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Agricultural Business Chamber gets new Corporate Identity

The Agricultural Business Chamber's brand has been subject to a number of adaptations over the past decades as a result of an ever-changing environment. The organisation was established in 1946 as the Co-operative Council to represent the interests of agricultural co-operatives. In 1995, after the deregulation of agriculture in South Africa, the organisation adopted the name Agricultural Co-operative Business (ACB) to address the changing needs of agribusinesses, and in 2003 the name changed to the Agricultural Business Chamber.

The move to a fully autonomous and independent association in 2010 was an exceptional milestone for the Agricultural Business Chamber. Any significant change in direction naturally presupposes good timing. A strategic session with Council members took place to decide on the organisation's future positioning. At a recently held Council meeting all members present indicated their support for a more assertive corporate identity for aligning our brand to our vision, mission and the modern day agribusiness environment.

The 2012 Congress of the Agricultural Business Chamber, held at Champagne Sports Resort in KwaZulu-Natal from 5 - 6 June, offered the perfect opportunity to launch the Agricultural Business Chamber's new corporate identity.

"Forthwith the term Agbiz replaces the acronym ABC as the brand name for general use. However, it does not replace the official name Agricultural Business Chamber. Agbiz is short, powerful and already associated with the domain name of the well established website and personnel's email addresses," says Dr John Purchase, CEO of Agbiz.

After evaluating several phrases to describe the Agbiz brand promise, the following slogan was adopted: “The way to prosperity”.

PROSPERITY is a super ordinate term for many other words with limited meanings, such as flourish, thrive, progress, growth, success, affluent, promising, improvement, advancement and wealth. PROSPERITY allows for others to benefit, including job creation, development of advanced agricultural technology to increase productivity and food availability and investment in agriculture.

WAY refers to the Agbiz strategic imperative of advocating and facilitating a favourable environment for all agribusinesses in South Africa, and even further abroad.

While the Agricultural Business Chamber’s first two years as a fully autonomous and independent organisation demonstrated several achievements, the future of Agbiz is launched from a formidable stage. “We believe that the Agbiz brand promise: “The way to prosperity” will guide the organisation both internally and externally, for many years to come,” concludes Dr Purchase.

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