



# GETTING TO KNOW FPI IN MY OWN WORDS

My introduction to our identity, our purpose and our relationship with Hunter's Global Network

An information manual for everyone who wants to get to know FPI

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Written by

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**FPI - A SUBSIDIARY OF HUNTER'S GLOBAL NETWORK**

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## A PERSONAL WELCOME

# Let me introduce you to FPI

I am Elfias Mcloud Zadzagomo Shangwa Hunter, Executive President and Founder. In these pages, I want to introduce you to Farmers Pride International in my own words. I want you to understand the purpose behind our name, the meaning I give to our identity and the way our agricultural work connects with our mother body, Hunter's Global Network.

When I speak about FPI, I see a relationship between the land and the people whose lives depend on it. I see farmers making decisions about their future, learners seeking knowledge, families looking for opportunity and partners who can help turn a useful idea into a working enterprise. I want those people to find a place in the story I am sharing with you.

I see agriculture as a system of connected responsibilities. A crop needs care, but an agricultural enterprise also needs knowledge, organisation, processing, transport and a customer. I want FPI to help people understand those connections and build the capabilities to work with them. That is the thread that runs through this manual.

I will begin with who we are and where we belong. Then I will take you through our logo, because its green, circle, leaves, white and shadow help me explain the values I want our work to express. From there, I will introduce the programmes and ideas through which I seek to give those values practical meaning.

I invite you to read this as a conversation with me. Whether you are meeting FPI for the first time or already know something about us, I want you to leave these pages with a clearer understanding of what we stand for, how we approach agriculture and why our relationships matter.

INSIDE THIS MANUAL

# The story I will share with you

I begin with who we are and our place within HGN. I then explain the meaning I draw from our identity before taking you into our agricultural approach and our invitation to participate.

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I have written these pages as a personal introduction to FPI's purpose and direction. I invite you to read the chapters in sequence, following the connections between our identity, our relationships and the work I want us to advance.

01 / OUR IDENTITY

# The organisation I want you to know

When I introduce Farmers Pride International, I begin with the farmer. The word 'Farmers' keeps my attention on the people who work with land, crops, animals and agricultural resources. I want our organisation to recognise their knowledge, their effort and their role in the wider economy. Their experience belongs at the centre of the conversation.

I use the word 'Pride' to express dignity in agricultural work. I want people to see farming as an activity that calls for skill, judgement and enterprise. My ambition is for a farmer to understand the value of that work and to have the confidence to improve it. I connect that pride with responsibility: the care we give to the land, the reliability of our work and the respect we show to others.

For me, 'International' opens the conversation beyond one place. I value the exchange of knowledge, relationships and opportunities across borders. At the same time, I want our work to remain attentive to local realities. A farming approach must make sense where it will be used, with the resources, climate, people and markets that exist there.

Through FPI, I bring agricultural education, production, enterprise development, value addition and market access into one connected vision. I want a learner to understand where a business opportunity begins. I want a producer to understand what happens after harvest. I want a potential partner to understand how their contribution fits into the larger agricultural system.

That is the organisation I want you to meet: an agricultural subsidiary of Hunter's Global Network, with a purpose that connects people, knowledge, nature and enterprise. As I take you further into our story, I will show you how those connections appear in our identity and in the way I think about our work.

# Where FPI belongs within HGN



I want to make our organisational relationship unmistakable: Farmers Pride International is a subsidiary of Hunter's Global Network. HGN is our mother body. When I introduce FPI, I am introducing the agricultural expression of a wider organisational vision and network.

I see HGN as the parent context that connects our wider purpose and strategic direction. Within that context, I give FPI a focused agricultural role. Through FPI, I connect learning, production, enterprise and market relationships with the people and communities who can put them to work.

When I place our two logos together, I want you to see that relationship. The FPI emblem speaks to life, nature and the connections within agriculture. In the HGN emblem, I read the globe as an invitation to look beyond borders and the traveller as a reminder of purposeful movement. These are the meanings I draw from the images as I explain our shared direction.

I want learning to move both ways within our network. Our wider vision should help guide agricultural priorities, while experience from agricultural projects should help us refine our thinking. I value a relationship in which listening accompanies leadership and practical knowledge informs ambition.

