANCE?

- So-called 'low-hanging fruits' should be addressed first.
- 'Low-hanging fruits' could be classified as follows:
 - Money that is spent on enterprise and supplier development contributions to companies that are not 51% BEE-owned could rather be allocated to companies that qualify as beneficiaries, or current beneficiaries could be assisted to become 51% BEE-owned.
 - Socio-economic development that must be maximised due to the 15 points awarded to companies in the agri-sector versus five points in other sectors.
 - Spending money on the training of disabled students is rewarded with a much higher cost per point than spending money on the able-bodied.
- Complex issues such as ownership must be properly planned and professional advice must be obtained to ensure that a smooth transition takes place.



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OLD MUTUAL
INSURE



Established in 2001 through Nedlac, Proudly South African was formed to address Government's main priorities. Proudly South African, the national Buy Local campaign, seeks to influence procurement in the public and private sectors, increase local production, influence consumers to buy local and stimulate job creation. It is, therefore, ideally positioned to foster support for local agriculture via its super-brand.

Importantly, South Africa faces numerous socio-economic challenges, viz.:

- Unemployment
- Inequality
- Skills shortage
- Growing population
- Infrastructure shortage
- Limited industrial capacity
- Reliance on resource export

These challenges inform the National Agenda regarding the following:

- Job creation
- Skills development
- Normalising society and economy
- Local procurement and economic growth
- Infrastructure development

The National Agenda drives Government's response, which takes the form of:

- National Development Plan

- New Growth Path
- The Industrial Policy Action Plan (IPAP)
- Local Procurement Accord
- CSDP
- Broad-Based Black Economic Empowerment (B-BBEE)
- Small and medium-sized enterprises (SME) development
- Overall policy reform
- Preferential Procurement Policy Framework Act (PPPFA), designation





PPPFA AND LOCAL CONTENT

The Preferential Procurement Policy Framework Act (PPPFA) was enacted in 2000, and its regulations promulgated in 2001. The regulations were amended in 2011 and came into effect on 7 December 2011. The Local Content Regulations concomitantly came into effect on 7 December 2011 through the 2011 PPPFA Amended Regulations. These are still applicable in the 2017 Public Procurement Regulations, namely Regulation 8: Local production and content, which states that the dti is empowered to designate specific industries/sectors to give effect to Government decisions on public procurement. Sectors/products were and are continually being designated for local production. In terms of the local procurement of non-designated sectors, Regulation 9 (3) prescribes that '...where there is no designated

sector, an organ of state may include a specific tendering condition for local procurement with a stipulated minimum threshold for local production and content. This should be in accordance with the specific directives issued for this purpose by the National Treasury in consultation with the dti'. However, consideration is given to:

- constitutional and legal compliance
- economic and fiscal considerations
- promotion of SMMEs, geographic spread, technological capabilities.

WHO CAN BECOME A MEMBER OF PROUDLY SOUTH AFRICAN?

Outside of the pilot project, any company or organisation of any size offering goods and/or services can become a member of Proudly South African.

Table 1: Membership categories, classification and fees

Membership category	Classification	Payable fee
NGOs/start-ups/crafters	<ul style="list-style-type: none"> • Newly established enterprises or enterprises with turnover of less than R5 million • NGOs 	R500
SMMEs	Enterprises with a turnover between R5 million and R10 million	R1 000
Silver	Companies with a turnover between R10 million and R30 million	R10 000
Gold	Companies with a turnover between R30 million and R50 million	R20 000
Platinum	Companies with a turnover between R50 million and R100 million	R50 000
Diamond	Companies with a turnover of R100 million and above	R100 000

Whether a commercial enterprise, NGO, sports team, professional body, educational institution, media house or government entity – all qualify for membership, provided the following criteria are met:

- Local content
- Quality
- Environmental standards
- Fair labour practice

SWITCH AFRICA GREEN PILOT PROJECT

It is against the preceding background information that Proudly South African, with the support of the United Nations Office for Project Services (UNOPS) through Switch Africa Green, has undertaken a pilot project entitled 'Awareness Creation and Capacity Building on Ecolabelling in the Agricultural Sector'. Its aim is to promote a culture of sustainable agricultural production and procurement choices in South Africa.

