Potato Industry Development Trust (PIDT)

Chairperson: Ernst Yzel
Agenda

1. PSA Funding model
2. Transformation strategy
3. Enterprise Development
4. Small Farmer Development
5. Skills Development
6. Other projects
7. Wish list
Industry

- 640 Commercial growers
- Approximately 3,000 small/subsistence potato growers
- 1.2 on farm jobs per hectare planted
- 52% of produce sold on FPM’s to informal trade
- Avg. 40 tons per hectare produced
## APPROPRIATION PER CORE BUSINESS
### 2011/2012

<table>
<thead>
<tr>
<th>Section</th>
<th>2011/2012</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total appropriation</strong></td>
<td>R 27 053 212</td>
<td>%</td>
</tr>
<tr>
<td>Market development</td>
<td>R 5 735 022</td>
<td>21.20%</td>
</tr>
<tr>
<td>Industry Information</td>
<td>R 6 299 231</td>
<td>23.28%</td>
</tr>
<tr>
<td>Research and development</td>
<td>R 5 969 088</td>
<td>22.06%</td>
</tr>
<tr>
<td>Administration</td>
<td>R 2 700 677</td>
<td>9.98%</td>
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<tr>
<td>Transformation</td>
<td>R 6 349 194</td>
<td>23.47%</td>
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</tbody>
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*potatoes SOUTH AFRICA*
Transformation: The Strategy

Focus on:

- Enterprise Development
- Small Grower Development
- Tertiary Skills Development Pipeline
- Farm Based Training
POTATO TRANSFORMATION FOOTPRINT

- Enterprises Development - 300 ha
- Equity partnerships - 2 000 ha
- Small holders & subsistence - 3 000 ha (est.)
- Tertiary Skills development pipeline - >50 people

TOTAL – 5 300 ha
>10% of total crop
ENTERPRISE DEVELOPMENT

OBJECTIVE

At least 6 new entrants per year

Potatoes Industry stretch target is to have at least 50 Sustainable Small Commercial farmers by 2015!
The Support

PIDT Finance seed
Mentorship
Technical Support & Training
Industry Exposure
WHO ARE THE PIONEERS?

**Phophi Raletjana**
Limpopo Province, Blouberg
10 Ha- Mondial - Fresh
50 tons/ha

**Jeff Kola**
Free State, Ladybrandt
3 Ha- Mondial - Fresh
17 tons/ha (dryland)
WHO ARE THE PIONEERS?

Siseko Vikilahle
Eastern Cape, Mthatha
4 Ha- Mondial - Fresh
50 tons/ha
Sells off farm – rural

Vuyani Kama
Eastern Cape, Elliot
3 Ha- Avalanche - Seed
35 tons/ha
WHO ARE THE PIONEERS?

Zama Goba
KwaZulu Natal, Ixopo
4 Ha- Mondial - Fresh
Not harvested yet – 2\textsuperscript{nd} year

Lucky Khumalo
KZN, Newcastle
3 Ha- Mondial - Fresh
Not harvested – 2\textsuperscript{nd} year
NEW SECOND YEAR FARMERS

Harold Mateza
Eastern Cape, Mthatha
4 Ha Mondial - Fresh
Progressed from smaal farmer development project
Washing and Sorting at Mthatha Market

Lwazi Zulu
KZN, Greytown
4 Ha Mondial - Fresh
Selling unwashed Potatoes - thus lower prices at the market
NEW SECOND YEAR FARMERS

**Mandla Radebe**
KZN, Greytown
3 Ha Mondial - Fresh
Unwashed potatoes generate lower income

**Zwelakhe Sokhupha**
Eastern Cape
4 Ha Mondial - Fresh
Sorting by hand
Selling off farm
NEW SECOND YEAR FARMERS

**Noleen Lottering**

Eastern Cape, Lusikisiki

Has harvested the 3 ha already

She has potential to expand to 5 ha

Sells off farm
SMALL POTATO GROWER DEVELOPMENT PROGRAMME

GOALS:
- Use potato production trials as base.
- Focus on food security, rural development and job creation.
- KZN DoA partners
- KZN and NE- Cape

Target:
Farmers who plant potatoes mainly for food security with the remaining crop sold to the remaining community
SMALL POTATO GROWER DEVELOPMENT PROGRAMME

• PSA developed implements for the planting, ridging and harvesting of potatoes, purpose build for small potato growers.
• A fraction of the cost of commercial implements
SMALL POTATO GROWER DEVELOPMENT PROGRAMME

PSA managed and funded *55 of these projects* over the last 5 years, attendance averaged at *57 rural growers attending per day*, thus total of over *3 150 growers* exposed over the last 5 years.

PSA also designed and supply planters, ploughs and harvesters to these projects.
Tertiary Skills Development Pipeline
(develop young talent)

• **Tertiary Level**
  - Undergraduate Bursaries
  - Internship
  - Workplace Experience

• **Postgraduate Studies**
  - Development of scientists

• **Participating Institutions – Undergraduate**: Fort Hare, Glen, Lowveld, Elsenburg, Cedara, Potchefstroom.

• **Participating Institutions- Postgraduate**: University of Pretoria, University of Stellenbosch, University of Johannesburg, Unisa
Farm-Based Training

Goals

- To uplift the skills of farm workers focusing on decision making and the understanding of their role.
- To assist in developing potato farmers with technical and business skills to enable them to farm profitably
- To improve the quality of potato production by improving the knowledge base of the potato producers

Top 5 Training: 2010/2011

- Forklift Training
- Tractor Training
- First Aid
- Pack-house Training
- Plant Production
Other Potato projects
Commodity Project Allocation Committee (CPAC)
The Background

• Need to address farmer development and transformation of Agriculture in the Western Cape province
• Need for private sector partnership
• Disbursement of the CASP funds to deserving beneficiaries in an effort to ensure sustainability
• Formation of a vegetable commodity group
• Potatoes SA appointed to lead this group and a committee formed

The Approved Projects

• 2010/2011 financial year: R8 million
  • 9 projects approved:
    ❖ mixed vegetables,
    ❖ hydroponic farming,
    ❖ potato production
• 2011/2012 financial year: R 12 million
  • 4 projects approved so far:
    ❖ mixed vegetables,
    ❖ potato propagation
    ❖ hydroponic farming
Potato Industrial Theatre at Schools
Hawkers Campaign JHB Market
Hawkers Campaign Tshwane Market
Ceres Farm workers Soccer Tournament
Ceres Farm workers Soccer Tournament
Ceres Farm workers Soccer Tournament
“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek”

Barack Obama

“It always seems impossible until it is done”

Nelson Mandela

THANK YOU
Wish List

1. Funding – availability and cost – grow the base
2. Technical support – Extension services, feet on the ground
3. Mechanization – tractors, implements, washing and sorting
4. Mentorship – Dedicated goodwill
5. Access to markets
6. Partnerships