

agripreneur

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INSPIRING AGRICULTURAL STORIES



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THE AGRIPRENEUR QUARTERLY:

A PUBLICATION BY THE SMALLHOLDER MARKET ACCESS RESEARCH UNIT OF THE NAMC

PREFACE

Welcome to the thirty-third edition of the Agripreneur publication of the National Agricultural Marketing Council (NAMC). The NAMC seeks to create a platform where agripreneurs and farmers, mainly smallholders, can share their knowledge and skills, challenges, experiences, and insights through this publication. 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. The Agripreneur publication 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.

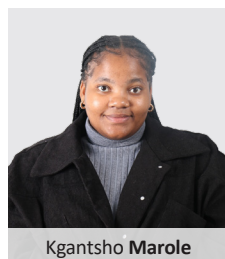
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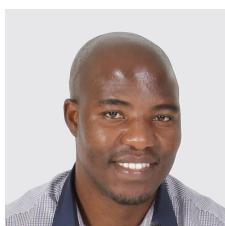
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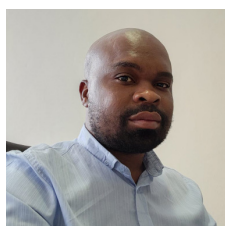
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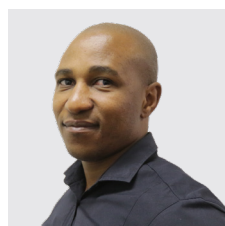
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EDITOR'S NOTE

The agriculture, forestry, and fisheries industry contracted by 12.3% during the 1st quarter of 2023 and was the largest negative contributor with -0.4% due to decreased economic activities reported for field crops and animal products. In addition, the sector continues to battle with rising interest rates and the energy crisis, although the latter has declined in intensity in recent months. However, the general outlook for 2023 is better than the situation experienced in 2022 with foot and mouth disease, poor sugarcane production, intense energy crisis, high input costs, and export challenges in horticulture. Even so, the sector managed a positive growth of 0.3% year-on-year.

The Agripreneur Issue 33 shares a snapshot of some headline news in the agricultural sector between April and May 2023 beginning with sad news of the passing of Ms Nomvula Xaba who was serving as the Transformation Manager at the Potatoes South Africa. Others include the detection of the Avian Influenza outbreak in the Western Cape, the appointment of the Board members for the Ingonyama Trust, the Department of Agriculture, Land Reform and Rural Development's budget vote, and the employment statistics in South Africa. Some important events such as the NAMPO Harvest Day, AVI Africa event, and the Hortgro awards that took place within this period are also covered.

The series on agritourism continues with part 3, which highlights important factors such as marketing, customer satisfaction, workers as well as financial and business planning among others within agritourism. Some views are shared on the AGOA renewal and the position that South Africa may find itself in the process. The status of the bird flu vaccine in South Africa is briefly discussed.

The report continues to demonstrate that the youth do find the agricultural sector attractive when support and information are available for them to thrive in the sector. This begins by sharing a story of the village girl who flew the South African flag high at the prestigious 52nd St. Gallen Symposium held in Switzerland from Monday, 01 – 05 May 2023. During the Symposium, she presented her essay which was selected as one of the top 100 entries from over 700 submissions from around the globe.

Other stories cover the youth who are driven by passion and getting their hands dirty on the farm for the benefit of their communities. Young people from Kgautswane village saw the demand versus lack of supply of fresh vegetables in their surroundings and started the Magnates primary cooperative to close the gap. In another story, a 28-year-old farmer is growing big on green peppers and cabbages, producing a range of 70 to 100



Kayaletu Sotsha

tons of cabbages and 10 to 15 tons of green peppers per annum in addition to other vegetables and crops such as beans, sweet potatoes, maize, and tomatoes. A 33-year-old electrical engineer ventured into farming as an additional source of income and now the farm business is booming.

The report further shows that dedication and focus are key to one's career success and that the same energy could be transferred into farming.

Lastly, the launch of the Tshiamo Market is also covered. The market consists of 92 trading spaces for informal traders.

