

# 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-fifth 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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# EDITOR'S NOTE

The Agripreneur Issue 35 shares a snapshot of some headline news in the agricultural sector between October and December 2023. These include Minister Didiza's concern over Botswana's import ban of products from South Africa; South Africa's poultry industry response to the Highly Pathogenic Avian Influenza outbreak; the new avocado export market; mid-term budget policy statement; South Africa's GDP statistics and agriculture's contribution; South Africa's agricultural exports; as well as the listing of vets on the country's critical skills.

The Agri-tourism series continues, now in part 5, and covering government and non-government support. A new series begins covering the Mohair Empowerment Trust (MET). Part 1 introduces the MET, its structure, and the purpose.

The effect of loadshedding on jobs losses and food prices is covered highlighting potential job losses in some companies in the manufacturing, mining, and agriculture sectors due to loadshedding. Not only jobs are affected by loadshedding, but food prices are also affected too exacerbated by other factors such as the currency weakness, feed costs, and avian influenza (bird flu) all which are beyond the farmers' control. Astral also shares that vaccines are the only solution to bird flu.

Other stories cover the youth and women who are driven by passion and getting their hands dirty on the farm. These begin by a story of a young man who switched interest from automotive repair and maintenance into farming. He has and continues to develop himself to take over from his grandfather in the future. He has completed courses in Plant Production, Farm Management and Herd Management and is currently doing a course in Animal Technology and Laboratory. Next is the story of a farming business run by a 36-year-old woman. The farm business has secured markets, supplying spinach, maize, and green beans to Food Lovers Markets in Johannesburg; grains, including soybeans, maize, and wheat are supplied to an AFGRI silo in Brits, while barley is grown on a contract basis for the Soufflet-Malt.



Kayaletu Sotsha

Lastly, is a success story born of Covid-19. An agro-processing initiative that began in 2020 now produces five thousand litres of 100% fruit juice blend per month. The juice is available in orange, cranberry, mango, guava and apple flavours and is supplied to wholesalers, retailers, bakeries and restaurants.

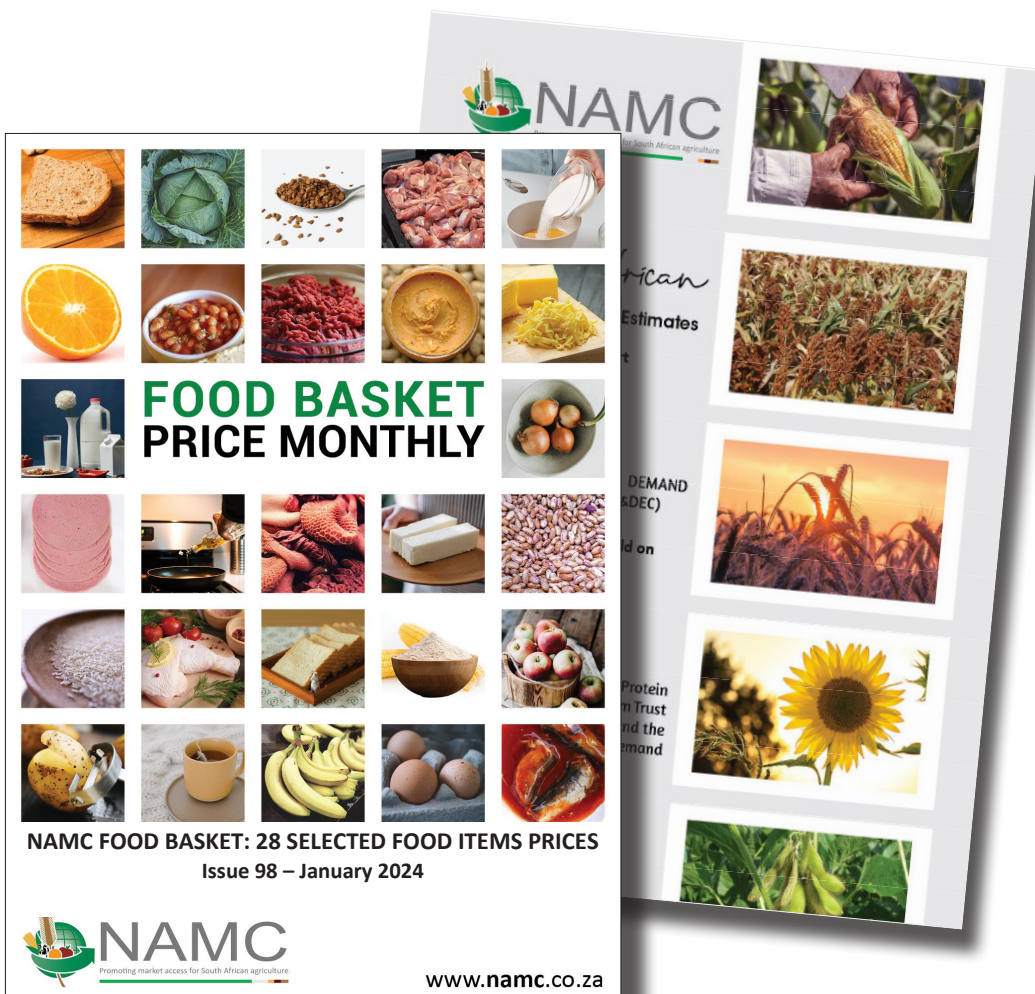
Enjoy the reading!