Three draft sustainability standards were subsequently developed to guide South African farmers to adopt and incorporate sustainability practices that are environmentally friendly and socio-economically viable into their production systems, namely:

- Proudly South African standard: sustainable farming (to be used in combination with the product standards)
- Proudly South African standard: unprocessed fruits and vegetables
- Proudly South African standard: unprocessed red meat – ruminants

The Proudly South African standards can be differentiated from other local and international standards based on their comprehensive content and structure, which aims to help small-scale farmers transition to sustainable agricultural practices. The Proudly South African standards are broadly divided into the following sections:

- Sustainable farming
 - General management
 - Social justice
 - Environmental management
 - Facility management
- Unprocessed fruits and vegetables
 - Production
 - Quality control
 - Packaging
- Unprocessed red meat – ruminants
 - Animal husbandry
 - Transport and slaughter
 - Quality control
 - Packaging

While developing the standards, Proudly South African established a multi-stakeholder committee of experts – the Technical Committee – whose role it was to consider all the relevant elements of the draft standards so as to ensure that they were locally relevant and reflected the project's aim of capacity building around sustainable agricultural practices. Importantly, while focusing on best practice, a



The members of the Proudly South African Technical Committee together with the Proudly South African team responsible for the project.

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balance needed to be sought so that the criteria did not place an undue burden on small-scale farmers. Following the Technical Committee's initial review, the standards were sent out for public comment before finalisation by the Technical Committee. Engagement with industry stakeholders formed an intrinsic part of the public comment process.

SMALL-SCALE FARMER PARTICIPATION

While the standards are a major element of the project, they do not constitute the entire project. Indeed, a chief objective was to ensure participation by small-scale farmers, something that is generally a challenge due to economic, logistical and perceptual issues around certification. To overcome this, Proudly South African recruited nine young people to coach farmers on the Proudly South African standards and sustainability practices in agriculture. They underwent intensive training to equip them for this task.

TESTING THE STANDARDS

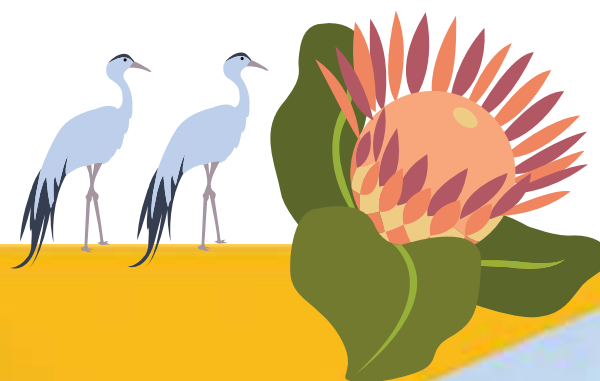
A key differentiator of the Proudly South African project was the piloting of the standards at eight farms selected from three provinces. The farms were selected following a stringent process that included assessments of their knowledge of sustainable practices, the viability of the farm, the local labour component and the capacity to complete the pilot project.

The farmers were then coached by the trained coaching experts regarding sustainable farming practices and the Proudly South African standards over a three-month period.

At the time of writing, the farms are preparing to be assessed to determine their compliance with the Proudly South African standards. If the farms comply with the mandatory indicators of the standards, they will be licensed to display the Proudly South African logo on their products.

GOING FORWARD

The success of the pilot project will determine the longevity of Proudly South African's work in this sector. In its final phase, a review will be done to assess the project outcomes. Assuming that the aims of the project have been met and subject to funding, the project will carry on so that capacity and awareness of sustainable consumption and production in agriculture will continue to grow, particularly among small-scale farmers.



**PROUDLY
SOUTH AFRICAN**



AGBIZ LIAISING WITH BUSINESS AND GOVERNMENT

AGBIZ REPRESENTATION – INTERNATIONAL AND LOCAL LINKAGES, FORUMS AND ENTITIES

Agbiz is affiliated to a number of local and global business organisations, while its personnel serve on a number of business- and industry-related forums and entities, such as:

International business affiliation

International Food and Agribusiness Management Association (IFAMA) – Dr John Purchase also serves on the Board of IFAMA.

International business linkage

Business and Industry Advisory Committee (BIAC) to the Organisation for Economic Cooperation and Development (OECD), based in Paris, France.

Local business affiliation

To achieve its challenging and varied goals, Agbiz has local affiliation to Business Unity South Africa (BUSA) and participates in both the Economic Policy Committee (EconPol), including its subcommittees for Energy, Trade and Logistics, Environment and Tax, and the Social Policy Committee (SocPol), attending to primarily labour and developmental matters. The CEO also holds the position of deputy chairperson of EconPol, regularly chairs its meetings and represents BUSA in relevant matters and engagements when necessary.

