



Home of the South African Farmer • Ikhaya lomlimi waseNingizimu Afrika • Tuiste van die Suid-Afrikaanse boer • Lehae la balimi ba Afrika Borwa

Agri SA Jaarverslag 2013 | 2014

**BELEIDSKOMITEE
POLICY COMMITTEE**

Agri SA Annual Report 2013 | 2014

Kommunikasie en Beeldbou
Communication and Image Building

Carl Opperman is die voorsitter van die beleidskomitee en Kobus Visser dien as funksionaris.

Korporatiewe skakeling

Die Kommunikasie en Beeldbou Beleidskomitee het ten doel om positiewe persepsies oor die landbou by die breë publiek, politici en ander verbruikers te vestig. Vanjaar was die uitdaging ook om in eie gelede voorraad te neem van persepsies wat oor Agri SA bestaan en hoe om op 'n gepaste wyse daaraan aandag te skenk. Netwerkverhoudings is steeds belangrik en word op verskeie wyses uitgebou en versterk tot voordeel van die betrokke partye. Die skakel-aksies plaas veral klem op die rol van die boer as betroubare voedsel- en veselverskaffer vir die inwoners van Suid-Afrika. Die positiewe bydrae wat die landbou tot die ekonomie in die algemeen, asook op sosiale en maatskaplike terreine lewer, vorm 'n integrale deel van die kommunikasieproses.

Agri SA 110 jaar

Tydens 'n konferensie wat gedurende Julie 1904 in Pretoria gehou is, waar verteenwoordigers uit die destydse Transvaal-, Natal-, Vrystaat- en Kaapland-provinsies teenwoordig was, is die volgende mosie ingedien: *"Dat in belang van Suid-Afrikaanse landbou, die tyd ryp is vir die vorm van 'n sentrale Suid-Afrikaanse Landbou-unie, wat verteenwoordigend sou wees van alle landbou-organisasies dwarsdeur Brits- Suid-Afrika en dat 'n tak-unie in elk van die kolonies gevorm word, Kaapkolonie, Natal-, Transvaal-, Oranjerivierkolonie en Rhodesië"*.

Die voorstel is eenparig deur die kongres aanvaar. Tydens die konferensie wat vanaf 25 tot 29 Julie 1904 in Pretoria gehou is, is die Suid-Afrikaanse Landbou-unie (nou bekend as Agri SA) gestig.

Die komitee het aandag geskenk aan 'n gepaste wyse om hierdie mylpaal in die organisasies se bestaan te vier. Die Kongres sal gebruik word as die hoogtepunt van die herdenking van Agri SA se 110de bestaansjaar.

DVD-produksies

Die DVD wat in die verslagjaar vervaardig is oor die onderskeie Beleidskomitees se werksaamhede is positief ontvang. Dit het gelei tot 'n besluit dat dit in die toekoms herhaal sal word. Die DVD is tydens die kongres vertoon en terselfdertyd aan al die kongresgangers verskaf. Die komitee beskou die DVD ook as 'n nuttige kommunikasie-middel om op plaaslike vlak terugvoer te gee oor Agri SA se werksaamhede.

Treurgond-film

Agri SA en die Agri Securitas Trustfonds is deur Phoenix Films genader om betrokke te raak by die vervaardiging van 'n Afrikaanse film, Treurgond. Dié film sal handel oor 'n plaasmoord en onder meer die direkte en indirekte gevolge daarvan op die gemeenskap. Voorleggings is gemaak aan Agri SA se Kommunikasie en Beeldbou Beleidskomitee, die voorsitter van die Agri Securitas Trustfonds sowel as aan die



Carl Opperman

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The Communication and Image-building Policy Committee strives to create positive perceptions of agriculture among the public at large, as well as politicians and other consumers.



Carl Opperman served as chair of the policy committee and Kobus Visser as functionary.

