



A manifesto of a likeminded value-driven community that  
**CARES ABOUT PEOPLE, THE LAND AND THE FUTURE**



# INTEGRA

FOOD GROWN WITH INTEGRITY **REGENERATIVE**  
AGRICULTURE

**HEAL THE LAND,  
HEAL THE PEOPLE**



**We see a country committed to:**

the production, distribution and utilisation of food with integrity that heals the land and heals the people.



**AS A COLLECTIVE, WE SEE A COUNTRY:**

- Where the old planted trees under which their young can sit.
- Where the young would respect the old.
- Where the ancient social fibre and culture of our collective people has been renewed.
- Free from poverty, free from abuse, free from exploitation, free from malnutrition and hunger.
- Where the dignity of its people is preserved.
- Where the people are free to enjoy the fruit of their labour – produced by seeds, capital and labour from their own soil – of their own land.
- Where the economy is based on the principles of justice and prudent management, fair and equitable reward, with robust, transparent and honourable institutions.
- Which is a global leader in food security and the production of quality food for all its people.
- We see a country committed to:  
the production, distribution and utilisation of food with integrity that heals the land and heals the people.
- Protecting and growing its rich social and natural heritage.

**WE RECOGNISE THAT:**

- The very essence of our country is a tender, natural yet real and powerful relationship between its people, its wildlife, and the land – the African soil – stretching over many generations.
- This relationship has been broken in many places and in various ways, thus our country is leaking. It is leaking beauty, health, morals, values, identity, leadership, hope, resources and, importantly, a sense of destiny. Erosion scars, dust storms and water pollution, among others, are merely the outward, physical manifestations of inner, societal pain and various forms of brokenness and fragmentation – an illustration of a people that has lost its connection with the land and with each other. These scars are demonstrative of a society in need of healing.
- Within the brokenness lies a message of hope from the past: our collective strength, resilience and health are founded on a deep connection between our people, our wildlife and our land; the soil is the currency of our heartbeat.





We choose to learn from Nelson Mandela who taught us that **Reconciliation leads to Reconstruction**. For us this implies, among others, the need to be reconciled with the food we produce, the way in which it is being produced, the soil from which it is produced, and the healthy sustenance that results from it. We thus commit to the production, distribution and utilisation of food with integrity that heals the land and heals the people. We therefore adhere to the dual call of integrity and healing, where:

- integrity implies both the need for and challenge of having a food production system that is structurally intact whereby the producer and the consumer are connected and informed.
- healing implies both the acknowledgment that the system is broken, but also the opportunity of developing and living a story of restoration and regeneration.

**VOLUNTARILY AND FREELY, BECAUSE OF CARE,  
WE AGREE TO, EITHER INDIVIDUALLY OR COLLABORATIVELY.**

Voluntarily and freely, because of care, we agree to, either individually or collaboratively, initiate, develop, support and maintain networks, processes, projects, programmes and systems that promote sustainable land management, the restoration of natural, social and human capital, and the regeneration of agricultural land and natural landscapes towards ecosystem resilience and productivity that benefits all the country's people.

**REGENERATIVE AGRICULTURE THAT HEALS THE  
LAND AND ITS PEOPLE:**

Uses practices that improve the soil health by applying technologies that regenerate and revitalize the organic matter therein, leading to more and healthier living (communities of) organisms as well as an abundance of water and fertility in the soil. Above ground, it leads to a flourishing biodiversity. This, by definition, is dynamic and holistic, using agro-ecological principles and incorporating permaculture, silvopasture, conservation agriculture and organic farming, these include practises such as no-tillage, cover crops, crop rotation, intercropping, composting, livestock integration, mobile animal shelters and pasture cropping, among others.

From the healthy, regeneratively managed soil nutritious food results that heals people.





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Professor James Blignaut | Email: [info@integrafood.co.za](mailto:info@integrafood.co.za); [james@restore-africa.com](mailto:james@restore-africa.com)

Dr Pieter Prinsloo | Email: [pieter@langsidemeats.co.za](mailto:pieter@langsidemeats.co.za)