National Economic and Development Labour Council (Nedlac)

The CEO of Agbiz has also been appointed as the business convenor in the Trade and Industry Chamber of Nedlac, while Agbiz also has representation in the Labour Market Chamber, the Development Chamber and the Monetary and Fiscal Policy Chamber of Nedlac. Mr Sifiso Ntombela also represents Agbiz/BUSA on the Technical Sectoral Liaison Committee (Teselico) Trade sub-committee of the Trade and Industry Chamber. Given the emphasis the new president of South Africa, Mr Cyril Ramaphosa, has placed on social dialogue at Nedlac, Agbiz is clearly best positioned to effectively be of service to its members to address the critical challenges facing South Africa, and in particular its agro-food system.



Reserve Bank Economic Roundtable

Mr Wandile Sihlobo represents Agbiz on the Economic Roundtable of the Reserve Bank where his inputs are highly valued and respected.

National Agricultural Marketing Council (NAMC)

Dr John Purchase served a term on the NAMC from 2012 to 2017.

Maize Trust

Dr John Purchase has been serving as a trustee of the Maize Trust since 2012, and has been chairperson of the Maize Trust since the beginning of 2017.

CEO Forum of the Department of Agriculture, Forestry and Fisheries (DAFF)

Dr John Purchase represents Agbiz on the CEO Forum and its steering committee. The CEO Forum is the overarching formal engagement structure between organised agriculture and the DAFF.

South African Grain Information Services (SAGIS)

Currently Dr John Purchase and Ms Mariana Purnell serve as directors of the South African Grain Information Service, with Dr Purchase having been chairperson for the past two years.

Agricultural Trade Forum of DAFF

Mr Sifiso Ntombela represents Agbiz on the Agricultural Trade Forum (ATF) of the DAFF.

AGBIZ GRAIN COLLABORATES/INTERACTS WITH NUMEROUS OTHERS (some constantly, others less frequently)

- Agbiz
- AgriSETA
- Animal Feed Manufacturers Association (AFMA)
- Agricultural Research Council (ARC)
- Crop Estimates Committee (CEC)
- Department of Agriculture, Forestry and Fisheries (DAFF)
- Department of Environmental Affairs (DEA)
- Grain Handling Organisation of Southern Africa (GOSA)
- Grain SA
- National Agricultural Marketing Council (NAMC)
- National Chamber of Milling (NCM)
- Protein Research Foundation (PRF)
- SA Chamber of Baking (SACB)
- South African Cereals and Oilseeds Trade Association (SACOTA)
- South African National Seed Organisation (SANSOR)
- Southern Africa Shippers Transport and Logistics Council (SASTALC)



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AGBIZ GRAIN REPRESENTATION

Agbiz Grain committees

- Agbiz Grain Steering Committee
- Agbiz Grain Executive Committee
- Agbiz Grain Technical Committee: Grain Quality (for issues such as grading regulations on maize, wheat, soya beans, sunflower, sorghum, as well as food safety (HACCP), disputes and sampling apparatus)
- Agbiz Grain Technical Committee: Training
- Agbiz Grain Technical Committee: JSE/Grain Trading
- Agbiz Grain Technical Committee: TFR ground and B-silos

Agbiz Grain's general manager serves as director or trustee on the following industry boards

- SA Grain Laboratory Board
- Winter Cereal Trust Board
- SA Grain Information Services Board
- Grain Farmer Development Association Board
- South African Cultivar Technology Association (SACTA)
- Southern African Grain Arbitration Service Association (SAGAS)

Industry committees

- Southern African Grain Network Steering Committee
- Cereal Science and Technology SA Executive Committee
- JSE Agricultural Products Advisory Committee
- Wheat Forum Steering Committee
- Wheat Forum

- Research Technical Committee for Wheat
- Research Technical Committee for Barley
- Maize Forum Steering Committee
- Maize Forum
- Sorghum Forum
- Soya Bean Working Group
- Sunflower, Soya Bean and Soya Food Forum
- Sunflower and Soya Bean Forum
- SA Groundnut Forum
- Crop Estimates Liaison Committee
- Supply and Demand Estimates Liaison Committee
- Southern Africa Grain Arbitration Services Governing Committee
- Integrated Value Information System (IVIS) Steering Committee

Ad hoc committees

- Agricultural Policy Action Plan – Wheat Value Chain Roundtable
- Single Grain Forum Committee
- Branch line Strategy Development Committee
- Winter Cereal Trust Oversight Committee
- NSTF Adjudication Panel – Business sector representative for 2016/2017 and 2017/2018 NSTF-South32 Awards

Regional bodies

- Southern African Grain Network (SAGNET) – board member
- AfriGAM – secretariat

Single grains forum

Agbiz Grain has been instrumental in the promotion of a single grains forum. The proposal was accepted by the maize, wheat and sorghum forums as well as the Oil and Protein Seed Development Trust during October 2017.

