



agriculture & rural development

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Agriculture and Rural Development
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REPUBLIC OF SOUTH AFRICA



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MEDIA STATEMENT

**Att: ALL EDITORS
All Journalists
All Media Houses**

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DEPARTMENT HOSTS CAPACITY WORKSHOP FOR FARMERS TO ALIGN PRODUCTION WITH MARKET DEMANDS

With South Africa's agriculture being one of the world's most diverse sectors, there is a growing demand to improve subsistence farming or informal small-scale farming. Trade and Marketing information is essential for farmers who wish to become fully market-orientated and ensure that their production is in line with market demand.

To respond to this demand, the North-West Department of Agriculture and Rural Development recently hosted a capacity-building workshop in Bojanala District to assist farmers from Madibeng Local Municipality plan their production and marketing activities in accordance with market needs, as well as to participate effectively in the markets.

The workshop emphasized on enhancing the accessibility of the agricultural trade and marketing information to farmers in the horticultural sector, the information session was essential for farmers who wish to become fully market-orientated so that their production is in line with the market demand.

The availability of reliable market information helps farmers reduce the risks associated with marketing, decide where to sell their produce, check whether the prices they are offered are in line with market prices, and decide whether or not to store, or grow produce "out of season" or grow different products.

Amongst others, the presentations highlighted the use of chemicals for pest control; access to market prices; broad strategic guidance on how to correctly price products in order to compete in the market; accessing international markets; how to supply other countries, and the need for products to be of international standards. as well as branding and development of business plans.

Welcoming the informative session one of the farmers, Ms Thato Dibetso, a sweet potato farmer in the area appreciated the workshop and said it met her expectations. The presenters' engagements were very informative and helpful. I think extension officers must be provided with the information in order to assist us at the ground level because not all farmers were part of the workshop and this would allow interactions on a regular basis," said Dibetso.

Another farmer, Thabo Mogale also vouched for the information-sharing session as he emphasized that it was more insightful and assisted in broadening his knowledge on accessing marketing information.

The Department through the Directorate: Economics is intensifying efforts to assist farmers to get formal markets for their trade. Production of many farmers has been marred by marketing as a challenge and the department will move across the province to have empowerment sessions for farmers to be informed on marketing standards and requirements, and all trade negotiations and agreements including market access and facilitation of trade for products.

The Department would also in the later stage host the provincial Agricultural Market Access Summit for smallholder farmers. The aim is to facilitate and link smallholder farmers in the province to intended market opportunities.

PHOTO CAPTIONS:

5H3A7711.JPG – Mr Bonolo Moeketsi of Trade and Marketing Sub-directorate, presenting “Understanding the barriers and challenges farmers face to enter into formal market”.

5H3A7796.JPG- Ms Thato Dibetso, Madibeng farmer giving her contributions during the capacity building workshop.

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