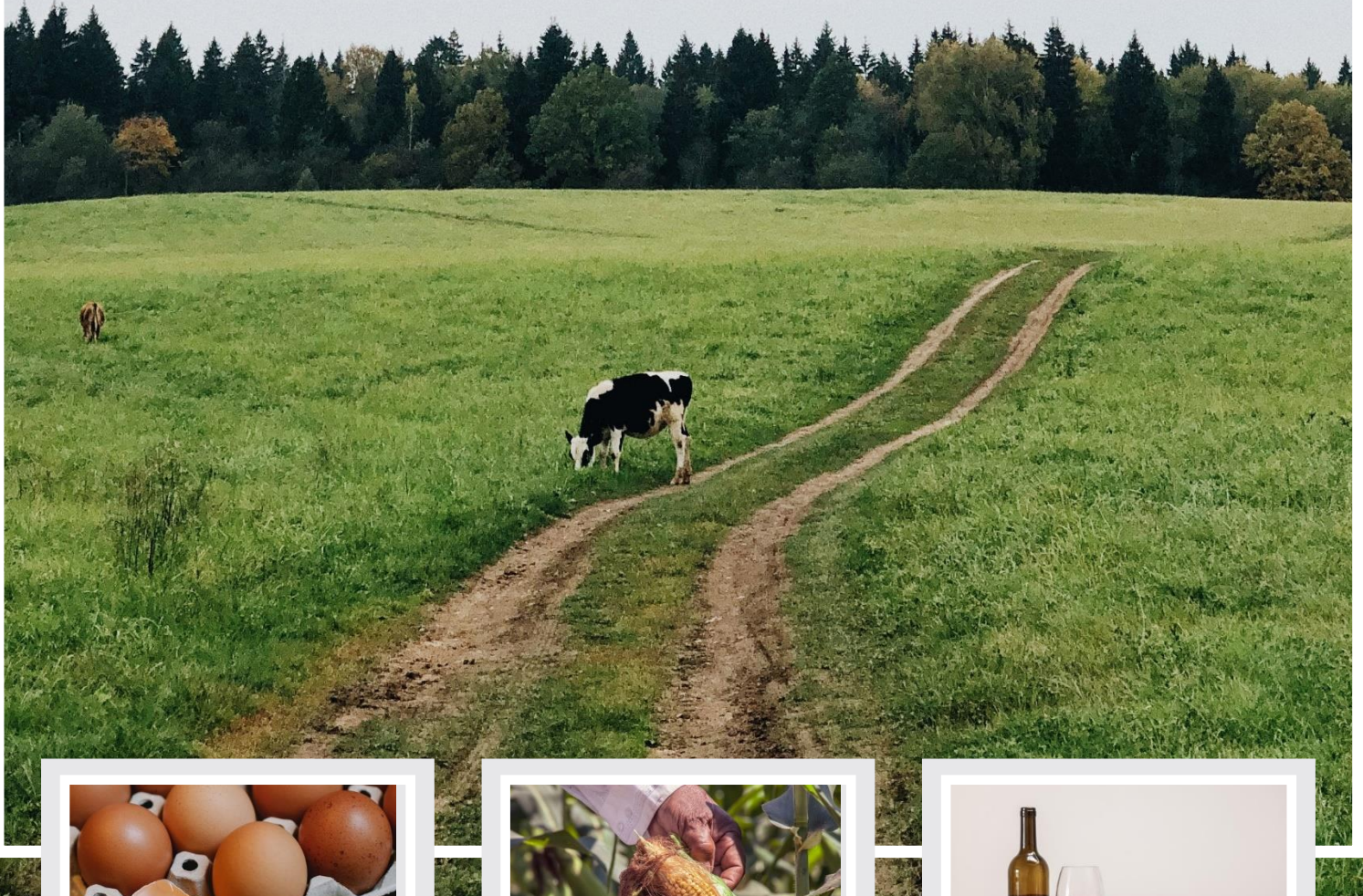




NAMMC

Promoting market access for South African agriculture



ARMD PUBLICATION ISSUE 1

Agricultural Regulatory Measures Division Publication

February 2023



www.namc.co.za

AGRICULTURAL REGULATORY MEASURES PUBLICATION

The Agricultural Industry Trusts and the Statutory Measures Division have merged into one division, now called the Agricultural Regulatory Measures Division (ARMD). The Agricultural Regulatory Measures (ARM) Publication is a quarterly report that is produced by the National Agricultural Marketing Council (NAMC) through the Agricultural Regulatory Measures Division. The publication aims to communicate developments around regulations in the agricultural sector, particularly on agricultural trusts, statutory measures and transformation, as they happen in the South African agricultural sector. The ARMD publication also covers the key developments within Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN), an organisation that the NAMC hosts in South Africa on a diplomatic status. The focus of this issue is placed on the following topics:

- (i) Ministerial Trustees training on corporate governance and ethics;
- (ii) Status of the agricultural industry trust – 2020/21 survey;
- (iii) NAMC induction of Ministerial Trustees to the board of the Deciduous Fruit Industry Development Trust and the Oilseeds & Protein Seeds Development Trust;
- (iv) New Ministerial trustee appointments;
- (v) South African Pecan Nut Association (SAPPA) transformation M&E;
- (vi) South African Wine Transformation Unit (SAWITU) transformation M&E;
- (vii) Transformation funding through levies and trusts funds – 2020/21 transformation report; and
- (viii) Announcement of new employees.

Contributors to this issue:

Mr Ricardo Smith
Ms Cindy Chokoe
Ms Nomantande Yeki
Mr Brian Makhele
Mr Matsobane Mpyana

AGRICULTURAL INDUSTRY TRUSTS

1. HIGHLIGHTS OF THE CORPORATE GOVERNANCE AND ETHICS TRAINING HELD ON 24TH AUGUST 2022

By
Agricultural Industry Trust Unit

1.1 Background

On the 24th of August 2022, the National Agricultural Marketing Council (NAMC), through the Agricultural Industry Trust, facilitated a virtual corporate governance and ethics training session for Ministerial Trustees. The purpose of the training was to capacitate Ministerial Trustees who are appointed by the Minister of Agriculture, Land Reform and Rural Development (DALRRD) with the principles of Ethics and Corporate Governance.

The training also aimed to ensure that the trustees have knowledge of ethical business practices required within the Industry Trusts Boards, which leads to financial viability (core mandate of the trusts). The Ministerial trustees are also expected to ensure that the Minister's vision is expressed in the Trusts. The training covered background on business ethics, the interaction between the law, corporate governance (King IV duties), the ethical governance duties of leaders and corporate conscience dimensions.

1.2 Expenditure

The training was provided by an external facilitator, who began the training by emphasising the interaction between the law, corporate governance

(King IV duties) and ethical leadership. These three key components are interlinked. The "Law" tells us what to do and requires compliance. "Governance" provides guidance on how to do what is required of us, usually in a policy document, and lastly, "Ethics" describes the manner in which we do things. The concepts of corporate governance and ethics, the different ways in which to deal with ethical dilemmas, conflicts of interest, and making value-based decisions were explained. Furthermore, the importance of creating integrity in leadership positions was discussed

The training incorporated the recommendations made by the King IV Corporate Governance Report. The attendees were advised to assume collective responsibility for steering and setting the right direction in the respective Trusts; approving policy planning; overseeing and monitoring of implementation and execution by management; and ensuring accountability for Trusts' performance. The attendees were also empowered to understand how to avoid legal and reputational risks. It was highlighted that the principles of the King IV Report are drafted on the basis that, if these principles are adhered to, any entity would have practised good governance.

The training underscored the importance of a good ethical culture. It was also highlighted that good governance does not exist separately from the law. The starting point of any analysis is that organisational leaders must discharge their legal duties. It was emphasised that organisations must be transparent in the application of corporate governance practices. Leaders must explain the reasons for taking the actions that they take for

helping employees to accept decisions, even if they disagree with them. This ensures that they have applied their minds to the challenge of achieving the goal set by the Minister.

1.3 Conclusion

The Ministerial Trustees appreciated the training and indicated that it would help them to make informed decisions. It was recommended that the training should not only be for Ministerial Trustees, and that it should be extended to all trustees, so that all trustees can move at the same pace.