*Kayaletu Sotsha*

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# AGRI-HIGHLIGHTS:

## OCTOBER – DECEMBER 2023



### TRADE

#### Minister of agriculture's response on Botswana's announcement on restrictions on imports of products from South Africa

Minister Thoko Didiza raised was concerned about Botswana's restrictions on agricultural imports from South Africa. Her concern is the negative impact these restrictions will have on the bilateral trade between the two countries. On the 5 December 2023, the Minister announced that she will seek an urgent meeting with her Botswana's counterpart in order to raise her concerns on the matter and further listen to her colleague on what may be the underlying reasons that has made Botswana to make this move.

Source: [dalrrd.gov.za](http://dalrrd.gov.za)

### BUDGET

#### Mid-term budget blues: we don't have money, says Godongwana.

The Medium-Term Budget Policy Statement (MTBPS) brought little good news when it was tabled in Parliament on Wednesday, 01 November 2023. Dwindling income and increasing challenges have left Treasury with no resources. Adding to, and compounding the problem, is South Africa's medium-term economic growth outlook which remains weak because of the cumulative cost of load-shedding, a poor performing logistics sector, high inflation, rising borrowing costs and a weaker global environment.

Source: [farmersweekly.co.za](http://farmersweekly.co.za)

\* Photo: [Flickr](#)

### OUTBREAK

#### The HPAI and the poultry industry's recovery status

After a year of the Highly Pathogenic Avian Influenza Outbreaks that have been plagued since January 2023, the South African poultry industry is on the road to recovery with strong biosecurity protocols and monitoring programmes in place. The industry's quick action has softened the worst of the outbreak, getting several mitigating solutions in place to ease the impact on farmers and consumers and circumvent any short-term supply shortages.

Source: [sapoultry.co.za](http://sapoultry.co.za)



## MARKET ACCESS

### Focused avocado pricing will sustain the industry

Avocado growers are set to start the new year with a range of new market options as years of negotiations have come to fruition. This is especially prudent since South Africa is expecting an increased yield in 2024.

In 2023, both the Chinese and Japanese markets opened for South African avocados, with the first shipments due this year. The main competitor in both markets would be Peru, as it does in the European market. In the local market, avocado consumption has been increasing. It is said that now avocados seem to have become a household necessity and are no longer just an impulse buy. To ensure continuous demand for avocados, it is important to understand how consumers perceive avocados and what influences purchases.

Source: [farmersweekly.co.za](https://farmersweekly.co.za)  
> Photo: [Lindi Botha](#)



## TRADE

### Agri exports up, but hard work lies ahead

South Africa's agriculture sector has registered an increase in international trade despite issues plaguing our ports. Data from Trade Map shows that exports increased by 4% year-on-year, amounting to USD3.9 billion (about R74 billion) in the third quarter of 2023. Products dominating the export list include citrus, maize, apples, pears, nuts, wine, soya beans, sugar, and fruit juices.

