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MEDIA RELEASE

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Agribusiness contributes to the National Development Plan

On Friday 11 April 2014, Agbiz launched a publication portraying the significant role that many agribusinesses play in improving the lives of previously disadvantaged people in rural communities.

“The contribution of agribusiness in South Africa goes much further than economic participation and services,” says Dr John Purchase, CEO of Agbiz. “The social contribution of agribusinesses to societies and communities in our country is significant and needs to be recognised.”

In this publication, Agbiz highlights some of these social and other community projects of members who participated in this initiative. The projects focus on education, poverty alleviation, wellness programmes, health care, food security, development of emerging farmers, empowerment of employees, etc.

The National Development Plan, also known as Vision 2030, creates a broad guiding framework for the development of South Africa and all its people in order to ensure a more stable and normalised society, greater equality and opportunity, economic and employment growth, and greater prosperity for all. One of the key tenets of Vision 2030 is that it calls for an **active citizenry** in the cycle of development.

It is this **active citizenry** that Agbiz wishes to portray in this publication to show how agribusiness contributes to the National Development Plan.

“It is indeed a very rare opportunity in the history of South Africa, given its fractious past and legacy of conflicts, that a vision is developed that finds significant favour and support with the majority of people across its immense diversity. This vision is captured in the National Development Plan – the product of the National Planning Commission’s work over the past number of years. Vision 2030 has been adopted by government as its overarching policy framework for South Africa, and all policies and legislation have to be aligned with Vision 2030,” explains Dr Purchase.

“A capable, strong, competitive and well developed agribusiness sector is essential to ensure the global competitiveness of our different agro-food value chains, and thus food security for the country and its people,” Purchase added.

South Africa’s agribusiness sector is the envy of many African countries, providing competitive access to finance, access to technology and access to markets, and contributes significantly to the country’s relatively good level of food security. This capability provides an excellent basis for greater growth and employment of the sector in order to meet the targets as indicated in Chapter 6 of Vision 2030, entitled *An Integrated and Inclusive Rural Economy*.

“This Agbiz publication is not an exhaustive list of active citizenry participation, but provides some insight into the highly commendable developmental initiatives and approaches of a number of its members. Agbiz trusts that readers will identify with this constructive contribution by agribusinesses to making our beloved country, South Africa, a better place to live in for all,” Purchase concluded.

The publication is available online at www.agbiz.co.za

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