

Telling successful agri-entrepreneur farmer stories

Agripreneur

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Edward Kgarose

**an up-and-coming
small sweet potato
yoghurt manufacturer
from Limpopo**

Leaving the
corporate
world to
become a
farmer



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PREFACE

Welcome to the seventeenth edition of the Agripreneur publication of the National Agricultural Marketing Council (NAMC). Through this publication, the NAMC seeks to create a platform where agripreneurs and farmers, particularly smallholders, share their knowledge and skills, challenges, experiences and insights with one another. It is believed that this publication will assist smallholders in learning from one another, developing strategies, adopting models, and becoming part of the value chain through the marketing of commodities and products that meet market standards and are safe for consumption. Agripreneur also serves to promote and profile aspects of South African agriculture as a brand. Each issue features good stories that will hopefully convince the reader to #LoveRSAAgric.

Presented in Agripreneur 17 are the following topics:

- (1) Baynesfield Training Academy, a joint venture between SAPPO and the Joseph Baynes Trust
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- (4) Edward Kgarose, an up-and-coming small sweet potato yoghurt manufacturer from Limpopo

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Baynesfield Training Academy, a joint venture between SAPPO and the Joseph Baynes Trust

– Kgadi Senyatsi

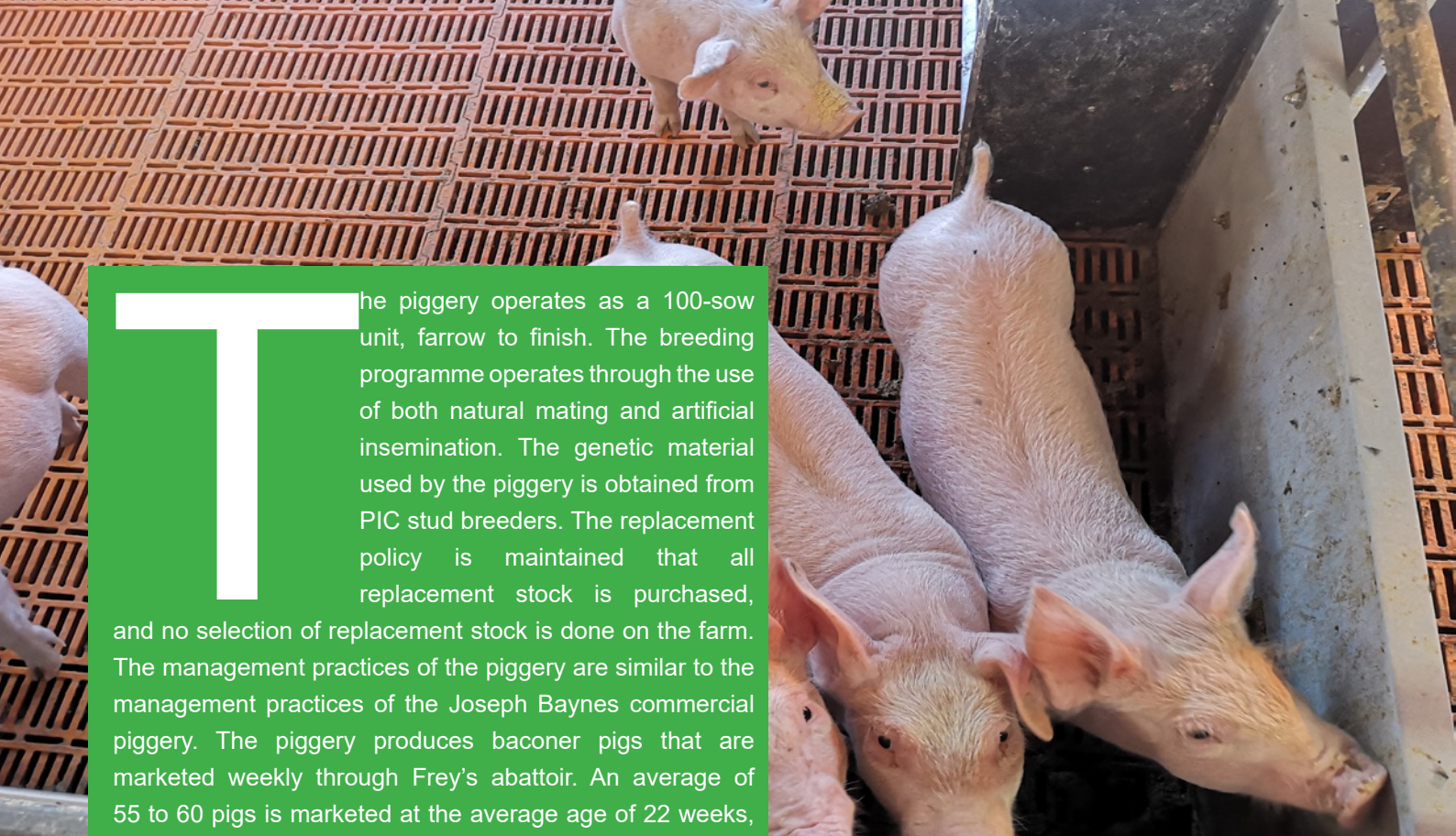


SAPPO and Joseph Baynes Trust collaboration

Baynesfield Training Academy (BTA) is a joint venture between the South African Pork Producers' Organisation (SAPPO) and the Joseph Baynes Trust. The academy was established in June 2009 and was officially opened in June 2012. The main objective of the academy is to transfer pig industry knowledge by offering hands-on practical training in pig production. BTA is divided into the piggery and the training facility.



BTA Sow and her piglets



The piggery operates as a 100-sow unit, farrow to finish. The breeding programme operates through the use of both natural mating and artificial insemination. The genetic material used by the piggery is obtained from PIC stud breeders. The replacement policy is maintained that all replacement stock is purchased, and no selection of replacement stock is done on the farm. The management practices