Corporate liaison

The Communication and Image-building Policy Committee strives to create positive perceptions of agriculture among the public at large, as well as politicians and other consumers. This year it was a challenge to take stock of perceptions that exist about Agri SA and how to address this in an appropriate manner. Networking relationships remain important and are being expanded and strengthened in various ways to the benefit of the parties concerned. The liaison actions place particular emphasis on the role of the farmer as reliable provider of food and fibre for the South African population. The positive contribution that agriculture makes to the economy in general and in terms of social upliftment forms an integral part of the communication process.

Agri SA 110th year

During a conference held in Pretoria during July 1904, which was attended by representatives from the former Transvaal, Natal, Free State and Cape Province, the following motion was put forward: *"That, in the interest of South African agriculture, the time is ripe to form a central South African Agricultural Union, which would be representative of all agricultural organisations across British South Africa, and that a branch be formed in each of the colonies, namely the Cape Colony, Natal, Transvaal, Orange River and Rhodesia"*.

The proposal was accepted unanimously. During the conference, which took place from 25 to 29 July 1904 in Pretoria, the South African Agricultural Union (now Agri SA) was established.

The committee attended to a suitable way of celebrating this milestone in the organisation's history. The Congress will be used as the highlight in celebrating Agri SA's 110th anniversary.

DVD productions

The DVD produced during the report year, which dealt with the respective committees' activities, was well received. This led to a decision to continue with this initiative in future. The DVD was shown during the Congress and at the same time provided to all congress attendees. The committee also regards the DVD as a useful communication tool to provide feedback at grassroots level on Agri SA's activities.

Treurgond film

Agri SA and the Agri Securitas Trust Fund were approached by Phoenix Films to become involved in the production of an Afrikaans film entitled Treurgond. This film will deal with a farm murder and the direct and indirect consequences thereof for the community. Submissions were made to Agri SA's Communication and Image-building Policy Committee, the chairman of the Agri Securitas Trust Fund as well as

Raad van Trusteas van die fonds.

Die komitee het 'n werkgroep saamgestel om te besin oor Agri SA se deelname en daarna 'n aanbeveling aan die Bestuurskomitee te doen. Die Bestuurskomitee het die aanbeveling van die werkgroep aanvaar dat Agri SA nie sal deelneem aan die vervaardiging van die film nie.

Parlementêre skakeling

Annelize Crosby, Agri SA se parlementêre skakelbeampte, is getaak om die parlementêre program te monitor en relevante vergaderings van portefeuljekomitees en gekose komitees by te woon of te reël vir bywoning deur ampsdraers en voorsitters van beleidskomitees en funksionaris van Agri SA.

Agri SA se parlementêre verteenwoordiger voorsien op 'n gereelde grondslag parlementêre verslae aan Agri SA. Agri Wes-Kaap verleen gewaardeerde ondersteuning op 'n gereelde basis ten opsigte van parlementêre aktiwiteite.

Mediablootstelling

Die monitering van Agri SA se mediablootstelling deur Meltwater News vind op 'n gereelde basis plaas. Die komitee is daartoe verbind om beriggewing oor gebeure, uitsprake en prosesse te monitor, te evalueer en paslik daarop te reageer.

Dit is duidelik uit die moniteringsaksie dat Agri SA wye mediablootstelling in die landwye gedrukte- en elektroniese media geniet. Volgens Meltwater News se berekeninge was die waarde van die mediablootstelling wat Agri SA ontvang het meer as R15 miljoen werd in die plaaslike sowel as internasionale media. Agri SA bly 'n voorkeurkommentator vir 'n wye reeks van landbou-onderwerpe.

Die daaglikse nuusberigte wat ontvang word, word ook as nuusitems op Agri SA se webblad gepubliseer.

the Fund's board of trustees.

The committee appointed a working group to deliberate on Agri SA's participation and to make a recommendation to the Management Committee in this regard. The Management Committee accepted the recommendation by the working group, that Agri SA should not participate in the production of the film.

Parliamentary liaison

Annelize Crosby, Agri SA's parliamentary liaison officer, was responsible for monitoring the parliamentary programme and for attending relevant meetings of portfolio committees and select committees or for making arrangements for attendance by office bearers and chairmen of policy committees and functionaries of Agri SA.

