



GRAIN SA

"LIAISON AND COMMUNICATION"

**FINAL REPORT TO THE MAIZE TRUST
1 OCTOBER 2006 TO 30 SEPTEMBER 2007**

PRESENTED IN SEPTEMBER 2007

REPORT ON THE SCHOOLS PROGRAMME

PROJECT NUMBER	Liaison Communication: OB2
PROJECT TITLE	Schools Programme
PROJECT MANAGER	Ms A Mc Donald / Mr F Pretorius
PROJECT DURATION	01/10/2006 to 30/09/2007

PROJECT OBJECTIVES

- To identify schools in Gauteng, Free State, North West, Northern Cape and KwaZulu-Natal, particularly those from previously disadvantaged communities in South Africa to participate in this programme presented at NAMPO Park near Bothaville. (Target: 50 Schools [Grade 10]).
- To identify primary and pre-primary schools to be visited by Grain SA (Target: 30 primary and 20 pre-primary)
- To organise transport for learners to NAMPO Park for presentations / farm tours.
- To arrange and run the schools competition for all participating schools in a given year.
- By the end of March / beginning of April 2007 the 40 000th learner will visit NAMPO Park for this programme. A special occasion to celebrate this milestone is planned by inviting the National Minister of Education, the premiers of the provinces, the MEC of Education for Free State, the trustees and other sponsors of the project, etc.

ACTIONS TAKEN TO DATE

The period under review have seen a very unproductive phase since the examinations, school holidays and on top of it the unexpected resignation of Mr McGluwa. The latter was the kingpin of the schools programme and after his departure all scheduled activities had to be cancelled or postponed. Steyn Lureman PR took the responsibility for this, while the project manager, Mrs Mc Donald seen to the advertising and recruitment of a new schools programme officer for Grain SA.

In April 2007 Mr Francois Pretorius took the position after offers to two other candidates were turned down by them. The latter candidates were not only preferred for their employment-equity qualities, but also because of excellent track records. However, Mr Pretorius turned out to be a very worthy successor to Mr McGluwa, as his performance record soon proved.

After a re-planning meeting between the new officer, the relevant Grain SA staff and Steyn Lureman PR the following objectives for the schools programme were set:

1. Development of a new schools programme
2. Dramatically improve publicity of the programme

3. Improve participation of producers in the programme
4. Compile an information document

The target set for reaching these objectives was December 2007 but by July almost every objective has been met already. A new programme to convey the importance of agriculture to learners was developed, comprising of three legs, viz 1) the importance of grain relative to the total agricultural setup, 2) the role of agriculture in the local economy and why it should be improved upon and 3) career opportunities in the agricultural sector. In total the focus was on the human factor in every learner in order to inspire them positively towards the new SA and its entire population. A positive youth will inevitably create a positive South Africa.

From April to August contact with 1140 learners was achieved (Attachment 1). Focus was on grade 10 to 12, who are those that are closest to making career choices soon. Two articles were published: one in SA Grain and one in Beeld. An interview on RSG by Hennie Maas was also done. Producers were contacted for visits to various areas. The information document is almost finished.

PROBLEMS ENCOUNTERED

Unfortunately the strike by teachers also affected this programme and many more visits that were already arranged, had to be cancelled due to the strike. The aftermath of the strike also has its effect in the sense that learners are not allowed to go on excursions because catching-up programmes have priority over everything else. The largest problem is the fact that Mr Pretorius got a better offer at his old school and left Grain SA at the end of August 2007.

MILESTONES NOT ACHIEVED

Despite everything one milestone that was not achieved, was the 40 000th-learner event that had to be cancelled.

ASSESSMENT OF ADEQUACY OF THE FUNDING

Despite all the problems experienced and the tremendous progress made in this project, the funding was adequate and other contributions to the project remain dedicated to it.

BUDGET:**EXPENDITURE STATEMENT - 1 OCTOBER 2006 – 31 JULY 2007**

	TOTAL PROJECT BUDGET	1 OCTOBER 2006 – 31 JULY 2007	TOTAL BUDGET REMAINING
Personnel cost and Project Leader	R 251 363-00	177 400	73 963
Travel	R 35 600-00	4 773	30 827
Programme awareness (40 000 learner)	R 130 000-00	-	130 000
Third party payments			
-NAMPO Park	R 182 000 - 00	55 711	126 289
-Transport	R 278 980 - 00	94 499	184 480
-Consultant	R 128 400 – 00	106 300	22 100
-Stationary	R 41 650 - 00	6 018	35 633
Office rent and equipment	R 7 380-00	6 150	1 230
Admin and management fee	R 5 875-00	4 890	985
Totals	R 1 061 248	455 741	605 507

70% Maize Trust	R 742 874	319 019	423 855
30% ABSA	R 318 374	136 722	181 652
Totals	R 1 061 248	455 741	605 507

ESTIMATED DURATION

This programme is very popular and relevant. It should be continued for as long as possible.