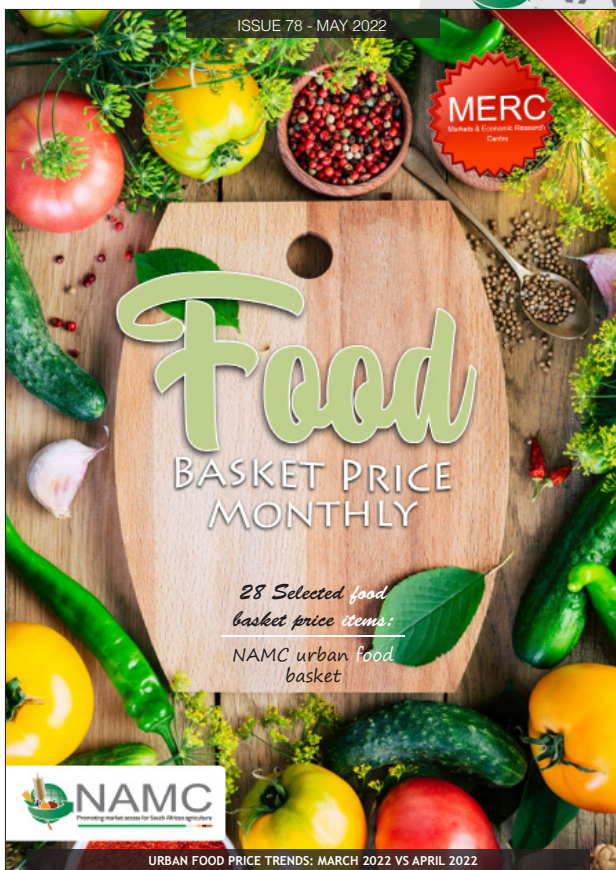
Enjoy the reading!

Kayaletu Sotsha

NATIONAL AGRICULTURAL MARKETING COUNCIL

AGRO-FOOD CHAIN UNIT

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food price trends in
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the Minister on any
possible action that could be
taken when national and
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NAMC partnered with ARC, FABCO Primary Cooperative Limited (FABCO), and TIPS to conduct a feasibility study on cassava value chain.

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AGRI-HIGHLIGHTS:

APRIL – JUNE 2023



TRIBUTE

The passing of Nomvula Xaba from Potatoes SA transformation manager

On May 19 May 2023, Potato SA confirmed the passing of Ms Nomvula Xaba. Her passing is not only a loss to her family, friends, and loved ones, but also to the Potato Industry. Nomvula joined Potatoes SA on 01 June 2011 to give structure to the Transformation Unit and dedicated almost 12 years of her career to the organisation. During this period, Ms Xaba accomplished a lot and achieved a lot of transformation. One of her major achievements was in changing the model of the Enterprise Development Programme changing the focus to expanding hectares of viable potato producers who have the potential of growing into

commercial farmers. Through partnerships and mentorships, farmers in the programme achieved astonishing yields of up to 65 tons per hectare.

Nomvula also brought the potato industry to new heights with the introduction of the First Enterprise Development Farmer of the Year Awards in 2018 in Presenting the Transformation symposiums. She will be remembered for her contribution to the industry and her legacy will continue to inspire others in the field.

Source: potatoes.co.za
Photo: [Potatoe SA](https://potatoe.co.za)

OUTBREAK

An outbreak of poultry flu (avian influenza) has been detected at five poultry farms in the Western Cape.

According to a statement from the Department of Agriculture, Land Reform and Rural Development, five outbreaks of Highly Pathogenic Avian Influenza (HPAI) have been confirmed at commercial chicken farms in the Western Cape Province. The affected farms have been immediately placed under quarantine and no live animals/ birds and eggs are allowed to be removed from the farm. The Department reassures consumers that commercial poultry meat and eggs are safe to eat. However, it is still important to take precautions when preparing food to prevent other food-borne pathogens.

Source: dalrrd.gov.za

GOVERNANCE

Minister Didiza appoints new members of the Kwa-Zulu Natal Ingonyama Trust Board.

On May 22nd 2023, the Minister of Agriculture, Land Reform and Rural Development Ms Thoko Didiza appointed new members for the Ingonyama Trust Board in terms of the Kwa-Zulu Natal Ingonyama Trust Act 3KZ of 1994.

After consultations with King Misuzulu and the Kwa-Zulu Natal government as required by the Act, 9 people were announced to start their 4-year term of office, namely:

1. INkosi Thanduyise Mzimela (Chairperson)
2. Adv. Linda Zama (Vice-Chairperson)
3. INkosi Mabudu Israel Tembe
4. Dr Thandi Dlamini
5. Ms Nomusa Zulu
6. Mr Dandy Matamela
7. INkosi Phallang Bokang Molefe
8. INkosi Sibonelo Mkhize
9. Ms Lisa Del Grande

Source: dalrrd.gov.za

BUDGET VOTE



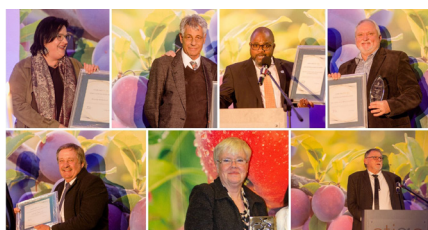
Minister Thoko Didiza: Agriculture Land Reform and Rural Development Dept Budget Vote 2023/24

On 9 May 2023, the Minister of Agriculture, Land Reform and Rural Development Ms Thoko Didiza tabled the budget for Vote 29, Department of Agriculture, Land Reform and Rural Development for your consideration and support. The overall allocation for this financial year is R17 254 348 billion including transfers to Provincial Departments of Agriculture as part of the Division of Revenue Act as well as to the Entities that support the work of the department in terms of our Constitutional mandate.

