

# Tuks Landbou

## Media statement

25 August 2021

### Tuks Landbou relaunched

The new Tuks Landbou was officially launched in Pretoria on 25 August. Tuks Landbou is being restructured, repositioned and will give new content to its members, which will be mirrored in its activities and programme. Moreover, Tuks Landbou in its new format will be a partner of the family farming network Saai.

Tuks Landbou is a student organisation that was launched in 1980 already by students for current, future and former students. The organisation is committed to being innovative and tackling future challenges in a competitive manner by harnessing science and technology in its quest to find workable solutions.

This student organisation's mission is to develop young leaders and to provide them with exposure. Tuks Landbou's priority is to prepare students of agriculture and similar sciences for the future, and to ensure that they can contribute to the profitability, sustainability and competitiveness of South African agriculture in a fast-changing environment. Students receive exposure in their field of study through local and international network opportunities in the agricultural sector.

Tuks Landbou looked at the needs, interests and aspirations of a new generation of agricultural students and adapted its activities accordingly. These include access to work, study opportunities and bursaries locally and internationally, as well as relations, social events, digital debates and projects offered in cooperation with universities from abroad and young farmer organisations.

The digital era creates new challenges to as well as opportunities for communication, production practices and marketing, and compels agricultural students to remain at the forefront of technology. In its new format, Tuks Landbou is farming in the future and ensures that it remains relevant for every new student of agriculture.

The Hungarian Consul-General attended the relaunch to announce bursaries for Tuks Landbou. Lecturers and academics also gave speeches at the relaunch on how universities equip students to transfer science in the form of knowledge and to apply this in practice. They also discussed the challenges that the new generation of agricultural scientists have to face to remain competitive. Agricultural companies, sponsors, members and alumni were present to be informed of Tuks Landbou's brand-new structure.

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