The main reason for a single grains forum is that affairs of the maize, wheat, sorghum and oil- and protein seeds forums overlap considerably and agenda items are often duplicated. The same organisations and entities are represented on the forums and deliberations are similar, if not identical. A single forum will improve the relationships with various government departments as it will form a critical mass, provide a collective voice, have more negotiating power and save cost over time.

A single forum will more effectively utilise available capacity and knowledge and will improve internal and external cohesion.

Following buy-in by all the industries, the Maize Trust resolved to appoint an external consultant to conduct a feasibility study on the single grains forum and investigate the possibility of an industry research platform.

▲▼ Agbiz Grain has been instrumental in the promotion of a single grains forum.

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AGBIZ MEMBERSHIP

The turnover/exposure of members exceeds R360 billion per annum, which makes them major role players not just in agriculture and agribusiness, but in the economy of South Africa as a whole.

Key constituents of Agbiz include the major banks, short-term and crop insurance companies, agribusinesses and cooperatives. They provide a range of services and products to farmers and various other businesses and associations in the grain, horticulture, viticulture and animal product value chains of the agro-food industry in South Africa. As the business landscape continues to grow, change and transform, it brings opportunities for more agribusiness enterprises to join as Agbiz members.

MEMBERSHIP BENEFITS INCLUDE THE FOLLOWING:

- Agbiz is the only organisation that serves the over-arching and common business interests of agribusinesses in South Africa.
- The core focus of Agbiz is to create a competitive and macro-economically sound environment within which its members can operate successfully and prosper, and which ultimately benefits the country by ensuring food security, job creation and economic growth.
- Agbiz is closely involved in the legislative and policy environment on many fronts.
- Agbiz facilitates considerable networking opportunities so that South African agribusinesses can play an active and creative role within the local and international organised business environment.
- Agbiz is an affiliate of Business Unity South Africa (BUSA) and associated with various international organisations such as the Business and Industry Advisory Committee to the OECD (BIAC) and the International Food and Agribusiness Management Association (IFAMA).
- Agbiz has an efficient administrative structure and a dynamic personnel complement.

MEMBERSHIP CLASSES

Corporate membership

- Automatic representation on the Agbiz Council
- Maximum voting rights at the biennial Agbiz Congress
- A fixed corporate membership fee is annually approved by the Agbiz Council

Basic membership

- Access to Agbiz Council meetings through the election of five basic members to council at the biennial Agbiz Congress
- Voting rights are determined according to a pro rata contribution to corporate membership fees

- The membership fee for basic members is determined according to their turnover, with a fixed minimum fee

Dedicated desk members

- The Agbiz constitution allows for the establishment of dedicated industry desks within Agbiz in the event of an industry-specific need and according to merit
- Only corporate and basic members qualify for designated desk membership
- The membership fee is determined according to the dedicated desk agreement

THROUGH AGBIZ, MEMBERS CAN ACTIVELY AND CREATIVELY PARTICIPATE IN A NETWORK THAT IS WIDELY RECOGNISED AS IMPORTANT, POLITICALLY NEUTRAL AND INFLUENTIAL IN THE AGRIBUSINESS SECTOR OF SOUTH AFRICA.

If you wish to join Agbiz, call us on 012 807 6686 or download the membership form from our website: www.agbiz.co.za/about-us/membership

AGBIZ MEMBERS

Corporate members

Absa Bank Ltd	www.absa.co.za
Afgri Agri Services	www.afgri.co.za
BKB Ltd	www.bkb.co.za
Citrus Growers' Association of Southern Africa	www.cga.co.za
Engen Petroleum Ltd	www.engen.co.za
FNB	www.fnb.co.za
GWK Limited	www.gwk.co.za
IDC	www.idc.co.za
John Deere (Pty) Ltd	www.deere.com
Kaap Agri Bedryf Bpk	www.kaapagri.co.za
Land Bank	www.landbank.co.za
Marsh (Pty) Ltd	www.marsh.africa.com
Monsanto SA (Pty) Ltd	www.monsanto.com
Nedbank	www.nedbank.co.za
NWK Ltd	www.nwk.co.za
Obaro Group	www.obaro.co.za
Old Mutual and Old Mutual Insure	www.oldmutual.co.za
Oos Vrystaat Kaap Bedryf Bpk (OVK)	www.ovk.co.za
Pioneer Hi-Bred RSA (Pty) Ltd	www.pioneer.com
Production Management Institute of Southern Africa (Pty) Ltd (PMI)	www.pmi-sa.co.za
Santam Agriculture	www.santam.co.za
Senwes Ltd	www.senwes.co.za
Standard Bank Agriculture	www.standardbank.co.za
Suidwes Agriculture (Pty) Ltd	www.suidwes.co.za
Syngenta South Africa (Pty) Ltd	www.syngenta.com
Tiger Consumer Brands Ltd	www.tigerbrands.com
Total SA (Pty) Ltd	www.total.co.za
TWK Agri (Pty) Ltd	www.twkagri.com
VinPro	www.vinpro.co.za
VKB Agriculture (Pty) Ltd	www.vkb.co.za
Voermol Feeds (Pty) Ltd	www.voermol.co.za