Source: gov.za

Photo:

AWARDS



HORTGRO Awards 2023

The Hortgro awards were held in honour of deciduous fruit industry at STIAS in Stellenbosch on the 7th of June 2023. This is the first time that Hortgro held its award function in the new format

with a focus on the Pome and Stone fruit industries. To honour industry leaders, two OSH Reinecke Frontrunner winners were announced, for 2022 and 2023, respectively.

Source: hortgro.co.za

Photo: HORTGRO

EMPLOYMENT

Agriculture contribution to employment

Minister of Agriculture, Land Reform and Rural Development Ms Thoko Didiza shares the latest 1st Quarter statistics on the agricultural sector's positive contribution to the South African employment drive. In the first quarter of 2023, about 888 000 people were employed in primary agriculture, up 3% quarter to quarter and 5% year on year. This is well above the long-term agricultural employment of 780 000. She also highlighted production challenges faced by farmers, some of which include persistent load-shedding and high input costs.

Source: dalrrd.gov.za

EVENTS



NAMPO Event

This year's NAMPO Harvest Day, held on May 16-19, 2023, promised to showcase the latest agricultural trends and technological innovations. With NAMPO, South

Africa's leading agricultural exhibition, agricultural enthusiasts and professionals can explore the latest agricultural innovations and solutions. This year's theme was "Agriculture Innovated," where cutting-edge technology, machinery, and productivity solutions were displayed. Grain SA, which organizes NAMPO, has enhanced the grounds and programme to make it the most relevant platform for agricultural innovation, technology, information exchange, and discussion. As part of the event, there were exhibits, demonstrations, discussions, livestock exhibitions, and recreational activities. Additionally, there were transportation services available to navigate the vast grounds. Harvest Day 2023 was a highlight on the agricultural calendar, offering networking opportunities and a comprehensive agricultural experience.

Source: grainsa.co.za

Photo: Grain SA/Graan SA

AVI Africa Event

Avi Africa, the largest poultry conference and exhibition in Africa, returned in 2023 after a three-year break imposed by the Covid-19 outbreak. The event took place from 6-8 June 2023 at Emperors Palace, Gauteng. In this event, products such as animal feed, irrigation products, agricultural products, feed supplements, and more were showcased. AVI Africa brings together all major players in the poultry industry, from large and small producers and suppliers to key decision makers from large corporations to showcase the newest products, techniques, and services to enhance poultry agriculture business and maximize profits.

Source: sapoultry.co.za

PART 3: IMPORTANT FACTORS WITHIN AGRITOURISM

By: Christelle **Van Zyl** and Peet **van der Merwe**

Managers and owners of agritourism enterprises need to consider several factors when developing or managing their business to ensure a sustainable operation.

Based on interviews with farmers in the Western Cape Province, seven critical elements for success in agritourism have been identified, namely:

(1) Market research and marketing: To optimise the potential success of an agritourism business, it is crucial to conduct comprehensive marketing research to effectively identify your target audience and their respective preferences and needs. Failing to do so may result in the promotion of a product or service that fails to capture the interest of potential customers, possibly discouraging them from visiting your farm. With a clear understanding of your target market, marketing efforts can be directed towards online platforms and social media channels to effectively reach and engage with the intended audience.

(2) Customer satisfaction: The goal of agritourism is to attract tourists to your farm, so making sure they are happy and satisfied is crucial for the success of your business. Customer satisfaction can be measured through questionnaires or reviews.

(3) Employees: While many agritourism businesses are



Agri-tourism is anything that encourages a tourist to visit your farm

run solely by the farmer or his family, many also hire staff for management and operations. It's crucial to ensure that employees are content and fulfilled to offer exceptional service to tourists.

** Photo: Supplied*

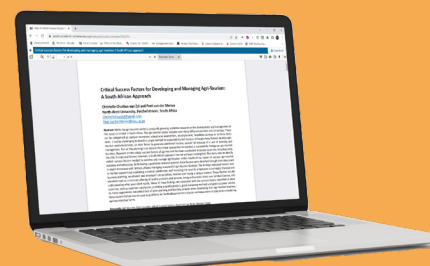
(4) Financial and business planning: To start a business, you need to have a detailed plan that covers all the technical aspects of running it, such as creating a business plan, a financial plan, and a marketing plan. These documents may be necessary when applying for a loan, but they are also essential for outlining how you will manage your business.