Source: [farmersweekly.co.za](https://farmersweekly.co.za)

## GDP

### South Africa's gross domestic product (GDP) shrinks by 0.2% and agriculture, forestry and fishing industry takes a hit

The National Agricultural Marketing Council (NAMC) released a Macroeconomic Digest – Economic Growth and other Indicators report for the third quarter (July to September) of 2023. According to the report, South Africa's Gross Domestic Product (GDP) decreased at a seasonally adjusted and annualised rate of 0.2% in the third quarter (July to September) of 2023. In addition, the Agriculture, Forestry and Fishing (AFF) industry decreased by 9.6%, contributing only -0.3 of a percentage point to the negative GDP growth. This was primarily due to reduced economic activities reported for field crops, animal, and horticultural products.

Source: [namc.com](https://namc.com)



## SKILLS SHORTAGE

### Vets and veterinary nurses back on SA's critical skills list

Amid several calls to address the critical shortage of veterinarians in South Africa, veterinarians and veterinary nurses have finally been reinstated to the country's critical skills list.

Source: [farmersweekly.co.za](https://farmersweekly.co.za)  
< Photo: [farmersweekly.co.za](https://farmersweekly.co.za)





## PART 5: GOVERNMENT AND NON-GOVERNMENT **SUPPORT**

By: Christelle Van Zyl

*Agri-tourism – anything that encourages a tourist to visit a farm.*

**W**ith so many different agri-tourism products and services, where do you start? Who do you ask for help? While general agri-tourism support is limited in South Africa, there is support available for specific agri-tourism products/services. This article looks at different government and non-government entities that you can contact for help with your agri-tourism business.

(PLEASE NOTE: Depending on what agri-tourism product/service you want to develop, there may be legal requirements. Therefore, do your homework.)

General government departments that can assist you include the Department of Tourism (or Tourism SA), the Department of Agriculture, Forestry & Fisheries, and the Department of Agriculture, Land Reform & Rural Development. Each province also

has a separate tourism board that can offer more specialised support based on your location. This includes CapeNature (Western Cape), Eastern Cape Parks & Tourism Agency, North West Parks & Tourism Board, etc.

There are also non-government entities that offer assistance with specific agri-tourism products/services. Examples of these entities (in alphabetical order) and their specialities include:



• **Accommodation Booking Sites** – there is a wide variety of booking sites available for accommodation, including farm stay. Examples include: AirBNB, LekkeSlaap, Bookings.com, Afristay, Rooms for Africa, FarmStay Planet, and Trivago. As a member of any of these booking sites, they assist with marketing, bookings, and payments for a fee.

• **Agritourism Africa** – this association focuses on agri-tourism development in Africa and assists its members with marketing and promotions, along with agri-tourism advice.

• **BirdLife South Africa** – this organisation focuses on the conservation of birds in South Africa. They offer information on local and endangered birds, along with the training of bird guides. If your farm offers an abundance of bird species, BirdLife SA can assist you with information regarding various species and advice on how to conserve them.

• **Professional Hunting Associations** – these associations focus on the professional hunting industry in South Africa. They assist their members with various aspects, such as firearm permits, advertising opportunities, and hunting registers. Since hunting is such a big industry in SA, there are numerous associations, including the Professional Hunters' Association of South Africa, SA Hunters, Wildlife Ranching SA, and Custodians of Professional Hunting & Conservation. NB: Hunting in SA is strictly regulated per province (e.g., CapeNature in the Western Cape), and these requirements



\* Photo: Supplied

also offer good guidelines when considering a wildlife farm.

• **Tourism Business Council South Africa (TBCSA)** – this organisation is more focused on business aspects. They provide engagement between the private and public sectors in South Africa's tourism industry.

• **Tourism Grading Council of South Africa** – this is the only registered quality assurance entity for South African tourism products. To receive a star-grading for your agri-tourism product/service, you need to meet their internationally recognised standards. This offers great guidelines as to what you need and how to present your product/service. For example, as a member, you can follow the requirements, have your farm stay graded and display your Star Graded Plaque.

