The Agri SA Value Proposition
Organisational overview
Q2 2019

We develop the South African Agricultural Industry.
Ons ontwikkel die Suid-Afrikaanse Landbou Industrie.
Vision

Unity about Agriculture

Mission

Agri SA promotes the development, profitability, stability and sustainability of primary agriculture in South Africa by means of its involvement and input on national and international policy and the implementation thereof.

Founded in 1904.
Membership Structure

9 PROVINCIAL AFFILIATIONS

± 28 000 FARMERS
± 1 000 FARMER ASSOCIATIONS

26 COMMODITY ORGANISATIONS

Agronomy
Cotton SA, Dry Bean Producers’ Organisation, Forestry South Africa Medium Growers Group, Grain SA, South African Sugar Association, Tobacco Institute of Southern Africa, South African Cane Growers’ Association

Animal Production

Horticulture

47 CORPORATE MEMBERS
Dominant media voice

Strong Social Media Following
March 2019

<table>
<thead>
<tr>
<th>Platform</th>
<th>Agri SA</th>
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<tbody>
<tr>
<td>Facebook</td>
<td>25 218</td>
</tr>
<tr>
<td>Twitter</td>
<td>14 319</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>8 676</td>
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<tr>
<td>Instagram</td>
<td>3 481</td>
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R4.4m
Advertising Value Equivalent (AVE) - Q1 2019

Exposure in local publications Jan - Feb 2019
34.4 m
Active in the big issues

**Land Audit**

In the absence of a definitive national land audit, Agri SA took the initiative and commissioned a comprehensive audit by Agri Development Solutions (ADS) in conjunction with *Landbouweekblad*. The audit, which focused on agricultural land transactions between 1994 and 2016, enables Agri SA and agriculture as industry to engage with stakeholders on relevant policy issues on a factual and transparent basis.

**Drought Fund**

Agri SA initiated a concerted campaign to support farmers impacted by the severe drought conditions experienced over the past several years. By the close of 2017 Agri SA channelled R17 million of donations in cash, animal feed and logistical support to farmers and communities in need.

**Transformation Report**

The Agri SA membership spent R331 million on transformation in the 2016/17 financial year and reached an estimated 108 307 beneficiaries, which includes 55 000 farmers. The survey report and additional research gives the opportunity to critically identify challenges to transformation, of which a shortage of capital is at the top of the list. The report is the first consolidated report on transformation within agriculture.
Corporate Chamber

Chamber Meetings
Members are able to network across sub-sectors, better understand unique circumstances of other players in the value chain and discuss sector-wide policy issues.

Ad-hoc meetings
Drawing on a depth of expertise, the chamber organises special sessions to enable in depth discussions on priority matter. In above, esteemed Judge Gildenhuys unpacked expropriation without compensation.

Annual Events

Commodity and Corporate Conference
Transformation and Trade was the theme of the 2018 Commodity and Corporate Conference, with keynote speakers including the Tshwane Mayor and Rabobank, and allowed for engagement with key stakeholders.

Congress
The pre-eminent event within agriculture, the Agri SA Congress brings together the key decisionmakers in the sector ranging across government, commerce and civil society. Agri SA hosts several nationally recognised speakers at congress.
# Centres of Excellence

At the centre of agri policy advocacy. Driven by designated experts.

<table>
<thead>
<tr>
<th>Economics and Trade</th>
<th>Natural Resources</th>
<th>Land</th>
<th>Rural Safety</th>
<th>Labour and Development</th>
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<td>A specialist economic research unit that looks at potential impacts of policy on the agricultural sector</td>
<td>Focused on environmental issues such as water rights and hydraulic fracking</td>
<td>Policy and legislative negotiations on land and property rights, frequent amicus curiae for litigation on property rights</td>
<td>Monitor security and engage with national authorities on rural safety and gives active resource support for specialised interventions through Agri Securitas Trust Fund</td>
<td>Legal research and policy negotiation on labour market research and support in transformation projects</td>
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**Examples of work done:**
- Registration Fee for SSEGs (Solar Power)
- Property Rates
- Mixed Financing Product

**Examples of work done:**
- A credible representative for the broad interest group within the national environmental debate
- Shale gas
- Mining and Agriculture
- Biological Control of Invasive Species
- Transfer of water use entitlements

**Examples of work done:**
- Section 25
- Just and equitable compensation
- Melmoth case
- Expropriation Bill

**Examples of work done:**
- Implementation of the Rural Safety Strategy
- Threats of farm invasions for farming community
- Second-hand Goods Act and Criminal Justice Amendment Act

**Examples of work done:**
- Enforcement Strategy
- National Minimum Wage
- Social Unity
- Agri BEE

**Head:** Dr. Requier Wait  
**Support:** Martina Benadé

**Head:** Janse Rabie  
**Support:** Gregory Smith

**Head:** Annelize Crosby

**Head:** Kobus Visser

**Head:** Jahni de Villiers  
**Support:** Lebo Sekonyela
Leveraging the agri network

Agri SA supports corporate members with our in-house expertise and resources and by bringing together partners in our network

Industry intelligence

We advise on partnerships, commercial trends, policy issues and other industry intelligence gathered by our position at the intersection of industry discussions

Examples: 1:1 introductions to potential industry partners, industry discussions, tailored briefings to members and visiting group corporate executives, supporting or leading planning workshops, and scoping studies

Policy advocacy

Advocate for policy outcomes within the interest of farms and broader agriculture

Examples: Direct engagement with Ministers and government officials on priority topics, awareness raising within the industry and public through our media network, and expert analysis and commentary during public consultation phase for government policies

Profiling

Agri SA communication channels engage with stakeholders in a meaningful way

Examples: Farmers’ days, industry journalist meetings, thought pieces and on Agri SA’s digital and print media channels such as social media
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