of the piggery are similar to the management practices of the Joseph Baynes commercial piggery. The piggery produces baconer pigs that are marketed weekly through Frey's abattoir. An average of 55 to 60 pigs is marketed at the average age of 22 weeks, weighing about 80 kilograms carcass mass. To prevent the entry of any disease-causing organisms and possible diseases, the BTA piggery maintains high biosecurity standards which include but are not limited to shower-in and shower-out practices, with the piggery protected by a sound biosecurity fence. The entry of vehicles is also prohibited as part of the biosecurity measures.

BTA is a training service provider in the field of pig production. The academy offers one-week practical (70%) and theoretical (30%) training that covers all aspects of pig production (knowledge and skills) and management of the pig production units (business skills). Training focuses on the transfer of skills and knowledge required to ensure the economic sustainability of a pig farm. Training is provided on various levels of knowledge and skills to the following clients: developing pig farmers, farm managers, pig farm labourers, agricultural advisors, animal health technicians, agricultural students and learners, and any other individuals interested in pig farming. Together with other stakeholders and input providers, the academy offers an opportunity for other specialised short courses such as artificial insemination, offered in conjunction with PIC. The academy and training are AgriSeta accredited. Lectures are conducted by both the academy staff members and SAPPO business development managers. External facilitators are also engaged from time to time. The academy has also had an opportunity to train government officials, with 44 government officials and 34 SAPPO-funded officials being trained in the past six months.



The table below indicates the total number of people trained over the past two years:

Year	2017	2018	2019 (Jan – June)
Total Students Trained	161	213	100

Employment

Both the academy and the piggery employ a total of seven staff members, who are all qualified personnel with tertiary qualifications from recognised institutions. To maintain a sustainable private-public partnership, the academy has over the years been working together with the Department of Agriculture, Forestry and Fisheries (DAFF), offering opportunities to new graduates. Graduates are placed at the academy for 12 months at the expense of the department.

