



The Cape Chamber of Commerce & Industry and the Cape Higher Education Consortium

# WESTERN CAPE ECONOMY INNOVATION AWARDS NOMINATION FORM 2026

Please complete this nomination form accurately, completely but succinctly.

## 1. Contact details

Nominator (Person)	Nominating Organisation	Signature	Date	e-mail address
Jannie Strydom	Agri Western Cape		26 March 2026	jannie@awk.co.za

Nominated Person	Nominated Organisation	Sub-sector one of the following: Private Sector or Academia or Public Sector or Non-Profit	Cell phone number	e-mail address
Breyton Milford	Agri-Expo	Non-Profit	0827085939	breyton@agriexpo.co.za

## 2. Short description

**+100 word description of what the innovation / solution is and who needs to be recognised for which parts of the solution.**

*(e.g. new service /product /solution /regulation /infrastructure /institutional capacity)*

Agri-Expo is a non-profit agricultural institution that drives competitiveness in the Western Cape through a scalable, multi-platform model that institutionalises stakeholder cooperation across the agri-processing value chain. By integrating benchmarking platforms, skills development, market access, youth development and public-private partnerships, Agri-Expo connects producers, industry, government and markets. Its initiatives, including the South African Dairy Championships, SA Preserve Championships and agricultural shows, deliver measurable impact through improved product quality, increased market visibility, business growth and rural

economic development. With participation from hundreds of businesses and support from 30+ partners, Agri-Expo's model ensures sustained sector growth and long-term economic resilience.

### 3. Detailed description

Please answer all the questions (a) to (j) below, and place answers in the prescribed place as indicated in the table below (to construct a results chain):

- a. What is the target business group/s that this innovation serves and improves?
- b. How many of these target businesses have already utilised this new solution?
- c. How did these businesses access and receive the new solution?
- d. What did this new solution help these businesses become better at?
- e. How did this help to improve their business performance? *Increased sales, lower costs, increased investment, increased employment, increased exports?*
- f. What exactly is this new innovative solution?
- g. What makes it new, compared what existed before? (Novelty in the WC economy)
- h. What makes it better than what existed before?
- i. How is/was the new solution made available to the target market / business group?
- j. What will ensure that the financial viability / sustainability of providing the innovative solution and the beneficial consequences remain intact over this period? *E.g. profitable business with enduring competitive advantage in the market.* What is the expected longevity of this this solution? *E.g. 5yrs, 10 yrs, 10+ years*

<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<p>f. A multi-platform institutional ecosystem integrating benchmarking, skills development, market access and stakeholder coordination.</p> <p>g. Integrated, scalable model combining awards, training, market access and partnerships; includes new platforms and global linkages.</p> <p>h. Trusted, independent systems; strong industry buy-in; measurable commercial outcomes; scalable across sectors.</p>	<p>i. Open, inclusive platforms supported by partnerships, communication campaigns and regional reach.</p> <p>c. Open-entry competitions, agricultural shows, youth programmes, industry partnerships and national/international platforms.</p>	<p>a. Agri-processing businesses (dairy, wine, preserves), agricultural shows, SMEs, youth entrants and rural economies in the Western Cape.</p> <p>b. Annually: 81 dairy producers; 66 preserve producers; 1387 wine entries; 19 agricultural shows; 1000+ youth participants. Total reach: Hundreds annually; thousands over time.</p> <p>d. Product quality, innovation, technical skills, brand positioning and industry collaboration.</p> <p>e. Increased sales and retail listings; R15m+ annual PR media</p>	<p>j. Non-profit, partner-funded model with strong governance and industry support; 10+ year proven and projected impact.</p>

		exposure; export opportunities; product innovation; job creation.	
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After completing the table, read from left to right. Check for coherence and improve if needed.

#### 4. Declaration of Evidence to verify results chain

What supporting evidence can you provide to verify the results stated above are as stated?

	<b>Output:</b> A new catalytic innovation established, serves the WC economy	<b>Outcome:</b> Improved business environment (for the target business group)	<b>Impact:</b> Which target group of businesses benefitted & what improved for them	<b>Longevity:</b> Duration of benefits
<b>What evidence can be provided?</b> e.g. Records, reports, peer reviews, and so forth	<ul style="list-style-type: none"> <li>Historical records of Agri-Expo platforms (est. 1831; Dairy Championships since 1834)</li> <li>Documented launch of new initiatives (SA Preserve Championships 2025; Hollard Game Changer Award 2024)</li> <li>Entry data and participation records across competitions</li> <li>Partnership agreements with 30+ stakeholders (industry, government, private sector)</li> <li>Official programmes and reports from events and championships</li> </ul>	<ul style="list-style-type: none"> <li>Independent judging reports and technical feedback to producers</li> <li>Industry endorsements (e.g. Western Cape Department of Agriculture, Milk SA, SASDT)</li> <li>Media coverage and PR reports (e.g. Novus Media: R8m+ exposure, 2025 Dairy Championships)</li> <li>Testimonials from producers and partners confirming improved quality and market access</li> <li>Training records from agricultural shows and youth programmes</li> </ul>	<ul style="list-style-type: none"> <li>Participation data (producers, entries, youth numbers, shows supported)</li> <li>Evidence of retail listings and brand growth post-awards</li> <li>International recognition (e.g. World Cheese Awards results)</li> <li>Case studies of award winners (e.g. career progression, product success)</li> <li>Economic activity linked to agricultural shows (tourism, local business support)</li> </ul>	<ul style="list-style-type: none"> <li>190+ years of continuous operation and institutional records</li> <li>Longitudinal growth in participation and industry uptake</li> <li>Multi-decade relevance of flagship platforms (Dairy Championships, wine shows)</li> <li>Sustained partnerships and repeat sponsorships</li> <li>Governance records (Council oversight, audited structures ensuring continuity)</li> </ul>

**5. Select the best category of award for this innovation**

<b>Sector</b>	<b>Award</b>	<b>Mark with "X"</b>
<b>Private Sector</b>	6 x Catalytic innovations that contribute to growth.	
<b>Public Sector</b>	1 x Provincial- or National-government systemic innovation most impactful on economic growth	
<b>Public Sector</b>	1 x Municipal (LM+DM) innovation that is impactful on growth of their local economy	
<b>Public Sector</b>	1 x Public-sector innovation, enhancing good governance.	
<b>Safety &amp; Security</b>	1 x Innovation enhancing precinct safety & security.	
<b>Labour Market</b>	1 x Labour market efficacy award Reducing impediments to increased employment.	
<b>Academia</b>	1 x Research most impactful on competitiveness of Industry	
<b>Academia</b>	1 x Tertiary education best aligned to Industry / market needs	
<b>Academia</b>	1 x Most successful start-up / spin out	
<b>Academia</b>	1 x Entrepreneurship development in higher education	
<b>Industry Sector Bodies</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their Industry.	X
<b>Organised Business</b>	1 x Institution/s strengthening stakeholder cooperation to enhance competitiveness of their business precincts.	

**6. Check that you completed all that is necessary.**

**7. Submit this documented and/or video recorded to [innovation@capechamber.co.za](mailto:innovation@capechamber.co.za).**

Thank you for helping us discover and celebrate the champions shaping a better WC economy!