



June 2024

CARE & GROW

Engaging Instagram campaign drives water donation

Agrimark collected and donated 10 500 litres of clean water to Ashbury Primary School in Montagu, thanks to an innovative social media campaign recognising key environmental sustainability challenges.

Agrimark's Corporate Affairs division conceptualised and produced the "Give a Follow, Give a Litre" campaign and launched it on World Water Day. This day raises awareness of the importance of clean, fresh water. Ashbury Primary was identified as a school in urgent need of clean drinking water, as it only has access to a borehole as water source.



We have raised 10 501 litres thanks to our social media followers

"Our focus was to create a month-long campaign that aligns with Agrimark's objectives of environmental sustainability, community upliftment and social media audience growth," explains Cathleen Mostert, Digital Communications Specialist. "The campaign included a promotional video that

we created with the help of colleagues from various departments, highlighting Agrimark's commitment and pledge to sponsor one litre of water for every Instagram follow."

The timing of the campaign was also significant.

"We announced how much water we collected on 22 April, which is Earth Day," says Cathleen. "This day focuses on the need to protect our natural resources."

The campaign's impact was evident in Agrimark's social media growth. Its Instagram following surged by more than 10% to 10 500 in one month. Agrimark's Facebook audience also increased during the period.

We believe in leveraging our resources to make a meaningful difference in communities.

TASNEEM SULAIMAN-BRAY
DIRECTOR OF CORPORATE AFFAIRS, AGRIMARK

"Thank you to everyone who follow us and enabled this donation," says Susan Davis, Senior Manager: Brand & Communications. "The power of social media can be harnessed for impactful change, and audiences love becoming involved with brands that create meaningful opportunities to do good. Together, we've shown that every follow counts, and every act of kindness can create change."

The project not only addresses the school's immediate water needs but also tackles food insecurity. Two JoJo tanks will be installed, each filled with fresh water. The tanks will be equipped with filtration systems, which will also allow the school to efficiently harvest rainwater during the winter months. With the introduction of water tanks, the school will also be in a better position to cultivate their vegetable garden, promoting a greater measure of self-sufficiency.



Barend Sulvester, Agrimark's Senior Manager of Sustainability, emphasised the significance of the project: "Water is the most crucial life resource and many are deprived of access to it, disadvantaging them in more ways than one. Agrimark believes in providing communities with sustainable practices and long-term solutions."

He added: "This initiative offers immediate relief and sets the stage for a more sustainable future. The school incurs no harvesting and food cultivation costs. In return, they gain access to water and may even generate income by selling some of their produce, benefitting the school and the community."

The disaster relief agency Gift of the Givers helped identify Ashbury Primary as a school in need of fresh, clean water and will manage the installation of the tanks.

"We believe in leveraging our resources to make a meaningful difference in communities," says Tasneem Sulaiman-Bray, Agrimark's Director of Corporate Affairs. "Our ongoing partnership with Gift of the Givers underscores our commitment to addressing pressing socio-economic issues and fostering sustainable solutions for a better tomorrow."

KAL Academy graduates celebrate success

KAL Academy celebrated the graduation of 28 new-generation farmers in March.

Through its farmer development programmes, it aims to empower individuals to transform South African agriculture. The graduation ceremony took place in Porterville, where graduates received qualifications in Mixed Farming Systems and Animal Production, marking significant milestones in their journeys as farmers.

KAL Academy covers all training costs, including transport, accommodation and tuition fees, making the programme accessible to new-generation farmers in the Western and Northern Cape who may face financial difficulties. The training covers theoretical, practical and managerial skills essential for success in the commercial farming sector.

During the ceremony, Warren Bam, an accomplished organic Table Grape farmer and one of SA's top new-generation farmers, shared practical advice with the graduates.

“Don't throw in the towel, don't give up and don't be limited by time constraints,” he said. “Let your passion for what you do be the driving force behind your goals.”

With 499 alumni, KAL Academy serves as a beacon of hope. It has produced graduates who have assumed prominent roles in the agriculture sector, showcasing the effectiveness of KAL's programmes. This year's top achiever in the Animal Production class, Elize-Gerda Beukes, farms with grapes, goats, sheep and pigs in Keimoes.



