

## **Mutual & Federal addresses environmental threats to agricultural sector**

In continuing its commitment to protecting what is important to its agricultural clients, Mutual & Federal, a member of the Old Mutual Group, recently co-hosted a half-day seminar on the vulnerability and adaptation of the agri-food chain at COP 17. The event was presented in association with Tiger Brands and the National Business Initiative (NBI), and included speakers from the South African National Biodiversity Institute (SANBI) and Fairtrade International.

The seminar was part of the short-term insurer's new green initiative, entitled 'Every Word Counts', aimed at increasing awareness of environmental issues through creating dialogue. "Much like COP 17 itself, Mutual & Federal believes that the first step in tackling environmental issues is to engage in conversation," explains Andries Wiese, Group Manager for Mutual & Federal Agri and Crop. "It is only through dialogue and partnership that we can increase awareness and ultimately change behaviour."

The dialogue of the seminar, which addressed issues around food security, emphasised the importance of sustainable farming methods in order to ensure continued food production for a growing urbanised population. The audience included commercial and emerging farmers, as well as individuals from the mining, fuel and transportation industries.

"The event was a good platform to make our audience aware of the necessity of sustainable farming methods," Wiese continues. "It was also an important first step in starting conversations with organisations like the New Partnership for Africa's Development (NEPAD) Business Foundation, the World Wildlife Fund (WWF), the NBI and Tiger Brands. These organisations all expressed a desire for close cooperation in the future, which means that the dialogue around addressing environmental threats to the agricultural sector will continue."

Mutual & Federal is already involved in educating the farmers of today and tomorrow on sustainable agricultural practices through numerous initiatives at agricultural schools across the country. Many of the farmers in the audience admitted that they

did not yet have all these skills, but that they were open to a learning process, starting yet another conversation at the seminar. “Mutual & Federal has knowledge and technology which we can share in order to make a very real difference,” maintains Wiese.

In conclusion, Wiese states, “Mutual & Federal is in the business of mitigating risk, and this applies not only to our policies and clients but to our environment too. As a corporate citizen, we believe that we have a responsibility to address this risk, which begins with dialogue. This is just the beginning of our journey towards absolute sustainability and Mutual & Federal is committed to seeing it through.”

Mutual & Federal is one of the leading short-term insurers in southern Africa.

---

Issued by: The Firehouse Communications  
Craig Atherfold  
011 447 1805

On behalf of: Mutual & Federal Insurance Company  
Vuyo Lee, Group Executive: Brand, Customer & Transformation  
011 374 2893