(5) Personality: Good social skills are essential for building a positive relationship with tourists when working in tourism. It's important to have a friendly and approachable personality to make a positive impression.

(6) Location: While a farmer may not have control over the location of their farm, they can still choose where within their farm they want to establish their agritourism business. When establishing an agritourism business, it is important to consider the convenience and ease with which tourists can access the farm, such as the distance to other attractions and amenities, as well as the type of transportation required to reach the farm.

(7) Unique concept/selling point: The last factor to consider is the unique concept or selling point that you need to offer on your farm. While there are different agritourism products a farmer can offer, it is essential to offer the right combination of products to attract tourists. These combinations are necessary in areas with other agritourism products or far from other attractions.

A farmer should consider these seven factors before starting an agritourism enterprise. While there is no right or wrong answer, detailed planning can help a farmer to avoid wasting resources on products/services that tourists do not want or need.



You can view and download the full article, "Critical success factors for developing and managing agritourism: A South African approach" by Christelle Charlien van Zyl and Peet van der Merwe at <https://papers.academic-conferences.org/index.php/ictr/article/view/218/274>.



NAMC

Promoting market access for South African agriculture

The NAMC was established in terms of the Marketing of Agricultural Products Act No. 47 of 1996, as amended by Act No. 59 of 1997 and Act No. 52 of 2001. We are a statutory body reporting to the Minister of Agriculture, Land Reform and Rural Development. The work of the NAMC is aligned to the four strategic objectives as set out in Section 2 of the MAP Act, 1996 namely:



The increasing of market access for all market participants



The promotion of the efficiency of the marketing of agricultural products



The optimisation of export earnings from agricultural products



The enhancement of the viability of the agricultural sector.

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SOUTH AFRICAN GOVERNMENT HOPEFUL ABOUT AGOA RENEWAL

By: Francois Baird

The South African government was optimistic about maintaining its preferential trade terms with the US under the African Growth and Opportunity Act (AGOA) trade pact until the US indicated that these benefits were at risk. The AGOA trade pact is up for renewal in 2025.

Since its introduction in 2000, South Africa has greatly benefited from AGOA. However, it is now possible that these benefits may be affected due to perceived support for Russia in the Ukraine war. South African exports, such as automotive vehicles and components, mining and chemical products, wine, and fruit, have been able to enter the US without duty fees. However, these exports are now at risk.

The African Growth and Opportunity Act is a trade agreement where the US Congress passed a law to provide trade benefits, such as duty-free access, to several African countries. As it is a unilateral agreement, the US has the power to modify its terms as they see fit.

This month, Ebrahim Patel, South Africa's Minister of Trade, Industry, and Competition, informed parliament that the government had been in discussions with the US government and political and business organisations regarding the renewal of AGOA.

In 2015, there were constructive talks between South Africa and



* Photo: pexels.com

the US government despite a disagreement over US poultry exports. He hoped for similar positive discussions this time around.

At a briefing before his parliamentary speech, Patel said South Africa greatly valued its relationship with the US.

"We will be working closely with the US administration in making the case for why South Africa should remain in AGOA, and we hope that we are successful", he said.

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MAGNATES COOPERATIVE PROVIDES FOOD SECURITY TO THE COMMUNITY

By: Khathutshelo Rambau

The Magnates Primary Agricultural Cooperative Ltd is situated in Kgautswane, a village outside Burgersfort, within the Fetakgomo Tubatse Local Municipality, in the Sekhukhune District of Limpopo. The cooperative has a membership of five 100% youth, 100% black, and 60% female members.



** Some of the members (from left to right): Mr Mzimba, Ms Mamphoke and Mr Mohlala*



** Learners*

The cooperative was established in November 2022 to address youth unemployment in the area and nearby regions. The organisation currently employs three full-time workers and twenty-seven part-time workers. Additionally, it offers skills development programmes for people in the surrounding communities and regions in partnership with the Agri-SETA. Additionally, the cooperative serves as an ecosystem outreach partner for the Small Enterprise Development Agency (SEDA).

The cooperative has received support from several other stakeholders, including the Department of Agriculture's agricultural extension office, which has been instrumental in mentoring and sharing information with them. The cooperative also receives mentoring from experienced local farmers.

In Kgautswane, neighbouring commercial farmers who previously grew vegetables have now shifted to citrus production, which has opened an opportunity for vegetable farming in the area.

