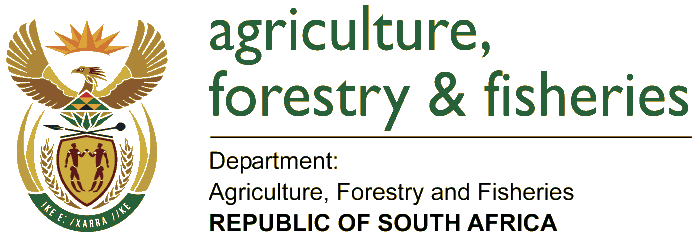
**CONCEPT NOTE**

**“WORLD FOOD DAY”**

**16 OCTOBER 2012**

**GAUTENG**



**FIRST DRAFT**

**1. INTRODUCTION**

World Food Day was proclaimed in 1979 by the Conference of the Food and Agriculture Organization (FAO). It marks the date of the founding of FAO in 1945. The aim of the Day is to heighten public awareness of the world food problem and strengthen solidarity in the struggle against hunger, malnutrition and poverty. In 1980, the General Assembly endorsed observance of the Day in consideration of the fact that "food is a requisite for human survival and well-being and a fundamental human necessity" ([resolution 35/70](http://daccess-ods.un.org/access.nsf/Get?Open&DS=A/RES/35/70&Lang=E) of 5 December 1980). ). Disasters such as floods and droughts are major challenges in water management that need to be overcome in order to ensure sustainable human development and poverty alleviation.

The annual worldwide World Food Day (WFD) commemorations on the 16th October are marked by a theme relevant to the current global food security challenges. This 32nd second WFD commemoration is marked by the theme:”**Agricultural cooperatives – key to feeding the world".** Cooperative model is a community centered business approach that strives for socio-economic means of its members to be realized. The aggregation of smaller farm units into a larger cooperative unit would facilitate breaking the constraints attributed to problems related to lack of access to markets namely, transportation, market infrastructure, collection and storage of produce, lack of bargaining power and finally lack of institutional responsibility focused at ensuring marketing access for small farmers.

The key policy priority is to strengthen the ability of rural and urban households, especially those that are poor and vulnerable, to be organized and play an active role in sustaining their livelihoods through agriculture. This will allow producers to capture the considerable economies of scale existing in the procurement of inputs and marketing of outputs as well as facilitating the exchange of information and access to credit. In the world today, an estimated one billion people are members of some kind of cooperative including stockvels, society etc all this forms part of the cooperative movement

**2. PURPOSE OF THE NATIONAL WORLD FOOD DAY COMMEMORATION**

The following represent the purpose of the national world food day commemoration:

* 1. To heighten public awareness of the world food problem and strengthen solidarity in the struggle against hunger, malnutrition and poverty.
  2. To enlighten communities about the importance of the indigenous knowledge food systems and the important role it can play in attaining their food security and sovereignty.
  3. Promote production and consumption of indigenous foods as a source of nutrients that are critical in the attainment of nutrition security.
  4. To recognise the efforts of and contributions of women, youth and people with disabilities led agricultural co-operatives in the attaining food security, job creation, economic growth and poverty alleviation.
  5. To showcase Government’s commitment in attaining universal food security for all South Africans.

**3. JUSTIFICATION**

In light of the importance of food security in the nation’s development and the overall goal of improved welfare of the population, Government placed high priority on establishing an explicit food security framework which outlines a coherent ultimate goal to raise the nutritional levels of the population, particularly the more vulnerable members of society. The importance of attaining food security in South Africa is evident from consistently high priority given to it in several national and local programmes. The mandate of eradicating poverty and hunger is informed by a number of multinational declarations that include amongst others:

1. The World Food Summit Commitments
2. Millennium Development Declaration in
3. International Covenant on Economic, Social and Cultural Rights
4. Universal Declaration on Human Rights
5. Voluntary Guidelines to achieve the progressive realization of the right to adequate food
6. African Union Declaration on Agriculture - NEPAD
7. SADC Declaration on agriculture and food security

Since then South African government has responded progressively to these declarations with a number of socio-economic and political frameworks for the attainment of food security for all which include amongst many:

1. Reconstruction and Development Framework - 1994
2. Constitution of RSA : section 27(1b) – 1996
3. Integrated Food Security Strategy – 2002
4. Accelerated Shared Growth Initiative For South Africa 2005
5. Disaster Management Act. No 57 of 2002
6. National Climate Change Response Strategy. 2004
7. National Environmental Management Ac. no 107 0f 1998
8. Conservation of Agricultural Resources Act. 1983
9. Disaster Management Framework. 2005

