



Deciduous Fruit Industry Development Trust

NAMC WORKSHOP

8 MARCH 2012

**- LOUIS VAN ZYL -
HORTGRO ADMINISTRATOR**

Background

- Inherit - Deciduous Fruit Board after de-regulation
- Capital of R13,5 million
- May only use interest
 - R700-R800 per year for projects
- 6 Trustees
 - Term of office = 4 years
 - 4 trustees – ministerial appointments
 - 2 trustees – industry appointments

Objectives of the Trust

- **Fund development, upliftment & promotion of beneficiaries**
 - Emphasis on transformation, exposure & upliftment of pdi's / communities
 - Focus on training, mentoring, information
- **Provide assistance to beneficiaries**
- **Identify & recruit for training and development**
 - Emphasis on transformation, exposure & upliftment
- **Liaise with Ministers, DAFF, NAMC**
 - Promote training & development of beneficiaries
- **Facilitate & fund market research / generic promotion**
- **Focus on:**
 - Transformation
 - Economic Development / Job creation
 - Social Development & Training

DFIDT Allocations (March 2011-February 2012)

Organisation	Region	Amount	Beneficiaries
Tree Planting Initiative	All Areas	R323 200	19
Improved Family Values	Eastern / Northern / Western Cape	R106 238	1 553
Cape Women's Forum	All Areas	R112 562	Nationally
ODEY Programme	Western Cape	R40 000	50
ProKidz Foundation	All Areas	R60 000	1 000
NORSA Community Care	Agricultural Sector	R40 000	1 (Bursary student)
Top of the Class	Northern Cape	R70 000	25
My Goed	Western Cape	R56 000	670

Economic Development Project

- Tree Planting Initiative - Aim is to increase production footprint of PDI farmers
 - Project extends over 5 year period (2009-2014)
 - Objectives
 - establish 1 000 new PDI ha
 - Increase commercial production of fruit
 - Integrate PDI farmers into commercial fruit production, agriculture & broader economy
 - 600ha = Western Cape ; 400ha = Eastern Cape, Mpumalanga, Free State
 - Each PDI production unit – apply once for 5ha (6 250 trees) of planting material over lifespan of the project
 - ±306ha established
 - 2009: 79.48ha 2010: 110.6ha 2011: 116ha
 - Success rate of planting: 92%
 - Constraints are availability of planting material, financial resources, proper establishment planning
 - Other funders:
 - Western Cape - DAFF
 - Signed MOA re additional support (soil preparation & installation of irrigation systems)
 - Pome & Stone Producers - Trees
 - DFIDT - Trees



Orchard of Job Mtombeni



André Cloete – winner of the Fruit Entrepreneur Award 2011

Social Development Projects

- Focus on seasonal and permanent farm workers
 - Focus on changing the destiny of families and children in very poor circumstances
- Empowerment of youth
 - Focus on issues like values, drug abuse, violence, crime, etc.
- Support Care Worker Programme
 - To support and sustain social programmes on farms
- Value chain skills training
- Life skills
- Self development like morality and values
- Prevention of alcohol & substance abuse
 - Overcome Dependency Empower Yourself (ODEY)

Improved Family Values

New Farmer Establishment

Financial Turn Around Solutions

Training & Capacity Building of Farm Workers

Technical Consultation

Mentorship

The Programme for The Improved Family Values was developed as a parallel programme for alcohol and substance abuse. The focus of the programme is to change the lapse in moral values and family structure in rural communities. These problematic issues are addressed in a sensitive way with a positive religious impact. This programme is affordable and very much focused on the farm worker and his standard of living and thinking.



Philani Training & Development Solutions

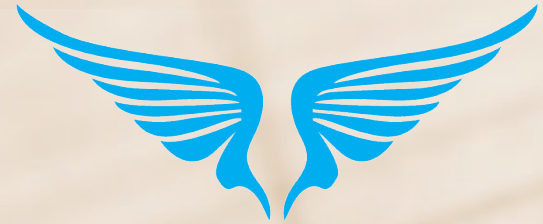
Philani Training and Development Solutions is accredited to provide basic health and safety training on farms. The funds from the DFIDT strengthened and enabled the Cape Women's Forum to play a bigger role in the upliftment of farming communities through skills training.



