



# AFRICAN FARMING UNION.

## PRESENTATION 2023

Watson and Fine is proud to announce that Botswana is the first country in Africa which has registered the AFU





# MISSION STATEMENT

**Africa has the potential of becoming the leading agriculture and natural resource center of the world.**

"The African Farming Union is committed to elevating African agriculture by advocating for farmers, facilitating intra-African trade, providing a collaborative platform, offering specialized advice, fostering a cooperative marketplace, and driving legal and research support. We strive to be a driving force in integrating technology, elevating youth and women's roles, and ensuring fair and responsible trade practices across the continent."





# OBJECTIVES AND CORE VALUES

**Single Voice for African Farmers:** The Union will represent and advocate for the interests of all African farmers. It will serve as a unified voice to lobby for policies that benefit both commercial and smallholder farmers, ensuring their needs and concerns are heard at the national and continental levels.

**Strengthen African Agriculture:** Through advocacy, training, and resource provision, the Union will strive to bolster the agricultural sector, making it more resilient, productive, and sustainable.

**Promote Trade Between African Countries:** The Union will work to facilitate and promote intro-African trade, creating platforms for knowledge sharing, business networking, and market linkage.

**Provide a Platform for Collaboration:** The Union will foster collaboration and partnerships among its members, stakeholders, and partner organizations to share best practices, tackle common challenges, and leverage collective bargaining power.



## Step Number #1

Attain Government Support

## Step Number #2

Build the Community

# GROWING AFRICA

## Objectives and Core Values



**Cooperative Marketplace with Fair Trading:** The Union will establish a cooperative marketplace where farmers can sell their produce directly to buyers, ensuring fair prices and transparent transactions.

**Provide Legal Help and Research:** The Union will provide legal assistance to farmers dealing with land rights, contracts, disputes, etc. It will also facilitate and promote research to generate evidence-based recommendations for policy and practice.

**Expert Advice from All Sectors of Agriculture:** The Union will form partnerships with experts across the agricultural sector, from agronomists to economists, to provide farmers with comprehensive, integrated advice.

**Work with Governments:** The Union will actively engage with national and regional governments, advocating for favorable policies, negotiating subsidies, and collaborating on initiatives to strengthen the agricultural sector.

**Funding for Agri Projects and Sponsorship:** The Union will seek funding from various sources for agricultural projects that benefit its members. This could include grants, loans, or sponsorships from government agencies, international organizations, private companies, and other potential funders.



 Best Quality

 Good Seeds

 Fertile Land

 Good Product

# THANK YOU



**Watson and Fine UK Ltd.,  
Pera Business Park,  
Nottingham Road,  
Melton Mowbray,  
Leicestershire LE 13 OPB**

## Contact

Peter Watson

+44 7484 386429

[PeterW@watsonandfine.com](mailto:PeterW@watsonandfine.com)

Marion Moore

+27 606 262 936

[MarionM@watsonandfine.com](mailto:MarionM@watsonandfine.com)