Agri SA's parliamentary representative regularly provided the organisation with parliamentary reports, while Agri Western Cape on a regular basis provided valuable support with regard to parliamentary activities.

Media exposure

Meltwater News monitors Agri SA's media exposure on a regular basis. The committee is committed to monitoring, evaluating and responding appropriately to reports on events, statements and processes.

It is clear from the monitoring action that Agri SA enjoys wide media coverage in print and electronic media countrywide. According to Meltwater News's calculations, the exposure received by Agri SA in local as well as international media is valued in excess of R15 million in the local as well as international media. Agri SA remains a preferred commentator on a wide range of agricultural issues.

The daily news reports that are received are also published as news items on Agri SA's webpage.

Perception survey

At the instructions of the General Council, the committee has been looking at a survey to determine, among others, the perceptions that exist regarding the organisation and agriculture. Various discussions have been held with the public relations company, Drafftcb, regarding the development of such a project. The framework of the study has already been formulated. A perception survey among Agri SA's affiliates, as well as a random survey among farmers and consumers is envisaged as the first phase.

The questionnaire section of the research should commence during the year with the support of affiliates.

Community radio stations

The committee has for some time been involved, together with Agri Connect, in the identification of community radio stations with a view to the production of English programmes for these stations. The objective with this programme would be to inform the consumer about the role of agriculture as well as that of commercial agriculture in respect of transformation. An attempt



Persepsie-opname

Die Komitee het werk gemaak van 'n opdrag van die Algemene Raad om 'n opname oor onder meer persepsies oor die organisasie en die landbou na te gaan. Verskeie gesprekke is reeds met die reklamemaatskappy Draftfcb gevoer rakende die ontwikkeling van so 'n projek. Die raamwerk van die studie is reeds geformuleer. 'n Persepsie-opname by affiliasies van Agri SA asook 'n steekproef-opname by boerelede en verbruikers word as eerste fase in die vooruitsig gestel.

Dit word beoog om gedurende die jaar – met die ondersteuning van affiliasies – met die vraelysgedeelte van die navorsing af te skop.

Gemeenskapsradiostasies

Die komitee is al geruime tyd saam met Agri Connect besig met die identifisering van gemeenskapsradiostasies met die oog op die vervaardiging van Engelse programme vir dié stasies. Die doelwit van die programme sal wees om die verbruiker in te lig oor die rol van landbou, kommersiële landbou asook die rol van kommersiële landbou ten opsigte van transformasie. Daar sal ook gepoog word om opvoedkundige insette met betrekking tot boerdery-aktiwiteite te akkommodeer. In dié stadium is Agri Connect besig met 'n koste-opname asook om borgskappe te vind om die program te help finansier.

Agri waarby ingelyf Die Boer/The Farmer

Die *Agri*-tydskrif, waarby ingelyf Die Boer/The Farmer, is Agri SA se tweemaandelikse tydskrif. Die tydskrif verskaf agtergrondinligting oor beleid, wetgewing en programme wat vir landbouers van belang is. Dit verskaf ook raad, voorligting en nuus oor aktuele gebeure aan meer as 27 000 boere wat deur die onderskeie affiliasies lede van Agri SA is. Die tydskrif word regstreeks aan elke lid versend. Voorts word die tydskrif ook wyer versprei om meningsvormers en besluitnemers in te sluit. Die verspreidingslys word gereeld met behulp van Agri SA se affiliasies opgedateer om seker te maak dat adresbesonderhede korrek is.

Agri se formaat word steeds goed ontvang deur lesers sowel as adverteerders en die tydskrif gaan steeds van krag tot krag. Die bestuurspan verantwoordelik vir *Agri* het ook daarin geslaag om dit op 'n selffinansierende basis te bestuur.

Agri se sirkulasiesyfers word deur die Audit Bureau of Circulations (ABC) geouditeer. Die inligting dien as basis vir adverteerders om besluite te neem rakende voorkeurtydskrifte vir die plaas van advertensies.

