



# DAFF Female Entrepreneur 2010

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## Guiding document



agriculture,  
forestry & fisheries

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA

2010

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## **Acronyms**

CEO	Chief Executive Officer
DAFF	Department of Agriculture, Forestry and Fisheries
DAIS	Director: Agricultural Information Services
HDI	Historically Disadvantaged Individuals
MEC	Member of Executive Council
SOE	State Owned Enterprise

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## 1. Background

The Female Farmer of the Year Awards was inceptioned by the former Department of Agriculture in 1999 to encourage and increase the participation of women in agricultural activities. The event itself awarded the efforts and contributions of women in matters of food security through backyard and large-scale production as well as value-chain activities. Over the years, it became an empowerment platform that recognised the entrepreneurial skills of women in the sector. In some cases, the women became a valuable pool for placement and to transform various boards of State Owned Entities (SOEs). This annual event commences at provincial level and culminates with the National Female Farmer of the Year Awards taking place at the end of Women's Month.

The categories should appeal to progressive entrepreneurship and encourage:

- Food security and forestry
- Value chain activities
- Trade and export.

The 2009 Female Farmer of the Year Awards was reviewed at a meeting held in Bloemfontein on 21 October 2009 and attended by coordinators and heads of communication from all provinces except for the Western Cape. That province tendered an apology.

The review acknowledged the following Female Farmer milestones:

- The competition celebrated its tenth anniversary with the full participation of provinces.
- Constant financial sponsorship from Total SA.
- The support of provinces to host the national event.
- Entrepreneurial innovation of female farmers and their courage to venture into previously male-dominated agricultural activities.
- The participation and support of the private sector especially in the adjudication process.

### **The following challenges were noted:**

- The concept was too narrow and did not sufficiently address the full spectrum of the HDIs (in other words, the disabled and young people).
- The model is a once-off intervention without follow-up (sustainability).
- The awards need to motivate subsistence farmers to become smallholders and then commercial producers.
- It has always been difficult to secure prizes and increase sponsorship participation.
- The model did not take into account the different stages of business growth (newcomers vs. seasoned producers).
- The model was outdated and needed to be aligned with the departmental mandate (including forestry and fisheries).

### **To align this competition with the new mandate of the Department of Agriculture, Forestry and Fisheries, the following is proposed:**

- Change the name of the competition to become **DAFF Female Entrepreneur of the Year**.
- The competition should take into account the expanded mandate of the Department of Agriculture, Forestry and Fisheries and therefore award female producers/entrepreneurs in all sectors.
- The competition should be guided along the same principles of promoting women in the various sectors.

## 2. Categories

The following categories, subcategories and prizes are proposed:

Category	Subcategories	Prizes
Best Female Worker	Farm worker	R50 000
	Forestry worker	R50 000
	Fishery worker	R50 000
Best Subsistence Producer	Farmer	R50 000
	Forester	R50 000
	Fisher	R50 000
	Processor	R50 000
Top Young Entrepreneur	Farmer	R50 000
	Forester	R50 000
	Fisher	R50 000
	Processor	R50 000
Top Entrepreneur: Smallholder	Horticulture and Crops	R65 000
	Livestock	R65 000
	Forestry	R65 000
	Fisheries	R65 000
	Processor	R65 000
Top Entrepreneur: Commercial	Horticulture and Crops	R65 000
	Livestock	R65 000
	Forestry	R65 000
	Fisheries	R65 000
	Processor	R65 000
Top Entrepreneur: Export Markets	Horticulture and Crops	R65 000
	Livestock	R65 000
	Forestry	R65 000
	Fisheries	R65 000
	Processor	R65 000
Overall Winner	One winner drawn from the Top Entrepreneur categories	R100 000
<b>Total</b>		<b>R 1 625 000</b>

**In addition to the prizes above the DAFF and provincial departments will give support (skills) to the winners.**

## 3. Criteria for categories

For female entrepreneurs to be eligible for the competition, they must have their own businesses. In the case of partnerships, ownership of women should be 80 % and companies must be registered in their names. In the case of a trust, 80 % of the trustees must be women and active. In instances where management is in the hands of many people, a business establishment will be entered as a legal entity collectively representing the group and winnings must be shared equitably.