For more information, contact Kgadi Senyatsi at kgadi@sapork.com.





Leaving the corporate world to become a farmer

— Bongani Radebe

High Value Beef Partnerships (High VBP) is a programme partnership that involves the Department of Agriculture, Forestry and Fisheries (DAFF), provincial departments of agriculture, universities, the Agricultural Research Council (ARC) and the National Agricultural Marketing Council (NAMC). Holistically, the programme seeks to promote free-range farming in beef and poultry, targeting both commercial and emerging farmers in South Africa. On 15 May 2019, the High VBP team paid a special visit to a black commercial poultry farmer by the name of Willie Bosoga, with the main purpose of the visit being to gain greater insight into running a commercial entity.

Bosoga is currently the Chairperson of the South African Poultry Association Egg Board, the Chairperson of its Transformation Committee and the owner of the New Day Poultry Farm (Pty) Ltd. A graduate of Tshwane University of Technology, Bosoga holds a BTech Degree in Agricultural Economics. Before he fell into the captivating arena of poultry, he spent over 15 years working at a government-owned development finance institution – the Land Bank – where he worked as an Agricultural Economist as from the late 1990s.

“Every time I was assigned to a poultry project, I would often wonder what it would be like to run my own poultry business,” he says. After gathering all the necessary information about the poultry industry, Bosoga resigned in 2007 to embark on the long-cherished journey of becoming a poultry farmer. With the assistance of the Department of Rural Development and Land Reform



Mr Willie Bosoga



(DRDLR), he leased a 25-hectare farm that same year (2007). Initially, he started with 25 000 broilers, having to dig deep into his own pockets.

“I spent around R1,2 million for renovations using, partly, my pension fund money to complement a loan. Within four years, I repaid the loan from the profits we made,” adds Bosoga.

Along the way, progress was swift with assistance from the Department of Agriculture, Forestry and Fisheries (DAFF), which built an additional 5 000-capacity house and provided feed on top of the additional chickens brought in. At present, the current capacity of New Day Poultry is at 30 000 broilers per day. Now in the 12th year of his journey, Bosoga aims to move from 30 000 broilers per day to 100 000 broilers per day. Not only this, New Day Poultry adheres to strict biosecurity measures. “Fortunately for us, when government embarked on empowering black farmers, we were supplied with eggs as a start to supply hospitals in and around Pretoria” he

says. Later on, the number of hospitals increased to 13, which included some in Johannesburg. Currently, the New Day Poultry Farm (Pty) Ltd has 15 permanent employees and also trains students from Tshwane University of Technology, joined by a number of temporary workers who assist during the culling of chickens.

The poultry industry remains one of the largest contributors to South Africa’s agricultural economy, with it being an industry that has evolved from what was essentially a backyard industry with thousands of people keeping small flocks. Witnessing black commercial poultry farmers like Willie Bosoga is a source of inspiration.

His advice to other emerging broiler farmers is that agriculture is a business and needs to be treated as such. With regard to the youth issue, he believes in what the sector projects: “If we farmers do not farm profitably, youth may tend to be attracted to other sectors where they can make money.”

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Farmers Choice working with farmers on a student graduate placement programme

— Kayaletu Sotsha



There is consensus that agriculture remains a crucial sector and a key driver of economic growth and development in developing countries. Therefore, as the population continues to increase, so too does the social and economic responsibility of the agricultural sector. To fulfil this responsibility, the sector needs to continuously reinvent itself to be agile, sustainable and competitive, which implies that the youth have to be involved in agriculture so that tomorrow the sector can draw from the skilled youth of today. As such, it is important that the youth of today own the skills they need to build a competitive and resilient agricultural sector in the future.

Farmers' Choice, an agricultural company which provides various services including agricultural training and graduate placement, among other things, is making a contribution in this direction (capacitating the youth in agriculture). The company was founded and is currently being managed by Andile Matukane, profiled in Agripreneur 14.