“I've learned that success in animal production isn't just about raising livestock,” says Gerda. It's about nurturing life, understanding nature's rhythms and fostering good practices on our farm. The Animal Production course has equipped me with the knowledge and skills to contribute positively to our farming practices.”

Lelethu Vundla, top achiever in the Mixed Farming System class, says her time at the Academy has been a rewarding experience.

“With all the knowledge I've gained from KAL Academy, I now see farming as more than just a job and it goes far beyond planting and harvesting,” says Lelethu. “It's a way of learning important values like simplicity, perseverance and humility. Agriculture isn't just about making money; it's about gaining real wealth in terms of good values and true happiness.”

Sean Walsh, KAL Group CEO, celebrated the graduates' achievements and emphasised the ongoing support they could expect from the company.

“Congratulations to the class of 2023,” he said. “Your dedication and commitment to shaping the future of agriculture should be commended.”

“As part of the KAL Group network, graduates can look forward to assistance such as product support, mentorship, networking and further development opportunities. Choosing us means becoming part of a community dedicated to fostering growth and sustainability.”

Agrimark's roots in the community enable eye care for children in need



In poor communities, clear vision is often a luxury rather than a given.

Children who have vision problems face daily challenges such as headaches, squinting or blurred vision, which hinder their academic progress. But in Citrusdal things are looking up, thanks to the proactive efforts of Mouton Citrus and Agrimark.

During a business meeting, Mouton Citrus, a valued client in the Citrusdal district, shared the details of their eye care project with the Agrimark team. A nurse at the local clinic had completed preliminary tests and had found many of the farmworkers' children had poor eyesight and might need corrective eyewear. Recognising the financial difficulties these families face, Agrimark decided to take action by seeking support from optometrists.

"We take a holistic approach when discussing Agrimark's product offering with farming businesses, actively listening for ways to add value or contribute to community projects," explains Johan de Lange, Division Executive: Services & Relations of Agrimark Operations. "The Mouton Citrus Foundation runs several initiatives to support their employees, including sports facilities, educational support, and clinic services. With education being the primary focus of our corporate social investment initiatives, the eyecare project caught our attention. We were determined to help by facilitating the necessary

arrangements to make a positive difference in the learners' lives."

Lerina Nel, from the Agrimark Operations office in Porterville, searched for eye care specialists to partner with. VDM Optometrists in Paarl generously agreed to conduct the eye exams. Out of the 13 children examined, 11 required glasses. VDM also donated all 11 prescription glasses!

Agrimark handed over the prescription eyewear at a small event at the Citrusdal Community Hall. There were smiles all around as each boy and girl received their brand-new pair of glasses which now offered them clear vision.

One touching moment captured the sentiment of the event, when a woman remarked to her little boy that he now had glasses "just like grandma", sparking a heartwarming generational connection.

"Agrimark has deep roots in the community, and we want to leave people better off because of our existence," says Lerina. "We are grateful for partners such as VDM Optometrists who share the same approach to community development. I have no doubt lives have been changed with these glasses. No longer burdened by the daily struggle to see, these children can fully engage in their education and pursue their activities with newfound confidence."

Porterville wheat project celebrates 21 years of growth



The Community Association Founders, together with their partners and beneficiaries are proud of the collaborative successes achieved in Porterville over the past 21 years.

The Porterville Wheat Cultivation Project, run by the Porterville Community Association in collaboration with Agrimark and other local businesses, generated R2,37 million in income over the past 21 years.

This achievement marks a new milestone in the project's ongoing commitment to supporting vulnerable communities in Porterville. It reflects the long-term impact that can be made through collaborative efforts to improve people's lives.

Since its founding in 2003, the project has focused on cultivating wheat on communal land provided by Bergrivier Municipality. Income generated from the sale of the wheat supports four local community organisations, including Porterville Primary and Porterville High School. Each beneficiary received R60 000 this year.

In recognition of the association's founding members, the Cobie Liebenberg/Pieter du Plessis-Porterville Community Association Relief Fund, was announced. The special fund will not only facilitate the implementation of bursary schemes to aid disadvantaged learners, but also pave the way for future initiatives.