SUMMARY OF SCHOOLS THAT VISITED NAMPO PARK (Attachment 1)

Name Of School	Date	Comments
Tshebedisano	16/04/07	It opens minds of learners as well as educators. I learned the possibilities that Grain SA provides to the people of SA and the rest of the world. And most importantly it strives to develop the youth of SA.
Dr. Reginald Cingo	17/04/07	The visit was very informative. I learned a lot. I did not realise that grain is the backbone of SA economy. This country is very lucky to have Grain SA.
Vuyanimawethu Sec.	19/04\07	Everything was well organised from the transport, meals and lecture. Pupils enjoyed themselves. Keep up the good work.
Diepdale Sec	20/04/07	It is truly an educational tour, where both the educator and learners learnt about the importance of grain and career opportunities.
Dinwiddie High	23/04/07	Firstly it served as an excellent timeout from hectic days work. Also served as a wake up call for me as to the importance and the role played by agric in our lives. It is good for the learners.
Lekoa Shandu	25/04/07	The program is very informative. They gained a lot. The program is super.
Bastion H/S	04/05/07	Busvervoer was goed en op tyd. Organisasie deur die skool was tot die minimum beperk. Daarvoor sê ons dankie. Ek glo dat self graad 12 Aard. En Ekonomie leerders kan baat vind by so 'n dag. Baie dankie dat julle ons skool by julle program betrek het. Dit is 'n voorreg. Die kamera wat voorsien is, is 'n wonderlike idee, dankie. Gaan aan met julle harde werk ons bevolking het julle nodig.
Floridapark High	22/05/07	The visit was an eye-opener on what is happening in the grain industry. Our learners will now understand the importance of the grain industry in their lives, community and the country
H/S Vryburger	24/05/07	Baie leersaam. Leerlinge geniet dit, dis iets anders. Hou dit so, baie stimulerend.
Tshepo Themba	25/05/07	I think the lecture is good in setting the minds of learners in the right direction. Our children do not value agriculture. This is the opportunity for them to seek careers in agric.
THS Langlaagte	29/05/07	Very enjoyable and informative. The learners learnt a lot. Thank you. Keep up your good work giving our young people insight into a world they do not know.

H/S Roodepoort	30/05/07	Baie insiggewend. Die leerders het regtig baie geleer en beleef in die kort tydjie wat beskikbaar was. Baie dankie vir die wonderlike manier waarop die aanbieding geskied het. Baie suksesvol.
Raucall	20/06/07	Informative,well structured,an experience not to be forgotten,excellent information on economical issues of SA. THANK YOU.
SA Mokhothu Sec	18/07/07	It was an eye opener to the disadvantaged learners.Through their participation, it was clear that agriculture as an career can be of utmost importance.
Batswana	19/07/07	This visit to Grain SA is the best experience for both the learners and educators. It is motivating, empowering, ensuring sustainability in issues and information about the importance of agriculture. The Presenter is very creative and passionate about his work. This programme is the best. I plead that the leaners from our school be given a chance to visit Nampo Park-so that our new learners will also receive this empowerment. It develops all of as.
Ramosukula Sec.	24/07/07	We think that the visit was very much fruitful and hope to visit again.
Lavela Sec.	27/07/07	Highly informative and encouraging. Fasilitator enthusiastic.
United Primary. Vaal Reef	1/08/07	The lessons were fruitful and interesting. Learners enjoyed the activities very much.
HB Nyathi Sec. Daveyton	2/08/07	Our school's visit was very interesting and educative.
Welkom High. Welkom	3/08/07	Well organised and presented programme. Very educational for our students.

PROJECT REPORT TO MAIZE TRUST

PROJECT NUMBER: Liaison Communication: OB1
PROJECT TITLE: Radio Services: National Radio (RSG)
PROJECT MANAGER: Ms A Mc Donald
PROJECT DURATION: 1/10 /2006 to 30/09/2007

PROJECT OBJECTIVES

- To acquire and assimilate relevant and appropriate information for broadcasting to the grain industry on a continuous basis.
- To ensure through weekly radio broadcasts that farmers and the industry have access to commodity information on a popular, easily accessible medium.
- To involve key role players in the food chain and industry to give their inputs on a continuous basis.

ACTIONS TAKEN TO DATE

As there are three parties involved (Agri SA, Grain SA and Milk Producers Organisation (MPO)) we worked through AgriConnect to negotiate with SABC about airtime tariffs on behalf of the three parties. A rebate relative to the original quote by the SABC was agreed upon, which will be valid until the end of December 2007. During January 2008 AgriConnect will renegotiate the tariff with SABC, who reviews tariffs at the end of every year.