People who have been receiving government funding in Top Entrepreneur categories for the past three years are not eligible to enter.

### *3.1 Top Entrepreneur: Export Markets*

- 3.1.1 At least 60% of the business should be export of produce and have proof of the transactions.
- 3.1.2 Demonstrate a degree of innovation and creativity in improving existing farming systems.
- 3.1.3 Produce for export markets – with products distributed across provincial boundaries and international outlets.
- 3.1.4 Show commitment to care for the natural resources and ensure sustainability of these resources and also demonstrate responsible use of production inputs, e.g. pesticides, fertilisers and vaccines.
- 3.1.5 Demonstrate good sense and innovation in financial management.
- 3.1.6 Create and retain jobs in the enterprise and add value to the community.

### *3.2 Top Entrepreneur: Commercial (individuals or groups)*

- 3.2.1 Sell to local and national markets and have proof of the transactions.
- 3.2.2 Manage a fairly organised storage/cold storage facility for produce.
- 3.2.3 The group should have defined membership and roles within a properly constituted entity.
- 3.2.4 Demonstrate the ability to work as part of a cohesive team for at least 2 years.
- 3.2.5 Deliver products of high quality in order to be attractive to consumers.
- 3.2.6 Demonstrate a degree of innovation and creativity in improving farming methods.
- 3.2.7 Illustrate commitment to care for the natural resources and ensure sustainability of these resources and also demonstrate responsible use of production inputs, e.g. pesticides, fertilisers and vaccines.
- 3.2.8 Demonstrate good sense of record/bookkeeping.

### *3.3 Top Entrepreneur: Smallholder*

- 3.3.1 Sell to local markets.
- 3.3.2 Manage a fairly organised storage facility for produce.
- 3.3.3 The group should have defined membership and roles within a properly constituted entity.
- 3.3.4 Demonstrate the ability to work as part of a cohesive team for at least 1 year.
- 3.3.5 Deliver products of high quality in order to be attractive to consumers.
- 3.3.6 Produce to sell for economic growth.
- 3.3.7 Demonstrate a degree of innovation and creativity in improving farming methods.
- 3.3.8 Illustrate commitment to care for the natural resources and ensure sustainability of these resources and also demonstrate responsible use of production inputs, e.g. pesticides, fertilisers and vaccines.
- 3.3.9 Demonstrate a good sense of record/bookkeeping.

### *3.4 Top Young Entrepreneur*

- 3.4.1 A group/individual must sell to local or national markets.
- 3.4.2 Demonstrate community involvement.
- 3.4.3 Demonstrate the ability to work as part of a cohesive team for at least 1 year.
- 3.4.4 Deliver products of high quality in order to be attractive to consumers.
- 3.4.5 Produce to sell for economic growth.

- 3.4.6 Illustrate commitment to care for the natural resources and ensure sustainability of these resources and also demonstrate responsible use of production inputs, e.g. pesticides, fertilisers and vaccines.
- 3.4.7 Demonstrate a good sense of record/bookkeeping.

### *3.5 Best Subsistence Producer*

- 3.5.1 This category caters only for household and the local village markets on small plots.
- 3.5.2 Demonstrate innovation and creativity in improving food production.
- 3.5.3 Have a commitment to care for the natural resources and ensure sustainability of these resources, as well as demonstrate responsible use of production inputs, e.g. pesticides, fertilisers, vaccines, etc.
- 3.5.4 At least 80 % of the operation must be owned by women.

### *3.6 Best Female Worker of the Year 2010 (Agriculture, Forestry and Fisheries)*

- 3.6.1 This category recognises outstanding service in the sectors.
- 3.6.2 Farmers, foresters, fishers and fishing companies to nominate one worker for entry.
- 3.6.3 Only people who do operational work are eligible to enter.
- 3.6.4 The worker must not own any farm/entity.
- 3.6.5 The worker must not be related to the farmer.
- 3.6.6 Male-owned farms are also allowed to nominate the best female worker.

