



The World Congress on Conservation Agriculture is coming to *SOUTH AFRICA!*

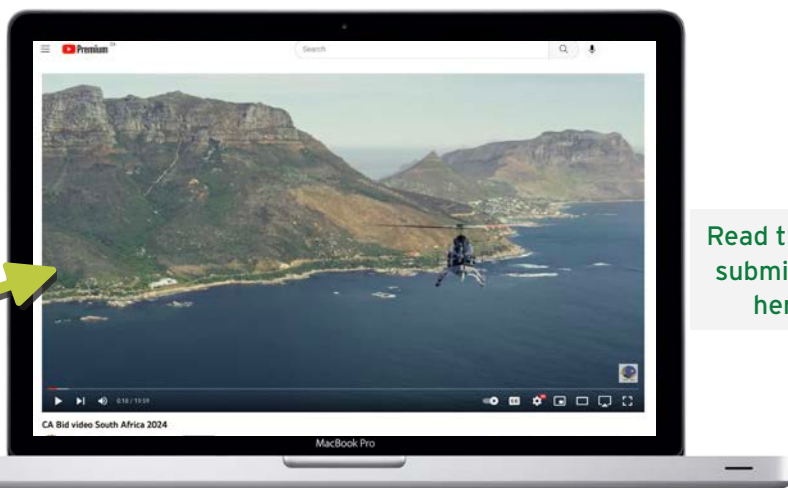
**CAPE TOWN
22-24 JULY 2024**

The Western Cape Department of Agriculture, the conservation-farming body African Conservation Tillage Network, *Landbouweekblad* (South Africa's biggest agricultural media brand), and Conservation Agriculture Western Cape are proud to present you with the exclusive opportunity to be part of the 9th World Congress on Conservation Agriculture (WCCA) as a sponsor. The 9th WCCA promises to increase awareness, build excitement among and educate farmers and other stakeholders in the agriculture industry on sustainability efforts ultimately to enhance conservation

agriculture. Hosted in Africa for the first time, the event will provide farmers around the globe with information on proven and practical conservation systems. Delegates will not only be exposed to international best practice in conservation farming, but will experience South African conservation farming first-hand.

This business development opportunity is the ideal way to ensure brand engagement, to introduce yourself to prospective customers and promote growth among your existing clientele.

Watch the bid video here.



Read the bid submission here.



BACKGROUND

Context about conservation agriculture in South Africa

South Africa is one of only 12 countries worldwide to produce consistent agricultural export surpluses, with citrus and table grapes leading the charge. The country produces a staggering variety of agricultural products, from wool to wine, and is also home to the internationally unique practice of farming with wild and dangerous game.

Our impressive maize production – the highest on the continent – plays a vital role in ensuring regional food security through substantial exports to our neighbours. We indeed are the breadbasket of the region.

Although conservation agriculture (CA) is a proven strategy for mitigating the impacts of climate change and enhancing carbon sequestration, adoption figures remain low compared with conventional practices worldwide, especially in Africa.

Harmful soil degradation remains a significant environmental challenge the world over. One of the concerning contributors to this problem is conventional tillage (CT), which is increasingly regarded internationally as an unsustainable agricultural practice. Unfortunately, these practices continue unabated in many crop and livestock farming systems across South Africa, the con-

tinental, and elsewhere in the world. This reality poses a real and ever-growing threat to the sustainability of agriculture and food production. It has become so severe that national and regional food security is at risk.

The adoption and implementation of CA principles and practices have been highlighted persistently by reputable institutions and in global and local policies and programmes as a key solution to soil degradation. South Africa has a favourable and pointed national policy environment to support the promotion of CA among farmers and across the agricultural value chain. The adoption of CA in South Africa since the 1980s has been an exciting journey led by innovative farmers actively involved with groups and networks and in some cases having technical support and collaboration. This has led to a CA adoption of 25% among grain crop farmers in the country with enthusiastic and progressive pockets found in certain provinces, such as the Western Cape, Mpumalanga, KwaZulu-Natal, North West, and Limpopo. The Western Cape currently leads the adoption of CA in South Africa. Today, 51% of all cultivated open-field crops in the province are managed according to CA principles. This heartening development has resulted in CA being identified as one of the priority projects in the SmartAgri plan, the first provincial sector plan to ensure a resilient agricultural sector in the face of challenges posed by climate change.

