

MEDIA INVITE

25 JUNE 2019

AWARDING YOUNG PRODUCERS WHO CONTRIBUTE TO THE ECONOMY THROUGH FARMING

The Ministers of Agriculture, Land Reform and Rural Development, Ms Thoko Didiza, MP and Ms Barbara Creecy Minister of Environmental Affairs, Forestry and Fisheries will co-host an award ceremony to highlight excellence and exceptional achievement of young entrepreneurs and producers in the agriculture, forestry and fisheries sectors in the Eastern Cape.

The ceremony, known as the hashtag YAFF Awards (#YAFF) Awards will be held under the theme: **“Young people reclaiming their strategic position in the mainstream of the sector”**.

The theme seeks to reverse the mind-set created by past discriminatory policies and systems that made young people believe that the only way to participate in the mainstream economy is through employment by being a labourer. This is a call for government and the private sector enforce transformation by creating an enabling environment that will allow young people to reposition themselves and claim their stake in the economy.

Through #YAFF, the vision is to increase the participation of young producers and entrepreneurs in the agriculture, forestry and fisheries sector; provide a framework for networking opportunities between the aspiring young producers and key stakeholders in the sector, and to create an enabling environment from which different role players in the sector can establish synergies to support youth initiatives.

The awards ceremony forms part of youth month celebrations and will be presented at a gala dinner. Follow the ceremony on **Twitter: @DAFF_ZA, #YAFFAwards, #YouthMonth19** and on **Facebook: Department of Agriculture, Forestry & Fisheries**.

Details of the event:

Date: Thursday, 27 June 2019

Time: 17:30 for 18:00

Venue: Boardwalk hotel, Port Elizabeth

All members of the media are invited.

Please RSVP to Piwe Mbiko on piwem@daff.gov.za and 072 937 2337 or Jamela Nkanyane on JamelaN@daff.gov.za or 082 346 9781

For further information, please contact:

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