**4. THEME OF THE NATIONAL WORLD FOOD DAY**

This year’s World Food Day theme is **“AGRICULTURAL COOPERATIVES” FEEDING THE NATION.** Choosing this theme is in line with the United Nations Declaration of 2012 as the international year of cooperatives. According to the International Cooperative Alliance (ICA), the world’s largest 300 cooperatives generated revenues of USD 1.6 trillion in 2008. In terms of sector contribution the Agriculture/Forestry sector they contributed the largest percentage of all the sectors with USD 472 billion that makes up 28.85% of the total revenue. Globally, 800 million people belong to cooperatives and about 100 million people are employed by cooperatives. In Africa, 7% of the population are members of cooperatives.

With almost half of the world’s six billion people living on less than two dollars a day, food security and poverty alleviation have become the biggest challenge to human society. In response to this, the global campaign against poverty has gained momentum with various institutions including government initiating policies and programmes to ensure food security. There is growing consensus among international actors such as the United Nations (UN), International Labour Organisation (ILO) and the European Union (EU), that the cooperative enterprise Model is one of the forms of organisations that meet all dimensions of poverty. This consensus result from the fact that cooperatives have the advantages of identifying economic opportunities for the poor, empowering the disadvantaged to defend their interests and provide security to the poor by allowing them to convert individual risks into collective risks. In line with these, cooperatives are increasingly being presented as a pre-condition for successful drive against food insecurity and poverty.

Analysis of agriculture cooperation points out two major reasons for the formation of agricultural cooperatives, viz. to solve market failures and to address distortions in the supply chain. Perhaps the most obvious and direct contribution made by cooperatives to food security happens to be the core function of agricultural cooperatives being collective marketing. Cooperatives allows small scale farmers to sell their produce in bulk enables them to be part of the monetary economy, thus ensuring their own food security.

Agricultural cooperatives promote the participation of women in economic production which in turn helps in food production and rural development. Through cooperatives women are able to unite in solidarity and provide a network of mutual support to overcome cultural restrictions to pursuing commercial or economic activities. Empowerment of women and gender equality are important elements in achieving food security. Cooperatives are the most widespread form of organisational network in many rural areas and give women farmers a chance to enhance their income and economic independence as well as to contribute to food security. In tackling rural poverty, cooperatives increase the productivity and income levels of smallholder farmers by helping them to collectively negotiate better prices for inputs such as seeds, fertiliser, transport and storage. On the output side cooperatives help farmers expand market access and capture more of the value chain.

* 1. **SOUTH AFRICA’S APPROACH IN ADDRESSING THE ABOVE THEME**

Based on the theme **“AGRICULTURAL COOPERATIVES” FEEDING THE NATION,** sent through by FAO, the Department will then plan for the activities in accordance with the theme. This will include

**5.1 Communal land preparation**

The World Food Day event will showcase the mechanization scheme in pursuance of the Maize Triangle Plan. Under this theme, there will be practical demonstrations of the mechanization scheme. Tractors mounted with various implements will be deployed to perform the actual work of preparing communal lands at the Sokhulumi Village.

**5.2 Household food production**

Selected households will be assisted in establishing vegetable gardens.

**5.3 Mechanization**

The procured tractors will be handed over to already identified agricultural cooperatives in the province.

**5.3 Promotion of nutritious indigenous food (food utilization)**

The CSIR and ARC will assist in showcasing indigenous nutritious food.

**5.4 Food Mountain**

Stakeholders of the World Food Day will procure and campaign for food donations, the collected items would be used to build a food mountain which would later be donated to the local charity organizations by the Minister and her dignitaries, stakeholders herein include Tshwane Municipality, Foodbank, GDARD, FAO and DAFF etc.

**5.5 Site visit to projects**

The Minister and her dignitaries will pay an official visit to the local agricultural cooperatives supported by government and private sector. The project beneficiaries will narrate their own operations to the delegation of VIPs.

**5.6 Address by the Hon. Minister for Agriculture, Forestry and Fisheries**

A number of potential speakers has been identified this include keynote address by the Honourable Minister of DAFF, FAO-Representative and the Premier of the Gauteng.

**5.7 Entertainment**

School children and cultural groups will be invited to recite poems to entertain the crowds.

