

YOU ARE INVITED TO THE HISTORIC FIRST
“HEAL THE LAND, HEAL THE PEOPLE” WEBINAR
Thursday, 18 June 2020 | Sustainable Gastronomy Day



ABOUT THE HOST: The Integra Trust is a special-purpose entity established with the explicit aim to advance climate-smart sustainable and regenerative agriculture. The principal value of Integra Trust is *the production, distribution, and utilisation of food with integrity that will heal the land and the people*. Based on this value-driven statement, the vision of Integra Trust is *to contribute to a food-secure South and southern Africa through the production and distribution of accessible, affordable, safe and healthy food produced with integrity while using sustainable and regenerative methods*. More information: www.integrafood.co.za.

Click here to register your attendance for the webinar: <https://bit.ly/HealTheLandHealThePeople>

PROGRAMME

08:00 – 08:02 Opening and welcome remarks:

Webinar hosts: Ivor Price and Dawn Noemdoe, FoodForMzansi.co.za

08:10 – 08:25 Introduction and pre-amble:

Dr Pieter Prinsloo and Prof. James Blignaut

08:25 – 10:00 Session 1: Heal the land:

Anchor: Dr Hendrik Smith

An introduction to regenerative agriculture

Dr Hendrik Smith, conservation agriculture facilitator, Grain SA & The Maize Trust

Regenerative and conservation agriculture: perspectives by farmers and researchers

- **Cocky Mokoka**, Seekoeifontein 376, Vanderbijlpark, Gauteng:
Dryland and irrigation mixed crop-livestock farming
- **DF Fyver**, Bhetjane Cattle Co, Vryburg, North West
Arid Kalahari region, diverse, extensive livestock and grazing systems
- **Bertie Coetzee**, Lowerland, Prieska, Northern Cape
Arid, diverse annual and perennial cropping and livestock farming, irrigation from Orange River
- **Egon Zunckel**, Zunckle Farms, Bergville, KwaZulu-Natal
Dryland and irrigation mixed crop-livestock farming
- **Temakholo Mathebula**, Mahlathini Development Foundation, KwaZulu-Natal
Researcher, smallholder conservation agriculture

- **Charles Williams**, *De Toren Private Cellar*, Stellenbosch, Western Cape
Wine and viticulture
- **Fred du Pont**, *The Fruit Farm Group* in Limpopo, Mpumalanga, KwaZulu-Natal and Western Cape
Fruit farming
- **Dr Johann Strauss**, senior researcher at the Western Cape Department of Agriculture
Conservation agriculture and grain farming

10:00 – 10:05 Upcoming programme highlights

Webinar host: Dawn Noemdoe, Food For Mzansi

10:05 – 11:00 Session 2: Heal the people: Anchor Cobus Roode

Anchor: Cobus Roode

- **UN Sustainable Development Goals through regenerative agriculture in SA**
Siwapiwe Madubela, Tshepo Morokong
- **Can social impact of regenerative agriculture rekindle long-awaited dream of social cohesion?**
Khumo Magano
- **Role of the 4IR in regenerative agriculture and e-commerce platforms to distribute food**
Tshepo Morokong, Gerry Weber
- **Beyond mining: rehabilitation of mining areas, creating alternative industries, employment and distribution of food in rural, traditional and communal areas**
Khumo Magano
- **Nepo Mealie Pap: A social/nutritional impact on SA's staple food and society**
Dr Jaap Knott
- **Covid-19, climate change resilience, regenerative agriculture in smallholder farming systems**
Erna Kruger
- **Food clubs in society**
Andrew Ardington
- **Sensible, sustainable land reform in SA with emerging, regenerative agriculture farmers**
Khumo Magano

11:00 – 12:00 Session 3: Food with Integrity: Anchor Dr Pieter Prinsloo

Anchor: Dr Pieter Prinsloo

What does "Food with integrity" mean to you?

Farm and soil management, processing and traceability

PANEL DISCUSSION: Chefs, retailers, and restaurants have unparalleled ability to facilitate connection and socialising between food value chain role-players. Innovative food systems beyond Covid-19. Hyper-local items on restaurant menus to ensure local support of smaller farms. Sustainability, sensible and toned-down cooking.

- **Christiaan Campbell**, chef and food consultant:
Achieving synergy and communication between producer and consumer via food value chain?
- **Errieda du Toit**, chef, food writer and culinary commentator:
Perceptions. Difference between fast food and story food? Is it driven by social media?
- **Gary Jackson**, real food retailer:
Consumer needs: How do we create an open relationship from producer to consumer?
How do we understand the value chain and the world's broken food system?
- **Absie Pantswha**, CEO of professional culinary experiences company Fresh Yumm:
Food trends: What influences you in designing a menu for a food event?
- **Prof. Arno Hugo**, meat scientist at UFS:
Is traceability important and what should be communicated?
- **Andrea du Plessis**, nutrition expert:
Are we producing/selling volume or nutrition?
How do we make informed decisions about what we eat?
- **Steven Barnard**, Farmer Kidz:
Why is it important to connect children with food production?
- **Tozie Zokufa**, A Greener World South Africa:
Why is certification important in food production?

12:00 – 12:15 Webinar break, please reconnect at 12:15

12:15 – 12:40 Session 4: Money matters

Anchor: Prof. James Blignaut

12:15 – 12:20 Introduction: James Blignaut

12:20 – 12:24 Anika de Beer: Meteorologist and eNCA co-presenter of the daily weather forecasts

12:24-12:30 Nic van Schalkwyk: CA(SA) and CFA charter holder. Founding member and executive director of Integrity Asset Management.

12:30-12:40 Graham Terry: CA (SA) and a professor of practice, dept of accountancy, at the University of Johannesburg.

12:40 – 12:55 Part 5: Digital signing of the manifesto

Anchor: Prof. James Blignaut

12:55 – 13:00 Closing remarks and way forward

Webinar hosts: Ivor Price and Dawn Noemdoe, Food For Mzansi

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