

NAMC PARTICIPATED IN THE COMMODITY-BASED EXTENSION APPROACH (CBEA) AND SMALLHOLDER EMPOWERMENT AND PROMOTION APPROACH (SHEP) CONSULTATIVE WORKSHOP

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The NAMC participated on a consultative workshop on the implementation of the commodity-based extension approach (CBEA) and Smallholder Empowerment and Promotion approach (SHEP) workshop strategy. The consultative workshop was organised by Department of Agriculture, Land Reform and Rural Development (DALRRD). The workshop discussed strategies around commodity-based extension approach from different Provincial Departments of Agriculture and Rural development, creation of database for extension and advisory services, strategies from commodity organisations similar to commodity-based extension approach strategy. The stakeholders present collectively drafted CBEA strategy document at the end of the session.

The consultative workshop was also attended by the ARC, Citrus Grower Association, South African Sugar Association, Cotton SA, DALRRD and Provincial Departments of Agriculture and Rural Development. The consultative workshop aimed to implement value chain approach for integrated and holistic support services for smallholder farmers, prioritising market access.

The implementation aims to engage Public Private Partnerships in relation to finance and funding, inputs supply, database, capacity building and market access. The NAMC's role is to participate on linking farmers to market and provide advisory related to Agriculture and Agro processing Master Plan. SHEP strategy document was drafted focusing on strategies to increase awareness and uptake of SHEP approach, roles and responsibilities of different stakeholders, proposals for proper implementation of the approach and institutionalising the SHEP approach.

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