Andile Matukane

According to Matukane, the Farmers' Choice graduate placement programme is one of the best ways of creating opportunities for young people, especially those from colleges and universities. The programme also plays a major role in developing the skills and knowledge of graduates regarding the practical side of agricultural production.

The idea of Farmers' Choice emanated from Matukane's experience during the time she was doing her diploma when she struggled to get a placement for her third year. A prolonged struggle to secure a placement could delay students in their studies, and thus Matukane saw the need to start a business that seeks to narrow this gap, while at the same time increasing the practical skills base of the youth.

Through this programme, Farmers' Choice works with farmers – both commercial and smallholder – and the company negotiates placements on behalf of students/graduates. The negotiation follows a screening process that is influenced by the farmers' needs (sometimes the farmers themselves get involved in the interview process). The graduate placement process started in 2018 when Farmers' Choice was formed.



One of the students who participated in the programme

The company has grown from seven students/graduates placed in 2018 to 18 so far this year (2019). The farmers have thus far responded very well and are always willing to support and train the students/graduates. In addition, farmers can provide accommodation and transport for some of the students/graduates.

“The challenge is that most of our students do not get compensated or given stipends as we are not yet at the level or stage where we can be able to pay all our students. This includes other farmers as well,” says Matukane.

“As a result, some students do not take up the placements and this is understandable.” She says the company is now looking at partnering with other stakeholders to create more opportunities for young people and to assist with the stipends.

For more information, contact Andile Matukane at md.farmerschoice@gmail.com.

Edward Kgarose, an up-and-coming small sweet potato yoghurt manufacturer from Limpopo

– Daniel Mashudu Rambau & Bongani Radebe

The word “yoghurt” is derived from the Turkish word “yogurtmak”, which means to thicken, coagulate, or curdle. Yoghurt is known as a product produced from putting dairy through a bacteria fermentation process, which adds bacteria considered to be beneficial to the human body.

The global yoghurt market is worth approximately 77,68 billion US dollars and is projected to reach about 107,21 billion US dollars by 2023. The epoch consumption base of yoghurt has firm origins in countries in the Mediterranean, Asia and Central Europe. Today, the countries with the highest consumption per capita per annum are France (21,3 kg) followed by Ireland (13,2 kg) and Canada (12,4 kg).

In South Africa, Danone and Clover are the biggest role-players in the dairy industry, producing yoghurt amongst other products. Combined, it is estimated that South Africa consumes roughly 67 million litres of yoghurt annually. Remarkably, unlike other burgeoning markets entertained by small agro-processors, yoghurt viability is mostly unexplored.



Edward Kgarose



Kgarose Kgaros business

Meet Edward Kgarose, an up-and-coming small sweet potato yoghurt manufacturer from Limpopo. Kgarose started ‘Kgarose Kgaros’ in 2014 and produces 4 000 containers of yoghurt, generating over R80 000, on an annual basis. Such minimal income generation is attributed to location, as most of his orders emanate from outside the province. Notably, the company receives orders from people in Gauteng. Kgarose’s yoghurt contains sweet potato as the main

ingredient, which is a great source of fibre, vitamins and minerals. Tests on the health benefits of Kgarose Kgaros yoghurt were conducted at the Limpopo Agro-Food Technology Station. The yoghurt founder aims to take the products for further testing and certification in order to gain more access to formal retail stores.

Kgarose Kgaros sweet potato yoghurt is predominantly found in the local independent food retail stores in the Polokwane area. For marketing purposes, the company conducts direct marketing and has a strong presence in social media (on Facebook and Instagram). The yoghurt is also marketed through informal channels.



Because of the huge demand for the product, the company is looking to procure industrial equipment and a processing cold room to store the products at the right temperature and is also looking to secure its own transport for logistical purposes and to supply local retail stores.

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