The cooperative is situated approximately 50 kilometres away from town, making it difficult for residents to obtain fresh meat and vegetables as they only go to town once a month. As a result, they require assistance in accessing fresh produce.

Magnates Primary Agricultural Cooperative Ltd. was established because of this observation made in collaboration with a few commercial pig producers in the Sekhukhune District.

So far, the cooperative has run the school gardens free of charge, paying only for electricity and water.



** Piggery house*

The property includes 1.5 hectares of land, with 50% dedicated to pig farming and the remaining half used for growing vegetables such as spinach, carrots, beetroot, peppers, and onions.

The cooperative supplies goods to the informal market, but its members also make a significant effort to secure formal market outlets, such as grocery stores, schools, hospitals, and restaurants. The members said "We provide residents access to fresh vegetables at reasonable prices since they buy straight from the farm with no distribution charges. Social media is our primary marketing tool at the moment".

Managing cash flow can be a challenge for the cooperative, particularly when dealing with delayed payments. In addition, the members said, "There is a lot of unoccupied land and farms in the rural areas that may be used to improve the local economy, but owners are unwilling to sell, and small-scale farmers face challenges in developing proper infrastructure on land they do not own".

VACCINES FOR BIRD FLU ARE NOT AVAILABLE YET

By: Francois Baird

As the latest - and so far, limited – outbreak of avian influenza in South Africa leads to more culling of egg-producing poultry farms, questions are again being asked about the possibility of vaccination against the virus.

While progress is being made in many countries to combat avian influenza, the development of an effective vaccine will likely take one or two years. Additionally, not all governments are in favour of vaccinating birds because it can result in trade bans due to the challenge of distinguishing vaccinated chickens from infected ones.

For the foreseeable future, culling is the only effective method of halting the spread of the bird flu virus that has been rampant worldwide for the past year.

For South African chicken farmers, avian influenza is a real threat to their businesses and the jobs that depend on them. In the absence of a vaccine to prevent avian influenza, the culling of millions of birds is the only way to contain the spread of the virus on farms where there has been an outbreak and on neighbouring farms. However, unlike in other countries, the South African government does not compensate farmers for healthy birds, but rather orders the culling of all birds, resulting in significant financial losses for the farmers.

Pressure for a vaccine is growing worldwide. The latest push comes from the World Organisation for Animal Health (WOAH), whose director has said that



* Syringes (Photo: pexels.com)

a vaccine could prevent avian flu from developing into a new global pandemic in humans.

“We are coming out of a COVID crisis where every country realised the hypothesis of a pandemic was real”, WOAH Director General Monique Eloit told [Reuters](#) in an interview.

The [World Health Organisation \(WHO\)](#) has expressed concern about the number of deaths from avian flu so far this year. Although it is rare for humans to contract the disease, the mortality rate is high.

Experts are warning that the [virus is changing rapidly](#) and that the increasing number of cases in mammals is a cause for concern.

OUR ECONOMISTS HAVE BEEN AT THE CENTRE OF OFFERING INSIGHTS INTO CURRENT **AGRICULTURAL** DISCOURSE



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NTSHAUBA'S VALLEY VILLAGE FARM: *A Story of Passion*

By: Khodani Madula

In the heart of Elim (Vleifontein), nestled in the Limpopo countryside, lies Ntshauba's Valley Village Farm. It is a thriving agricultural enterprise run by Khathutshelo Ntshauba.

Khathutshelo's unwavering commitment to farming has turned his childhood dream into a reality at the age of 28. With a BSc in Animal Production from the University of Limpopo and a burning passion for nature, Khathutshelo has dedicated his life to sustainable agriculture.

Growing up, Khathutshelo found solace and inspiration in nature. He developed a deep connection with livestock and a love of agriculture. At school and at home he immersed himself in studying and caring for livestock, sowing the seeds for his future endeavours.

Khathutshelo currently has 50 hectares under cultivation and has been in the farming business for over 10 years.

In 2017, during his third year at university, Khathutshelo took an important step towards his dream. His purchase of land in Elim was the foundation of Ntshauba's Valley Village Farm. With ambition and a strong work ethic, he set about turning the land into a flourishing farming business.

In 2022, he received a grant from the National Youth Development Agency (NYDA), which proved instrumental in growing the farm, drilling more boreholes and building water reservoirs.

These improvements have greatly enhanced the farm's production capabilities. The farm has an impressive range of crops, such as green beans, tomatoes, sweet potatoes and maize, but is particularly strong in peppers and cabbages.

Harvests range from 70 to 100 tonnes of cabbages and 10 to 15 tonnes of green peppers annually. With a commitment to sustainable farming practices, Khathutshelo and his team carefully manage crop density.