### *3.7 Overall Female Entrepreneur of the Year 2010*

- 3.7.1 The winner in this category will be chosen from the winners in the Top Entrepreneur categories: Export Markets, Commercial, Smallholder and the Youth.
- 3.7.2 The following criteria will be used to award the winner on a scale of 1 to 10 points on individual bullets:
  - Sound financial management skills
  - Prospects for growth
  - Hands-on approach
  - Investment in research
  - Job creation
  - Skills transfer
  - Usage of new technology
  - Community/social investment contribution
  - Youth participation and exposure
  - Support for contribution to Millennium Development Goals.

## **4. Entries/nominations**

### *4.1 Provinces*

- 4.1.1 The provincial coordinators and members of the public to nominate potential Female Entrepreneurs of the Year.
- 4.1.2 Provinces have the liberty to develop brochures based on this Guiding Document to encourage participation.
- 4.1.3 All nomination material/profiles sent to the DAFF should be in English, to enable the National Panel of Judges to speed up their processes. Where the profile is in any of the other official languages, a summary of the profile in English should be included. A DVD must have English subtitles.

## 4.2 National

- 4.2.1 The provinces will be expected to submit their nominees to the DAFF based on the categories mentioned under item 2 above.
- 4.2.2 The nominees' profiles and motivations as well as video footage should form part of the submitted documents.

## 5. Closing dates for entries

- 5.1 Provincial nomination process should close on **30 June 2010**.
- 5.2 The provinces have to submit their nominees to the national Department of Agriculture, Forestry and Fisheries by **31 July 2010**.
- 5.3 The entries should be sent to Mr Steve Galane at the following address:  
Room UA GF 04  
Agriculture Place  
20 Beatrix Street  
Arcadia  
PRETORIA  
  
*or*  
Department of Agriculture, Forestry and Fisheries  
Private Bag X144  
Arcadia  
PRETORIA  
0001  
  
Telephone: 012 319 7960/083 635 7346  
Facsimile: 012 319 6943  
E-mail: DAIS@daff.gov.za
- 5.4 The DAFF Female Entrepreneur of the Year event will take place on Saturday, 21 August 2010 in the Eastern Cape.

## 6. Provincial adjudication process

- 6.1 The coordinators will have to obtain their MECs' approval on the composition of the Provincial Panel of Judges, and will also arrange site tours for the adjudication process, if necessary.
- 6.2 It is recommended that the Judging Panel should include all main sector stakeholders, including representatives from the agricultural unions, sponsors and representatives from the national Department of Agriculture, Forestry and Fisheries.
- 6.3 Where necessary, adjudicators should hold interviews with nominees to get a better understanding of the operations of the nominee.
- 6.4 The judging of the entries should be completed within 14 (fourteen) working days after the closing date. Thereafter the names of the top nominees should be forwarded to the national Department of Agriculture, Forestry and Fisheries for the national adjudication process.  
The winners' names should be accompanied by the following:
  - 6.4.1 A 3-minute video profiling (DVD with English translation/subtitles if done in another language).
  - 6.4.2 Each entry should have its own DVD.
  - 6.4.3 A written profile of the nominee (background of the project; financial standing; caring for the resources; future plans).
  - 6.4 Elements or type of the business.

## **7. National adjudication process**

- 7.1 Adjudication will take place on Friday and Saturday, a week before the gala dinner.
- 7.2 Entries from all nine provinces together with the Farm Worker of the Year entries will be consolidated for this process.
- 7.3 The Minister, assisted by the Chief Director: Stakeholder Relations and Communication will compose the adjudication panel.
- 7.4 Where necessary, adjudicators should hold interviews with nominees to get a better understanding of the operations of the nominee.

## **8. Video production**

- 8.1 Where possible, provinces are encouraged to make use of professional services when taking video footage.
- 8.2 This approach will enhance the quality of the entries to stand the deserving female producers in good stead.
- 8.3 Provinces to use the category score sheet to capture all information needed for adjudication purposes on the DVD (to be available at a later stage).
- 8.4 Coordinators to take charge of the DVD material and do quality checks, especially ensuring that the information provided contains all required elements for adjudicators to assess the entrepreneur fairly.

