

DINNER-DIALOGUE

Maximizing Africa's Agri-Culinary Heritages for Health and Well-Being

October 12, 2023



MAXIMIZING AFRICA'S AGRI-CULINARY HERITAGES FOR HEALTH AND WELL-BEING

Making Travel and Wellness Markets Work for Food and Nutrition Security

A. Context

1. The South African government acknowledged that its food system – characterized by a high dependence on food imports; a concentration of the food industry in the hands of the elite few; and limited access to affordable, nutritious food by the non-elite majority – is broken. At the end of the 2021 UN Food System Summit, the government identified indigenous foods and agritourism among its priority sectors as part of its agenda for transforming its food system¹.
2. Based on travelers' increasing health and environmental consciousness and their resultant demand for nutritious, local, indigenous foods and nature experiences, tourism is viewed as a key sector for partnerships to maximize market opportunities for indigenous foods and services. Holistic health and prevention are increasingly at the center of consumers' decision-making and people now expect to continue their healthy lifestyles and wellness routines when they are away from home. Further, the relevance of indigenous crops to food and nutrition security cannot be overstated, given their strong nutritional and climate resilient traits. So much so, that many such as sorghum, are being labelled "superfoods."
3. These trends create opportunities for enhancing the commercialization of the agriculture sector. Greater linkages between farms and other sectors – such as tourism and wellness, could help to facilitate growth in local production of diverse, nutritious foods, promote innovative agro-processing SMEs, increase food exports, and promote local and rural economic development. Opportunities are also created for off-farm businesses such as healthy food stores, farmer's markets, food events, specialty restaurants serving healthy, organic, local cuisine and the like.
4. Given the structure and dynamism of the travel and wellness markets, strengthening linkages between the tourism and agriculture sectors is warranted. Taking advantage of high growth market opportunities in the agri-

¹ AgriLuxe Marketing convened an Independent Dialogue, "Driving Food System Transformation in South Africa via Agritourism markets," which contributed to the government's country report submitted to the UN. More details on this can be found at: <https://agriluxemarketing.com/event/un-food-systems-summit-independent-dialogue/>

tourism space can power inclusive growth and support key development objectives of South Africa, namely food system transformation, via reduced food imports, increased production of local, diverse, nutrient dense, climate-resilient crops and related value-added food products, increased food and nutrition security, sustainable job creation – including for women and youth – and environmental conservation.

B. Dinner-Dialogue

5. The Dinner-Dialogue is targeted to senior level stakeholders in government and international development, particularly those operating in the agriculture, health, tourism sector. The event will be curated to give stakeholders a practical insight on the relevance of indigenous crops and related food products to better understand opportunities for supporting policy and program interventions. Issues from the last dialogue on sorghum will be on the table and new ones will be added as additional WILD crops and food products will be highlighted on the menu.

[SEE NEXT PAGE FOR ORDER OF PROCEEDINGS.](#)

WILD FEAST DINNER-DIALOGUE

DRAFT AGENDA 17:00 – 20:00

HOSTESS: Ms. Nunke Kadimo, Tour Guide, !Khwa ttu San Heritage Centre

FACILITATOR: Ms. Jeanette Sutherland, Founder, AgriLuxe Marketing (ALM)

17:00-17:30 TOUR OF THE WAY OF THE SAN MUSEUM

Welcome drinks made of indigenous flora and fauna will be served. Guests to be seated in the restaurant at 17:30

17:30-17:45 WELCOME & OPENING REMARKS

Mr. Michael Daiber, Managing Director, !Khwa ttu San Heritage Centre

Dr. Menghestab Haile, Regional Director, World Food Programme (WFP)

Dr. Babagana Ahmadu, Country Representative, FAO (Virtual)

Honourable Minister Thoko Didiza, Department of Agriculture, Land Reform, and Rural Development (DALRRD) (Virtual)

17:45-18:15 PANEL DISCUSSION I: MAXIMIZING MARKET OPPORTUNITIES IN THE TRAVEL AND WELLNESS SECTORS FOR INDIGENOUS CROPS/FOOD PRODUCTS.

Dr. Ndombelele Ludidi, Professor of Biotechnology, University of the Western Cape

Ms. Mary-Jane Morifi, Chief Corporate Affairs Officer, Tiger Brands

Ms. Sipamandla Manqele, CEO, Local Village Foods

Ms. Siphwe Sithole, CEO, African Marmalade Farms

Ms. Elrita Venter, CEO, AgriEdge

18:15-18:20 MENU OVERVIEW

Chef Werlise Rautenbach, !Khwa ttu San Heritage Centre

Sommelier Charles Withington, The Darling Wine Shop

18:20-19:50 MENU FEASTING

19:20-19:50 PANEL DISCUSSION II: RESPONSE TO PANEL DISCUSSION I

Mr. Kurt Ackermann, CEO, South African Urban Food and Farming Trust

Ms. Petru Fourie, Agricultural Economist & Convenor of the Sorghum Cluster Initiative

Dr. Maneshree Jughmohan-Naidu, Director, Agricultural Biotechnology, Department of Science and Innovation

Ms. Nombulelo Guliwe, CEO, South Africa Tourism

Ms. Rebhone Ntsie, Director, Nutrition, Department of Health

Dr. Menghestab Haile, Regional Director, WFP

19:50-20:00 CLOSING REMARKS

Ms. Mary-Jane Morifi, Chief Corporate Affairs Officer, Tiger Brands

Dr. Menghestab Haile, Regional Director, WFP

Ms. Jeanette Sutherland – Founder, AgriLuxe Marketing