

**11 & 12
SEPT.
2026**

**'Manthabiseng
Convention
Centre**



**FARMER'S
PITSO
AGRICULTURE
&
EXCELLENCE
AWARDS
2026**



THE HARSH REALITY

Globally, agriculture has re-emerged as a strategic priority. In the wake of climate shocks, supply-chain disruptions, and rising food costs, countries across Africa and beyond are repositioning farming as a cornerstone of national resilience, economic stability, and social wellbeing. Food security is no longer viewed solely as a rural issue, but as a matter of economic sovereignty and public health.

The Farmers Pitso Awards are deliberately positioned within this global shift, translating international priorities into a locally grounded platform that celebrates farmers while driving practical dialogue around nutrition, productivity, and sustainability.

EVENT OVERVIEW

The Farmers Pitso Awards are Lesotho’s crucial agricultural recognition and engagement platform, bringing together farmers, agribusinesses, policymakers, financiers, development partners, researchers, youth, and the media.



01

A Farmers Pitso focused on shared learning, sector dialogue, and practical solutions.

02

Agricultural exhibitions showcasing inputs, machinery, technology, finance, and services.

03

A high-profile awards ceremony recognising excellence, innovation, and impact in farming.

04

The Awards serve as a national convening that elevates agriculture as a profession, strengthens farmer morale, and reinforces the importance of domestic food production and nutrition-sensitive farming.

WHY FOOD SECURITY AND NUTRITION ARE CENTRAL TO THE AWARDS

Across Africa, governments are increasingly prioritising agriculture that does more than produce volume. The focus has shifted towards:

- Nutritionally rich food systems.
- Climate-smart and mechanised farming.
- Reduced reliance on food imports.



STRONGER LOCAL VALUE CHAINS

For Lesotho, empowering farmers is directly linked to reducing food insecurity, improving household nutrition, and strengthening rural economies. The Farmers Pitso Awards champion this agenda by placing farmers at the centre of national development discourse and recognising those contributing meaningfully to food availability, quality, and sustainability.



STRATEGIC VALUE TO SPONSORS

- Food security and nutrition are among the most powerful public-interest narratives. Sponsoring the Farmers Pitso Awards positions your organisation as a partner in feeding the nation, not merely a commercial entity.
- From a PR perspective, this delivers exceptional brand warmth. Sponsors are associated with dignity, care, and national responsibility, values that resonate deeply with communities, consumers, policy-makers, and the media.
- The Farmers Pitso Awards are supported by structured media engagement before, during, and after the event. Sponsors benefit from:
 - Editorial coverage focused on agriculture, food security, and rural development
 - Brand integration within positive, development-driven storytelling
 - Visibility across print, digital, and social media platforms
 - This ensures repeated brand exposure within trusted media environments, strengthening credibility and recall.
- Partnership with the Awards aligns sponsors with critical ESG priorities, including:
 - Food security and nutrition advancement.
 - Rural economic development
 - Youth and women participation in agriculture.
 - Climate-resilient and sustainable farming practices.
 - This alignment strengthens institutional reputation and supports ESG reporting and stakeholder engagement.

High-Impact PR
and Brand Warmth

Sustained National
Media Exposure

ESG, Sustainability, and
Development Leadership

The background features a vibrant orange color with several light gray, semi-transparent geometric shapes layered on top. These shapes include a large, rounded rectangle in the upper left, a large, rounded rectangle in the lower right, and a central, diamond-like shape that frames the text. The shapes have soft shadows, giving them a three-dimensional appearance.

