

Potato Industry Development Trust (PIDT)



Chairperson: Ernst Yzel

SOUTH AFRICA



Agenda

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



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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



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APPROPRIATION PER CORE BUSINESS 2011/2012

	2011/2012	%
Total appropriation	R 27 053 212	%
Market development	R 5 735 022	21.20%
Industry Information	R 6 299 231	23.28%
Research and developement	R 5 969 088	22.06%
Administration	R 2 700 677	9.98%
Transformation	R 6 349 194	23.47%

Transformation: The Strategy

Focus on:

- Enterprise Development
- Small Grower Development
- Tertiary Skills Development Pipeline
- Farm Based Training

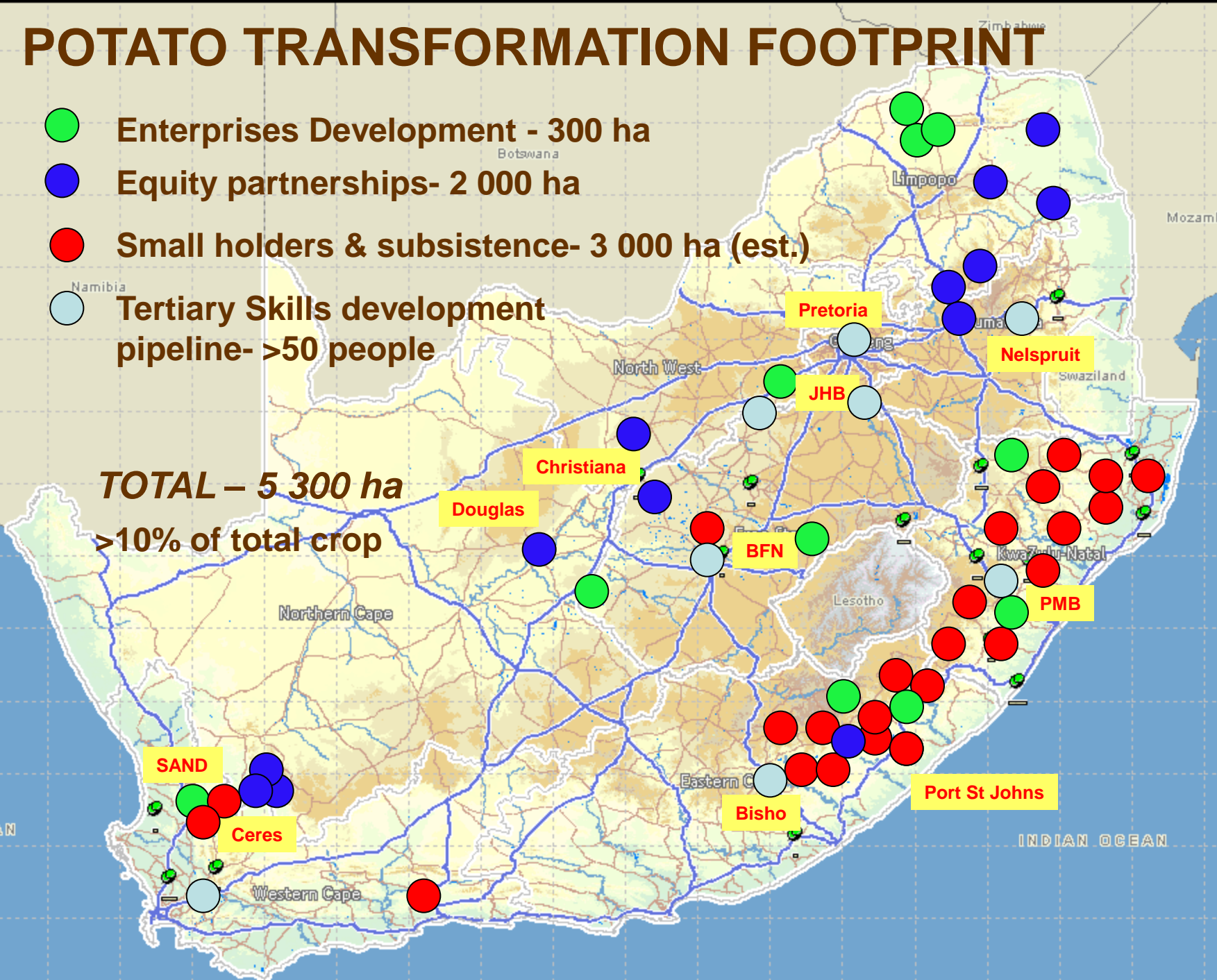
POTATO TRANSFORMATION FOOTPRINT

- 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

ATLANTIC OCEAN

INDIAN OCEAN



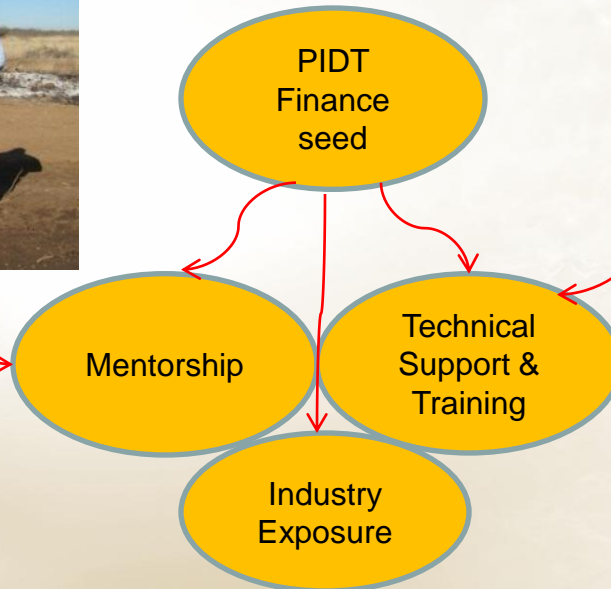
ENTERPRISE DEVELOPMENT

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



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?



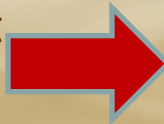
Siseko Vikilahle

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



1st

WHO ARE THE PIONEERS?



Zama Goba

KwaZulu Natal, Ixopo

4 Ha- Mondial - Fresh

Not harvested yet – 2nd year



Lucky Khumalo

KZN, Newcastle

3 Ha- Mondial - Fresh

Not harvested – 2nd
year



potatoes
SOUTH AFRICA

NEW SECOND YEAR FARMERS

Harold Mateza

Eastern Cape, Mthatha

4 Ha Mondial - Fresh

Progressed from small
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 focussing 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)



DEPARTMENT of
AGRICULTURE

Provincial Government of the Western Cape



potatoes

SOUTH AFRICA



Casidra



potatoes
SOUTH AFRICA

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



Mr. Spud @ Schools



Hawkers Campaign JHB Market



Hawkers Campaign Tshwane Market



Ceres Farm workers Soccer Tournament



Ceres Farm workers Soccer Tournament



Ceres Farm workers Soccer Tournament



POTATO INDUSTRY DEVELOPMENT TRUST

“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