2. STATUS OF AGRICULTURAL INDUSTRY TRUSTS 2020/21

By

Agricultural Industry Trust Unit

2.1 Introduction

The National Agricultural Marketing Council (NAMC), through its division responsible for the Agricultural Industry Trusts, in collaboration with the eleven Trust Administrators, have finalised the 2021 Status Report on Agricultural Industry Trusts. In detail, the mandate of the NAMC over the trusts is to: 1) identify the status of a trust within a particular year and report to the Minister of DALRRD on the asset values (identify any increases or decreases), functioning, and transformation of the trusts; 2) coordinate communication between all the trusts with the Minister and vice versa; 3) coordinate Ministerial Trustee appointments; advertise for any vacancies, compile shortlists, recommend appointments to the Minister for approval and then induct the new Ministerial Trustees (after the appointment by the

Minister); and 4) organise site visits to see the transformation activities supported by the industry trusts (monitoring and evaluation) and liaise with the trusts to align the activities that are not serving transformation well.

2.2 Composition of the trusts

The 11 trusts consist of 82 Trustees, of whom 56 represent the industry, while 26 (12 females and 14 males) represent the Minister.

2.3 Trusts valuation

The original asset inheritance from the trust was R677 million, and the value of assets increased from R2,3 billion in 2020 to R2,4 billion in 2021, which is a significant increase of over R115 million. It is worth noting that the increase was a result of the investment market recovering from the impact of the outbreak of COVID-19. The Mohair Trust, Sorghum Trust, Cereal Trust and Winter Cereal Trust had significantly decreased asset values. On the other hand, other trusts such as the Citrus Industry Trust, Deciduous Fruit Industry Development Trust, Potato Industry Development Trust, Maize Trust, Meat Industry Trust, Oil and Protein Seeds Development Trust and Wool Trusts indicated a significant increase in asset values.

2.4 Transformation expenditure

The transformation support amounted to R63 million during the 2021 period. This represents a R13,54 million decrease (in 2021), compared with the R10,19 million increase in the past survey period (in 2020). The NAMC's transformation guidelines prescribe that at least 20% of the total levy income should be spent on transformation; however, the trusts spend over 30% of the total trusts' funds on transformation interventions. Activities among the

trusts include the procurements of seeds and provision of mentorship, supply of information, technology transfer, provision of bursaries, farmers support and training, financing of veterinary services, and the purchase and supply of angora goats.

2.5 Conclusion

The NAMC commends the Industry Trusts' excellent efforts to preserve their assets and ensure that investment proceeds are used to fund industry activities and operations.

3. NAMC INDUCTION OF MINISTERIAL TRUSTEES TO THE BOARDS OF THE DECIDUOUS FRUIT INDUSTRY DEVELOPMENT TRUST (DFIDT) AND THE OILSEEDS AND PROTEIN DEVELOPMENT TRUST (OPDT)

By

Agricultural Industry Trust Unit

3.1 Introduction

On the 21st of June 2022, the National Agricultural Marketing Council (NAMC), through the Agricultural Industry Trusts and Statutory Measures Division, conducted the inductions of Ministerial Trustees for the newly appointed trustees in the Deciduous Fruit Industry Development Trust and the Oilseeds and Protein Development Trust. The purpose of this engagement was to introduce the Ministerial Trustees to the work of the NAMC and the Trusts.

3.2 National Agricultural Marketing Council (NAMC)

The mandate of the NAMC is to advise the Minister of Agriculture on issues relating to the marketing of agricultural products. The NAMC is composed of four core divisions and receives its budget from DALRRD. Furthermore, some of the major projects conducted by the NAMC include the NRMDP and Agriculture Agro processing Master Plan. The NAMC creates an important link between the Minister of Agriculture and the agricultural industries. The NAMC also has a good track record of assisting agricultural industries in a number of ways and is proud of the number of clean audits received in the past decade.

3.3 Deciduous Fruit Industry Development Trust

The Deciduous Fruit Industry Development Trust was established in 1999, with the founders being the Minister of Agriculture and the Deciduous Fruit Board. After the deregulation process, R13,6 million was inherited by the current trust board, and currently, the reserves of the trust stand at about R19.5 million. The trusts' investments increased from R17,12 million in 2019/2020 to R18,9 million in 2020/2021 due to an increase in investment revenue. Moreover, the trust has four ministerial trustees. The trust make use of a transformation vehicle, the Deciduous Fruit Development Chambers (DFDC) in implementing its transformation initiatives. The trust has recently diversified spending to include economic development and this was done through the investment in a feasibility study to establish new fruit farms and revitalise old ones.

