

Together we farm for your future



By Peet van der Walt, on behalf of Pannar Seed (Pty) Ltd

You may have noticed that Pannar has made a slight but significant change to our tagline – from ‘Together we farm for the future’, to ‘Together we farm for **your** future’. We believe this better demonstrates our focus on the producer’s success and sustainability.

Producers are much valued by all and play a vital role in the prosperity of our country. When we sit down to a delicious meal, it is easy to perceive the role they play in our lives. Yet, upon closer inspection, producers provide more than just sustenance.

Agriculture as SA’s lifeblood

The very life and vitality of South Africa’s rural areas are closely linked to the presence of the agricultural sector, which employs and provides income to thousands of people living in these areas. Farming has a marked positive effect on rural economies, and is closely tied to manufacturing, local industries, various services, and tourism and trade.

What’s more, the industry influences our economy on an extremely broad basis. It safeguards our food security, strengthens our national economy, has a positive effect on education, training and the development of entrepreneurial potential, while supplying jobs directly and indirectly to a large percentage of our population. These are the many ways in which farming ultimately contributes to the stability and sustainability of our rural areas and towns.

At Pannar, we recognise that the competitive and dynamic farming sector demands growth and support, both upstream and downstream. Farming requires inputs in the form of seed, fertilisers, agrochemicals, animal feeds, agricultural machinery and more, resulting in many of these sectors’ dependence on the farming industry for their very survival.



Hoopstad-based producer, Pieter Labuschagne, conducting training with his staff, Graham Brink, John Gcozca, Jan Sethibe, Jan Petersen and Paulus Polori, on his farm Robyn Boerderij.

Downstream, farming provides outputs that are processed as both food and non-food products. The food chain itself is substantial, reaching from processing to food distribution, food retail and food services – again providing employment to millions of individuals.

The non-food sector covers fibre, construction materials, textiles, wood products, paper and raw materials derived from farm-produced products. These are used in almost every product manufactured today. Thus, farming outputs processed downstream may include packaging, transport, trade and more. Renewable energy production is also becoming increasingly important.

It all comes down to you

Although agriculture’s contribution to the gross domestic product is approximately 2,5%, the value chain associated with our farming industry is vast and makes a huge contribution to the country’s prosperity. As an industry, it continuously generates new wealth as producers have the skills and science to cultivate the soil and produce crops by utilising air, water,

soil and sunshine, and turn these into commodities. It all comes down to you, the producer.

You need to demonstrate enthusiasm, dedication, persistence, resilience and hard work, regardless of what nature and life throw at you. You proudly cultivate the soil, grow crops, and raise livestock to provide work and food for millions. On any given day, you are more than just a producer. You are also a veterinarian, botanist, mechanic, accountant, marketing expert and high-stakes risk manager – not to mention a family member and a friend. You’re a respected business person and esteemed individual in your community, lovingly preserving the environment for our future generations.

That’s why at Pannar, we are steadfast in our commitment to you, the producer. Together we farm for your future.

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