• **Wildlife and Environment Society of South Africa (WESSA)** – this organisation focuses on environmental conservation, including farm life. They offer

various courses, including tourism focused courses such as sustainable tourism practices, cultural and nature site guiding, and a national certificate of tourism guiding.

• **Wine Associations** – Similar to the various hunting associations, there are various wine associations in South Africa. They focus on supporting and marketing wine farms around the country. For example, SA Wine Farms, Wine.co.za, Cap Classique Producers' Association, Cape Winemaker's Guild, Premium Independent Wineries of South Africa, and Pinotage Association. Many associations offer awards each year that also encourages tourist to visit your farm. NB: The wine making industry in SA is strictly regulated by SAWIS (SA Wine Industry Information and Systems).

These are just a few examples of government and non-government support you can use to develop and manage your agri-tourism farm.

# PART 1: WHAT DO YOU KNOW ABOUT THE **MOHAIR EMPOWERMENT TRUST?**

By: Beauty **Mokgwamme**

*Since 2010, the South African mohair industry has been making strides towards developing agriculture and uplifting emerging livestock farmers. This, among other things, is due to the capability of the South African mohair industry. Currently, the country produces more than half of the world's mohair and is also known for the exceptional quality of its mohair, as well as the sustainable and ethical way it is produced. As such, the industry recognises the amount of global responsibility that comes with such a status. To maintain and improve this status, the industry recognises the importance and the need to develop and empower previously disadvantaged farmers, hence establishing the Mohair Empowerment Trust (MET) in 2010.*

The objectives of the MET are:

- To promote black economic empowerment within the mohair industry.
- To ensure the sustainable supply of mohair by establishing large-scale mohair producers.
- To establish black participants and entrepreneurs.
- To commercialise black farmers within the mohair industry.

While the emergence of black commercial farmers is a priority, the MET's focus also shifts to the development of farm workers. The constant development of small businesses and labour practices are equally essential to ensure the universal goal of the MET – Ukhanyisa Ikamva lethu! To a brighter future!

The composition of the MET is diverse within the mohair industry, with representations from the Mohair Trust (including a black commercial farmer), Mohair South Africa, and the government through the NAMC.

The MET identifies black farmers with access to land, particularly in the Karoo region, to commercialise at least one farm/project per annum. Infrastructure such as fencing, shearing sheds, and good grazing management are some of the critical elements in this endeavour. An assessment is conducted to determine the farm's suitability for Angora goats. After passing the pre-assessment, the application is submitted to the Trustees for approval. To qualify, a farmer must have land suitable for Angora goat farming with a carrying capacity of at least 1 000 goats.

The MET offers a five-year term interest-free loan for purchasing high-quality Angora goats. It further provides training and mentorship support through partnerships with commercial farmers. Noteworthy, the



\* Beauty Mokgwamme - Empowerment Trust Manager





*South Africa produces more  
than half of the world's  
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of its mohair, as well as the  
sustainable and ethical way  
it is produced*  
- **Beauty Mokgwamme**





\* MET Training Session at House of Fibres

success of these endeavours is underpinned by collaborations with commercial farmers within the industry and the fact that the supported farmer gets involved in decision-making and the selection of goats to buy.

The farmer must pay 25% of the clip sold to the brokers back to the MET. This is done every six months or per shearing cycle. The Empowerment Trust has contracts with brokers such as the OVK, BKB and the House of Fibre, who deduct 25% from the sale and pay it to the MET. This process minimises the non-payment of

the loan. In addition, the goats belong to the MET until the farmer repays the loan in full.

Since its inception, the MET has had eight (8) projects that fully settled their debt between 2019 and 2023. The smaller number of projects successfully supported is attributed mainly to the lack of land, where fewer farmers have access to suitable land for Angora goat farming.

Currently, the MET is running six (6) development projects involving a total of ± 6 000 goats - the farmers within the MET

supply about 18 000 kilograms of mohair per annum. New farmers are in the process of becoming certified for the Responsible Mohair Standard (RMS), which was launched by the Mohair industry in 2021.