“The soil is not just for planting. We have to take care of it so that future generations can benefit from it.” – Nicolas Madondo, conservation farmer and project facilitator, Bergville, KwaZulu-Natal



About 9WCCA

Agriculture is leading the economic recovery in South Africa. The 9th WCCA, to be held in South Africa in 2024, will present practical farming solutions based on global research, international farming best practice, and the broader agricultural industry. The aim is to enhance the adoption of CA by addressing aspects such as the quantifying of soil health, the inclusion of livestock in cropping, nutrient stratification, soil acidification and how to scale up progressively.

Themed “Enhancing agricultural resilience by strengthening the impact and scaling of conservation agriculture”, the congress promises to bring together farmers, researchers, industry leaders, and policy-makers on our shores. It will afford us an excellent opportunity to showcase our successes at the Western Cape Department of Agriculture’s grain-producing research farms and in the agricultural sector.

Strong leaders in CA production will host practical days and possible post-conference tours. Lectures will feature international and local speakers ranging from farmers to researchers on various topics.

SPONSORSHIPS

Get involved!

Sponsorship opportunities are offered on a dynamic platform to showcase financial partner brands and products. Packages will be available on a first-come, first-served basis. All sponsorships will fall into one of the following categories, for which the appropriate recognition will be given:

Category	Amount	Quantity
Diamond	US \$70 800	1
Platinum	US \$53 135	2
Gold	US \$35 423	5
Silver	US \$14 169	10
Bronze	US \$7 085	15
Tin	US \$3 540	15

Category exclusivity

Confirm your Diamond, Platinum or Gold sponsorship to enjoy category exclusivity in any of the following fields:

- Auto/truck
- Animal health
- Associations
- Buildings
- Conservation organisations
- Crop input retailers
- Crop insurance
- Crop protection products
- Equipment
- Fertilisers
- Financial Institutions
- Food services
- Fuel/oil
- Grain merchandising
- Grain processing
- Grower organisations
- Insurance
- Marketing advisors
- Packaged food
- Power tools
- Precision agriculture equipment
- Precision agriculture software
- Restaurants
- Seeding equipment
- Seed
- Soil testing
- Transportation

Diamond, Platinum and Gold sponsors also get first right of refusal.



**By 2020, approximately
15% of commercial
farmers in the Maize
Triangle of South Africa
had converted their
farming systems to CA.**



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SPONSORSHIPS

Benefits	Tiers					
	Diamond (1)	Platinum (2)	Gold (5)	Silver (10)	Bronze (15)	Tin (15)
	\$70 800	US \$53 135	\$35 423	US \$14 169	US \$7 085	US \$3 540
Mobile device charging station (naming rights)	x					
Registration area branding	x	x				
Interview with sponsorship representative on stage	x	x				
Exclusive naming rights for social events during the conference (eg. lunch)	x	x				
Tagging in social media posts about the event	x	x				
Breakaway sessions (naming rights)	x	x	x			
Logo usage at conference on main branding	x	x	x			
Category exclusive	x	x	x			
Lanyard/conference bag - use of logo	x	x	x			
Access to data about the attendees	x	x	x			
Promotional article in the newsletter to attendees/people interested before congress - one sponsor per newsletter	x	x	x	x		
Promotional article on event website	x	x	x	x		
Playback of promotional material/an advertisement during breaks	3 times a day	2 times a day	once a day	once in 3 days		
Rolling ticker of logos on the event screen	x	x	x	x	x	x
Video on the event website	x	x	x	x	x	x
Promotional items in the goodie bag	x	x	x	x	x	x
Complimentary registrations	x (6)	x (5)	x (4)	x (3)	x (2)	x (1)
Exhibition booth during the event	64 sqm	36 sqm	25 sqm	16 sqm	9 sqm	4sqm
Discounted registrations	50	40	30	20	10	5
Logo on ticket platform	x	x	x	x	x	x
Logo on congress website	x	x	x	x	x	x
Logo in conference programme booklet	x	x	x	x	x	x
Event marketing material (use of logo)	x	x	x	x	x	x

Other opportunities

Brand the WiFi landing page and set the password (user-friendly). Place branded WiFi password signage at key points throughout the venue during the conference. An additional US \$3 541.

Advertise in the digital A5 conference programme booklet: Advertising space is available at an additional fee. Full-page advertisement: US \$1 062; half-page advertisement: US \$708. The advertiser is responsible for the design of the advertisement and should provide complete print-ready material (high-resolution PDF).

Sponsor gala dinner on Wednesday, 24 July 2024. The sponsor will get an opportunity to place branding at the event according to the guidelines stipulated. Sponsorship amount to be discussed.