The farm has become an integral part of the local community. It has created employment opportunities for two full-time members of staff as well as a dedicated team of part-time workers from nearby villages.



** Cabbages packed for the market*



** Khathutshelo Ntshauba*

** Green Pepper harvest*





A BOOMING ADDITIONAL SOURCE OF INCOME

By: Khathutshelo **Rambau**

Lebogang Dhludhlu, 33, is a poultry farmer and electrical engineer. She has 13 years of experience in the engineering industry and a Bachelor of Science (BSc Honours) in Engineering Management of Technology. She also holds an MSc in Sustainable Agriculture and is trained in Hazard Analysis Critical Control Points (HACCP). She is currently enrolled in the Corteva Women in Agriculture programme at the Gordon Institute of Business Science (GIBS).

For the past four years, Lebogang has been involved in Inkanyezi Farming, which was started as a side business with 50 chickens to generate additional income. It has grown to 3 800 chickens per cycle and has recently received support to increase its production to 42 000 chickens per cycle. The farm has a hatchery and storage facilities, and it is also renting a slaughterhouse.

She has won several awards, including Best Farmer of the Year, Emerging Leader under 40 and International Women's Development and has been mentored by Ghanaian leaders to develop her business skills.



** Chicken processed and packaged in the abattoir*



** Hatchery machines*

She has held several roles in the poultry sector, including chairing the Black Forum South Africa's agricultural section and the poultry chamber of the African Farmers' Association of South Africa (AFASA) in Mpumalanga. The Mpumalanga Department of Agriculture has appointed her as a poultry coordinator for the supply of smallholder poultry to boarding schools as part of the department's Market Access Facilitation Programme.

Lebogang is proud of the progress made in keeping the mortality rate of the chicks as low as possible. She attributes this to

proper biosecurity procedures and good farm management practices and says it is currently less than 10%. She said, "Preventing exposure to disease agents is the first step in the prevention of diseases". The farm employs five full-time workers and seven part-time workers.

Lebogang is grateful for the government's support of the farm through the Covid Relief Fund, as well as the provision of hatchery and abattoir equipment.

Inkanyezi Farming supplies Mpumalanga boarding schools,

Gauteng daycares, seventy resellers and the informal market. Lebogang is happy with the arrangements with these markets because they are bulk buyers and pay well and on time. She also appreciates the convenience of social media for reaching customers.

The main challenges, she says, are power cuts and high input costs. Her message to young aspiring farmers is: "Just start and clarity will come as you go. Evaluate potential risks and seek advice from others who have already started. Our generation values information sharing".

ANOTHER **POULTRY** ROW LOOKS LIKELY

By: Francois **Baird**

If South Africa remains in line to keep its AGOA trade benefits, poultry will once again be an issue in the discussions leading up to the renewal of AGOA over the next two years.

During the renewal of AGOA in 2015, the US government made the condition of exporting poultry to South Africa a crucial factor for consideration. The result was that South Africa had to agree to a substantial quota of US chicken parts free of the anti-dumping duties imposed for the previous 15 years.

The quota started at 65 000 tonnes a year. It is now more than 71 000 tonnes. Although an investigation found that unfairly priced US chicken imports were harming the South African poultry industry, a license to dump chicken still exists. However, anti-dumping duties have been implemented to address the issue.



The quota applies to bone-in chicken cuts, such as leg quarters. These compete directly with South African frozen chicken cuts. When the quota came into effect, chicken imports from the US soared and by 2022, the US was supplying half of South Africa's bone-in chicken imports.

The poultry industry has said it will oppose the quota renewal as part of the new AGOA terms, as it wants to end US chicken dumping.

Given the current political tensions, it remains to be seen whether the US will be receptive to such arguments.

“Given the current political tensions, it remains to be seen whether the US will be receptive to such arguments.”



There's another complication to consider. Senator Chris Coons of Delaware (President Biden's home state) was the lead signatory on the letter suggesting that South Africa should not be the host of the AGOA Forum. The same Senator Coons of Delaware (a big chicken-producing state) was at the forefront of the fight to introduce the quota in 2015. Furthermore, 2024 is an election year in the US, which adds another layer of complexity to the situation.

HEALTH, ENERGY, AND FOOD SECURITY

By: Kayaletu Sotsha

Ms Nthabiseng Moabi has been a dedicated servant to the nation, serving in three crucial areas of basic human rights.

Ms Nthabiseng Moabi has a long and distinguished service record spanning 31 years in the health and energy sectors. It has been underpinned by an impressive academic background demonstrating a drive and a focus.

