

# TV programme calls youth to a career in agriculture

Executive Producer Nozipho Ndiweni says that the new season of Living Land is a call to the youth of South Africa "to seriously consider agriculture as a vocation.



"Living Land is more than just an agricultural programme; it's a calling," he says. It focuses on developing agriculture and highlights topical issues like land reform, climate change and entrepreneurship. It shares valuable information and expert know-how on most aspects of farming, unveils the secrets of marketing fresh produce, and explores avenues of value-added income generation by way of enhancing and processing agricultural products. "In this season of Living Land we showcase the many success stories of smallholder and commercial farmers across South Africa," says Ndiweni.

Cookie Mona, Commissioning Editor at SABC Educations says, "Viewers can look forward to in-depth investigations into contentious issues like land claims, genetically modified organisms (GMOs), changing weather patterns, urban farming and government funding schemes. The Living Land crew travels thousands of kilometres to far-flung places: Table Mountain, Limpopo River, Namaqualand in the west and tropical forests in the east to name a few."

The show moves from farms to corporate environments to the streets and homes of ordinary South Africans. It visits government officials, scientists, marketers, economists, businesspeople and anyone who can show where to make farming a viable and profitable enterprise. Living Land shares the joy of making a good, honest living in the wide open spaces of beautiful South Africa; making the most of natural resources and creating a legacy of a productive agricultural country that we can proudly hand over to generations to come.

*Living Land season eight will broadcast Saturdays on SABC2 at 5:30pm from 20 September for 26 weeks.*

<http://www.sabceducation.co.za/livingland/>