ODEY Programme

Substance abuse (alcohol addiction)

The O.D.E.Y (Overcome Dependency, Empower Yourself) on-farm treatment and integration programme is a realistic approach to substance dependency treatment and after-care, as the programme was formulated taking cognisance of the fact that treatment should not bring to a standstill everyday activities and daily living.



O.D.E.Y.



ODEY project training



Proud Pieter Buis with his certificate

Prokidz Foundation

Facilitation of counselling
Workshops & Awareness events
Establishment of youth clubs
After care centres

The PROKIDZ FOUNDATION is a South African based, non-profitable BBBEE organisation established in 2005 with the aim to raise funds for social work services to aid in the struggle against drugs, violence and crime in South African schools



NORSA Community Care



One bursary – over 3 years

NorSA Community Care is a NGO focusing on changing the destiny of families and children exposed to HIV/AIDS, TB and extreme poverty.

NorSA received funding from DFIDT to support one of the organisation's bursary students who has been part of the NorSA programme since 2006.

**Simbongile Mahleza – NORSA bursary student
and DFIDT board**



**Mxolisi Poto
(DFIDT Board member)**

Top of the Class

The Top of the Class program was developed by Fresh Produce Exports forum and is rolled out in different parts of South Africa. The Top of the Class is a skills program focused on fresh fruit from South Africa and the supply chain from Harvest to Home ('Boord tot Bord').

TOC Northern Cape group during the Cape Town visit



Sophie Nouse giving her winner speech



Faith Brown (Waitrose Foundation) presenting the certificates



Voted best group presentation



Lawrence Majeng delivering individual presentation



My Goed

Diefstal voorkoming op plase

My Goed is an initiative of the South African Police Service (SAPS) to combat theft of farm property.

The concept was developed by warrant officer Wouter Swiegers, who contacted Agri Management Africa for assistance in getting a pilot project off the ground which could be used as motivation for provincial or even national implementation of the system.

WITZENBERG HERALD Friday, May 27, 2011

My Goed is 'n inisiatief van die SAPD om diefstal op plase te beveg

DIEFSTAL op plase is 'n ernstige probleem wat aangespreek moet word.

Tans is daar 'n groot leemte wat betref inligting om 'n saak teen oortreders te maak.

Die gevolg is dat wanneer gesteelde goedere opgespoor word, daar nie genoegsame bewyse is om 'n saak teen oortreders te maak nie. Die boer kan nie sy goedere terugkry nie en oortreders kan nie gestraf word nie.

My Goed is 'n inisiatief van die Suid-Afrikaanse Polisiediens om diefstal op plase te beveg. Dit behels die aanbring van unieke nommers op plaasvoertuie, kraggereedskap, handgereedskap, besproeiing toerusting en kantoor/huishoudelike items deur plase.

Die plaas hou 'n databasis van gemerkde items. Gesteelde goedere word gekoppel aan die plaas, en 'n saak kan gemaak word om goedere terug te kry en oortreders te straf. Die uiteinde is 'n vermindering van diefstal op plase.

Die loodsprojek, wat deur **Hortgro** geborg word, word in die Witzenbergstreek aangebied met inligtingsessies. Dit is belangrik vir die streek dat die loodsprojek inligtingsessies goed bygewoon word.

Beskrywing van inligtingsessies

Plase word opgelei in die werking van die stelsel, die merk van goedere en die hou van 'n databasis van gemerkde goedere.

Wie moet opleiding bywoon

Eienaars, administratiewe bestuurders, voorraadbestuurders, werkswinkelbestuurders en besproeiingbestuurders.

Navrae

Die inligtingsessies word vanaf **Dinsdag 24 Mei** tot en met **23 Junie** aangebied op Tulbagh, Ceres, Wolsley, Koue Bokkeveld en Gouda.