3.4 Oilseeds and Protein Development Trust

The Oilseeds and Protein Development Trust inherited about R74 million from the old trust board. The trust has grown to R1.2 billion rand over the years. The trust adheres to NAMC guidelines for funding transformation, highlighting that at least 20% of collected funds should be devoted to transformation. The typical commodities are groundnuts, sunflowers, soybeans and canola. Moreover, the trust has recently spent approximately R13 million on transformation. The highest proportion of this money (R6 million) was spent on Oilseeds and Protein Development Trust transformation initiatives, including training, the development of nutritious multi-mix snacks, and advanced farmer support.

3.5 Conclusion

A note of thanks was expressed to the Ministerial Trustees, the Trust Administrator and the NAMC employees regarding their attendance and the presentations made. It was stated that the objective of the day was to introduce the Ministerial Trustees to the work of the NAMC and, most importantly, the trusts. The Ministerial Trustees were further reminded that the mandate of the trusts is to grow and protect the assets, while continuing with the industry operations. Lastly, the trustees were requested to engage with the NAMC on any information needed or any issues related to the trusts.

4. NEW MINISTERIAL TRUSTEES APPOINTMENTS

By

Agricultural Industry Trust Unit

4.1 Background

The National Agricultural Marketing Council's division dealing with Agricultural Industry Trusts has a mandate to facilitate the communication process between the Agricultural Trusts and the Minister of the Department of Agriculture, Land Reform and Rural Development (DALRRD). Among other things, the Agricultural Industry Trusts Division is expected to facilitate the process of the appointment of Ministerial Trustees. This release is aimed at fulfilling that activity regarding those trusts. This also involves reporting the status of the agricultural trusts.

The Agricultural Industry Trusts Unit facilitated the appointments of the new Ministerial Trustees to the boards of the Deciduous Fruit Industry Development Trusts (DFIDT); the Wool Trust; and the Oil and Protein Seeds Development Trust (OPDT). The Minister appointed three (3) Ministerial Trustees to serve on the Board of the DFIDT. Their names are Dr Erna Blancquaert, Ms Natasha Boks and Mr Elton Mitchel Greeve. For the Wool Trust, the Minister appointed Dr Linda Makuleni. Furthermore, Mr Sifiso Shandu and Mrs Dikeledi Mosehla were also appointed to serve as Ministerial representatives on the board of OPDT.

4.1.1 Dr Linda Makuleni – Wool Trust Ministerial Trustee

Dr Makuleni was appointed as a Ministerial Representative on the Wool Trust, based on her

skills, experience and her contribution in the agricultural sector. She has sound knowledge and understanding of the wool industry. She also served in a technical advisory body to the national and provincial Minister of Agriculture, Land Affairs and Members of the Executive Committee.

Picture 1: Dr Linda Makuleni



Picture 3: Ms Dikeledi Mosehla



4.1.2 Dikeledi Mosehla and Mr Sifiso Shandu – Oil & Protein Seeds Development Trust

Ms Mosehla and Mr Shandu were appointed as Ministerial Representatives on the OPDT. Ms Mosehla was appointed based on her skills, experience, areas of expertise, and her contribution in the agricultural sector. Mr Shandu has extensive experience in financial reporting, auditing, tax and management accounting in a JSE-listed group and also in the public sector.

Picture 2: Mr. Sifiso Shandu

4.1.3 Dr Erna Blancquaert, Ms Natasha Williams and Mr Elton Greeve – Deciduous Fruit Industry Development Trust

The Minister appointed Dr Blancquaert, Ms Williams and Mr Greeve as Ministerial Trustees to serve on the Board of the Deciduous Fruit Industry Development Trust. The NAMC expects all the newly appointed Ministerial Trustees to perform their duties

within the parameters of the Deciduous Fruit Industry Development Trust's main objectives, as enshrined in the Trust Deed. Dr Blancquaert and Ms Williams both hold bachelor degrees in Science Oenology from the University of Stellenbosch. Ms Williams is one of the South African black women winemakers who have contributed in the agricultural sector and the wine industry for more than 10 years. Mr Greeve has wide knowledge and experience within the agricultural sector and will continue to contribute positively during his term as a Ministerial Trustee.