I also want people working with us to know which entity is involved in a particular activity and who is responsible for its commitments. I explain the parent-subsiary relationship clearly because understanding where FPI belongs is part of understanding who we are.

# Why I begin with green

When I look at the green in our logo, I think first of nature and the environment. I think of the soil beneath a field, the water that supports it and the living systems around it. Green gives me a way to express the connection between agricultural opportunity and the resources that make production possible.

I want growth to carry a sense of care. When I speak about developing agriculture, I also want to speak about how we use land, how we manage water and how we treat the environment around an enterprise. I believe those questions belong in the planning of a project, alongside its production and commercial goals.

I picture a farm as part of its surroundings. Its decisions affect the way resources are used, and the conditions around it affect what the farm can do. That is why I want our approach to begin with understanding a place. I want us to ask what the land can support, what water is available and what knowledge is needed before we decide how an activity should grow.

For me, the green also carries hope. It suggests the possibility of renewal and the patience that living systems require. I want that hope to be accompanied by observation and sound judgement. I value the willingness to learn from what is happening in the field and to adjust a plan when the evidence calls for it.

As you get to know FPI, I want you to recognise this connection in our thinking. I want environmental care to be part of the way we discuss production, processing and expansion. The green is my reminder that the future we seek to build must remain connected to the living world that supports it.

## 04 / INTERACTION &amp; INTEGRATION

# The circle brings us into relationship

After the green, I draw your attention to the circle. I understand it as a symbol of interaction, integration and unity. It helps me explain why I look beyond an individual farm or a single activity when I think about agricultural development. I see a circle of people whose work touches the work of others.

Within that circle, I see a farmer who needs practical information, a learner who needs an opportunity to apply knowledge, a processor who needs suitable produce and a buyer who needs a dependable supply. I also see the people who provide services, organise transport, support finance and help manage quality. I want those relationships to be understood and coordinated.

I believe interaction becomes useful when it helps people make better decisions. I want production plans to take account of customer requirements. I want processing plans to take account of harvest timing. I want the experience of farmers to reach the people developing training. The circle reminds me to keep those conversations open.

I also read continuity in its shape. I think about what follows a harvest, how a lesson becomes a better practice and how experience feeds into the next season. Where it is suitable and safe, I want us to consider how resources from one activity might support another. I see that as a design question that requires knowledge and care.

When you see the circle around our identity, I want you to think of belonging with responsibility. I want each participant to understand their contribution and respect the contribution of others. That is the kind of interaction I seek through FPI: connections that help people work together with clarity and purpose.

## In the leaves, I see life

When I turn to the leaves in our emblem, I see life. I see the possibility of growth, nourishment and renewal. A leaf connects our identity with the living work of agriculture, but it also helps me speak about the development of people. I want FPI to make room for both.

I think of a person beginning to understand a new agricultural opportunity. A question leads to learning, learning leads to practice and practice can build confidence. I want that process to have a place in our work. I value the moment when someone can explain a decision for themselves and take greater responsibility for what they do next.

I want the opportunity to learn and participate to reach people of different backgrounds. I want young people to see that agriculture can involve science, technology, management, processing and entrepreneurship. I want women and men, experienced producers and new entrants to be recognised for the knowledge and capabilities they bring.

The leaves also remind me that growth has stages. I do not expect a new idea to become a mature enterprise through enthusiasm alone. I want people to have the time, guidance and practical experience needed to develop. I see patience and preparation as part of the care that growth deserves.

As I share the meaning of the logo with you, I connect the leaves with a simple ambition: I want the work we do to support life and strengthen human potential. I want our learning activities, relationships and agricultural enterprises to help people develop the ability to shape their own futures with knowledge and confidence.

# The peace I express through white

White represents peace in the meaning I give to our logo. When I use that word, I think about the way people live and work together. I want our agricultural relationships to be shaped by respect, honest communication and the willingness to cooperate across differences.

I want a person meeting FPI to feel able to ask questions. I want a farmer to understand what a programme involves, a learner to understand what they are joining and a partner to understand the responsibilities being discussed. I believe clear information gives people a stronger basis for trust.