Training on RMS is conducted on farmers, farm workers, students, and government officials, particularly in the Eastern Cape province and on land reform farms. Part 2 will focus on the essential components of mohair production.



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# LOAD-SHEDDING LEADS TO JOB-SHEDDING AND PUSHES FOOD PRICES UP

By: Francois Baird

*Despite a slight improvement in the latest figures, South Africa's unemployment rate remains one of the highest globally. The impact of South Africa's infrastructure failings on major country employers has been highlighted through three recent developments.*

**V**olkswagen's global passenger car executive warned that load-shedding and other infrastructure problems might prompt reconsidering the company's local manufacturing and export operations. Meanwhile, mining giant Anglo-American was weighing job cuts partly due to rail and harbour constraints affecting iron ore exports.

Furthermore, Astral, South Africa's largest poultry producer, reported spending R2-3 billion in recent years on self-supplied water and electricity – funds that could otherwise have created jobs and improved operations.



Reuters stated that Volkswagen Passenger Car CEO Thomas Schäfer said the South African factory was previously among the top global performers. Mitigating challenges like load-shedding, rising labour costs, and delays in railway freight transport and port cargo movement had eroded the plant's advantages.

*"Ultimately, you must ask, 'Why are we building cars in a less competitive factory so far away from the real market where consumption occurs?'"* Schaefer said.

*"I'm very concerned about it... We're not in the business of charity."*

The potential Anglo job cuts remained speculative, as the company had not confirmed they would occur.

However, Moneyweb reported that the company had purportedly engaged in prior discussions with the government regarding the issue, and that Anglo had been requested to potentially postpone job cuts until after the general election anticipated in May of the following year. The news outlet said Anglo had already planned to reduce corporate and head office positions globally, with many in South Africa.

The company also grappled with falling platinum and palladium prices and declining iron ore sales "largely due to the poor performance of state ports and freight rail company, Transnet." Moneyweb stated Transnet's inability to transport commodities via rail to ports had also led coal companies Seriti Resources

Holdings and Glencore Plc to initiate discussions regarding potential job cuts.

The plunge in rail performance had seen the amount of iron ore transported to ports fall to the lowest level in a decade, while coal shipments by rail were at a 30-year low, according to a report prepared for President Cyril Ramaphosa's office. FairPlay had reported that South African poultry producers were forced to expend billions of rand on self-supplying electricity and water infrastructure.

In an interview with the Sunday Times, Astral CEO Chris Schutte said the company had spent approximately R2.5 billion to R3 billion over the years duplicating infrastructure—electricity and water systems—to service the company, especially in Standerton, Mpumalanga, where its largest processing plant is based.

*"This money could have been invested in creating jobs and expanding the business to improve capacity and efficiency,"* Schutte said.

According to analyses, South Africa's food price inflation had been driven by factors largely beyond the control of the country's farmers. The Bureau for Food and Agricultural Policy (BFAP) had reaffirmed its assessment that external elements such as currency volatility, feed costs, power outages, and avian influenza (bird flu) had contributed to increasing South Africa's retail food prices.

After steadily declining since March of the current year, food

prices rose again in September and October. In its October Food Inflation Brief, the BFAP reported that food price inflation had grown that month to 8.7% year-over-year. As measured by the consumer price index (CPI), general inflation increased to 5.9%.

The BFAP noted that global poultry prices were increasing *"pressured by supply constraints given the prolonged stretch of elevated feed expenses and ongoing avian influenza outbreaks in major producing nations (i.e. the European Union (EU) and United States of America (USA)), while consumer demand remained strong as poultry meat stayed affordable relative to other meat varieties."*

Poultry prices had also climbed in South Africa, but the popular packages of individually quick frozen (IQF) chicken pieces had risen by only 0.05% because consumers with lower incomes could not bear higher rates. Chicken stayed more affordable than alternatives such as pork. The BFAP also highlighted what it termed *"food price inflation drivers."* At that time, elements beyond farmers' control had been pushing production expenses upwards, resulting in increased volatility in volumes presented to the market.

