

# THE NAMC PARTICIPATED IN JOZINI FARMERS AND INFORMATION DAY EVENT

By: Nonhlanhla Gwamanda | November 2022



**T**he NAMC achieve its mandate through collaboration and partnerships with all the stakeholders from the public and private sector, Provincial and Local Department of Agriculture Land Reform and Rural Development and Local and District Municipalities.

During this reporting period, the National Agricultural Marketing Council (NAMC) was invited by the Makhathini irrigation Farmers Forum and the Jozini Local Department of Agriculture, Land Reform and Rural Development, participate and present the available market access opportunities to the smallholder farmers and stakeholders during the Jozini Farmers and Information Day event. The prestigious event was attended by approximately 100 stakeholders from the surrounding communities, traditional authorities, public and the private sector.

Apart from the community members and the smallholder farmers, there were 13 different stakeholders who attended and they included the local INKosi UQwabe, Jozini Local Mayor - Councillor, UMhlosinga Development Agency, Agribusiness Development Agency (ADA), ABSA bank, South African Sugar Association (SASSA), PANNAR seed (Pty) (Ltd), South African Farmers Development Association (SAFDA), South African Grain Farmers Association (SAGRA), SENAgiculture Consultancies (SENAgri), Mkhathini Research, BKB, Provincial Department of Agriculture, Land Reform and Rural Development: Radical Agrarian Socio-Economic Transformation (DALRRD:RASET)/OPERATION VULA.





All the stakeholders shared their prospective interventions towards the development of the Jozini smallholder farmers. They all agreed on the development of one comprehensive support package, comprising of the support from different stakeholders, for the Jozini farmers.

Additionally, this can be achieved through new and innovative public-private partnerships, increased public investments in research and extension system and development-oriented local governance and institutions. Emphasis should be placed on developing cooperatives, farmer organizations, business associations, scientific organizations explicitly supporting the needs of smallholder agricultural producers, and entrepreneurs to capture and add value to on-farm, post-harvest and off-farm enterprises.



These are required to assist the smallholder farmers overcome high marketing costs thus enabling them to harness their market potential and achieve higher profits. There will be further ongoing consultation with all the stakeholders to finalise institutional arrangements in order to design the comprehensive support for the farmers as stipulated above.