For me, peace also includes the ability to listen when someone has a concern. I want our relationships to allow difficult matters to be discussed with dignity. I value the habit of examining what happened, hearing the people involved and finding a responsible way forward. I see that habit as part of the character I want our organisation to develop.

I connect white with integrity because I want our words to mean something. When I speak of an ambition, I want it to be understood as an ambition. When I describe a confirmed arrangement, I want the terms to be clear. I want the confidence people place in FPI to be supported by the care with which we communicate and follow through.

As you read our identity, I hope you will see peace as an active commitment in my thinking. I want us to build relationships in which people of different cultures, nationalities and backgrounds can contribute with mutual respect. That is the quality of cooperation I want the white in our logo to bring to mind.

# The shadow carries our influence

When I consider the shadow beneath the emblem, I read it as a symbol of influence. It helps me explain how the effects of an action can extend beyond the place where that action begins. I think about a lesson shared, a relationship strengthened or a practical idea carried from one person to another.

I imagine a learner using new knowledge in a family enterprise, or a farmer sharing a useful observation with a neighbour. I imagine a well-organised activity helping other people understand what cooperation can achieve. These are possibilities that motivate my vision; I want us to follow what happens in practice so that we can understand the influence our work actually has.

I also see responsibility in that shadow. The information we share may be repeated. The expectations we create may affect decisions made by families, producers and partners. I want us to remember that our influence carries consequences, and I want our communication to be careful enough to respect them.

I believe a lasting contribution is built through consistent work. I want us to ask what people learned, what they could apply and what changed over time. I want us to recognise progress honestly and learn from what did not work as expected. In my view, that honesty strengthens the legacy we hope to leave.

The shadow therefore completes an important part of the story I see in the logo. I want our identity to remind us that agricultural development reaches into people's lives. I want the influence of FPI to be associated with useful knowledge, responsible relationships and opportunities that people can understand and develop.

# How I carry the vision through RUAIPP

Having introduced our identity, I now want to show you how I connect its meaning with agricultural action. I begin with RUAIPP: the Rural and Urban Agriculture Innovative Production Program. I use this programme direction to bring rural and urban agricultural opportunities into the same conversation.

I see connections between places where production happens, places where people learn and places where customers need products. I want rural producers to be understood within that wider system. I also want people in towns and cities to recognise the roles they can play through suitable production, services, processing, technology, education and enterprise.

Through RUAIPP, I bring together the questions that shape an agricultural opportunity. I want to understand the resources available, the capabilities people need, the production activity being considered and the market it is intended to serve. I want those questions to be connected from the beginning, so that a project develops with a clear purpose.

I see innovation as the willingness to improve how the system works. I value technology where it solves a useful problem, but I also value better organisation, clearer records, stronger learning and more dependable coordination. I want the form of innovation to follow the needs of the people and the enterprise involved.

When I explain RUAIPP to you, I want you to hear the values of the logo within it. I bring the green into our care for resources, the leaves into our commitment to learning, the circle into our coordination and the white into our relationships. I see the programme as a way of giving those ideas a practical agricultural direction.

# Why I bring people together in ABCs

As I move from programme direction to implementation, I introduce Agriculture-Based Clusters, or ABCs. I use the cluster idea to explain how related participants and activities can be organised around an agricultural opportunity. I want people to understand where they fit and how their work connects with the wider enterprise.

I picture a producer preparing a harvest and consider everything that must happen around it. I think about training, inputs, production records, quality checks, processing capacity, storage, transport and a customer. I want the cluster approach to bring those connections into view, so that the people involved can plan them together.

I value shared services where they are appropriate. I can see the purpose of producers coordinating access to suitable facilities, technical support or logistics. I also want the arrangements to be understandable: who provides a service, who manages it, how costs are handled and what each participant is expected to contribute.

I want ABCs to support enterprise with clear roles and accountable decisions. I want producers to know how their output will be handled and partners to understand the responsibilities they are accepting. I want the design of a cluster to respond to its product, its location and its commercial circumstances. I regard the quality of those arrangements as part of what makes cooperation useful.

