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PRESS RELEASE

AGRA'S PROFESSIONAL SERVICES CONTINUE TO EMPOWER AND GUIDE FARMERS

Agra Professional Services Division (PSD) is geared for another year of information sharing, consultation, training and other advisory services.

Agra recognizes the need to empower Namibian farmers and relevant agricultural role-players and stakeholders with knowledge and skills in order to sustainably enhance the effectiveness and efficiency of the agricultural sector in Namibia.

The second group of participants of Agra's "Farmer's Ladder to Success" series of lectures recently received their certificates. These lectures were presented on a weekly basis by Agra's Professional Services Division at the Agra Bank Windhoek facility in Windhoek. It forms part of the involvement of Agra's Professional Services Division to consult and train agricultural producers and stakeholders on agricultural production principles and practice.

Since the start of the lectures early in 2010, 32 lectures were presented and a total of 110 farmers attended the courses. Calculating the number of individual messages reaching individual farmers, this adds up to a total of 512 messages. "We have learnt a lot during the first two series of lectures and are in an even better position now to address gaps and needs more effectively in future," said Pieter Hugo, Manager: Professional Services.

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Agra Professional Services will have a very busy 2011. "Agra is serious in developing agriculture in Namibia and our focus point is the farmer," said Hugo. Activities of PSD include public lectures on animal health and nutrition; swakara pelt production courses; information days targeting communal and emerging farmers, as well as formal training for selected groups of farmers; mentoring of farmers and involvement in development projects and initiatives.

Agra PSD is extending an invitation to individuals, farmers' associations or any group to contact PSD at Agra should they have any need for advice or training. The invitation is there: Drop in and we'll discuss it.

Ends.

Issued By:

Albé Snyman
Communications Officer
Corporate Affairs Department
Agra (Co-operative) Limited
Tel: (061) 290 9273
Fax: (061) 290 9250
Email: albes@agra.com.na

www.agra.com.na

Contact Person:

Birgit Hoffmann
Senior Manager Corporate Affairs
Agra (Co-operative) Limited
Tel: (061) 290 9264
Fax: (061) 290 9250
Email: birgith@agra.com.na

www.agra.com.na