STAKEHOLDER BRIEFING

STAKEHOLDER BRIEFING NOTE



- **Theme:** Unlocking Value in Agriculture & Food Security
-
- **A National Platform for Agriculture, Investment & Impact**
-
- The Farmers Pitso Agricultural Excellence Awards is being repositioned as Lesotho's flagship agriculture platform, convened by Newsday Media through Seahlolo Newspaper under the flagship guidance of Farmers Pitso Movement
- The platform brings together farmers, agribusiness, financial institutions, policymakers, development partners, and youth to drive a shared agenda:
- Food security | Investment | Innovation | Economic growth
-
- The Awards evolve into a two-day national convening:
- **Day 1: Farmers Pitso Agriculture Forum**
-
- Seminars and Masterclasses on finance and market access for farmers, AgriJournalism, Turning Farm Produce into Nutritious Food (Demonstration) Climate resilience
- Schools Agriculture Project competition
-
- **Day 2: Farmers Agricultural Excellence Awards and His Majesty's Honour Gala Dinner**
-
- Agribusiness Exhibition connecting suppliers to farmers
- National awards recognition of farmers, agripreneurs, and innovators
- High-Level Gala Dinner
-
- **Early Momentum (Confirmed Partners)**
- Mpilo Boutique Hotel – Gala Dinner Host Partner
- Jandrell Agriculture – Mechanisation & Exhibition Partner
-
- **Why This Platform Matters to You**
-
- **1. Market Access & Business Growth**
- Direct engagement with farmers and agribusiness clients
- Lead generation through exhibitions and activations
-
- **2. Brand Positioning & Visibility**

STAKEHOLDER BRIEFING NOTE



- National exposure through media, event branding, and stakeholder engagement
- Association with a high-impact, credible platform

3.Environmental, Social and Governance (ESG) & Development Impact

Contribution to food security and nutrition

Youth empowerment and job creation

Climate-smart and sustainable agriculture

Partnership Opportunities

Organisations can participate through:

- Platinum, Gold & Silver Sponsorship Packages
- Category Sponsorship (e.g., Youth, Innovation, Community Empowerment)
- Exhibition & Product Activation
- Schools & Youth Programme Support

2026–2028 Vision

This is not a once-off event.

The Farmers Pitso platform is being developed into a sustainable, multi-year national institution that will:

- Shape agriculture dialogue and policy engagement
- Attract investment into the sector
- Build a pipeline of youth in agriculture
- Establish a benchmark for excellence and innovation

Next Steps

We invite you to:

- Engage with the organising team today
- Explore partnership opportunities
- Confirm your participation as a sponsor or partner

FARMERS PITSO & AGRICULTURAL EXCELLENCE AWARDS 2026
A platform for partnerships, investment, and agricultural growth

SPONSORSHIP & PARTNERSHIP SUMMARY



- Position Your Organisation at the Centre of Agriculture in Lesotho
- Partner with a national platform bringing together farmers, agribusiness, finance, government, and development partners to drive investment, innovation, and food security.

SPONSORSHIP PACKAGES

● PLATINUM PARTNER (2 Slots)

Investment Guide: M350,000 & M250 000

Key Benefits:

- Title association: “Powered by [Your Brand]” **(M350 000)**
- Title association: “In partnership with [Your Brand]” **(M250 000)**
- Premium branding across all platforms
- Keynote speaking opportunity
- Exhibition presence on the premium space
- 5 Category sponsorship inclusion
- VIP access & high-level networking
- Co-branded Seminar, Master Classes, youth and schools programme
- Featured media coverage and advertisement space
- 5 tickets to the Gala Dinner
- Guaranteed maximum visibility, influence and strategic positioning

● GOLD PARTNER (4 Slots)

Investment Guide: M150,000

Key Benefits:

- Strong brand visibility across event and media
- Speaking/panel participation opportunity
- Exhibition booth
- 2 Category sponsorship opportunity
- VIP access & high-level networking
- Featured media coverage and advertisement space
- Two tickets to the gala dinner
- Guaranteed high visibility with strong business engagement

SPONSORSHIP & PARTNERSHIP SUMMARY



SILVER PARTNER (Unlimited Slots)

Investment Guide: M50,000 – M100,000

Key Benefits:

- Brand presence across event platforms
- Exhibition participation
- Media mentions and social media coverage
- Networking access
- Guaranteed maximum Visibility

CATEGORY SPONSORSHIP (TARGETED IMPACT)

Investment Guide: From M20,000

Align your brand with a specific focus area:

- Youth in Agriculture
- Innovation & Technology
- Community Empowerment
- Livestock / Crops Excellence
- Women in Agriculture etc.
- Includes naming rights, stage recognition, and targeted visibility