## **9. Prize monies**

- 9.1 Winners at provincial level will be awarded certificates of recognition and 50% of national winnings.
- 9.2 The National Office will once again call for sponsorships for the prize monies.
- 9.3 This call will be done through the offices of the Minister, the Deputy Minister and the Director-General respectively.
- 9.4 Prize monies will be paid directly from the sponsors into the winners' accounts.
- 9.5 Provinces and the industry should ensure that all details of the winners, especially banking details, are verified to ensure smooth processing of payments. All documentation to be sent to the national Core Team which in turn will liaise with the sponsors.

## **10. Provincial winners**

- 10.1 Provincial events should take place long before the national event.
- 10.2 Provinces can also decide on the best system to follow in order to monitor, assist and guide their successful winners.

## **11. Re-entries**

- 11.1 Finalists who did not win in any of the categories will be allowed to re-enter the same category after one year.

- 11.2 A winner is not eligible to enter the same category in two consecutive years.
- 11.3 Winners who won at a higher level such as Top Entrepreneur: Export Markets are not expected to re-enter the competition.
- 11.4 Winners should wait for a year to lapse before they can re-enter in a different commodity.

## **12. National awards ceremony**

- 12.1 The provinces will host the national awards ceremony on a rotational basis.
- 12.2 A budget for the main event will be allocated by the DAFF.
- 12.3 All the provincial coordinators will assume the overall responsibility in supporting their provincial winners to attend the national event.
- 12.4 The provincial coordinators are responsible for liaising with the provincial winners about securing transport (air or land).
- 12.5 Guests to attend the Female Entrepreneur of the Year event will be allocated as follows:
  - 12.5.1 Provinces not hosting the national event (50 guests) including the MECs' guests, officials, nominees and coordinators.
  - 12.5.2 Host province for the national event (150 guests) including the MEC's entourage, officials, nominees, coordinators, provincial leaders and stakeholders.
  - 12.5.3 The national Department of Agriculture, Forestry and Fisheries (200 guests) including the Ministry and all ministerial special guests, officials, sponsors, business leaders (CEOs' Forum), other related national departments and the portfolio and select committees.

## **13. Funding**

- 13.1 Provincial events will be funded from provincial budgets.
- 13.2 Likewise, the national event will be funded by the DAFF.

## **14. Sponsorship solicitation**

### *14.1 Provinces*

- 14.1.1 The provinces are at liberty to source sponsorship for their events, including prizes for their winners.
- 14.1.2 This also includes the initiative to get transport and accommodation sponsorship to facilitate attendance of events.

### *14.2 National*

- 14.2.1 Provinces may not approach the national sponsors for this purpose. In this regard, Total SA and other sponsors which are earmarked by the national office.
- 14.2.2 The national office will circulate a list of potential sponsors for this purpose and provinces should solicit their sponsorships in consultation with the DAFF.
- 14.2.3 All sponsorship monies solicited by the national department will be allocated to prize monies only.

## 15. Publicity

- 15.1 The publicity for the Female Entrepreneur of the Year will be rolled out at provincial and at national level.
- 15.2 Provinces are encouraged to manage their own build-up publicity towards the main event.
- 15.3 The provincial heads of communication have to ensure media publicity for nominations as well as coverage of provincial events.
- 15.4 It is advisable for the provinces to interact with the DAFF Directorate: Communication if capacity is needed.
- 15.5 Adverts should reflect the events as part of the national event and to include the names of the sponsors.
- 15.6 At least one media statement inclusive of the sponsors, as well as the industry (for nomination of Farm workers) should be issued by provinces as part of their communication campaign.
- 15.7 This approach will also apply to the national event.

## 16. Communication plan

- 16.1 Provinces and industry should develop their own plans.
- 16.2 Provinces should develop their communication plans to support the national programme.
- 16.3 These programmes should be implemented in collaboration with the national Department of Agriculture, Forestry and Fisheries.