Picture 4: Ms Natasha Williams



Picture 5: Dr Erna Blancquaert



Picture 6: Mr Elton Greeve



4.1.3 Ms Humbulani Makhuvha – Citrus Industry Trust

Ms Makhuvha is an Agricultural Economist by profession, with over 10 years' experience within the agricultural sector. Ms Makhuvha has had the privilege of working with smallholder and commercial farmers within the Land Reform fraternity (Land Acquisition and Recapitalisation), while offering Marketing and Agricultural Economic support. She is looking forward to using her experience and expertise towards making a meaningful contribution to the Citrus Industry Trust and the sector.

Picture 7: Ms Humbulani Makhuvha



4.2 Conclusion

The Agricultural Industry Trust Unit congratulated the new ministerial representatives on their appointments. The Unit is also looking forward to their contributions to the development of the deciduous fruits industry, Wool Trust, Oil and Protein Seed Development Trust and agricultural sector as a whole.

5. SUBMISSIONS FACILITATED

By
Agricultural Industry Trust Unit

The following submissions to the Minister of Agriculture, Land Reform and Rural Development (DALRRD) were facilitated by the Agricultural Industry Trust Unit during the period under review:

- The Status of the Trust Report was submitted to the Minister;
- The final report of the Winter Cereal Trust meeting was presented to the DG, and

subsequently, the DG briefed the Minister. A letter by the DG was written and sent to the DG of the Department of Justice and Constitutional Affairs;

- Submission of the appointment of Ministerial Trustee to serve on the board of the Wool Trust.

It is noteworthy that all the submissions to the Minister by the Agricultural Industry Trust Unit were approved.

TRUSTS AND INDUSTRY TRANSFORMATION

6. SOUTH AFRICA PECAN NUTS ASSOCIATION (SAPPA) TRANSFORMATION M&E

By

NAMC Transformation Review Committee (TRC)

6.1 Background

On the 31st of May 2022, the Transformation Review Committee (TRC) of the National Agricultural Marketing Council (NAMC) was invited by the South African Pecan Nut Producers' Association (SAPPA) to visit one of their industry transformation beneficiaries in the Gauteng Province near Bronkhorstspuit. The purpose of the visit was for the NAMC Transformation Review Committee (TRC) to conduct a Monitoring and Evaluation (M&E) exercise on the progress of the transformation in the SAPPA.

SAPPA received approval of their first statutory measures application in 2012. The main purpose of the statutory measures application was for research and product development, information and transformation. The industry's focus on transformation was mainly on the provision of extension services to assist black pecan nut producers to grow their enterprises. However, SAPPA highlighted the point that there were low numbers of black pecan nut producers, which affected their full utilisation of 20% of their statutory levy. After this, they developed a strategy and guidelines that enable them to identify black farmers who are willingly to farm with pecan nuts. The following were set as the criteria for selecting black farmers interested in pecan nut production, namely –

- Must have access to land;
- Must have sufficient water; and
- Must be willing to farm.

During the past eight (8) years, SAPPA has been able to assist black pecan nut producers to establish their orchards. They have assisted them with the following:

- Purchase of trees;
- Extension services; and
- Mentoring and skills development.

6.2 Project visited

The project is situated around the Rayton area (about 40 km distance from Pretoria Central) of Tshwane District, Gauteng Province. The farm is about 8.5 ha in extent and the beneficiary is currently

farming on a temporary basis, although is with the goal of becoming a full-time farmer after retiring. The project has sufficient water, from three (3) boreholes, and was previously used as a nursery. The beneficiary engaged SAPPA and, thereafter, SAPPA Technical Advisors visited his farm to assess the soil and the availability of water.

To date, the beneficiary has been supported by SAPPA to establish his pecan nut farm. The beneficiary was assisted with the 1st 6.8 rows of pecan nut trees on 0.5 ha in August 2018. In 2020 and 2021, SAPPA also assisted in planting about 72 pecan nut trees. Through the 20% portion of the statutory levy fund for transformation, SAPPA assisted the beneficiary with the following:

- Bush clearance;
- Soil preparation;
- Purchasing and supplying of pecan trees (48 trees at a cost of R200 – R300 per unit tree);
- Tree plantation; and
- Installation of irrigation system.

From 2019 to 2022, SAPPA also assisted the beneficiary with the following:

- Pruning services;
- Provision of trees;
- Provision of farm inputs (fertilisers);
- Market access (Elandsdraai pecan and growers' processing factory);
- Tree plantation.