EXHIBITION & ACTIVATION OPPORTUNITIES

- Direct engagement with farmers and agribusiness clients
- Product demonstrations and lead generation
- Participation in the Jandrell Agriculture marquee (central exhibition hub)

This will assist in turning visibility into real business opportunities

WHY PARTNER WITH US

- Access Lesotho's agricultural market
- Build brand credibility and national visibility
- Align with food security, ESG and youth development
- Engage policymakers, financiers and industry leaders
- Be part of a growing 3-year national platform (2026–2028)

SPONSORSHIP & PARTNERSHIP SUMMARY



EARLY PARTNERS ON BOARD

- Mpilo Boutique Hotel – Gala Dinner Host
- Jandrell Agriculture – Exhibition & Mechanisation Partner

Join early and secure premium positioning

NEXT STEP: SECURE YOUR POSITION

Speak to our team today to:

- Select your package
- Customise your participation
- Confirm your partnership

FARMERS PITSO & AGRICULTURAL EXCELLENCE AWARDS 2026
A platform for partnerships, investment, and agricultural growth

SPONSORSHIP ROI'S

Sustained media exposure and positive editorial association.
Direct engagement with SMEs, agribusinesses, and manufacturers in the room.
Enhanced perception of the brand as a leader in national enablement and economic development.



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BUDGET ESTIMATION



FARMERS PITSO & AGRICULTURAL EXCELLENCE AWARDS 2026

ITEM	DESCRIPTION	ESTIMATED COST (M)
1. VENUE & INFRASTRUCTURE		
Manthabiseng Convention Centre	Balance/payment for 2-day venue hire	49,500
Exhibition Marquees & Tents	Exhibition structures, VIP areas, registration zones	45,000
Décor & Event Aesthetics	Stage styling, flowers, premium setup	39,000
Lighting & Technical Setup	Ambient lighting, gala setup	25,000
SUBTOTAL		158,500

ITEM	DESCRIPTION	ESTIMATED COST (M)
2. SOUND, PRODUCTION & ENTERTAINMENT		
Professional Sound Hire	Indoor + exhibition sound systems	45,000
LED Screens / Visuals and Stage & Backdrop Production	Screens, projections, technical crew, main stage and branding structures	50,000
MC / Programme Director	Professional host	15,000
Performances & Entertainment	Cultural + live acts	30,000
Photography & Videography	Full event documentation	28,000
Live Streaming & Media Production	Digital coverage & broadcasting	15,000
SUBTOTAL		183,000

ITEM	DESCRIPTION	ESTIMATED COST (M)
3. BRANDING, MEDIA & PR CAMPAIGN		
National PR Campaign (July–Event)	Press, radio, TV, influencer rollout	25,000
Social Media Campaigns	Paid digital campaigns	15,000
Printing & Promotional Material, Billboard / Outdoor Advertising	Banners, posters, pull-ups, Photo wall,	85,000
Registration Platform	Voting & registrations	7,000
Content Production and activations	Promotional videos, teasers, pop-ups	25,000
SUBTOTAL		157,000



ITEM	DESCRIPTION	ESTIMATED COST (M)
4. AWARDS & GALA DINNER		
Trophies (53 Categories)	Custom premium trophies	75,000
Certificates & Printing	Category certificates	8,000
VIP Hospitality	VIP handling & refreshments	25,000
SUBTOTAL		108,000

ITEM	DESCRIPTION	ESTIMATED COST (M)
5. STAFFING, SECURITY & OPERATIONS		
Ushers & Registration Staff	2-day staffing	18,000
Exhibition Security	Day + night security	12,000
VIP Security Coordination	High-level guests	15,000
Event Management Team	Coordination & logistics	22,000
Transport & Logistics	Collection, deliveries, movements	10,000
Accreditation & Access Control	Tags, systems, scanners	17,000
Cleaning Services	Venue management	8,000
SUBTOTAL		102,000

ITEM	DESCRIPTION	ESTIMATED COST (M)
6. CONTINGENCY & ADMINISTRATION		
Contingency Reserve (10%)	Emergencies & overruns	30,000
Administration & Coordination	Communication, stationery	12,000
Legal & Compliance	Agreements & permits	8,000
Banking / Payment Systems	Voting/payment systems	10,000
SUBTOTAL		60,000

ESTIMATED TOTAL EVENT BUDGET

M 768,500

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EXHIBITIONS



Exhibition Packages & Participation Opportunities

The Farmers Pitso Agriculture Exhibition is designed to become one of Lesotho's leading agribusiness marketplace platforms, bringing together farmers, suppliers, financial institutions, development partners, food processors, innovators and agricultural service providers in place, under the backdrop of celebration.