## 17. Financial accountability

- 17.1 All provinces and the DAFF should implement this Award in accordance with the Public Finance Management Act (PFMA) and other codes of good governance.

## 18. Structures

National Steering Committee: Chaired by the Chief Director: Stakeholder Relations and Communication. This person will be responsible for the constitution of the Panel of Judges.

Mr Steve Galane	Project Coordinator and sponsorship solicitor
Ms Rebecca Tlhabane	Logistics/Secretariat
Ms Portia Mabuse	Logistics/Secretariat
Mr Joe Lekgatlle	Payment and procurement
Ms Rincert Moremi	Media and publicity
International Relations	Protocol
Mr Mzwandile Govuza	Safety and security

## 19. List of DAFF Female Entrepreneur of the Year 2010 coordinators

Name	Postal address	Telephone	Fax	E-mail address
Mr Steve Galane	Private Bag X144 PRETORIA 0001	012 319 7960 083 635 7346	012 319 6943	DAIS@daff.gov.za
Ms Nozi Giwu Eastern Cape Department of Agriculture and Rural Development	Private Bag X0040 BISHO 5608	040 639 1161 082 780 9671	040 639 2245	nozibele.giwu@agr.ecprov.gov.za
Mr Pitso Molise Free State Department of Agriculture	Private Bag X02 BLOEMFONTEIN 9300	051 861 8400 082 789 4480	051 861 8451	pitso@agric.fs.gov.za
Ms Alicia Manotwane Gauteng Department of Agriculture and Rural Development	Private Bag X26 RANDFONTEIN 1760	011 411 4312 082 8026443	011 412 4013	alicia.manotwane@gauteng.gov.za
Ms Nontle Sobantwana	Same as above	011 411 4300/38 084 582 7844	Same as above	nontle.sobantwana@gauteng.gov.za
Ms Zandile Masuku	Private Bag X1244 HILTON 3245	033 343 8057 076 505 6340	033 355 9102	Masuku_zandile@yahoo.com or Zandile.masuku@kzndae.gov.za
Ms Thabisile Tsanyane	Same as above	033 343 8057		ttsanyane@yahoo.com
Mr Themrani Makhuvele Limpopo Department of Agricultural Conservation, Environmental and Land Affairs	Private Bag X9487 POLOKWANE 0700	015 294 4506 082 803 5648	015 294 4506	makhuvele@agric.limpopo.gov.za
Ms Fikile Skhosana Mpumalanga Department of Agriculture, Conservation and Environmental Affairs	Private Bag X4017 KWA-MHLANGA 1022	082 559 1933	013 947 2809	fikephi@mpg.gov.za
Mr Elijah Ramafoko Northern Cape Department of Agriculture, Land Reform, Environment and Conservation	Private Bag X5018 KIMBERLY 8300	053 839 7808 079 543 6516	053 839 7817	eramafoko@agrikim.ncape.gov.za
Ms Lillian Kgobokwe	Same as above	086 512 4353	053 546 5817	lkgobokwe@ncape.gov.za
Ms Thandiwe Moripe-Thabethe North West Department of Agriculture, Conservation, Environment and Rural Development	Private Bag X2039 MMABATHO 8300	018 389 5337/8 071 862 4270	018 389 5434	tmoripe@nwpg.gov.za
Ms Gizelle van Wyk Western Cape Department of Agriculture	Private Bag X1 ELSENBURG 7607	021 808 5022 084 587 1701	021 808 7605	gizellevw@elsenburg.com

## **20. Provincial workshops**

- 20.1 Workshops in preparation of the DAFF Female Entrepreneur of the Year for provinces and the industry have commenced during March 2010. For the 2011 event, the workshops will take place from September to October 2010.
- 20.2 The workshops will deal with the following:
- Clarification/refinement of categories.
  - Format of DVDs and profiles.
  - Prizes.
- 20.3 The provincial adjudication panel members should be invited to participate in the workshop in order to establish best practices.

