

MARKET ACCESS ENGAGEMENT WITH FREE STATE FARMERS

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The NAMC, in collaboration with the Directorate Marketing of the Free State Provincial Department of Agriculture Land Reform and Rural Development (FSDALRRD) held a market access engagement with smallholder farmers.

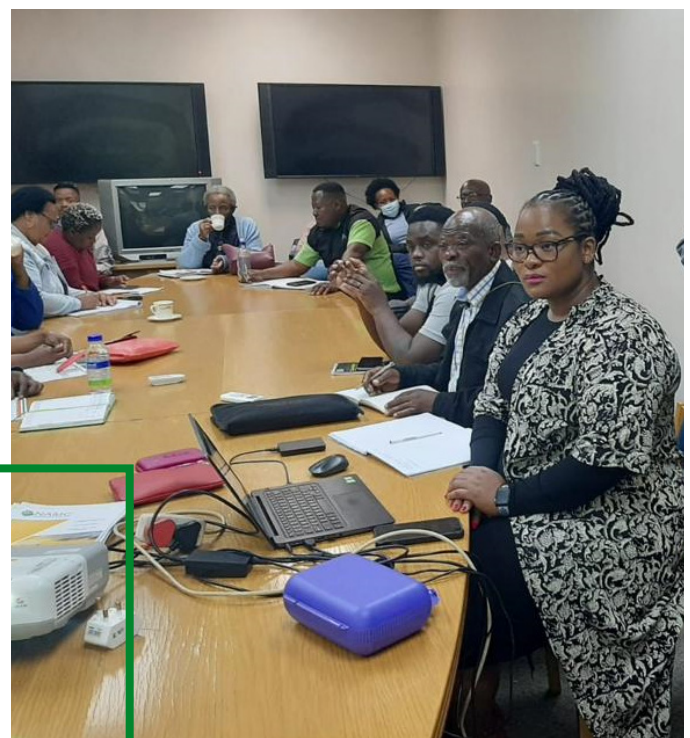
First engagement where with Thaba Nchu and Excelsior smallholder farmers, was held on the seven (7) of September 2022. The second meeting occurred in Botshabelo on the fifteen (15) September 2022.

Smallholder farmers contribute meaningfully towards poverty, food insecurity and improvement of livelihoods of their rural communities. However, their efforts are often hindered by their marginalised locations in remote and resource poor areas. It is a conspicuous fact that the small holder farmers are often characterised by challenges impeding their success to participate in the market environment.

It is for this reason that the NAMC is committed in facilitating market access and the development support of smallholder farmers with various stakeholders, public, private and commodity groups.

During the period under review, the organisation collaborated with the Directorate Marketing within the Free State Provincial Department of Agriculture Land Reform and Rural Development and linked 56 tomatoes farmers with the Fresh Way Market which is affiliated and is selling under the Tshwane Fresh Produce Market.

Initially, Fresh Way Market engaged the NAMC to assist in identifying potential smallholder farmers to supply them with seventeen (17) different vegetables varieties. The farmers are located in the Mangaung Metropolitan Municipality of the Free State Province, specifically in the habitat of Thaba-Nchu and Excelsior areas.





This group includes forty-five (45) farmers (twenty-five (25) female, twenty (20) male) from Thaba Nchu and eleven (11) from Excelsior (six (6) females and five (5) males).

The youngest in the group is a twenty (22) year female farmer while the oldest is a sixty (60) old. In the midst of these farmers, twenty (27) are youth, an encouraging sign that they are committed to agricultural production and overcoming the high unemployment rates facing young people in the country.

Collectively, farmers operate a total of approximately 1264 hectares specialising on producing other crops, such sunflower, spinach cabbages and livestock commodities.

The high number of participating female farmers is encouraging, as the rural women are food producers working on joint family farms and tending their own land for household food production while only a small percentage is independent



farmers. They are involved in both crop and livestock production at subsistence and commercial levels.

In addition, the NAMC was invited by the Provincial Department of Agriculture Land Reform and Rural Development (FSDALRRD), to present the available market access opportunities, to a group of 70 smallholder farmers in Botshabelo.

The NAMC will continuously work with the FSDALRRD and stakeholders, to ensure that the farmers receive relevant support in order to be able to supply the market and have their livelihoods improved.