She got her first job after completing a National Diploma in Medical Technology, which took her eleven years. She continued to study while working and completed her Bachelor's degree at the University of South Africa (UNISA).

She left her job to continue her studies at Potchefstroom University, where she obtained an Honours (BSc Hons.) and Masters in Industrial Physiology (Occupational Hygiene). These achievements opened the door to her two-decade-long career in the energy industry. In 2021, she began a new chapter, venturing into farming under "DBS Produce".

This farming initiative began in 2019 as a backyard hobby. The project gained momentum in the spring of 2021 when Ms Moabi



** Ms Nthabiseng Moabi*

** Asparagus*



bought 2.7 hectares of farmland. Her daughter, Masego, also came on board to help. Even so, they began as an experiment, planting various vegetables to see which ones would grow the best and the challenges for each of them. This strategy identified the vegetables that could be produced on a larger scale. Asparagus and strawberries were among them.

Like many other smallholder farmers, the strategy used by Ms Moabi is not the right one in the sense that the availability of the market and the market conditions should dictate what needs to be planted and on what scale. As a result, she does not yet have access to a mainstream market. The advantage of having an established market is that it enhances the chances of farming profitably, thereby increasing the ability to expand.

One of the challenges Ms Moabi faces is the ability to use all 2.7



** Strawberry seedbed*

hectares. Currently, only 0.6 hectares are used and irrigated. The lack of an established market may make this challenge more complex, so it is always better to work backwards where possible. However, there are many examples of farmers who have worked to find a market for what they have chosen to produce, so this is not all doom and gloom. Previous editions of this publication have featured some of these examples. We, therefore, see this publication as a platform for farmers to learn from one another by sharing experiences, challenges and successes.

On a positive note, Ms Moabi has already started agro-processing by making jam from her strawberries.

The drive and focus she has shown in her academic and career choices are again displayed in her farming.

Ms Moabi is working diligently to overcome the market access challenges for her asparagus and has approached the NAMC for support through the Market Facilitation Programme. For more information on market facilitation, please contact the NAMC on 012 341 1115 or email us at info@namc.co.za.

Ms Moabi plans to increase strawberry production. Strawberries currently play a dual role as a source of income and as a cover for asparagus beds. She said, "I plan to increase production each year by re-investing my profits".

She takes pride in providing three individuals with full-time jobs and successfully planting over ten thousand asparagus seedlings with a survival rate of approximately 95%. "Heavy rains have posed a serious challenge for us", she said.





The launch of the **Tshiamo market**

By: Khathutshelo **Rambau** & Lindikaya **Myeki**

Tshiamo Market, a new platform for informal fresh produce traders, was launched at the Joburg Fresh Produce Market. This event was attended by the Member of the Mayoral Committee (MMC) for Economic Development, Councillor Nomoya Mnisi, and MMC for Finance, Councillor Dada Morero, the Joburg Market board members and management, and various stakeholders operating in the fresh produce market value chain.

TSHIAMO MARKET

Tshiamo Market, formally known as Mandela Market, began operations in 1991 with 74 informal traders. It initially provided trading facilities for small businesses and taxi operators.

Over time, the building of the market deteriorated and needed to be renovated and upgraded to create a suitable environment for informal trading. The goal of the event was to introduce the newly renovated and upgraded market, which now has 92 spaces for informal traders to conduct their business and a new name - 'Tshiamo Market'.



* The launch

The informal traders were pleased with the outcome as it provided them with more opportunities to conduct business, gave smallholder farmers access to the market, and contributed to improving food security.

JOBURG MARKET

The Joburg market has been successful in the following areas:

- » Achieved a national market share of 44.1%, exceeding the target of 43.8%
- » Improved sales of R7.6 million against a target of R3.6 million
- » Record sales of R993 million, beating the previous record of R980 million set in December 2022.

The market employed 50 Expanded Public Works Programme (EPWP) beneficiaries for 1 to 2 years. Despite its success, the market faces challenges. Like the Tshiamo market, the Joburg market has undergone renovations and upgrades to improve its previously run-down infrastructure. The new facilities provide an additional 2600 square metres of trading space, storage facilities and an upgraded taxi rank.



** One of the units of the Joburg Market*

Construction of the loading dock and food court is in the pipeline. There are also plans to work with non-governmental organisations (NGOs) to use the facilities.

The primary goal is to enhance working conditions and establish a more sustainable work environment. Other objectives include promoting transformation, skills transfer, and enterprise development in partnership with the industries.