The exhibition will run alongside the Farmers Pitso Agricultural & Excellence Awards, creating direct engagement opportunities between exhibitors and stakeholders across the agricultural value chain.

To ensure a structured and impactful exhibition experience, the event has been divided into the following thematic zones:

1. Food, Nutrition & Value Addition Hub

Food products, nutrition initiatives, agro-processing, value-added products, beverages, and healthy food enterprises.

Ideal Participants:

Food brands, nutrition organisations, agro-processors, restaurants, dairy and poultry processors, community nutrition projects.

Package Type	Approx. Size	Price
Small Gazebo Stall	3m x 3m (9m ²)	M600
Standard Stall	6m x 3m (18m ²)	M1,800
Premium Corner Stall	6m x 6m (36m ²)	M3,500

2. Agri-Mechanisation & Innovation Park

Cars, tractors, machinery, irrigation systems, renewable energy technologies, tools, and smart agriculture solutions.

Ideal Participants:

Machinery suppliers, vehicle dealerships, equipment manufacturers, technology providers, irrigation companies, energy solution providers.

Package Type	Approx. Size	Price
Machinery Display Bay	6m x 6m (36m ²)	M1,200
Large Equipment Stall	9m x 9m (81m ²)	M3,500
Premium Marquee Showcase	12m x 12m (144m ²)	M7,500

3. Farm Inputs & Primary Agriculture Pavilion



Seeds, fertilisers, pesticides, livestock products, greenhouses, cooperatives, and agricultural produce.

Ideal Participants:

Seed companies, agro-dealers, cooperatives, livestock producers, and greenhouse suppliers.

Package Type	Approx. Size	Price
Small Farmer Stall	3m x 3m (9m ²)	M600
Standard Agribusiness Stall	6m x 3m (18m ²)	M1,200
Premium Pavilion Space	6m x 6m (36m ²)	M2,500

What Exhibitors Receive

- Exhibition space allocation
- Branding visibility within the exhibition grounds
- Access to farmers, agribusinesses, financiers, and policymakers
- Inclusion in event marketing and publicity
- Opportunity for product demonstrations and activations
- Networking opportunities during the two-day event

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AWARDS OFFICAL ARTWORKS



FARMERS PITSO AWARDS GALA DINNER

MPILO BOUTIQUE HOTEL

12th SEPTEMBER 2026 | 6:00PM

THEME | BLACK TIE

TICKETS

GENERAL

Single = **M700** | Couple = **M1 300** |

VIP

Single = **M900** | Couple = **M1 700** |

Table | **Normal**
M6 800
Table | **VIP**
M8 800

Tickets available at <https://etickets.co.ls> or via Ecocash/ Mpesa | send "HALO" on whatsapp: (+266) 5746 5752





FARMERS PITSO AWARDS

**AGRICULTURE
& EXCELLENCE**

'MANTHABISENG CONVENTION CENTRE

**FRIDAY
SCHOOLS**
EXHIBITIONS &
COMPETITIONS

**SATURDAY
FARMERS**
AWARD
CEREMONY

**SATURDAY
GALA**
DINNER
(BLACK TIE)

PRIZES TO BE WON | FOOD | MUSIC | AWARDS

11 & 12 SEPTEMBER 2026



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AWARDS CATEGORIES

FARMERS PITSO AGRICULTURE & EXCELLENCE AWARDS 2026

INCLUSIVE AWARDS CATEGORIES & CEREMONY STRUCTURE

THE FARMERS PITSO AGRICULTURE & EXCELLENCE AWARDS ARE ENVISIONED AS A PREMIER NATIONAL PLATFORM CELEBRATING EXCELLENCE, INNOVATION, RESILIENCE, LEADERSHIP AND TRANSFORMATION ACROSS LESOTHO'S AGRICULTURAL VALUE CHAIN. THE AWARDS ARE DESIGNED TO RECOGNISE NOT ONLY PRODUCTION OUTPUT, BUT ALSO COMMUNITY IMPACT, YOUTH PARTICIPATION, SUSTAINABILITY, AGRIBUSINESS GROWTH, STORYTELLING AND FOOD SYSTEMS LEADERSHIP.

