



## agriculture & rural development

Department:  
agriculture  
& rural development  
**PROVINCE OF KWAZULU-NATAL**

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### **MEDIA STATEMENT**

#### **TO ALL MEDIA**

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### **THOUSANDS OF AGRICULTURAL EXTENSION OFFICERS ACROSS THE PROVINCE RECEIVE UNIFORM CLOTHING GEAR**

As part of the drive to rejuvenate operations in the agricultural extension services, the MEC for Agriculture and Rural Development in KwaZulu-Natal, Mrs Bongiwe Sithole-Moloi, has launched the provincial corporate service gear for all the extension officers in KZN.

The aim of the launch is to professionalise the Extension Advisory Services in order to instill a new, revitalised approach to agriculture to inculcate a culture of excellent service delivery and professionalism in the workplace.

Extension Advisory services are at the core of agricultural development in the Province and are at the forefront of service delivery and at the coalface of the farming sector.

Over 1000 Extension Advisory officers looked absolutely stunning and quite professional in their corporate services gear when they converged at the Umhlathuze Sports Complex in Mpangeni on Tuesday the 20<sup>th</sup> August during the launch.

The launch has come at a critical moment in the operation of the Department as the MEC is gearing up for the rolling-out of the programmes aimed at assisting rural communities to achieve their agricultural goals.

Speaking during this occasion Mrs. Sithole Moloi said the wearing of uniform by extension officers will guide against dereliction of duty by officers who are sometimes found in areas outside the scope of their work during work hours.

She said it will also circumvent any acts of criminality by the members of society who sometimes act as extension officers to achieve sordid ends. One case of imposters was recently reported in Utrecht when a group of people stormed into a land reform farm claiming to be employees of the Department and demanded the farmers to provide them with crucial information about their Cooperative.

“Extension officers are at the forefront of service delivery and are the face of the sector to clients and general public. It is therefore important that the department provide extension officers with uniform to improve their visibility and image in the communities,” said MEC Sithole-Natal,

Ends.

Issued by:

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