

SUBTROP supports World Food Day

The 16th of October was adopted as World Food Day, to commemorate the launch of the Food and Agriculture Organisation (FAO) of the United Nations in 1945. The FAO is the world's agriculture knowledge agency which provides policy and technical assistance to countries to help promote food security, nutrition and agriculture development. The intention is to heighten public awareness on poverty, malnutrition and food insecurity.

Bonnie Buthelezi
SUBTROP

A team of SUBTROP delegates attended a World Food Day event at Malale Village in support of the Minister of Agriculture's goal to celebrate the International Day of Rural Women, World Food Day and the International Day for the Eradication of Poverty. ZZZ made a generous contribution of tomatoes towards the event, supporting the community of Malale Village.

World Food Day is observed every year with the aim of raising awareness on the issues behind poverty and hunger. Annually, FAO member states commemorate the World Food Day by organising public awareness campaigns that support the National Programme for Food and Nutrition Security. As a member state, South Africa also commemorates the day through activities

aimed at highlighting food and nutrition security and offering opportunities for both communities and the general public to appreciate and embrace food and nutrition security interventions. The theme of this year's event was "Feeding the world, caring for the earth."

The event was attended by high ranking national and provincial government officials. The honoured guests were the Minister of Agriculture, Forestry and Fisheries, Senzeni Zokwana, the Deputy Minister, Bheki Cele, the Premier of Limpopo, Stanley Mathabatha, and local mayors and traditional leaders.

The Subtrop delegates were afforded an opportunity to meet with the Minister for a brief discussion about the subtropical industry's way forward in working together with government.

The day ended on a high note with the introduction of New Agriculture Brand Ambassadors, who made their first public pledge in support of agriculture nationwide under the "feeding the world, caring for the earth" theme. Brand ambassadors were also introduced to show the youth of today that agriculture is not only for the elderly, but for the youth as well. The brand ambassadors include Idols judge, Unathi Msengana, who is also a radio presenter on Metro FM, DJ Sbu, a presenter on Metro FM, Oskido, Zizo Bheda, Minenhle Dlamimi, Luthando Sosha and Thandaza, an actress in a South African Venda soapie called Muvhango. 



Above: Derek Donkin, Nomvuyo Matlala, Bonnie Buthelezi, Bram Snijder, Nongoma Ntitsane and Andrea Smook.

Below: Derek Donkin next to the food mountain at the World Food Day.

