



# ZAS114

## CULTIVATING PROSPERITY

### **ZAS114 Theme - Cultivating Prosperity: Growing business. Innovating for change. Nurturing our Future**

**Cultivating Prosperity:** In agriculture, cultivating prosperity means creating conditions that support the economic growth and success of farmers and agricultural businesses. It involves providing farmers with access to resources, knowledge and technology to increase productivity, improve market access, and enhance profitability. This can be achieved through policies that promote fair trade, access to credit, infrastructure development, and market support.

**Growing businesses:** Growing business in agriculture refers to the expansion and development of agricultural enterprises. It involves supporting farmers and agribusinesses in scaling up their operations, diversifying their product offerings, and exploring new markets. Growing agricultural businesses can stimulate rural development, create employment opportunities, and contribute to food security and economic growth.

**Innovating for change:** Innovation plays a crucial role in agriculture by driving change, improving productivity, and addressing sustainability challenges. This aspect emphasises the need for research and development in agriculture, encouraging the adoption of new technologies, practices, and approaches. Innovation can lead to advancements in crop production, resource management, pest and disease control, and post-harvest processes, ultimately enhancing efficiency, sustainability, and resilience in agriculture.

**Nurturing our future:** In the context of agriculture, nurturing our future refers to ensuring the long-term viability of the sector and safeguarding food security for future generations. This involves adopting sustainable agricultural practices that protect natural resources, minimise environmental impacts, and promote resilience to climate change. It also entails investing in agricultural education, training, and knowledge transfer to equip the next generation of farmers with skills and expertise needed to sustainably and effectively manage agricultural systems to achieve the vision 2030.

In conclusion, “**Cultivating Prosperity: Growing business. Innovating for change. Nurturing our future**” in the agricultural context highlights the importance of promoting economic prosperity, driving innovation, and ensuring the sustainability and resilience of the agricultural sector for the benefit of farmers, communities and future generations.