

JULY 28, 2021  
SOUTH AFRICA

---

# UN FOOD SYSTEMS SUMMIT 2021: INDEPENDENT DIALOGUE

---

## MEDIA ENGAGEMENT IN THE UN FOOD SYSTEMS SUMMIT PROCESS

### DRAFT AGENDA

#### FACILITATOR: Dr. Thulasizwe Mkhabela

Group Executive: Impact & Partnerships – Agricultural Research Council (ARC)

---

**JUL 28 11:00 – 11:05 OPENING REMARKS AND OBJECTIVES OF WEBINAR**

**Dr. Thulasizwe Mkhabela** – Group Executive: Impact & Partnerships – Agricultural Research Council (ARC)

**11:05 – 11:25 OPENING / WELCOME REMARKS**

**Mr. Danie Swart** – Genre Manager – Education & Children – SABC Education

**Dr. Brave Ndisale** – FAO Country Representative – South Africa

**Dr. Thulasizwe Mkhabela** – Group Executive: Impact & Partnerships – Agricultural Research Council (ARC)

**11:25 – 11:40 KEYNOTE: Unpacking Food Systems**

**Prof. Lindiwe Majele Sibanda**

Director & Chair – ARUA Centre of Excellence in Sustainable Food Systems (ARUA-SFS)  
University of Pretoria

**11:40 – 11:50 DISCUSSION: Q&A**

An opportunity for dialogue through Questions and Answers

**12:00 – 12:35 PLENARY SESSION 1: Case Studies**

*Examples of Food systems initiatives will be presented. Each case study will highlight how the entity fits into a Food System.*

**1. V&A Waterfront is a Food System Hub** – Henry Mathys – Senior Manager of Social Impact – V&A Waterfront

**2. South African Fresh Produce Markets: Communicating the Fundamentals** – Litha Sabio – Strategic Communications Consultant

**3. Izindaba Zokudla: Seeing the System in the Food System** – Dr. Naudé Malan – Senior Lecturer – Business Management – University of Johannesburg

**12:35 – 13:30 PLENARY SESSION 2: Media and Communications Engagement**

*This session will focus on the available methods of conveying Food System messages.*

**1. Article Angles & Audiences** – Liza Bolhmann – Chairperson Agricultural Writers' Association SA and Communication Business Partner for Bayer Crop Science

**2. The New Face of SA Agriculture** – Ivor Price – Director – Food for Mzansi

**3. Why it is Important to Engage with media as a Farmer** – Gugu Mahlangu – Farmer and Founder – #Farm Spaces)

**4. The Content Creator Economy within the Agri Sector** – Mbali Nwoko – Farmer and Blogger – Green Terrace

13:30 – 13:40 **OPEN DISCUSSION**

An opportunity for dialogue through Questions and Answers

13:40 – 13:45 **SUMMARY OF FEEDBACK**

**Sithembile Ndema Mwamakamba** – Director Policy Research and Analysis – FANRPAN

13:45 – 13:50 **CLOSING REMARKS**

**Dr. Tshilidzi Madzivhandila** – Dr. Tshilidzi Madzivhandila - CEO and Head of Mission - FANRPAN