**MEDIA STATEMENT**

**FOR IMMEDIATE RELEASE**

# SABS AND CITY OF TSHWANE BACK LOCAL FARMERS WITH SECOND ANNUAL FARMERS' MARKET

More than 20 local farmers and 20 agro-processors will gather at the South African Bureau of Standards (SABS) Head Office in Groenkloof on Friday, 28 August, as the Farmers and Entrepreneurs Market returns for its second year.

Last year's successful market laid a strong foundation for the initiative. It drew strong public support, with most participating farmers selling all their stock before closing time. This year, SABS and the City of Tshwane are building on that success to create further opportunities for local farmers and entrepreneurs.

Hosted by the South African Bureau of Standards (SABS) and the City of Tshwane, the market gives farmers and entrepreneurs a platform to sell their products directly to consumers, gain market exposure, and connect with potential customers and other stakeholders.

From 08h00 to 15h30, visitors can buy agricultural produce, organic goods and a range of value-added agro-processed products directly from participating farmers and entrepreneurs.

Taking place during Women's Month, this year's market places particular emphasis on women entrepreneurs in farming and agro-processing, recognising their contribution to agriculture and creating opportunities for them to showcase, market and sell their products.

Beyond the market stalls, the day will feature short information sessions to help farmers strengthen and grow their businesses. SABS technical experts will share information on standards compliance, product certification and market access, while retailers will provide guidance on the steps farmers need to take to become suppliers. Farmers and entrepreneurs will also have opportunities to network with business development agencies, potential customers and other stakeholders.

Blake Mosley-Lefatola, Chief Executive Officer of SABS, said: “Behind every product at the market is a farmer or entrepreneur working to build a sustainable business. Giving them a platform to reach customers is important, but so is helping them understand how standards, testing and certification can strengthen the quality and competitiveness of their businesses.”

The Farmers and Entrepreneurs Market is part of the ongoing collaboration between SABS and the City of Tshwane, which includes joint economic development initiatives focused on farmer and MSME development.

The market is open to Pretoria residents and the broader public.

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