Gedurende die verslagjaar is *Agri* vir die eerste keer ingeskryf vir die Pica-toekennings in die besigheid-tot-besigheid-kategorie. Dié toekenning gee onder meer erkenning aan voortreflike joernalistieke werk. Die *Agri* het 'n 'highly commended'-benoeming in die genoemde afdeling ontvang. *Agri* was 'n nuwe toevoeging tot die kompetisie, wat 488 tydskrifte in verskillende kategorieë evalueer.

During the report year *Agri* was entered for the first time for the Pica awards in the business-to-business category. This award, among other things, recognises outstanding journalistic work. *Agri* received a highly commended citation in the relevant category.



will also be made to accommodate educational inputs relating to farming activities. At this stage Agri Connect is in the process of conducting a cost survey and finding sponsors to finance the programme.

Agri in which *The Boer/The Farmer* is incorporated

Agri, in which *The Boer/The Farmer* is incorporated, is Agri SA's bimonthly magazine which provides information on policy, legislation and programmes of interest to farmers. It also provides advice, extension and news on topical events to more than 27 000 farmers countrywide who are members of Agri SA via the respective affiliates. The magazine is sent directly to each member and is also distributed more widely to include opinion-formers and decision-makers. The distribution list is updated regularly with the help of Agri SA's affiliates to ensure that the address details are correct.

The format of *Agri* is well received by readers and advertisers alike and the magazine is growing from strength to strength. The management team responsible for *Agri* has also succeeded in managing the magazine on a self-funding basis.

Agri's circulation figures are audited by the Audit Bureau of Circulations (ABC) and this information serves as basis for advertisers when they decide on preferred magazines for placing advertisements.

During the report year *Agri* was entered for the first time for the Pica awards in the business-to-business category. This award, among other things, recognises outstanding journalistic work. *Agri* received a highly commended citation in the relevant category. The magazine is a new addition to the competition in which 488 magazines in different categories are evaluated.

Function for advertisers

On 13 May 2014 Agri SA hosted a lunch during the NAMPO Harvest Day for advertisers that support the *Agri*. Elucidation was provided on agriculture's expectations and relevance in 2014 and Agri SA also acknowledged the excellence of advertisements that appeared in the magazine during the past year. Awards were presented to companies in the following categories:

Category	Winning company
Mechanisation	John Deere
Technology-based solutions and agricultural products	Monsanto
Animal health	Merial South Africa (Pty) Ltd
Financial institutions	Old Mutual
Irrigation	Senter360
Seed	Pannar Seed (Pty) Ltd
Stock feed and feed supplements	Biomim Animal Nutrition (Pty) Ltd
Fertiliser	Omnia

Funksie vir adverteerders

Agri SA het op 13 Mei 2014 'n middagete vir adverteerders wat die *Agri*-tydskrif ondersteun by die Nampo Oesdag aangebied. Toeligting oor landbou se verwagtinge en relevansie in 2014 is ook tydens die middagete-funksie verskaf. By die geleentheid het Agri SA ook erkenning gegee aan uitstaande advertensies wat die afgelope jaar in Agri verskyn het. Toekennings is aan maatskappye in die volgende kategorieë gedoen:

Afdeling	Wenner-maatskappy
Meganisasie	John Deere
Tegnologie-gebaseerde oplossings en landbouprodukte	Monsanto
Dieregesondheid	Merial South Africa (Edms) Bpk
Finansiële instellings	Old Mutual
Besproeiing	Senter360
Saad	Pannar Seed (Edms) Bpk
Veevoer en voerbyvoegings	Biomim Animal Nutrition (Edms) Bpk
Bemesting	Omnia
Chemiese middels	BASF
Gereedskap en toerusting	Khrone (Edms) Bpk
Veilings	BKB Beperk

John Deere is as algehele wenner aangewys en elkeen van die maatskappye het 'n sertifikaat as erkenning ontvang.