This commitment to supporting agricultural and economic growth and fostering educational opportunities for the people of Porterville is a testament to the Community Association's long-term vision. Driven by the ethos of leaving communities better off, and as a founding member of the project, Agrimark continues to provide essential support.

Awie Kriel, Manager: Commodities & Services at Agrimark Grain, emphasised the project's significance: "The long-term sustainability of

this initiative is crucial for both Agrimark and the broader Porterville community. We remain committed to the foundation on which the community forum was built and to empowering, inspiring and equipping local organisations to foster lasting change."

Agri-sector partners such as Viking, Syngenta/Sensako, RSAM Mutual & Federal Insurance and Intergum Chartered Accountants also support the project's success. They donate resources ranging from agricultural inputs to financial and administrative services. These partnerships ensure a greater portion of the income from wheat sales directly benefits the community.

"The journey of the Porterville Wheat Cultivation Project has been one of resilience and community spirit," says Arno Abeln, Director of Operations at Agrimark Operations. "The collaborative efforts of our operations team and partners have enabled us to make a meaningful difference in the lives of many, proving that with the right support, we can achieve extraordinary outcomes. This project exemplifies how sustained effort can foster lasting change and improve lives."

Wayne Dirks, Chairman of the Porterville Community Association, underscored the collective efforts that have sustained the project: "The success of this project demonstrates the power of compassion and collective action. Our commitment to the community and dedication to addressing the needs of its most vulnerable members have driven this initiative forward and strengthened the bonds within Porterville. It's clear that when we start with empathy and a deep-seated desire to make a difference, incredible outcomes will follow."

KAL Trust empowering futures

Fostering personal growth amongst employees is not just a commitment at KAL Group; it's a cornerstone of the company's employee value proposition. Through the KAL Trust, the company invests in the future of its people, understanding that individual empowerment fuels collective strength. This investment extends beyond the workplace, positively impacting employees, their families and communities.

Sinazo Booi, a Production Controller at Agriplas, is eager to share her positive journey with the KAL Trust.

As a working mother, in 2023 Sinazo needed help to place her then 7-year-old daughter, Siphosethu, in a daycare centre in Kuils River – something she couldn't afford on her own. Her path with the Trust began when she spotted a KAL Trust poster on the staff notice board, advertising financial support for the education of employees' children. Interested in this opportunity, she submitted her application and ignited a transformational journey for herself and her daughter.

The Trust has been supporting Sinazo for the past two years, with Siphosethu now in Grade R at Cornelius Elementary School. Grateful for the Trust's financial aid, Sinazo highlights how it has alleviated her financial stress.

"Thanks to KAL Trust, I can afford my child's education and invest in her future. With Siphosethu safely at school, I can focus on work, knowing she is learning and that they are taking good care of her. Without this help, I wouldn't have been able to provide for her as I can now."



She encourages colleagues in a similar situation to pursue the opportunities provided by the Trust to secure their families' growth.

Committed to the holistic development of employees, the KAL Trust has updated its administration and benefits framework over the course of the past year.

The Trust offers financial support for the educational needs of employees' children, for all levels of study (from pre-primary to tertiary level) and can help cover costs such as tuition fees, textbooks, accommodation, and equipment.

Employees can apply for interest-free revolving home loans, as well as financial help towards rental deposits, transfer fees, security improvements and home renovations.

If a child excels in sports or cultural activities, employees can apply for funding to help cover the expenses of tournaments and equipment. The Trust also makes funds available towards community development projects.

Applications for support are open throughout the year, and approvals are based on merit and motivations. **Qualifying employees can submit their applications by 18 October. The next Trustee meeting will be held on 5 November where new applications will be reviewed.**



**Visit the Hub to learn more
about the KAL Trust**



We Want to Hear from You

Has your branch or department been involved in any community-based corporate social investment (CSI) projects lately? We'd love to hear all about it. Please send us your good-news stories and images to Isabel.Muller@agrimark.co.za



Ons Hoor Graag van Jou!

Was jou tak of departement onlangs by 'n gemeenskapsprojek betrokke? Ons wil graag daarvan hoor. Stuur asseblief jou inspirasiestories en -foto's na Isabel.Muller@agrimark.co.za