

# 2018 South Coast Agricultural Indaba

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## Concept Document

### Introduction

The agricultural sector is recognised as one of the key sectors of the economy in the Ugu District contributing significantly to the Districts revenue and employing many thousands of people. It is also a sector that has great potential to drive our key strategies for social-economic development and the prerogatives that are stated in our national, provincial and district growth strategies.

The 2018 South Coast Agricultural Indaba is planned as an event that will bring the key role players in this sector together and share information, strategies, new developments, unlock opportunities and discuss various issues of importance to this sector.

### Definition

Essentially a conference, the indaba is both a top-down information and strategy sharing platform as well as the opportunity for the political and institutional leaders in this sector to receive feedback from the farmers and service providers to this sector on their perspective, concerns and challenges. The program for the event is designed to achieve this objective.

### Objectives

As an indaba of this nature takes place occasionally, we are looking to achieve the following specific objectives:

- To share the relevant key strategic aspects of the NDP, PGDS and DDGS with the sector participants.
- To discuss topical issues in this sector viz. RASET, NSNP, agro-processing, growth opportunities, new opportunities, new technology, etc.
- To get clarity and have discussions on the issue of 'Land expropriation without compensation.
- To provide a platform to service providers to this sector to showcase their products and services to the agricultural community.
- To serve as a networking opportunity for this sector.

### Theme

While the theme is still to be clearly defined in a phrase, we are intent that the South Coast agricultural sector get to participate and contribute more actively in the country's agricultural strategies, become more relevant to RASET and other agrarian reforms and also get to benefit from the various opportunities to present themselves.



Ugu District Municipality



agriculture  
& rural development  
Department:  
Agriculture and Rural Development  
PROVINCE OF KWAZULU-NATAL



Ugu South Coast Development Agency



rural development  
& land reform  
Department:  
Rural Development and Land Reform  
REPUBLIC OF SOUTH AFRICA



Umzumbe  
Municipality



ESAYIDI  
TVET COLLEGE



Ugu District  
Municipality



Ray Nkonyeni  
Municipality



RAY NKONYENI  
Municipality



UGU ASSOCIATION OF BUSINESS

## Participants

As an inclusive event that is planning to reach all levels and subsectors in the agricultural sector, we are intent on bringing together leaders who represent the sector. This includes:

- Farm owners and managers
- Business owners and manager who provide services to this sector
- Institutional leaders who serve this sector with programs, projects, technical and scientific support, academic programs, etc.
- Political leadership that institutes policy, governance frameworks, incentives and monitors to critical indicators of this sector.

## Composition

The partners in the 2018 South Coast Agricultural Indaba are:

- South Coast Chamber of Commerce and Industry
- Ugu District Municipality
- Ugu South Coast Development Agency
- Department of Agriculture and Rural Development
- Department of Rural Development

In addition, we have also included the local municipalities viz. Ray Nkonyeni Municipality, Umdoni Municipality, Umzumbe Municipality and Umziwabantu Municipality; the Esayidi TVET College, AgriSETA as partners in this project.

## Selection of Participants

All of the partners exercise their mandate to serve this sector through specific programmes and initiatives which involve farm owners, manager and leaders in their respective initiatives.

Recognising this, we have embarked on an participant allocation that will allow each partner to invite the individuals that they deem fit.

The initial allocation is as follows:

- 30 to SCCC;
- 30 Ugu District Municipality
- 30 to Department of Agriculture
- 20 to Rural Development
- 20 to Ray Nkonyeni Municipality
- 10 to Umdoni Municipality
- 10 to Umziwabantu Municipality
- 10 to Umzumbe Municipality
- 30 Amakhosi invited by COGTA
- 20 Reserved for exhibitors, service providers, etc.

The speakers that are targeted are:

KZN Premier, Mr Willies Mchunu

MEC for Agriculture, Mr Themba Mthembu

MEC for Economic Development, Mr Sihle Zikalala

Director of AgriSETA, Mr Fouche

President of the South Coast Chamber of Commerce and Industry, Mr Vijay Naidoo

Deputy Director, KZN Cogta, Mr Deon Govender

We are trusting that some of the above-mentioned guests will respond to our invitation.

### **Process and Structure**

The planning committee is currently composed of representatives of our key partners viz. SC Chamber of Commerce and Industry (Lead partner), Ugu DM, USCDA, Department of Agriculture, Department of Rural Development.

Ivan Naidoo of the SC Chamber serves as event co-ordinator and is assisted by other SC Chamber executives. All partner organisations have allocated responsible people who will attend to the tasks delegated to them.

The planning committee had its first meeting on 22 August and will meet possibly weekly or as often as necessary to ensure that all aspects of planning and decision-making is undertaken.

The responsibility of the administration and financial control for the event will be in the hands of the Chamber. A full close out report will give a detailed analysis of the project outcomes, the financial report as well as a summary of the feedback from participants.

Regarding the financial aspect, the Chamber will endeavour to ensure that the event costs are contained to the funding received including and in-kind contributions. Although not likely, should it occur that there is a surplus, this will be for the benefit of the Chamber.

### **Proposed Dates & Venue**

The date for the event is set as 19 October 2018.

