

**SOUTH AFRICAN NATIONAL
SEED ORGANIZATION**

NPC Reg No 1989/003392/08

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**SUID-AFRIKAANSE NASIONALE
SAADORGANISASIE**

NPC Reg No 1989/003392/08

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PRESS RELEASE

For use in discussions and promotion of SANSOR's participation in the Royal Show

SANSOR to participate at The Royal Agricultural Show, Pietermaritzburg
25th May to 2nd June 2012

The South African Seed Industry as represented by SANSOR, the South African National Seed Organization, will this year for the first time join hands with the Royal Agricultural Show in Pietermaritzburg to not just showcase the importance of seed in our daily lives to the wider public, but also address some educational aspects regarding seeds, including career opportunities in the local, as well as international seed industry.

SANSOR's participation follows several months of discussions and development of funding options for the exhibition as this was historically not seen as part of their targeted communications.

The importance of seed and the science of seed are generally underestimated and whilst the exhibition hopes to be informative regarding the role that seed plays in the origin and production of our daily needs it will also showcase typical careers within the seed industry, using static and interactive displays. For example-

- Breeding – the role of genetics;
- Seed Production – how is seed produced;
- Seed Test / Technology – interactive / live samples of typical seed tests;
- Inspection & Regulatory aspects – ensuring safety and compliance; and
- Seed Marketing and related careers.

The exhibition hopes to challenge visitors of all age groups to think differently about the role that seed plays in their daily lives. It also hopes to link with related industries to make this more informative.

It is foreseen that the exhibition will not specifically target agricultural schools, colleges and university students interested in a career in seed, but also widen the scope of career opportunities for science-orientated learners, whilst still having an informative flair for the consumer interested to see and learn what role seed is playing in their daily lives.

SANSOR is looking forward to spending some quality time at the Royal Agricultural Show and we appreciate the opportunity afforded to the agricultural community and specifically the CEO of the Royal Agricultural Show, Mr. Terry Strachan.

Gerrie Reitsma
GENERAL MANAGER
SANSOR

DIREKTEURE / DIRECTORS

B Lever (Voorsitter/Chairman), SL Allen, JK Coetzer, D Durandt, GF Heyns, JJ Odendaal





SANSOR WINS GOLD MEDAL AND SPECIAL RECOGNITION FOR ITS INTERACTIVE SEED DISPLAY AT THE 2012 ROYAL SHOW IN PIETERMARITZBURG, KZN, SOUTH AFRICA