As there are three parties involved, AgriConnect secured a sponsorship for the additional Thursday programme that deals with more common agricultural matters. The RSG Editorial Committee formed by these three parties, meets in Pretoria every Friday to plan and compile the next week programmes.

The Wednesday programme is still for the exclusive use of Grain SA. Mr Hennie Maas is the presenter of the programme that is called "RSG-Landbou". Grain SA is responsible for the news bulletin and topical issues, as well as for an updated schedule of important activities in the grain industry. News on all grain commodities are included in every RSG-Landbou programme from Monday to Thursday. Therefore grain enjoys exposure four times a week in terms of news important to producers, across the range of the whole grain industry, through to the consumers.

The entire programme is the responsibility of the project leader for collecting information and passing it on to the broadcaster. The project leader is also responsible for arrangements for recordings and composition of news on grains to be broadcasted four days a week. The Editorial Committee meetings every Friday are critical but require more inputs from the project leader, including travelling to Pretoria.

PROGRESS MADE

Very positive feedback was received about the new approach of the programme and the information provided. News on the agricultural front is generally regarded as relevant and contemporary.

During an editorial meeting where SABC was present they gave us permission for more additional exposure and airtime on Wednesday mornings between 4 - 5 am for rebroadcasting important issues. Relevant issues for Mpumalanga Province are also being broadcast on their regional station "Radio-Laeveld" on Fridays during lunch hour.

Advertisements about the programme are also benignly placed in agricultural magazines such as Agri, Dairy Mail, AgriBonus and SA Graan/Grain.

The Editorial Committee determines the contents of programmes and ensures that information and progress in the industry are reported on time.

RESULTS ACHIEVED

By the end of August 2007, 43 of the 52 annual broadcasts have been concluded (Attachment 1).

Only positive feedback was received thus far. Special mention of the programme was also made during Grain SA's PR- and Executive Committee meetings, as well as during telephonic discussions with and enquiries to the project leader.

PROBLEMS ENCOUNTERED

None

MILESTONES NOT ACHIEVED

Nothing to report.

ASSESSMENT OF ADEQUACY OF THE FUNDING

Funding is adequate since SABC has not yet raised their rates.

PROJECT BUDGET**EXPENDITURE STATEMENT – 1 OCTOBER 2006 – 31 JULY 2007**

	TOTAL PROJECT BUDGET	1 October 2006 – 31 July 2007 PROJECT ACTUAL	TOTAL BUDGET REMAINING
Airtime	R 218 400	133 680	84 720
Presenter and Production cost	R 129 340	66 920	62 420
Project leader (20%)	R 82 729	70 746	11 983
Official km	R 39 040	18 913	20 127
Office rent and equipment	R 1 533	1 280	253
Admin and management fee	R 3 915	3 150	765
Totals	R 474 957	294 689	180 268

70% Maize Trust	R 332 470	206 282	126 188
30% Other contributors	R 142 487	88 407	54 080
Totals	R 474 957	294 689	180 268

ESTIMATED DURATION

This programme is very popular and relevant. It should be continued for as long as possible.

Table of content:

(Attachment 1)

7 FEBRUARY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Neel Ferreira	GSA	Region Conferences
Me Eve du Preez	Pannar	Soybean Rust
Mr Kobus Gresse	Unigrain	Overview of the grain market

14 FEBRUARY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Quality on Biofuels
Mr Bennie Dunhin	Pannar	Maize Rust
Mr Harm du Plessis	Unigrain	Overview of the grain market

21 FEBRUARY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Koos Theron	Mededingingskommissie	Samespanning by koring
Me Eve du Preez	Pannar	White rust on maize
Mr Kobus Gresse	Unigrain	Overview of the grain market

28 FEBRUARY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Neels Ferreira	Grain SA	GSA Congress
Me Eve du Preez	Pannar	Grey leaf spot
Mr Kobus Gresse	Unigrain	Overview of the grain market

7 MARCH 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Johan van den Berg	ARS	Effect of the drought on maize yields
Mr Bennie Dunhin	Pannar	Sunflower Rust
Mr Gert van der Walt	Unigrain	Overview of the grain market

14 MARCH 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	Grain SA	Feedback on GSA Congress
Mr Bennie Dunhin	Pannar	Cob rot on maize
Du Toit Wessels	Unigrain	Overview of the grain market

21 MARCH 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Biofuels Strategy
Mr Willie Venter	Pannar	Groenvoervloei
Mr Kobus Gresse	Unigrain	Overview of the grain market

28 MARCH 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Hawkins	Grain SA	Crop Estimates
Mr Willie Venter	Pannar	Japanese Radish
Mr Harm du Plessis	Unigrain	Overview of the grain market

4 APRIL 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Fouché	Sorghum forum	Grading regulations - sorghum
Mr Willie Venter	Pannar	Grass
Mr Kobus Gresse	Unigrain	Overview of the grain market