Basic members

Afrivet Business Management	www.afrivet.co.za
Agri-Expo	www.agriexpo.co.za
Agrifusion (Pty) Ltd	www.agrifusion.co.za
Alltech (Pty) Ltd	www.alltech.com
Animal Feed Manufacturer Association	www.afma.co.za
Association of Agritourism South Africa	www.agritourismsouthafrica.com
Association of Veterinary and Crop Associations of South Africa	www.avcasa.co.za

AS OF APRIL 2018

Basic members (continued)

Beefmaster Holdings (Pty) Ltd	www.beefmaster.co.za
BHBW South Africa (Pty) Ltd	www.barloworldhandling.co.za
Capespan Corporate Services (Pty) Ltd	www.capespan.com
Durban Fresh Produce Market	www.durban.gov.za
East London Industrial Development Zone (ELIDZ)	www.elidz.co.za
Farmwise Grains (Pty) Ltd	www.farmwise.co.za
Fraserburgse Koöperasie Bpk	023 741 1920
Fresh Produce Exporters' Forum (FPEF)	www.fpef.co.za
Institute of Market Agents of SA (IMASA)	012 644 0014
Kimech Agri Tractors and Machinery CC	053 841 0052
KLK Landbou Bpk	www.klk.co.za
Komati Group Holdings (Pty) Ltd	083 265 2972
Koup Produsente Koöperasie Bpk	083 474 1111
Marais Consulting	082 780 9311
Mosstrich Ltd	www.scot.co.za
NAMC	www.namc.co.za
Netafim South Africa	www.netafim.co.za
Overberg Agri Management Services	www.overbergagri.co.za
Peritum Agri Institute	www.peritumagri.com
PricewaterhouseCoopers	www.pwc.com
Rovic Leers (Pty) Ltd	www.rovicleers.co.za
SA Agri Academy	www.agriacademy.co.za
Saltcor (Pty) Ltd	www.saltcor.co.za
San Miguel Fruits SA	www.sanmiguelglobal.com
SANSOR	www.sansor.org
Schalk Pienaar Consultants	012 807 6686
Sentraal-Suid Co-operative Ltd	www.ssk.co.za
Sernick Group	www.sernick.co.za
Signa Group (Pty) Ltd	www.signa.co.za
Signium Africa	www.signium.co.za
Sundays River Citrus Company (Pty) Ltd	www.srcc.co.za
Sutherlandse Landboukoöperasie Bpk	023 571 1297
The Co-op Humansdorp	www.humkoop.co.za
TopLay Egg Co-operative Ltd	www.toplay.co.za
Two-a-Day Group (Pty) Ltd	www.tad.co.za
Unifrutti South Africa (Pty) Ltd	www.unifrutti.co.za
Villiersdorp Co-operative Ltd	www.villiersdorpko-op.co.za
Vleissentraal (Edms) Bpk	www.vleissentraal.co.za
Westfalia Fruit (Pty) Ltd	www.westfaliafruit.com ; www.hmh.co.za
Williston Vleiskoöperasie Bpk	www.wvk.co.za

DEDICATED DESK MEMBERS

To accommodate new members previously belonging to other industry bodies, an innovative step was taken to accommodate them in ring-

fenced 'desks' within Agbiz, with dedicated personnel attending to their specialised needs.

Agbiz Grain was established in November 2014 as a dedicated desk under the auspices of Agbiz by the twelve largest commercial grain-handling and storage companies in South Africa. Agbiz Grain supports and promotes the interests of members through representation and liaison with major role players in agriculture such as formal grain industry bodies, government, semi-government, other role players in the grain value chain and related service providers.
www.agbizgrain.co.za



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AND STORAGE COMPANIES IN SOUTH AFRICA.’**

VinPro, together with SALBA, has established the WineBiz Desk at Agbiz. VinPro represents 3 600 South African wine producers and cellars. VinPro has its roots in the 'old' KWV, which was established in 1918 and is a critical role player in the wine industry.
www.vinpro.co.za



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