



Joint Press Release

BBA housemates and AUC agree on major gains by Africans

“Doing and modernizing Agric”

Johannesburg, South Africa, 26 November 2014—In an exciting twist, the Big Brother Africa Hotshots Housemates yesterday, received three surprise guests to talk about the growing agriculture opportunities for young people on the continent.

The AU Commissioner for Rural Economy and Agriculture, H.E Tumusiime Rhoda Peace, former 1999 Miss Universe Ms. Mpule Kwelagobe, who in 1999 became the first African Ms Universe, and Dr Siphosiso Moyo, ONE Africa’s Executive Director joined the BBA hotshots to talk about agriculture and its potential to lift millions out of poverty.



The AUC and ONE took the agriculture conversations to an engaged audience in the house and on screen.

Commissioner Tumusiime encouraged the housemates to view agriculture as a promising and vibrant career path, as it has huge economic potential while ensuring the food and nutrition security of the African continent and its citizens..

“If you look at the countries in the world that developed, you will notice that agriculture was the springboard to that development,” she said. “Agriculture holds the key to employment and many other opportunities.”

Commissioner Tumusiime informed housemates of the agricultural commitments the AU Heads of State and Government had committed themselves to in the Malabo Declaration for Accelerated African Agriculture Growth and Transformation sustaining the implementation of the Comprehensive Africa Agriculture Development Programme (CAADP), and urged them

to follow up on the promises made by their respective leaders to unlock agriculture opportunities in their countries

Dr. Moyo reiterated the message that there would be no economic transformation on the continent without agricultural transformation. She further talked about ONE Award applicants which, are African organisations making great strides to transform their communities and countries.

She informed them that each year, the ONE Campaign awards the prize of \$100,000 which is underwritten by an endowment from The Howard G. Buffet Foundation to recognize and reward the exceptional work of an African organization working toward the achievement of one or more of the Millennium Development Goals.

ONE has now shortlisted the top three finalists, who were able to demonstrate innovation and proactivity in using advocacy as a means to transform lives in their communities. The winner of this award will be unveiled during the Big Brother Africa eviction show on Sunday, November 30.

Ms. Mpule further encouraged housemates to use their celebrity status for positive social change, to create and control agriculture industries ran by young people so as to retain African wealth and ensure that more Africans become financially strong via agriculture.

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