

Enabling four female Agricultural Economist Graduates to partake in the IFAMA 2023 Student Case Competition and Conference in New Zealand

Dear Mr Sihlobo

We kindly request your consideration in financially supporting our team of four female recent agricultural economist graduates from Stellenbosch University to compete in IFAMA's 2023 Global Student Case Competition in Christchurch, New Zealand.

IFAMA Conference Background

The IFAMA (International Food and Agribusiness Management Association) 2023 World Conference will be held from 17 – 20 June 2023 in Christchurch, New Zealand. The theme for the 2023 IFAMA Conference is *Transforming the Global Food & Fibre System*. During the conference, our young, female team hope to represent South Africa in the global-level Student Case Study Competition. This competition is designed to challenge students in a unique manner by utilizing problem-solving abilities, comprehension skills, and ingenuity to tackle real-world problems faced in the global agri-food sector. Teams have four hours to analyse the case and submit their presentations, with the team presentation open to the public. Teams have approximately 30 minutes allocated for the presentations where a panel of judges will evaluate them based on their presentation and responses to the judges' questions.

IFAMA is an international management organisation which brings together current and future business, government, and academic leaders, along with other agricultural industry stakeholders, to improve the strategic focus and sustainability of the global food and agribusiness system. Through participating in Student Case Competition and attending IFAMA's World Conference, students broaden their global view of the food system, and they meet high-level leaders who are committed to solving challenges impacting the future of our industry.

Team Background

Our team members are Jacki Rossouw, Caitlyn Abdoll, Amy-Lee Cairns and Zandellie Trollip. Each of us are recent graduates, having earned honour's degrees in Agricultural Economics from Stellenbosch University, and three of us are currently master's candidates in the field of Agricultural Economics.

Jacki Rossouw is currently completing her MAgric in Agribusiness Management and has as of late entered the workforce as a Data Controller in Operations for AgrigateOne. The title of her thesis "Assessment of Food Intake Methodologies in South Africa to Assist Food Security Intervention and Policy Formulation" showcases her passion and drive to make an impact within not only the agricultural sector, but also to ensure the improvement of the livelihoods of her fellow South Africans.

Caitlyn Abdoll is a young professional currently completing her MScAgric in Agricultural Economics and working as an Agricultural Economist Graduate at PALS (Partners in Agri Land Solutions), in Ceres. Her thesis



Our team (from left to right): Caitlyn, Amy-Lee, Zandellie, and Jacki.

is on the potential for the PALS initiative to be established as the Coordinating Land and Agricultural Development Agency of South Africa. She is a woman of colour, who is passionate about sustainable economic growth, socio-economic upliftment, and the preservation of the environment.

Amy-Lee Cairns is a young professional who recently graduated with an Honours degree in Agricultural Economics (BAgric-Hons). The title of her honours thesis is “The Competitiveness of the South African Wine Industry: Bulk vs Packaged Wine.” She is a passionate, self-motivated individual who is excited to enter the agricultural industry and make a meaningful contribution to it.

Zandelie Trollip has completed her BScAgric degree in Agricultural Economics with Food Science and is currently working full-time on her MScAgric in Agricultural Economics. Her thesis focuses on wine and food pairings and how it influences consumer preferences. She can think on her feet, is adventurous and passionate about her studies, and eager to learn.

IFAMA 2023 Conference Travel Itinerary

The preliminary travel itinerary is as follows:

- 14-16 June 2023: Travel from Cape Town to Christchurch.
- 17-20 June 2023: IFAMA Conference.
 - 17-19 June 2023: IFAMA 2023 Student Case Competition.
- 21 June 2023: Additional field trip showcasing local innovation.
- 22-23 June 2023: Meeting and networking with relevant agricultural role players.
- 24-25 June 2023: Travel from Christchurch to Cape Town.

Travel Costs and Funding Request

The costs involved include:

- IFAMA 2023 Conference registration fee: R8 680.00 per person (USD \$495) – Total R34 720.00
- IFAMA Student Case Competition application fee per team: R21 920.00 (USD \$1250)
- Travel costs:
 - Visa: R1 680.00 per person (USD \$96) – Total R 6 720.00
 - Plane tickets (return): R30 000.00 per person – Total R 120 000.00
 - Uber / Taxi costs: R2 700.00
 - Food costs: R2 700.00 per person – Total R10 800.00
 - Accommodation costs: 4 adults for approximately 8 days – Total R30 000.00

Total Funding Required: R 56 715 per person x 4 = R 226 860.00

As young women in the agribusiness sector, it is our desire to participate in this competition and apply the knowledge we have gained throughout our university studies. Additionally, we will be the first only female African team to compete in the IFAMA case competition. We have the full support of the Agricultural Economics Department (Faculty of Agrisciences) of Stellenbosch University and our lecturers, but we are responsible for the drafting of funds to make this opportunity possible for us.

Feedback to Company

If you are prepared to support us with financial sponsorship, we will gladly be able to provide you with the following: a feedback report on the IFAMA conference and competition, stakeholder engagement presentation, and share the intellectual property we have obtained through case study and presentation process. We believe that our presentation may be of value for the South African agriculture and food sectors.

Thank you for considering this proposal. We would be happy to have a phone conversation to discuss this further (Jacki: [+27 76 840 4900](tel:+27768404900)). We would appreciate it if you can provide a decision by the end of March 2023. Early Bird pricing ends March 20 as we are under several deadlines to lock in all the pieces.

Thank you in advance and we look forward to hearing from you. If you have any more questions, you are welcome to contact us or the Chair of the Agricultural Economics Department, Prof André Jooste (joostea@sun.ac.za) or Dr Melissa van der Merwe (vdmm@sun.ac.za).

We would be grateful if you would consider supporting our attendance, in part or in full.

Yours sincerely,

Jacki, Caitlyn, Amy-Lee and Zandelie

Learn more about IFAMA's history and mission in stimulating strategic thinking across the global food system: [International Food and Agribusiness Management Association \(IFAMA\) - About](#)

Learn more about IFAMA's 18-year history with delivering the only global [Student Case Competition](#) for the agribusiness sector.

Here are more details about the [2023 Student Competition](#).

Here is a link to an independent unsolicited [published article](#) examining the value of competing in the IFAMA Student Case Competition.