



NEWS RELEASE

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Agri Wes-Cape Annual Congress

The Agri Wes-Cape Annual Congress that takes place on 28 July 2011 at ATKV Goudini, will address three very interesting topics. The first session, called **Winds of Change**, will give perspective of the past and will especially place emphasis on specific highlights in the agricultural sector over the last few decades. Professor Andre Jooste of the NAMC is the speaker for this challenging session.

The second session, that will be handled by Professor Johan Willemse of the Free State University, will address the **Current Realities** the agricultural sector has to deal with as well as the leading role that agriculture plays in the economy. The session will also touch on stumbling blocks that prevents sustainable production as well as the responsibilities of the different role players to ensure a more agriculture-friendly environment.

The last session, that will be led by Niel Joubert, Chairman of the AWC General Affairs Chamber as well as the Communication and Image Building Policy Committee, promises to end the congress on a high note when he will conclude with the congress theme: **Fruits of Plenty – Get SA Growing!** The negative image agriculture has been discussed and debated for a number of years and therefore we believe that the launching of a dynamic new movement during this session will kick-start the improvement and restoration of the image of agriculture as well as the environment that needs to be created to ensure sustainable production in the sector.

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