When I look back at the circle in our logo, I see why the cluster idea belongs in this story. I want the connections to be visible and purposeful. Through ABCs, I seek to organise participation so that knowledge, production and enterprise can develop in relation to one another within the direction of RUAIPP.

# How I connect the whole system

I describe the next part of our approach as Agriculture Systems Integration, or ASI. With RUAIPP, I explain our programme direction. With ABCs, I explain how participants and services can be organised. With ASI, I explain how the activities, resources and information can work together inside that structure.

When I think in this way, I follow the relationships between decisions. I ask how a planting plan affects the timing of harvest, how that harvest affects processing and how the finished product relates to the needs of a customer. I want each part of the enterprise to be considered in relation to the others.

I also consider physical connections between agricultural activities. Depending on the place and the enterprise, I may explore how crops, livestock, trees, water management and processing relate to one another. I want each proposed connection to be assessed for suitability, safety and practical value. I see integration as careful design, supported by the knowledge the activity requires.

I give information an equally important place. I want records from production to help the people planning processing and deliveries. I want feedback about quality to reach the people making field decisions. I want learning to return to the next planning cycle. In my view, those information links help turn a collection of activities into a more coherent system.

This is how I connect the three ideas for someone getting to know FPI: I use RUAIPP to give direction, ABCs to organise implementation and ASI to connect the work. Together, they help me explain the agricultural systems approach I want FPI to advance within the wider vision of HGN.

# Why learning belongs in our story

When I speak about the future of FPI, I give education a central place. I want people to understand the decisions behind an agricultural enterprise and to develop the confidence to make those decisions responsibly. That is why the FPI Online Academy belongs in this introduction to who we are.

I want the Academy to connect agricultural knowledge with practical enterprise. I see a learning journey that moves through opportunity identification, planning, production, finance, technology, processing, quality, logistics and markets. I want a learner to understand the relationships between those subjects and the decisions they shape.

I am interested in the point where knowledge becomes capability. I want a learner to be able to explain a production choice, understand a business record, recognise a quality requirement or ask a better question about a potential market. I see those capabilities as foundations for more informed participation in agriculture.

I want the opportunity to learn to speak to different audiences. I think about a young person exploring a future career, a farmer developing an enterprise, a manager coordinating activities and a partner seeking to understand our systems approach. I want our educational work to help people enter that conversation from where they are and continue to develop.

When I return to the leaves in our logo, I see the Academy as part of the human growth they represent. I want learning to renew the way we work and help us respond thoughtfully to change. In the story I am telling you about FPI, education provides the knowledge through which our agricultural ambitions can become more carefully planned action.

# The future I invite you to help shape

As I bring this introduction to a close, I return to the people at the centre of it. I want farmers, learners, communities, schools, enterprises and partners to recognise a meaningful place for themselves in the agricultural future I am describing. I want our relationships to begin with an understanding of what each person needs and what each person can contribute.

If you are a farmer, I want our conversation to begin with your situation, your resources and the opportunity you are considering. If you are a learner, I want to understand what you hope to be able to do. If you represent a school or community, I want to discuss how education and agricultural enterprise might connect with your goals. If you are a partner, I want us to identify where our purposes and capabilities meet.

I want each conversation to lead towards clarity. I want us to understand the proposed activity, the people responsible, the resources required and the terms on which we might work together. I see that understanding as the foundation on which a useful relationship can develop. My vision becomes stronger when it is informed by the realities people bring to it.

I hope you now know FPI more personally. I have introduced our place within Hunter's Global Network, the meanings I draw from our logo and the approach I express through RUAIPP, ABCs, Agriculture Systems Integration and the FPI Online Academy. I want those names to carry a connected meaning for you.

I leave you with the intention that holds my story together: I want to connect care for nature with the development of people and responsible agricultural enterprise. I invite you to get to know us through that purpose, to ask questions and to explore where your own contribution may belong. I look forward to the conversation.



# I see our future in the connections we build.

I connect nature with responsibility.  
I connect people with knowledge.  
I connect agriculture with enterprise.  
I connect our work with a shared purpose.

I invite you to get to know Farmers Pride International, a subsidiary of Hunter's Global Network.

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Executive President & Founder

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[www.farmersprideinternational.org](http://www.farmersprideinternational.org)