

# NAMC LINKS 20 ONION FARMERS:

## GA-RANKUWA FRESH PRODUCE MARKET

*The National agricultural marketing Council (NAMC) through its Agribusiness Development Division (ADD) supports the smallholder farmers with their endeavours to gain access to markets, through a programme called increasing the number of smallholder farmers accessing domestic and export market opportunities.*



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**U**nder the period review of 2021, the NAMC facilitated market access with Garankuwa Fresh Produce Market (GFPM), for 20 vegetable farmers from Botshabelo district in the Free State province.

GGFPM is fairly a new market in the fresh produce industry, and it is based in the 30 km north of Tshwane, Soshanguve. The GFPM market approached the NAMC to assist in identifying farmers that could supply them with fresh produce.

The unlikely support came from farmers in the Free State, who collectively, operate on a total of 64.5 hectares of land.

After, securing the market for farmers, the Agribusiness Development Division conducted a thorough market access readiness assessment, in order to identify challenges that could potentially hinder or impede farmers from supplying the GFPM.

The Agribusiness Development Division believes the programme will also benefit the members of the communities, through job creation and enhancing their food security status and poverty.

Furthermore, the program will help facilitate linking smallholder producers of livestock and crop products (fresh fruits, vegetables and nuts) to other markets. Key theme of support will revolve around stakeholder engagements; where identification of potential markets, public and private sector are brought together, to ensure that the farmers receive relevant support to meet the market specifications.

The Agribusiness Development Division also discovered that many of these farmers received low prices for their products at farm gate and at local informal market level. Altogether, these farmers were not capacitated with financial and marketing skills thereby unable to meet the quality standards set by fresh produce markets and food processors.

The GFPM offered market access for these farmers despite numerous challenges faced such as the as lack of resources and support.

In conclusion, the Agribusiness Development Division is committed towards supporting the smallholder farmers with their endeavours to access the market.

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