11 APRIL 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Gert van der Linde	FSSA	Availability of Fertiliser
Mr Willie Venter	Pannar	Lusern
Mr Kobus Gresse	Unigrain	Overview of the grain market

18 APRIL 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Me Jane Mc Pherson	GSA	Training of developing farmers
Dr Willem Boshoff	Pannar	Breeding of wheat cultivars
Mr Kobus Gresse	Unigrain	Overview of the grain market

25 APRIL 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Leon Groenewald	Chairman:National Barley Committee	Emergency registration on Net Blotch
Dr Willem Boshoff	Pannar	Russian wheat aphid
Mr Gert van der Walt	Unigrain	Overview of the grain market

2 MAY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Problems with the registration of chemicals
Dr Willem Boshoff	Pannar	Streak rust
Mr Dirkie Streicher	Unigrain	Overview of the grain market

9 MAY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Jub Jubelius	GSA	NAMPO Harvest Day
Me Eve du Preez	Pannar	Plant diseases
Mr Kobus Gresse	Unigrain	Overview of the grain market

16 MAY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	GSA	NAMPO Harvest Day
Mnr Peet van der Walt	Pannar	NAMPO Harvest Day
Mr Kobus Gresse	Unigrain	Overview of the grain market

23 MAY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Hawkins	GSA	Keeping back seed
Me Eve du Preez	Pannar	Plant diseases
Mr Hennie de Lange	Unigrain	Overview of the grain market

30 MAY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	GSA	Soil moisture conditions for planting
Mr Ruan Bosch	Pannar	Date of planting
Mr Kobus Gresse	Unigrain	Overview of the grain market

6 JUNE 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Thinus Prinsloo	ARC-GCI	Maize input guide
Mr Ruaan Bosch	Pannar	Plant density
Mr Tooi Wessels	Unigrain	Overview of the grain market

13 JUNE 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	GSA	National Biofuel strategy
Mr IzelleAllison	Pannar	Germination of seed
Mr Gert van der Walt	Unigrain	Overview of the grain market

20 JUNE 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Deon van Rooyen	CEO-Pannar	Transfer of seed and ISF
Mr Kobus Gresse	Unigrain	Overview of the grain market

27 JUNE 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Neels Ferreira	Grain SA	Grain Industry
Mr Ruaan Bosch	Pannar	Cultivars
Mr Kobus Gresse	Unigrain	Overview of the grain market

4 JULY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	GSA	Biofuels
Mr Pieter Rademeyer	Pannar	Breeding of cultivars

Mr Kobus Gresse	Unigrain	Overview of the grain market
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11 JULY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	GSA	Registration of chemicals
Mr Neil Schoeman	Pannar	Pannar Rugby Week
Mr Jaco Bezuidenhout	Unigrain	Overview of the grain market

18 JULY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Corné Louw	GSA	Increase of the diesel price
Mr Walther Gilfillan	Pannar	Grading of seed
Mr Toit Wessels	Unigrain	Overview of the grain market

25 JULY 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr John Purchase	GSA	Region Conferences
Mr Walther Gilfillan	Pannar	Grading of seed
Mr Gert van der Walt	Unigrain	Overview of the grain market

1 AUGUST 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Corné Louw	GSA	Quelea control
Mr Pieter Rademeyer	Pannar	Stack gene
Mr Jaco Bezuidenhout	Unigrain	Overview of the grain market

8 AUGUST 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Hawkins	GSA	Region Conferences
Mr Pieter Rademeyer	Pannar	"Toevlugsareas"
Mr Kobus Gresse	Unigrain	Overview of the grain market

15 AUGUST 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Ortin King	Agri Mega	Agri Mega Week
Mr A.K. Geldenhuys	Pannar	Ethanol and hybrids
Mr Harm du Plessis	Unigrain	Overview of the grain market

22 AUGUST 2007		
PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Koos du Plessis	Grain SA	Sorghum production in the coming season
Mr Pieter Rademeyer	Pannar	Manage the Roudup Ready gene
Mr Hennie de Lange	Unigrain	Overview of the grain market

29 AUGUST 2007

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Gawie Botma	Agri Northwest	Conference for young farmers
Mr Wessel Pretorius	Pannar	Agriculture in Argentina
Mr Gert van der Walt	Unigrain	Overview of the grain market

5 SEPTEMBER 2007

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Hentie Botma	Freestate Agriculture	Why a young farmer conference
Willie Venter	Pannar	Tef
Mr Toit Wessels	Unigrain	Overview of the grain market

12 SEPTEMBER 2007

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	GSA	Increasing prices of Fertiliser
Mr Jannie Blignaut	Pannar	Sorghum
Mr Kobus Gresse	Unigrain	Overview of the grain market