** Attendees*



Y-AGRICULTURE BENEFICIARY SHINES ON THE GLOBAL STAGE

By: Staff Reporter

Rural kids are exposed to subsistence farming activity in the form of animal husbandry and growing crops, fruits, and vegetables mainly for home consumption and selling of the surplus. However, they tend to pursue careers in industries other than agriculture. This can be attributed to the challenges experienced by subsistence farmers and limited knowledge about career choices within the agricultural sector, making agriculture not to be attractive as a career choice despite the exposure.



**RISING STAR: Khodani Madula makes a mark at the 52nd St. Gallen Symposium*

As a result, making agriculture fashionable and attractive to the youth is receiving a lot of attention from various stakeholders. Some of the initiatives, among others, include the Youth in Agriculture, Forestry and Fisheries (YAFF) Awards initiated by the Free State Department of Agriculture and Rural Development (FSDARD), and the Youth in Agriculture (Y-Agriculture) programme of the National Agricultural Marketing Council (NAMC), which are aimed at attracting youth into the sector.

The NAMC Y-Agriculture programme offers career awareness, bursary opportunities as well as placement to learners and graduates through collaborations with various agricultural industry players. Ms Khodani Madula is one of the beneficiaries of the Y-Agriculture programme. She hails from Rathidili village in Thohoyandou, Limpopo. She did not know about the agricultural economist profession until her school (Dimani High School) visited NAMC in 2015 as part of the Y-Agriculture career guidance.

The knowledge gained from this experience led Khodani to enrol at the University of Venda for a Bachelor of Science degree in Agricultural Economics. She has since completed her Master's degree (MSc) in Agricultural Economics while benefiting from the Y-Agriculture programme. The exposure she acquired through the Y-Agriculture programme and

her subsequent internship at the NAMC motivated her to work harder and ignited her interest in global issues around food security, climate change, inequality, and youth unemployment.

Khodani recently made headlines in the academic sector after winning a global essay competition and was granted an opportunity to present her thought-provoking essay titled “Intergenerational Inequality: An Assessment of how rising inequalities are impacting economic development and mitigation measures”. Her essay was selected as one of the top 100 entries from over 700 submissions from around the globe, which saw her participating in the prestigious 52nd St. Gallen Symposium in Switzerland from Monday, 01 – 05 May 2023.

The symposium was convened under the theme “A New Generational Contract”. It is an annual event where thought leaders, politicians, and business leaders gather to discuss important issues facing our global society. During the symposium, Khodani participated in several workshops, panel discussions, and networking events.

“I am extremely grateful for the opportunity to attend the St Gallen Symposium. My recognition as a “Leader of Tomorrow” at a global level was an honour and I am excited to have been able to learn and engage with some of the world’s leading thinkers and leaders,” she said.

The world is currently facing severe challenges, which will shape and determine the future of the next generation. Khodani’s essay was most concerned about global food security, climate change, inequality, unemployment, and the future and relevance of our education systems. She believes that leaders need to collaborate. Decisions that affect the future should be fairly discussed with the next, and between generations

“It is unfortunate that creativity tends to decline with age. Young people should be in top management to provide innovative solutions to everyday problems. It is still important to have experience, but when it is combined with innovation, it can provide solutions to the world’s problems,” added Khodani.



Her participation at the St. Gallen Symposium not only showcased her expertise and research acumen but also established her as a promising young talent in the field of agricultural economics. Her essay received accolades from distinguished experts, fellow participants, and the symposium’s attendees. Khodani’s thought-provoking analysis of intergenerational inequality ignited discussions on finding sustainable solutions to bridge the economic divide. Her contribution has left a lasting impact and encouraged further exploration of these critical issues.

“For me, writing my essay on inequality wasn’t just a matter of academic work; it was a reflection of a deep-seated societal problem. The recognition of my essay is a confirmation that inequality is an issue we should collectively fight against. I am now committed to advocating for equal opportunities and combating discrimination in all its forms.” She explains.

Khodani’s remarkable journey from a rural area to participating in the 52nd St. Gallen Symposium serves as an inspiration to many young people in South Africa and around the world.



What is SMAT?

Smallholder Market Access Tracker (SMAT) is a tool that has been developed by the NAMC, with the help of a reference group, to measure the progress in the achievement of the market access goal for smallholder farmers in South Africa.

Why do we need SMAT?

Despite a number of interventions that seek to enhance market access (both locally and abroad) for farmers in the country, smallholder farmers still face barriers to entry into the mainstream marketing channels. Furthermore, there is no tool used currently to track market access for this group of farmers, hence there is a need for the SMAT tool.

Who is going to use SMAT?

The SMAT seeks to provide information to assist with policy debate and the formulation of more effective programmes towards achievement of market access. As such, the SMAT could be used (largely) by policymakers.

www.namc.co.za/about-smat