*"A weaker rand, impacting the cost of imported inputs like fuel and fertiliser, combined with consistent pressure from load-shedding stay the primary drivers of elevated input cost, affecting farmers' business (crop) and production decisions, while also increasing costs throughout the value chain,"* the BFAP stated.

# FARMING *is a way of life*

By: Khathutshelo **Rambau** & Phelelani **Sibiya**

*"Farming is not merely a business; it is a lifestyle," says Prince Malindi, a 27-year-old farmer from Namahadi, Frankfort, in the Free State province. Prince formerly studied Automotive repair and maintenance at Sedibeng College. He subsequently shifted his focus to farming and attended instruction in Plant Production, Farm Management and Herd Management. Prince is currently undertaking a short course in Animal Technology and Laboratory at the University of South Africa (UNISA) and holds a part-time job to raise finances for his agricultural venture.*

**P** rince has encouraged his younger sister to join him in farming. Like him, she is involved in capacity building with a nine-month course in Crop Production. Prince is enthusiastic about working with her, knowing she works hard.

Their grandfather secured the land from the Department of Agriculture, Land Reform, and Rural Development (DALRRD). Since then, they have made some improvements, such as constructing a storage facility for materials and operating equipment from their own resources.

The farm spans approximately 645 hectares, with about 400 hectares of arable land and the remainder suitable for grazing. Currently, only 50 hectares of farmland are used for economic reasons. Prince hopes to gradually increase this amount based on the operation's profitability.





Yellow maize and soybeans are the primary crops cultivated under irrigation. The grazing area has a herd comprising 72 cows and two Bonsmara bulls. The farm employs both permanent and seasonal labourers from the surrounding area. Additionally, in-service training is provided for some students.

The primary marketing channels include AFGRI in Dundee and Kwa-Mankindosh in Newcastle. Six-month-old bulls are auctioned, while aged cows are sold to community members for funerals and other traditional festivities. The long-term objective is to expand the livestock inventory to include sheep and goats and produce some feed on-site.

Prince values socialising with fellow farmers and believes this enhances his farming knowledge and skills. The primary challenges include high input costs, power outages, and hiring machinery such as the harvester.



*\* Mr Prince Malindi*



*\* Maize field*



*\* Grazing camp*



# COVID-19 OPENED OPPORTUNITIES FOR SOME

By: Phelelani Sibiya

*Lifeway Imphatho Brands is an agro-processing company co-owned by Mr Lungelo Mgaga and Mr Patrick Thokkie. The enterprise is located at GJA Development Centre in Johannesburg and commenced operations in 2020 during the COVID-19 pandemic.*



**R** The idea to start the agro-processing venture originated from one of the co-owners, who had previously worked for a beverage company before both were retrenched from their respective jobs due to COVID-19.

They initially sourced fruits from the Johannesburg marketplace and used a small domestic machine to crush and blend in the kitchen. Subsequently, they relocated to a larger, halaal-approved facility and obtained the Certificate of Acceptability (COA).

The enterprise has obtained financial support from the

National Youth Development Agency (NYDA), the Small Enterprise Development Agency (Seda), and the City of Johannesburg. Following their dismissal, the co-owners generated job opportunities for two full-time and three part-time workers.

They produce 100% juice blends in orange, cranberry, mango, guava and apple flavours. Monthly juice production exceeds 5°000 litres.

The co-owners have established a solid market base and supply wholesalers, retailers, bakeries and restaurants. They aim to expand their presence

nationwide, specifically Spar, Pick 'n Pay, Shoprite, Kit Kat and Makro. In addition, they have obtained an export certificate from the Johannesburg Chamber of Commerce and Industry (JCCI) and are therefore ready to export.

Access to transport to get the products to the market is the main challenge. The long-term plan and vision are to grow the business capacity and invest in highly automated machinery to produce juice and other food products, contributing towards bringing effective change in tackling high levels of unemployment, poverty, and inequality by creating sustainable jobs.



*\* Product packaging*

# ONLY **VACCINATIONS** WILL STOP BIRD FLU, SAYS ASTRAL

By: Francois Baird

*Bird flu will recur annually, and vaccination is the only way poultry farmers can protect their flocks, says Astral CEO Chris Schutte.*

**A**stral Foods, South Africa's largest poultry producer, recently reported the first annual loss in its history due to extraordinary costs from power cuts and bird flu-related mass cullings.

