



DATE: 17 May 2010

ATTENTION: The News Editor

PRESS RELEASE

INNOVATION DRIVE FOR AGRA

“No organization can wait until change is forced, instead we will have to be pro-active, dynamic and open to change if Agra is to remain successful into the future” With these words, Peter Kazmaier motivated Agra staff to become part of innovation.

Agra has embarked on a drive to establish innovation as a key competence of their business, one of their strategic initiatives. An external expert Innovations Consultant, Rikus Grobler, was appointed to assist Agra with getting the policies, processes and systems in place to establish the innovation program. An innovation team was also appointed, consisting of Agra employees who will drive the innovation program throughout the organization. A computer system will be used to administer innovation challenges and the submission and evaluation of ideas.

Through the system, questions and challenges that require creative solutions will be posted to Agra employees, who will become involved in innovation by proposing solutions.

“Innovation is the ‘tool’ through which the creativity, skills and talents of our people will be fostered to solve problems, create a totally new customer service level, fuel growth, increase profits and attract and retain a talented, creative workforce”, said Kazmaier.

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