6.3 Positives identified

Since the last monitoring period, SAPPA has given extension services support to the project on a continuous basis, i.e. mentorship (inclusive the

technical advice) and training. The beneficiary, together with SAPPA, has formed a very good relationship and the relationship has created a positive impact that benefits the beneficiaries. Furthermore, the farm operations are expanding and new trees have been planted, and 201 trees will be planted before the end of 2022.

Although pecan nut trees take around 10 years to produce, the project is already harvesting a few kilograms of the nuts, and they are mainly collected manually from under the trees. SAPPA found a local market for pecan nuts, called the Elandsdraai pecan and growers. On the day of the visit, about 30 kg of nuts were taken to Elandsdraai pecan and growers for value adding or processing.

Figure 1: Beneficiary's son with their produce at the pecan nut processing plant



The beneficiary who was visited appreciated the assistance provided by SAPPA and noted that:

- access to local market, industry and sector role-players allows the interested parties to form mutual partnerships (the beneficiary and Elandsdraai pecan and growers);
- the beneficiary is now able to access inputs such as fertilisers for pecan trees per cycle; and
- the pecan nut trees planted in 2019 are doing well and SAPPA will be providing the beneficiary with another 201 trees for expansion before the end of 2022 season. SAPPA has already intercropped the old pecan nut trees with new ones.

7. SOUTH AFRICAN WINE TRANSFORMATION UNIT (SAWITU) TRANSFORMATION M&E

By

NAMC Transformation Review Committee (TRC)

7.1 Introduction

On the 31st of March and 1st of April 2022, the NAMC Transformation Review Committee (TRC) was invited by the South African Wines Transformation Unit (SAWITU) to monitor and evaluate some of the transformation projects that are currently being supported by SAWITU with statutory levy transformation funds in the Western Cape province. The invitation was also extended to the Department of Agriculture, Land Reform and Rural Development, Western Cape Department of Agriculture, Proudly South Africa, and the Department of Trade Industry and Competition.

7.2 Purpose of the visit

The purpose of the visit was to monitor and evaluate the projects supported and also to establish collaborations and partnerships between the above-mentioned stakeholders in ensuring that there is coordinated support for the beneficiaries, while also improving the market share and competitiveness of black-owned wine brands. A total of four (4) projects were visited, including the Wine Arc, which is the home of black-owned wine brands established to accommodate and facilitate the marketing and distribution of the brands. The majority of the projects visited were on AgriBEE partnerships, but with plans to make the previously disadvantaged individuals the majority shareholders.

The positives highlighted and identified by the beneficiaries include:

- The projects are benefiting from foreign currency, since they sell most of their wines overseas;
- Most of the beneficiaries have winemaking experience and technical expertise;
- Most of the projects have established trusts in order to benefit the farmworkers and the farming community; and
- SAWITU is trying to increase the wine market share by promoting responsible drinking through wine education.

Against all the positives identified and highlighted by the beneficiaries, the following challenges were observed:

- black-owned brands are still finding it difficult to penetrate retailers and restaurants markets, in which the demand for wine is high;
- Gaining access to land for vineyard production, as the majority of black-owned brands do not own land;
- Access to commercial finance by black-owned brands; and
- Covid-19 has had a very negative impact on black-owned brands, some of which have had to close their businesses.

7.3 Conclusion

The South African Wine Transformation Unit (SAWITU) has over the years managed to assist black-owned brands in accessing local and international markets, which includes facilitating access to external funds in order to increase transformation spending and impact. The NAMC further thanked SAWITU for its efforts to support black farmers within the wine industry – although there are still many challenges, the industry should ensure that they support black-owned brands in order for them to become profitable and sustainable enterprises.

8. TRUST AND LEVY EXPENDITURE ON TRANSFORMATION REPORT FOR 2020/21

By

NAMC Transformation Review Committee (TRC)

8.1 Transformation expenditure

The first **Trusts and Levy Expenditure on Transformation Report** has been finalised. The report focuses on the status of transformation interventions funded by means of statutory levy income and trust expenditure. The report aims to showcase the impact of statutory levy expenditure and trust expenditure on transformation in the South African agricultural sector during the 2020/21 financial year. According to Figure 2 below, levy expenditure on transformation increased from R124 million in 2019/20 to approximately R147 million during the 2020/21 financial year (an 18.4% increase). During the 2020/21 financial year, approximately R210 was spent on transformation by trusts and levy funds.