Purpose of the Awards

- Recognise and celebrate outstanding contributors within the agricultural sector.
- Promote food security, nutrition and sustainable agricultural practices.
- Encourage youth and women participation in agriculture.
- Elevate agriculture as a viable business and career pathway.
- Create visibility and networking opportunities for farmers and agribusinesses.
- Strengthen partnerships between farmers, government, private sector, development partners and media.
- Promote innovation, climate resilience and modern agricultural practices.

Why the Awards Will Be Structured Into Segments

This year's The Farmers Pitso Agriculture & Excellence Awards will introduce segmented award categories in order to improve inclusivity, credibility, visibility, and strategic positioning. Segmenting the awards ensures that participants from different scales, backgrounds, industries and regions are fairly represented and celebrated.

Rather than grouping all participants into one broad competition, the segmented structure allows the awards to reflect the true diversity of the agricultural ecosystem. This creates space for smallholder farmers, commercial producers, youth-led enterprises, cooperatives, women-led initiatives, agribusinesses, media, and climate-focused innovators to all be recognised appropriately.

The segmented structure also improves sponsorship opportunities, audience engagement, and storytelling during the ceremony. Each segment highlights a different dimension of agriculture and allows stakeholders to align with causes and categories that resonate with their institutional priorities.

Benefits of the Segmented Awards Structure

- Ensures fairness between smallholder and commercial-scale participants.
- Broadens participation across districts and sectors.
- Creates specialised recognition opportunities.
- Strengthens sponsor alignment and partnership opportunities.
- Allows focused storytelling during the ceremony.
- Improves the prestige and credibility of the awards.
- Enhances national and international appeal.

CATEGORIES**1.PRIMARY FARMING
EXCELLENCE CATEGORIES**

THESE CATEGORIES FORM THE FOUNDATION OF THE AWARDS AND RECOGNISE EXCELLENCE IN CORE AGRICULTURAL PRODUCTION. THEY CELEBRATE FARMERS WHO DEMONSTRATE PRODUCTIVITY, INNOVATION, RESILIENCE AND LEADERSHIP WITHIN CROP AND LIVESTOCK FARMING.

CROP PRODUCTION

- SMALLHOLDER FARMER OF THE YEAR
- COMMERCIAL FARMER OF THE YEAR
- EMERGING FARMER OF THE YEAR
- YOUNG FARMER OF THE YEAR
- BEST POTATO PRODUCER
- WOMAN FARMER OF THE YEAR
- BEST HORTICULTURE PRODUCER
- BEST GRAIN PRODUCER
- BEST ORGANIC FARMER
- CLIMATE-SMART FARMER OF THE YEAR
- CONSERVATION AGRICULTURE CHAMPION

**LIVESTOCK**

- BEST BROILER FARMER
- BEST LAYER FARMER
- BEST FREE-RANGE POULTRY FARMER
- BEST PIG PRODUCER
- BEST WOOL PRODUCER
- BEST MOHAIR PRODUCER
- BEST DAIRY CATTLE FARMER
- BEST DAIRY GOAT FARMER
- BEST AQUACULTURE/FISH FARMER
- ANIMAL HEALTH CHAMPION
- BEST DOG BREEDER
- BEST BEE FARMER
- BEST MERINO SHEEP BREEDER
- BEST ANGORA GOATS BREEDER
- BEST HORSE BREEDING & PERFORMANCE FARMER

CATEGORIES**2.INNOVATION &
AGRIBUSINESS CATEGORIES**

THIS SEGMENT RECOGNISES BUSINESSES, ENTREPRENEURS, AND INNOVATORS CONTRIBUTING TO AGRICULTURAL TRANSFORMATION. IT POSITIONS AGRICULTURE AS AN ECONOMIC DRIVER AND ENCOURAGES INVESTMENT, TECHNOLOGY ADOPTION, AND VALUE ADDITION.