The proposed venue is the Ugu Sports and Leisure Centre. This venue has been tentatively booked.

### **Proposed Programme Format**

The programme takes the form of a conference linked with an exhibition and entertainment.

We are targeting 10 or more exhibitors made up of service providers and suppliers to the agricultural sector. The exhibition will be held outdoors and the programme will be designed to ensure that all indaba attendees get to view visit the exhibition. In addition to the exhibition itself, the exhibitors will be encouraged to have competitions, etc. that will allow the indaba participants to engage with them.

The entertainment will be multicultural items performed by probably 2 local groups. The live entertainment will be performed both outdoors at the exhibition venue as well as during lunch time.

The indaba has a programme that includes addresses by key leaders in the agricultural, economic and political spheres. There will be breakaway session that will address interest groups on topics relevant to the local agricultural sector. These include RASET, NSNP, Pest Control, agro-processing, etc.

The program is being developed so that the mandate of all partners can be met.

### **Post Event Phase**

A summary of the feedback will be given to the partners to act on the commitments made and/or to address the concerns that may have come through.

The media will be engaged to give pre and post event coverage, highlighting some of the topics that have been addresses.

A Close Out report will be prepared and shared with the partners and will summarise all aspects of the event, identifying both successes and areas of challenge. A financial report for the event will also be included in the Close Out.

All participants who request copies of the presentations made by our presented will be send a copy by email.

### **Land Expropriation Without Compensation**

This is a current and controversial topic that has received international attention. It is critical and timely that this topic is addressed at the indaba with the purpose of bringing clarity to all who are affected. There are currently various perspectives, opinions and understanding of the statements recently released by government. In the light of this confusion, the indaba will serve as a relevant and timely forum to address this issue.

### **RASET Rationale of the Conceptualisation and Significance of the Agricultural Indaba**

The Radical Agrarian Socio-Economic Transformation (RASET) Programme, as part of government's effort to break down barriers in the food value chain and ensure that there is transformation in the agricultural sector, is a central topic in the indaba.

It is planned to be addressed in the main indaba programme and the theme will carry through to the break-away sessions.

The topic will be allocated to a high-level provincial official who will be given a brief both to inform and educate the participants on all aspects of RSET and in particular who it is being implemented in Ugu.

### **Theoretical Rationale & Justification of RASET**

RASET is aimed at creating an alternative value chain to deal with structural barriers to economic transformation in the agriculture sector.

Currently the government is concerned about the amount of money invested in the sector with no visible impact.

RASET provides a platform for historically disadvantaged players to participate in the production, processing and distribution of aspects in the value chain.

RASET is broad based and will be able to cover majority of players in the agriculture sector by eradicating poverty, unemployment and inequality. The key pillar of the programme is to enhance access to government markets in food supply.

RASET is part of the Government Agri-Park programme that is currently being rolled out country wide, and Ugu has recently been included in the programme.

In Ugu, the Horse Shoe Farm project has been identified and is being developed as an agrihub for the district.

All government departments that procure food will participate in the programme, however, private sector such as hotels and restaurants have also been targeted as participants in the program.

Beneficiation of agricultural products will increase market opportunities for previously disadvantaged farmers and reduce dependency on state support while increasing agricultural land utilisation.

### **Vision of the Agricultural Indaba**

The vision of the Indaba is to strengthen and empower the agricultural economy of the South Coast.



### **Mission of the Agricultural Indaba**

The mission is to bring all key players in the South Coast Agricultural sector around the table to inform them of the strategic direction of the government for this sector and, as participants in this sector, to come into alignment with these prerogatives; and take advantage of the various support mechanisms and structures provided by government and its partner institutions. The indaba will also serve as a forum for the Ugu agricultural sector to give feedback to government with regard to the concerns and challenges.

### **Commitment**

Gauging from the response to the 2016 Agricultural Indaba, there has been a strong positive feedback from the participant for such event to become a regular part of our events calendar. Learning from the 2016 event, we plan to structure the programme to provide for vigorous discussion on the various topics. A segment of the programme has been reserved for questions and answers and this will be opened to the floor. Where questions cannot be answered, these will be noted and attendees will be given responses by email.

Presenters will make their presentations available for distribution to the participants via email.

### **Projects**

While a One-day indaba places a restriction on the amount of topics that can be addresses, the following aspects will undoubtedly be embedded in the various presentations and discussions viz.

- Skills Transfer, Inculcation of Entrepreneurship and Job Creation
- Education
- Rural Development
- Environmental
- Social Impact (crime reduction, etc.)

Where these issues are not adequately covered in the presentations, we also plan to develop a brochure that will raise these issues.

### **Funding Commitment**

It has been decided that this will be a non-paying event to attendees. However, the budget for the event is estimated to be in excess of R90000 excluding the venue.

We will be looking to all of our government partners to pick up some of this commitment in the form of a cash contribution towards the budget for the event. There will be an income from the exhibitors and sponsors; although this has yet to be quantified.

### **Conclusion**

The 2018 South Coast Agricultural Indaba is an event that serves all tiers of government, institutional and private sector as it is the only event of its kind that brings all role players in this sector together.

We have invited all stakeholders to join us as we plan together and host an event that will galvanise the sector and propel us into the next season of agricultural reform.