Bird flu remains a major industry risk, "with viral mutations anticipated every year," told Schutte the Sunday Times.

As Europe enters winter, signs point to high infection rates there. Migratory birds travel to Africa, spreading the disease.

"Bird flu will be with us for quite a long time. We believe that as a small country at the bottom of Africa, the only possibility to protect our supply is with vaccination," said Schutte.

He said that progress had been made towards approvals for voluntary vaccination of broiler breeding stock.

Suggestions that bird flu is under control are incorrect, said Schutte: "How does one control an airborne virus? The infection rate has slowed because there are no chickens left."

He said that, unlike other countries, South Africa's government was not compensating poultry producers for culling livestock as a disease control method. Globally, authorities typically handled outbreaks by establishing quarantine and surveillance zones, culling affected flocks, safely disposing of carcasses, and compensating producers afterwards.

When asked if producers could claim insurance to recoup losses, Schutte said coverage for this risk was highly doubtful.



\* Syringes (Photo: pexels.com)



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# WOMEN TAKING SPACE IN AGRICULTURE

By: Nomantande Yeki

Established in 2018 by dynamic entrepreneur Amanda Mpabanga, Ndabuchumo Farms and Projects (Pty) Ltd is a thriving agricultural venture in Mammogalieskraal, Brits, North-West Province. Specialising in high-quality vegetable and grain production (including animal feed), the company has become a vital player in the local agricultural landscape.

**T**he company envisions becoming an agricultural hub, focusing on production and professional development within the agricultural sector. Ndabuchumo Farms and Projects is committed to enhancing local communities by delivering superior agricultural products, creating employment opportunities, maximising land and infrastructure utilisation, and increasing revenue for sustainable growth. Ndabuchumo Farms and Projects supplies spinach, green maize, and beans to Food Lover's Market in Johannesburg.





*\* Spinach makes its way to market*

Soybeans, maize, and wheat are sent to the AFGRI silo in Brits. Barley is grown on a contract basis for soufflet malt, while grain residue is processed into animal feed.

Spinach makes its way to market. The business leases 32 hectares of land, with only half used for crops, owing to constraints around machinery and funds. The company grows vegetables, including spinach, green maize and green beans. Cereals in the product range encompass barley, soybeans, wheat and dry maize. Additionally, the firm is committed to climate-friendly farming practices. One of the key factors in improving crop and vegetable yields lies in regular soil testing to understand soil nutrient requirements.

Furthermore, the farm employs a computerised irrigation system for efficient and sustainable farming. Currently targeting local retail markets in Johannesburg and North West, Ndabuchumo Farms and Projects delivers its



*\* Crop Harvesting*

products directly from the farm to customers, ensuring freshness and quality. The company has formed strategic partnerships with industry players such as Soufflet-Malt, Grain South Africa, and the Agricultural Research Council (ARC).

Beyond its business operations, Ndabuchumo Farms has positively impacted the local community of Oukasie in Brits by creating jobs and carrying out corporate social responsibility initiatives. The company donates produce to the Oukasie community on a quarterly basis. Ndabuchumo Farms recently participated in the Southern African Development Community (SADC) Rural Innovation and Transformation Expo held in the Democratic Republic of Congo. Amanda expressed her excitement,

saying, "I had the opportunity to showcase my farming innovation. Among the 100 innovator farmers, I was honoured to be chosen as one of the top 20 winners during the expo, securing a spot in an incubation programme encompassing funding for further expansion and related initiatives." "Since 2021, I have assumed a leadership role among entrepreneurs, utilising my Gordon Institute of Business Science (GIBS) certificate to lead the GrainSA Brits Study Group," she added.

Ndabuchumo Farms aims to expand its cereal production to 50 hectares by 2025. Additionally, the company plans to innovate by growing vegetables under shade to mitigate climate risks and implementing environmentally sustainable machinery.

# LEVY ADMINISTRATORS



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## **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.

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