Radio Sonder Grense (RSG) se Landbounuus

RSG se landbouradioprogram is steeds gewild onder sy luisteraars, ten spyte van programveranderings gedurende die verslagjaar. Gedurende die jaar is die middagprogram verkort na 'n program van 1.30 minute, maar die oggendtydgleuf van 04:30 is behou waarin 'n langer weergawe van middagonderhoude uitgesaai kon word. Met ingang van April 2014 het die middagtydgleuf verval en word slegs 'n vroegoggendprogram van 15 minute om 04:30 aangebied.

Agri SA is verantwoordelik vir die programinhoud van die Maandagprogram. Gedurende die verslagjaar is die program saamgestel en aangebied deur Lise Roberts, wat ook verantwoordelik is vir die finale verpakking van die program.

e-Agri nuusbrieff

Die *e-Agri* is Agri SA se elektroniese nuusbrieff. Dit bied aan lesers die jongste stand van sake oor belangrike landbou-beleidsverwikkellings. Die *e-Agri* is gerig op landbouleiers, affiliasies van Agri SA, vennote en die media. Die e-nuusbrieff bevat Afrikaanse en Engelse nuusitems en is ook aanlyn op Agri SA se webblad beskikbaar.

Dié formaat waarin die *e-Agri* gepubliseer word, is goed ontvang deur lede en die breë media en maak voorsiening vir 'n verkorte berig met 'n "Lees meer"-opsie vir verdere inligting. Die e-nuusbrieff

Chemicals	BASF
Equipment and implements	Khrone (Pty) Ltd
Auctions	BKB Limited

John Deere was named overall winner and each of the companies received a certificate of acknowledgement.

Radio Sonder Grense (RSG) Landbounuus

RSG's agricultural programme remains popular among its listeners despite programme changes during the report year. During the year the afternoon programme was shortened to a 1.30-minute slot, but the morning timeslot of 04:30, in which a longer version of the afternoon interviews could be broadcast, was retained. On 1 April 2014 the afternoon timeslot was scrapped, with only the 15 minute early morning programme at 04:30 being broadcast.

Agri SA is responsible for the programme content of the Monday programme. During the report year the programme was compiled and presented by Lise Roberts, who was also responsible for the final packaging of the programme.

e-Agri newsletter

e-Agri is Agri SA's electronic newsletter. It provides readers with the latest status of agriculture-related policy developments. The e-newsletter is aimed at agricultural leaders, affiliates of Agri SA, partners and the media. It contains news items in English and Afrikaans and is also available on Agri SA's webpage.





Talle nasionale- en plattelandse nuusmedia publiseer gereeld artikels uit die e-nuusbrief en sodoende word Agri SA se boodskap uitgedra. Streeksradiostasies gebruik deurlopend berigte uit die e-nuusbrief wat ook dikwels opgevolg word met in-diepte-onderhoude.



word op verskeie ander webtuistes gepubliseer, wat sy reikwydte vergroot.

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Webblad

Agri SA se webblad is in die voorafgaande jaar herontwerp om dit meer aantreklik en gebruikersvriendelik te maak. Gedurende die verslagjaar is daar gefokus op die inwerkingstelling van 'n geslote portaal, naamlik SharePoint, wat toegang slegs aan geregistreerde lede-organisasies bied om lede-gebaseerde inligting te bekom. Die portaal huisves onder meer vergaderdokumente, dokumente waarop kommentaar verlang word en 'n argief waar finale dokumente gestoor word. Toegang tot die portaal word gereël deur 'n unieke wagwoord wat aan elke geregistreerde individu toegeken word.

Toyota SA/Agri SA Jongboer van die Jaar-kompetisie

Die Toyota SA/Agri SA Jongboer van die Jaar-kompetisie word deur Agri SA onderskryf. Dit was die 10de jaar dat Toyota SA dié kompetisie geborg het met 'n Toyota-bakkie as hoofprys. Agri SA is verantwoordelik vir onder meer die koördinerings van die kompetisie tussen Toyota SA en die provinsiale affiliasies van Agri SA.