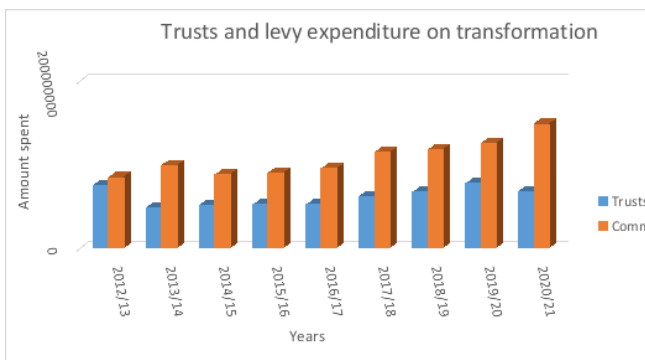


Figure 2: Trusts and levy expenditure on transformation

8.2 Employment equity and job creation by agricultural trusts and commodity industries during the 2020/21 period

The DALRRD urges all its stakeholders to adhere to the Employment Equity Amendment Act, No. 47 of 2013, which aims to achieve equity in the workplace by promoting equality of opportunity and fair treatment in employment and ensuring equal representation at all levels, throughout the organisation. Agricultural trusts and commodity industries have adhered to this principle by creating jobs for previously disadvantaged groups. According to Table 1 below, at present, agricultural trusts and commodity industries employ 170 individuals. The proportion of Africans and coloureds is approximately 29.4% and 22.4%, respectively. Furthermore, this highlights the sector's potential for creating jobs that would alleviate South Africa's high unemployment rate.

Table 1: Staff composition of statutory measures and trust administrators

Industry/trust name	African	Coloured	Indian	White
Cotton SA	8	-	-	10
Pecan SA	1	-	-	8
SACTA	1	-	-	-
Milk SA	4	2	-	3
SAPPO	8			
Table eggs	2	-	-	4
Cape flora				1
CGA-GDC	8	-	-	-
Fruit Fly Africa	-	8		4
Deciduous Fruit (DFDC)	11	18	-	26
Macadamia	4	-	1	11
Raisins SA	-	2	-	4
SAWITU	-	2	-	-
SATI	1	5	-	6
POMASA	-	-	-	1
Winter Cereals Trust	2	-	-	-
Oil and Protein Seeds Development Trust	-	-	-	2
SA Olives	-	1	-	1
Total	50	38	1	81

Food, Agriculture and Natural Resources Policy Analysis Network (FANRPAN)

9. NATIONAL AGRICULTURAL MARKETING COUNCIL (NAMC) AND THE ZIMBABWEAN AGRICULTURAL MARKETING AUTHORITY (AMA) EXPLORE COLLABORATIONS

By

Agricultural Industry Trust Unit

Early this year, the National Agricultural Marketing Council (NAMC) paid a visit to the Zimbabwean Agricultural Marketing Authority (AMA) to explore the possible areas of collaboration and to exchange some experiences. The engagement was held at AMA's head offices, where the CEO of AMA, senior managers, and media representatives (Herald-Zimbabwe) honoured the occasion.

The visit follows on the heels of the Partner Institutional Viability Assessment (PIVA) that was conducted at the NAMC as part of the implementation of Agricultural and Food System Resilience: Increasing Capacity and Advising Policy (AFRICAP) project activities. The assessment came out with two key recommendations that the NAMC needs to work on.

Firstly, the NAMC needed to increase regional collaboration and explore partnerships or network with like-minded institutions within the Southern African Developing Community (SADC) or the African region, for learning and sharing. Secondly, the NAMC needed to explore multiple funding sources, and develop a resource mobilisation strategy.

It is important to note that, following this assessment, the NAMC secured \$10 000 in funds to assist in implementing the key findings. Hence, training for resource mobilisation was organised and attended by NAMC senior personnel, and thereafter, a draft resource mobilisation strategy was developed.

The AMA is a state-owned entity, mandated with the overall regulation of the production, marketing, and processing of agricultural products in Zimbabwe.

The engagement covered comprehensive presentations on the mandates of both organisations. During the discussions, it was evident that, despite the similarities between both organisations, there were some differences in their mandates.

Zimbabwe still operates under a regulated market while South Africa's agriculture market was deregulated in 1997. The similarities and differences equally provided an opportunity to learn and possibly collaborate.