- AGRIBUSINESS OF THE YEAR
- AGRI-TECH INNOVATION AWARD
- BEST AGRO-PROCESSING ENTERPRISE
- BEST AGRICULTURAL START-UP
- BEST AGRICULTURAL COOPERATIVE
- BEST AGRI-FINANCE SUPPORT INSTITUTION
- BEST MARKET ACCESS INITIATIVE
- BEST EXPORT-ORIENTED AGRICULTURAL BUSINESS



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CATEGORIES



3.YOUTH, WOMEN & INCLUSION CATEGORIES

THESE CATEGORIES ENSURE THE AWARDS ARE SOCIALLY INCLUSIVE AND DEVELOPMENTAL. THEY HIGHLIGHT THE CONTRIBUTION OF WOMEN, YOUTH, SCHOOLS, AND MARGINALISED GROUPS IN STRENGTHENING FOOD SYSTEMS AND RURAL LIVELIHOODS.

- RURAL YOUTH AGRIPRENEUR OF THE YEAR
- WOMEN IN AGRICULTURE LEADERSHIP AWARD
- BEST YOUTH-LED AGRIBUSINESS
- DISABILITY INCLUSION IN AGRICULTURE AWARD
- COMMUNITY FOOD SECURITY CHAMPION
- BEST SCHOOL GARDEN INITIATIVE
- UNIVERSITY/COLLEGE AGRICULTURAL INNOVATION AWARD



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CATEGORIES



4.SUSTAINABILITY & CLIMATE CATEGORIES

THESE AWARDS RECOGNISE INDIVIDUALS AND ORGANISATIONS IMPLEMENTING ENVIRONMENTALLY RESPONSIBLE AND CLIMATE-RESILIENT AGRICULTURAL PRACTICES.

- CLIMATE RESILIENCE AWARD
- WATER CONSERVATION CHAMPION
- SUSTAINABLE LAND MANAGEMENT AWARD
- INDIGENOUS SEED PRESERVATION AWARD
- RENEWABLE ENERGY IN AGRICULTURE AWARD
- REGENERATIVE FARMING AWARD
- ENVIRONMENTAL STEWARDSHIP AWARD



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CATEGORIES



5.MEDIA, ADVOCACY & KNOWLEDGE SHARING CATEGORIES

AGRICULTURE CANNOT GROW WITHOUT COMMUNICATION, AWARENESS, AND INFORMATION SHARING. THIS SEGMENT RECOGNISES JOURNALISTS, CONTENT CREATORS, RESEARCHERS, AND EDUCATORS ADVANCING AGRICULTURAL DISCOURSE.

- BEST AGRICULTURE RADIO PROGRAMME
- BEST AGRICULTURE TV/DIGITAL CONTENT CREATOR
- BEST AGRICULTURE NEWSPAPER
- AGRICULTURAL PHOTOGRAPHY AWARD
- AGRICULTURAL STORYTELLING AWARD
- BEST AGRICULTURE INFLUENCER OF THE YEAR
- BEST RESEARCH & EXTENSION EXCELLENCE AWARD



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CENTRE

CATEGORIES



6.COMMUNITY & NATIONAL IMPACT CATEGORIES

THESE CATEGORIES CELEBRATE INDIVIDUALS, INSTITUTIONS, AND COMMUNITIES MAKING A LASTING CONTRIBUTION TO NATIONAL DEVELOPMENT, FOOD SECURITY, AND AGRICULTURAL LEADERSHIP.

- DISTRICT AGRICULTURAL EXCELLENCE AWARD
- COMMUNITY FARMING INITIATIVE OF THE YEAR
- FOOD SECURITY CHAMPION
- AGRICULTURAL MENTOR OF THE YEAR
- AGRICULTURAL LEADERSHIP AWARD
- TRADITIONAL LEADERSHIP IN AGRICULTURE AWARD



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