

AAT appoints Brenda Tlhabane as ambassador

Brenda Tlhabane has joined Africa Agri Tech (AAT) as ambassador. Tlhabane is the founder of Temo Ya Tlhabane Holdings and is known in the red meat industry as a cattle breeder, but also as a producer of other agricultural commodities.



Image Supplied - Brenda Tlhabane

She is also a co-founder of South African Women in AgriBusiness in sub-Sahara Alliance focusing on rural women and youth upliftment.

"We are living in an era where farming is no longer business-as-usual, and we need to find a way to bring indigenous knowledge, and the science and technology fraternity around the same table to find innovative solutions which can assist us to adapt and mitigate the effects of climate change.



Africa Agri Tech puts the spotlight on science and technology in 2020

3 Dec 2019



"AAT is a platform where role players from various sectors will have a dialogue, showcase and breakdown what the Fourth Industrial Revolution (4IR) means from the agricultural sector's perspective," said Tlhabane.

Tlhabane has also held various leadership positions at the African Farmers' Association of South Africa (AFASA) and the National Emergent Red Meat Producers' Organisation (NERPO) and is currently the Chairperson of the AFASA commodity sub-committee.

Tlhabane is one of 20 young farmers from around the world invited to participate in the World Farmers' Organisation's leadership development programme hosted by Gymnasium and LUISS University in Rome later this year.

As a previous senior account manager at Datacentrix and a technology entrepreneur, Ms Tlhabane has an in-depth understanding of how agriculture and technology can be combined to create solutions that add value to farmers' daily lives – which is the key focus of AAT.



AGDA to launch at 2020 Africa Agri Tech Conference

11 Feb 2020



AAT takes place from 18 to 20 February 2020 at the Sun Arena Complex, Time Square, Menlyn Maine.

For more, visit: <https://www.bizcommunity.com>