



THE PRESIDENCY  
REPUBLIC OF SOUTH AFRICA

## **MEDIA ADVISORY**

### **PRESIDENT ZUMA TO LAUNCH OPERATION PHAKISA ON AGRICULTURE, LAND REFORM AND RURAL DEVELOPMENT**

President Jacob Zuma will on Friday, 24 February 2017, launch the Operation Phakisa segment focusing on Agriculture, Land Reform and Rural Development in Roodeplaat, Pretoria.

The Operation Phakisa programme, modelled around the Malaysian *Big Fast Results* methodology, is used by government to intensively focus on a particular sector, bringing together government, business, labour and academia to dissect and find solutions to delivery problems. The programme has successfully been implemented in education, health and the ocean economy.

Operation Phakisa: Agriculture, Land Reform and Rural Development aims to enhance and transform the agricultural sector as well as accelerate land reform to ensure an inclusive rural economy.

The programme will be launched under the theme *“Transforming the Agricultural Sector towards an Inclusive Rural Economy”*. Among other interventions, the programme reviews existing producer support models as well as development finance models aimed at fast tracking Land Reform to find workable solutions given the urgent need for government to make progress in land reform and food security.

The Operation Phakisa on Agriculture, Land Reform and Rural Development also seeks to address constraints in ensuring the equitable access to land, both towards economic development and agrarian transformation.

“As I mentioned in the State of the Nation Address, Government will pursue a number of programmes this year aimed towards land reform and land redistribution, all within the Constitution of the country. We have no doubt that this landmark Operation Phakisa on

Agriculture, Land Reform and Rural Development will assist us in this regard,” said President Zuma.

The Department of Agriculture, Forestry and Fisheries and the Department of Rural Development and Land Reform have embarked on a six-month consultation process on the Operation Phakisa Lab, for Agriculture, Land Reform and Rural Development.

The Lab, which constitutes representatives from government, academic and research institutions as well as business, organised labour, private sector and non-governmental organisations have finalised 27 initiatives across seven work streams, namely: Land Reform; Rural Development; Labour; Grains; Livestock; Horticulture and Producer Support.

These work streams will assist in optimising the management of natural resources; developing skills and capacity in the agricultural sector; stimulate; funding and finance; value chain development and market access; coordination and knowledge management as well as reconfiguring space and promoting functional rural settlement.

Agriculture, Land Reform and Rural Development remain one of the key factors of the government’s Nine Point-Plan to boost economic growth and create much-needed jobs.

**The launch will take place as follows:**

**Date** : Friday, 24 February 2017

**Time** : 10h00

**Venue:** Agricultural Research Centre, Vegetable and Ornamental Plant Institute, Roodeplaat, Pretoria

Members of the media are requested to send their details to Proffesor Ndawonde on 079 891 2782 or proffesor@presidency.gov.za or Ireen Magwai on Ireen@gcis.gov.za or 0824405676. Members of the media are also requested to present their valid press cards at the point of entry to access the venue.

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**Issued on behalf of The Presidency**