Agri SA beskou die kompetisie as van groot waarde, omdat jong rolmodelle noodsaaklik is vir nuwe toetreders en derhalwe vir die toekoms van die bedryf.

Tydens 'n glansryke geleentheid by die 2013 Internasionale Motorskou by Nasrec is Attie Stoltz van die Douglas-omgewing in die Noord-Kaap, as die Nasionale Jongboer van die Jaar vir 2013 aangewys. Toyota SA het sy ondersteuning aan die kompetisie vir 'n verdere jaar toegesê.



The format in which e-Agri is published was well received by members and the broad media and makes provision for an abridged version with the option of selecting "read more" for further details. The e-newsletter is published on various other websites, which extends its reach.

Many national and rural news media regularly publish articles that appear in the e-newsletter, which ensures that Agri SA's message is aired more widely. Regional radio stations are constantly using items from the e-newsletter, which are often followed up with in-depth interviews.

Website

Agri SA's webpage was redesigned in the previous year to make it more attractive and user-friendly. During the report year the focus was on activating the closed portal, namely SharePoint, which offers access only to registered member organisations to view member-based information. The portal accommodates, among other things, the documents on which commentary is required and an archive where final documents are stored. Access to the portal is regulated by a unique password which is allocated to each registered individual.

Toyota SA/Agri SA Young Farmer of the Year competition

The Toyota SA/Agri SA Young Farmer of the Year competition is endorsed by Agri SA. This was the 10th year that Toyota SA sponsored this competition with a Toyota bakkie as main prize. Agri SA is responsible for, among others, the coordination of the competition between Toyota SA and the provincial affiliates of Agri SA.

Agri SA regards this competition as very valuable because young role models are essential for new entrants and therefore for the future of the industry.

During a prestige gala function held during the 2013 International Motor Show at Nasrec, Attie Stoltz of the Douglas district in the Northern Cape was named National Young Farmer of the Year for 2013. Toyota SA confirmed its support for the competition for a further year.



Die kompetisie bestaan sedert 2004 en die jaarlikse weners was soos volg:

- 2004 Jan Grey, Agri Mpumalanga
- 2005 Johan Furstenburg, Agri Limpopo
- 2006 Pieter Nortje, Agri Oos-Kaap
- 2007 Robert De Villiers-Graaff, Agri Wes-Kaap
- 2008 JB van den Berg, Vrystaat Landbou
- 2009 Tony Da Costa, Agri Gauteng
- 2010 Jan Scheepers, Vrystaat Landbou
- 2011 Gog van der Colf, Agri Noord-Kaap
- 2012 Richard Ablort-Morgan, Agri Oos-Kaap
- 2013 Attie Stoltz, Agri Noord-Kaap

NAMPO Oesdag

Soos in die verlede, het Agri SA 'n uitstalling by die NAMPO Oesdag beman. Hierdie uitstalling bied 'n geleentheid aan Agri SA se ampsdraers en funksionarisse om lede te ontmoet en so-doende op 'n informele basis inligting uit te ruil oor Agri SA se werksaamhede en beleids-bevorderingsprosesse in belang van die landbou.

Vanjaar het die organisasie as deel van sy teenwoordigheid by die NAMPO Oesdag weer 'n middagete vir diensverskaffers in die landbou aangebied en hulle toegelig oor die landbou se verwagtinge vir 2014 en aspekte waaraan 'n nuwe regering ná afloop van die verkiesing behoort aandag te gee in die benadering tot, en ontwikkeling van dié sektor.

By die geleedheid is die reeds vermelde toekennings gemaak aan adverteerders in die *Agri*-tydskrif.



