

The future of Agriculture

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see money differently

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The background is a solid dark green color. A vertical line of a slightly lighter shade of green runs from the top to the bottom of the frame, positioned approximately one-third of the way from the left. A diagonal line, also in a slightly lighter shade of green, runs from the bottom-left corner towards the upper right, intersecting the vertical line. This creates a triangular area in the bottom-left corner that is a vibrant, bright green color. The text is positioned on the left side of the image, overlapping the dark green background.

Mega trends shaping
the future of agriculture



Local food demand

- ↑ Urbanisation
 - Changing food demand
- E.g. increased income = ↑protein
- Supply chain?

Infrastructure

- Energy availability, Port performance (Cape Town Port)
- Feeding a growing nation = require cost effective, reliable transport to market

Trade & Global Market Dynamics

- Market shift from W to E
- EU, AGOA importance
- Market access to China
- Geopolitics



Technology

- Precision farming

real-time data
Optimisation)

AI Digitalization

Biosecurity regulations for plants & animals

- Traceability
- Leverage with
data & AI

Climate & weather related changes

- Extreme change in
rainfall and
temperatures
- Cultivar
development &
crop management
- Spread of pests &
disease?



Natural resource constraints

- Land & water
- 55% of all agri land in SA = only suitable for extensive grazing

Rural safety & security

- Consequences for agricultural investment? Rural economies and communities?
- E.g. stock theft, illegal hunting, compromised assets

Sustainable transformation

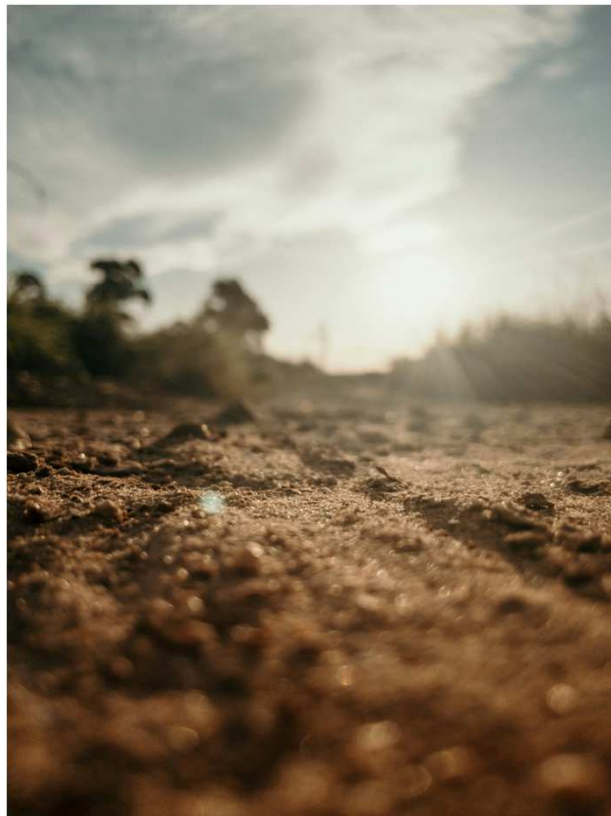
- Effective farmer support systems to integrate emerging farmers into commercial value chains

Future Proofing your Business

The future of Agriculture - summary

SA horticulture likely to become larger, more export-oriented, more technology-intensive and more capital-intensive by 2036 — but also more concentrated around water-secure regions, sophisticated producers and reliable logistics infrastructure.

The industry will increasingly be defined not simply by production per hectare, but by water security × cultivar genetics × energy × cold chain × market access × logistics × compliance.



Future Proofing your Business

- **20:80 Principle**
- **Business planning**
 - Current vs future?, Farm as a business or just a farming operation?
 - Business structure - continuity
- **Cash flow management**
 - lever for growth and protecting business from shocks
- **Adapting to changing market conditions and ever-changing production environment**
 - Water and Climate resilience, Build market power
 - Use of Data and AI

THANK YOU