## **21. Support for winners**

- 21.1 To enhance sustainability of businesses, an annual one-day workshop for all national winners will be held during September.
- 21.2 The agenda of the one-day workshop will include a presentation on the following:
- 21.2.1 Production support programmes of the DAFF.
- 21.2.2 Export opportunities.
- 21.2.3 Keynote address by Minister or Deputy Minister.
- 21.2.4 Half-day visit to one successful enterprise close to venue.

## **22. Structures and roles**

- 22.1 **The National Steering Committee: Chief Director: Stakeholder Relations and Communication**
- Align Female Entrepreneur of the Year with the departmental programmes.
  - Coordinate the competition.
  - Chair the national steering committee.
  - Constitute the panel of judges.
  - Direct this programme as a women's empowerment initiative.
  - Allocate funds.
- 22.2 **The Core Team made up of the Chief Directorate: Communication: Chaired by Mr Steve Galane**
- Provide secretarial support
  - Events management
  - Communications management
  - Sponsorship management
  - Develop and maintain a national database of all the winners.
- 22.3 **The Provincial Steering Committee: Chaired by the Coordinator**
- Responsible for the provincial competition
  - Provincial events management
  - Nomination process
  - Facilitate transportation and accommodation of finalists
  - Provide aftercare to winners

- Develop and maintain a provincial database of all the winners
- Set up the provincial adjudication process.

## 23. Branding

Branding for the Awards should be consistent at provincial and national events. This applies to adverts and other publicity material. The DAFF will give guidance in this regard. Each province will be given a podium banner with a relevant legend developed in accordance with the Government Programme of Action.

## 24. Departmental budget

- R900 000 to host Female Entrepreneur of the Year event (850 guests)
- R30 000 for trophies and certificates
- R150 000 for the annual female entrepreneur workshop (for winners)
- R100 000 for the overall winner
- R500 000 for media publicity
- R300 000 for branding material
- In addition, sponsorships will be solicited to pay prize monies.

**Total: R1 980 000**

## 25. Sponsorship classification

### 25.1 Platinum (Main Sponsor/s): In excess of R1 000 000

*Benefits:*

- Attendance of gala event by 6 members plus partners (total 12)
- Company logo printed in colour on menu/invitations
- Mention by Minister in welcoming address
- Positioning of **4 pull-up** banners at event
- 5-minute speech at gala event
- Handover of certificate/s, prize/s to main winner/s.

### 25.2 Gold (Sponsor/s): R500 000 – R999 999

*Benefits:*

- Attendance of gala event by 4 members plus partners (total 8)
- Company logo printed in colour on menu/invitations
- Mention by Minister in welcoming address
- Positioning of 2 pull-up banners at event
- Handover of certificates, prizes to 2<sup>nd</sup>, 3<sup>rd</sup> prize winners.

### 25.3 Silver (Sponsor/s): R350 000 – R499 999

*Benefits:*

- Attendance of gala event by 2 members plus partners (total 4)
- Company logo printed in colour on menu
- Mention by Minister in welcoming address.

## **26. Critical path/milestones**

### *26.1 Competition launch (every September)*

- 26.1.1 Media announcements and interviews
- 26.1.2 Poster campaigns
- 26.1.3 Nomination invitations
- 26.1.4 Workshop for provinces, coordinators, extension officers and the industry.

### *26.2 Nomination profiling (May–June)*

- 26.2.1 Complete file of nominees
- 26.2.2 Biography of enterprises and visuals
- 26.2.3 Personal details, including banking details of final nominees.

### *26.3 Provincial adjudication process (July)*

- 26.3.1 Composition of Adjudication Panel
- 26.3.2 Workshops for adjudicators
- 26.3.3 Adjudication process
- 26.3.4 Provincial events by **14 August 2010**
- 26.3.5 National event on **21 August 2010**.

## **27. Project management evaluation process**

- 27.1 Payment of winners before 30 November 2010.
- 27.2 Event review and reporting (post-event assessment) by 30 September 2010.
- 27.3 Event plan for 2011 by 30 November 2010.

## **28. Contact details**

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Director: Communication

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