The competition, which has been held since 2004, has produced the following winners:

- 2004 Jan Grey, Agri Mpumalanga
- 2005 Johan Furstenburg, Agri Limpopo
- 2006 Pieter Nortje, Agri Eastern Cape
- 2007 Robert De Villiers-Graaff, Agri Western Cape
- 2008 JB van den Berg, Free State Agriculture
- 2009 Tony Da Costa, Agri Gauteng
- 2010 Jan Scheepers, Free State Agriculture
- 2011 Gog van der Colf, Agri Northern Cape
- 2012 Richard Ablort-Morgan, Agri Eastern Cape
- 2013 Attie Stoltz, Agri Northern Cape

NAMPO Harvest Day

As in the past, Agri SA manned an exhibition at the NAMPO Harvest Day, which offered Agri SA's office bearers and functionaries an opportunity to meet members and to exchange information on an informal basis regarding the organisation's activities and policy-promoting processes in the interest of agriculture.

During the report year the organisation, as part of its presence at the NAMPO Harvest Day, again hosted a luncheon for service providers in agriculture and provided elucidation on agriculture's expectations for 2014 and aspects regarding the approach to and development of the sector to which a new government should attend after the general election.

On this occasion, the awards referred to earlier were presented to *Agri* advertisers.



Internasionale skakeling

Agri SA was gedurende die verslagtydperk by verskeie internasionale skakelgeleenthede betrokke wat onder meer die volgende ingesluit het:

Land besoek	Doel van besoek/Organisasies besoek	Individu/e
Lesotho Mei 2014	Suider-Afrikaanse Konfederasie van Landbou-unies (SACAU) Konferensie en Algemene Jaarvergadering	Theo de Jager Dawie Maree
Mosambiek Maart 2014	AgriSaMoz Konferensie en Algemene Raadsvergadering	Dawie Maree
Switserland Oktober 2013	9th International Conference of Labour Statisticians (ICLS)	Dawie Maree
Switserland Oktober 2013	Wêreldhandelsorganisasie Openbare Forum 2013	Dawie Maree
Ethiopië Augustus 2013	African Growth and Opportunity Act (AGOA) Forum 2013	Dawie Maree
Argentinië Augustus 2013	Internasionale Federasie vir Landbou Joernaliste (IFAJ) Jaarlikse Kongres	Thea Liebenberg
USA Augustus 2013	Cochran Scholarship: Emerging Farmer Program	Livhu Ngwekhulu

Ander skakel-aksies

Die Direkoraat Korporatiewe Skakeling is verantwoordelik vir die volgende aksies/geleenthede wat deur die loop van die jaar plaasgevind het:

- Koördinerings van inligtingsgeleenthede en besoeke van internasionale en plaaslike gaste;
- Agri SA se Kongres, insluitende sosiale geleenthede;
- Koördinerings van Agri SA se Jaarverslag; en
- Bywoning van landbougerigte uitstallings en geleenthede.

Agri SA manned an exhibition at the Nampo harvest day, which offered Agri SA an opportunity to meet members and to exchange information on an informal basis regarding the organisation's activities and policy-promoting processes in the interest of agriculture.



International liaison

During the report year, Agri SA was involved in various international liaison actions, including the following:

Country visited	Purpose of visit Organisations visited	Individual(s)
Lesotho May 2014	Southern African Confederation of Agricultural Unions (SACAU) Annual General Meeting	Theo de Jager Dawie Maree
Mozambique March 2014	AgriSaMoz Conference and Annual General Meeting	Dawie Maree
Switzerland October 2013	9th International Conference of Labour Statisticians (ICLS)	Dawie Maree
Switzerland October 2013	World Trade Organisation Public Forum 2013	Dawie Maree
Ethiopia August 2013	African Growth and Opportunity Act (AGOA) Forum 2013	Dawie Maree
Argentina August 2013	International Federation of Agricultural Journalists (IFAJ) Annual Conference	Thea Liebenberg
USA August 2013	Cochran Scholarship: Emerging Farmer Program	Livhu Ngwekhulu

Other liaison actions

The Directorate: Corporate Liaison is responsible for the following actions/events that took place during the course of the year:

- Co-ordination of information events and visits by international and local guests;
- Agri SA's Congress, including social events;
- Co-ordination of Agri SA's annual report; and
- Attendance of agriculture-related exhibitions and events.