**5.8 FAO recognition awards**

Best contributors in food sector will be given recognition medals to intensify the participation and contribution towards food security and sovereignty

**6. DATE AND VENUE OF THE EVENT**

On the 16th October 2012 the Honourable Minister of Agriculture, Forestry and Fisheries will host World Food Day Commemorations. The City of Tshwane and Gauteng Department of Agriculture and Rural development will join hands with Department in commemorating the 32nd World Food Day event on the 16th October 2012 at Sokhulumi, ward 102.

**7. THE ORGANIZING COMMITTEE**

**7.1 National Organizing Committee**

* + 1. The National Organizing Committee is made up of Provincial Directors and above, including other key stakeholders, shall be chaired by Dr S.S Mkhize, Deputy Director General: Food Security and Agrarian Reform.

**7.2 Substance Sub-Committee**

7.2.1 The Substance Committee responsible mainly for content, programme and generation of resource documents shall be chaired by Mr. Steve Mohlabi, Director: Subsistence Farming, DAFF.

**7.3 Communications Sub-Committee**

7.3.1 The Communications Committee responsible mainly for the development and implementation of a communication plan shall be chaired by Mr. Steve Galane, Director: Agricultural Information Services, DAFF.

**7.4 Security and Protocol Sub-Committee**

7.4.1 The Security and Protocol Committee responsible mainly for accreditation of the delegates and the security of Very Important People (VIPs) shall be chaired by Mr. Mzwandile Govuza, Director: Security Services, DAFF.

* + 1. The Committee is expected to liaise with National Intelligence and VIP Protection Unit.

* + 1. South African Police Services will be required through the local municipality to maintain safety and security inside and outside the venue. The emergency medical cases will be addressed though provincial emergency medical services, the provincial department of Health will be engaged to provide these essential services. Department of Transport in Gauteng Province and the Fire Brigade would be contacted to render their services during the event.

**7.5** **Logistics and Transport Sub-Committee**

7.5.1 The Logistics and Transport Security Committee responsible mainly for sourcing the venue, accommodation, transportation and entertainment of the delegates shall be chaired by Mr Siphelo Ngcwangu, Director: Public Liaison Services, DAFF. The Ministry representative in this committee shall be Ms Jacky Smit who will provide support to the chairperson.

**7.6 Media Liaison Sub-Committee**

7.6.1 The Media Liaison Committee responsible for the development of media and briefing plan shall be chaired by Mr. Selby Bokaba, Media Liaison Officer, Ministry, and DAFF.

7.6.1 As part of the Nationwide Food Security campaign, radio campaigns on the local radio stations and promotional material i.e. brochures, leaflets will be distributed to various organization or communities that will be participating in the celebrations.

**7.7 Budget and Finance Sub-Committee**

* + 1. The Budget and Finance Committee responsible for drawing up budget and financing plan for the entire event is chaired by Mr. Johan Venter, Director: Budgets and Reporting, DAFF.
    2. All procurement for the World Food Day event including the venue, promotional materials, catering, marquee, transport and other logistics to the extent possible, will be done within the Gauteng Province and the head office, Pretoria. Such procurement must be in accordance with the Preferential Procurement legislation and relevant guidelines provided by National Treasury.

**8. LIST OF POTENTIAL PARTICIPANTS**

* Farmer's organisations
* South African Human Rights Commission
* Presidency
* Food Security Ambassadors
* Commercial Banks
* Business Organisations
* National Development Agency (NDA)
* Development Bank of South Africa (DBSA)
* Agricultural Research Council (ARC)
* National Agricultural Marketing Council (NAMC)
* Medical Research Council (MRC)
* Human Sciences Research Council (HSRC)
* Social Cluster Departments: Education, Health, Social Development, Water Affairs, Rural Development
* Non-Governmental Organization
* Civil Society Organization
* University of Fort Hare – Agri-food packs
* Provincial Department of Agriculture
* National Research Foundation (NRF)
* Representative of Religious groups
* Cultural groups

# **9. Guest list**

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Minister’s Guest list will be applicable and will include guest list of the key role players in food security including:

* Ministers of the National Assembly
* Presidency
* Premiers of the Province
* Portfolio Committee on Agriculture
* Members of the Provincial Legislature
* Chairperson and CEO of the South African Human Rights Commission
* FAO Representatives
* Chief Executive Officers of State Owned Enterprises
* Provincial Heads of the Agricultural Department
* Non-Governmental Organizations
* Business Organisations
* Women in Agriculture for Rural Development (WARD)
* South African/African Musicians
* Media