Vir navrae skakel Christiaan Krone van Agri Management Africa by **072-431-8851** of stuur 'n epos na christiaan.krone@gmail.com



Wouter Swiegers of the SAPS at a My Goed facilitation, Tulbagh

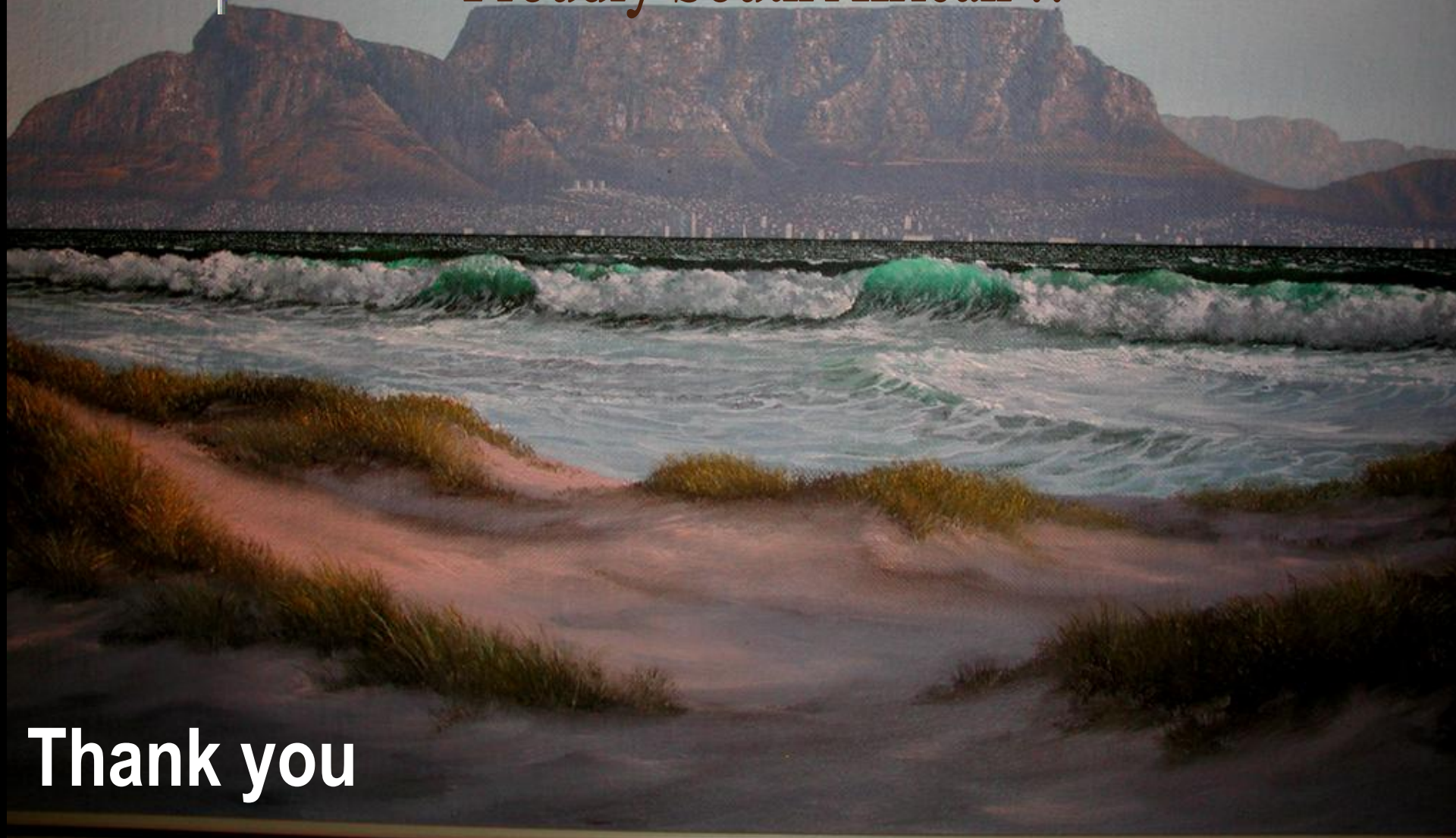


Way forward

- **New Board recently appointed**
- **Trustees → Strategic Session in August 2012 to:**
 - Investigate other sources of funding to expand capital
 - Negotiate with founders to close down Trust to use capital on projects as decided on



Proudly South African !!
Proudly South African !!



Thank you