Equally, both parties agreed on the following:

- a) there is consensus that there is a need to collaborate, and a Memorandum of Understanding (MOU) template would be shared by the NAMC, and later, both organisations would meet virtually with the principals of the NAMC to discuss strategic partnership,
- b) potential areas of collaboration were identified in the areas of research, market access, share networks, and capacity building,
- c) AMA is planning on having agricultural trusts, and so the NAMC's experience and

knowledge will add value in developing the trusts;

- d) AMA has an online registration platform for farmers on which to disseminate information for market purposes. To accommodate smallholder farmers or previously disadvantaged farmers who may not have the technological know-how, their registrations are done by contractors at the point of sale. NAMC could draw some lessons from this.

Following back-to-back communications and engagements, both organisations have signed the MOU and have started to implement the work plan. The intention is to move forward with advancing African development and servicing the needs of our people.

ANNOUNCEMENTS

10. New Employees

The NAMC, particularly the Agricultural Regulatory Measures Division (ARMD), welcomes new colleagues into the team.

10.1 Mr Matsobane Mpyana

Picture: Mr. Matsobane Mpyana



Mr Matsobane Mpyana is a Senior Economist, responsible for the Livestock industries' statutory measures within the Agricultural Regulatory Measures Division, having joined on 1 August 2022. BM, as he is affectionately known in the agricultural industry, has over 8 years of experience working in the agricultural industries. BM played a key role in the technical committee coordinating the Agriculture and Agro-Processing Master Plan (AAMP), a multi-stakeholder social compact, where he served as secretariat and stakeholder mobilisation specialist.

His professional career started at the NAMC as an agricultural economist intern, and he then served as

an agricultural economist responsible for the agricultural industry trusts. He then joined Fruit South Africa as the industry affairs manager, where he was responsible for conducting research, industry statistics, and monitoring and advising the industry on developments around agricultural policy and legislation. BM holds an honours degree in Agricultural Economics from the University of Limpopo and a Master's Degree from the North-West University.

10.2 Mr. Sipehelele Ricardo Smith

Picture: Mr. Sipehelele Ricardo Smith



Mr Ricardo Smith is an Economist, responsible for Agricultural Industry Trusts and Statutory Measures. He holds a degree of Master of Science in Agricultural Economics from the University of Fort Hare and a Post-graduate Certificate in Education from Walter Sisulu University. He has written a number of articles, focusing on international trade and food security.

He joined the NAMC Agribusiness Development Division in 2021 on a graduate placement programme, before moving on to the Agricultural Regulatory Measures Division.

His previous role involved linking farmers with markets, facilitating farmer development support, and liaising with internal and external stakeholders such as Provincial Departments of Agriculture, Farmers, DALRRD and its associated State-owned Enterprises (SOEs). He also participated in a number of projects, such as the National Red Meat Development Programme (NRMDP) and AAMP, by providing technical support. Before joining the NAMC, he spent 3 years working in the private sector.

10.3 Ms Cindy Chokoe

Picture: Ms Cindy Chokoe



Ms Cindy Chokoe holds a BSc in Agriculture degree from the University of Limpopo. She recently earned her MSc in Agricultural Economics from the North-West University. Her research title was on the analyses of consumers' willingness to purchase food

groceries online, using double-bounded contingent valuation method. Cindy is a published author, with interest in sustainability, natural resources, environmental economics, data analysis and food security. She is also an aspiring future leader in the agriculture and food sector.

She recently started her professional career at the NAMC as an agricultural economics intern. She is involved in the nomination process of the Ministerial Trustees, the monitoring and evaluation of the transformation projects, writing of trade probe articles, and data collection for smallholder market access. Cindy is looking forward to assisting other divisions within the NAMC in their duties in order to gain more experience and exposure to the work they are doing. Cindy also believes that the core trait of an agricultural economics intern is to be a good networker, which means utilising opportunities given in the field to create valuable associations with various professionals.



Designed by: Daniel Rambau

Agricultural Regulatory Measures Division Publication

© National Agricultural Marketing Council, 2022.
Reproduction is authorized provided the source is acknowledged.

Contact Details:

Private Bag X 935, Pretoria, 0001

536 Francis Baard Street, Block A, 4th Floor,
Meintjiesplein Building, Arcadia, 0007

Tel: 012 341 1115

Fax: 012 341 1811

Email: info@namc.co.za

Website: www.namc.co.za

