



# MEDIA RELEASE

12th AMT ANNUAL SOUTH AFRICAN  
AGRICULTURAL OUTLOOK CONFERENCE  
CSIR INTERNATIONAL CONVENTION CENTRE, PRETORIA, SOUTH AFRICA  
3 & 4 SEPTEMBER 2012

*Is SA agriculture now entering a golden age?  
Gaan SA-landbou nou 'n bloeitydperk binne?*

**Pretoria, 7 MAY 2012**

AMT has been the host of the successful AMT Southern African Agricultural Outlook Conference for the past 11 years. This conference leads the discussion on market forecasts, industry assessments and issues affecting the agricultural and natural resource industries. More than 400 delegates, producers, processors, agribusinesses, media and government decision makers are expected at this year's conference which will take place on 3 & 4 September 2012 in Pretoria, South Africa.

**Some of the speakers who will feature at this year's conference are:**

Mr Vusi Thembekwayo, motivational speaker, Managing Director of MOTIV8 has been honoured as finalist for the Entrepreneur of the Year Award in both 2008 & 2009. He will be delivering a presentation titled 'THE TAKEOVER'.

Mr Tsakani Ngomane, from the South African Presidency will address the conference on "Policy mandates for a responsive and accountable Extension Service in democratic South Africa".

**The keynote speaker on day 1** will be Prof David Hughes, Emeritus Professor of Food Marketing at the Imperial College of London, United Kingdom. David has an unparalleled knowledge of global food issues and opportunities, and is a strong proponent of building vertical alliances between key chain members in the food industry – farmers, life science and input companies, ingredient firms, food and beverage manufacturers, retailers and food service. Prof Hughes will cover "Mega trends in food value chains: their implications and how developing countries respond?"

Mr Mike Schüssler will present the South African and Global Economic Outlook: 2013 – 2014, whilst Dr Theo de Jager will address the Land Reform issue specifically looking at the progress made and the impact of land reform on Food security in Southern Africa”.

**The key note speaker on day 2** will be Mr Jerry Norton, the chair of the grain estimates committee for the USDA World Agricultural Outlook Board. He will present a global outlook on the supply and demand for grains”.

Mr Johan van den Berg (Santam Agri) will give a Weather Outlook for 2013 and will also give his view on how agriculture is adapting to climate change”.

Mr Ernst Janovsky, (ABSA Agribusiness) will provide an analysis on the changing behaviour of commodity prices and provide an Outlook on Integrated Agricultural commodities 2013.

A gala dinner will be hosted on day 1 of the conference. This is an excellent networking opportunity. Several sponsorships are still available for this conference.

Without the following sponsors, we would not have been able to host this important conference and provide the opportunity to exchange ideas affecting our community; businesses and country.

**The sponsors are:**

ABSA, AFGRI Operations, Landbouweekblad, Land Bank; National Agricultural Marketing Council, Nedbank, NWK, SENWES, SIQ, Santam Agriculture; USDA and UNITRADE826.

**For more information on participation, exhibitions and sponsorships please contact:** Ms. Minda Bornman (Communications & Marketing Manager) at +27 12 3612748 or 0123488344 or [minda@amtrends.co.za](mailto:minda@amtrends.co.za)

Ms. Michelle Bornman (Public Relations Officer/Administration Manager) or +27 12 361 2748 or [michelle@amtrends.co.za](mailto:michelle@amtrends.co.za)

Our web site with more information on our sponsors and speakers are: [www.agrimark.co.za](http://www.agrimark.co.za)