

FARMER2MARKET



Local, Safe, Sustainable Food



Funded By



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Solidaridad

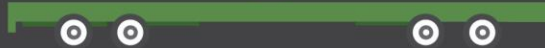
Implemented By



COOPERATION >



FARMER2MARKET



Local, Safe, Sustainable Food

“SMALLHOLDER ACCESS TO HIGH VALUE HORTICULTURAL MARKETS, SOUTH AFRICA” (*Rebranded as: *Farmer2Market: Local, Safe, Sustainable Food*)

- **Project objective:** To support emerging (male and female) smallholder producers of fresh horticultural produce to gain access to high value domestic markets in South Africa with certified safe and sustainable products.
- **Partners:** Solidaridad (200), LIMA (450) and ICCO (100)
- **Areas of implementation:** Gauteng, North West, Limpopo, KwaZulu Natal, Eastern Cape and Mpumalanga.

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“SMALLHOLDER ACCESS TO HIGH VALUE HORTICULTURAL MARKETS, SOUTH AFRICA” (**Rebranded as: Farmer2Market: Local, Safe, Sustainable Food*)

- **Gauteng:** Randfontein, Rietfontein, Tarlton, Magaliesburg, Muldersdrift, Eikenhof, Bronkhorspruit/ Cullinan, De Deur/ Meyerton
- **Eastern Cape:** Port Elizabeth, Newlands, Tsholomnqa, Mdantsane, Balfour, Fort Beaufort, Middledrift, Lower Ngqumeya, Lower Zinguka, Lugudwini, Burnshill, Lenye, Umtata, Mzimvubu Valley, Ntafufu Valley, Mzintlava Valley, Mngazi Valley and Mngazana Valley
- **North West:** Brits, Hammanskraal, Rustenburg, Ventersdorp
- **KwaZulu Natal:** Msinga
- **Limpopo:** Nwanedi/Cross, Nwanedi/ Hetty, Nwanedi/ Dorpie, Nwanedi/ Jeanette, Nwanedi/Feeskraal, Nwanedi New Generation Coop, Nwanedi/ Traverna, Nwanedi/ Neltox, Lephalale, Maraxwe-Mutale Irrigation scheme
- **Mpumalanga:** Sekororo, Nkomazi, Mopani North, Mopani Central, Mopani South and Bushbuckridge

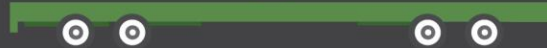
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Work package /Outcome 1: A single set of horticultural market entry-level principles ('localgap-SI') for social and environmental sustainability, quality and safety of fresh produce, adapted to smallholder conditions, is acknowledged by the sector

- Building industry platform
- Development of Farming Solutions App-Sustainability Initiative of South Africa (SIZA), Rainforest Alliance, SAGAP, SAI Farm Sustainability Assessment (FSA)
- Globalgap Farm Assurance training for field officers
- Introduction and training of localgap to farmers and different stakeholders
- Linkages with technical service providers in collaboration with GDARD, Sakata Seeds, John Deere, African Seeds Group, Smartinputs and PSJ Holdings
- Farming Solutions Training for farmers
- Market engagements with retailers and offtakers Yukon Fresh Produce, East Coast Foods, Green Buds Fresh Produce, Hellochoice, Dewcrisp, Farmfresh and Pick n Pay
- Stakeholder meetings with Department of Agriculture in East London, Port Elizabeth, Umtata, King Williams Town, FruitSA, Gauteng Department of Agriculture and Rural Development

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Work package/ Outcome 2:750 emerging smallholder vegetable producers (m/f) in five provinces have obtained entry-level assessment and are able to participate in formal supply chains, thereby having a higher net turnover of >30% and creating year-round employment for at least 3,750 rural poor

- Farmer distribution -Solidaridad (200), ICCO (150) and LIMA (450)
- Open Data Kit (ODK) registration for farmers
- Clustering of farmers
- Registration of clusters
- Training on localgap
- Risk assessments, Quality Management systems and mentorship
- Preparation for assessments with certification bodies
- Soil testing

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Work package/ Outcome 3: sustainability tool, adaptable to different contexts, for use by smallholders, support organizations and service providers, is developed and operational

- Farming Solutions
- Business Solutions
- Extension Solutions
- Training
- Ongoing improvements

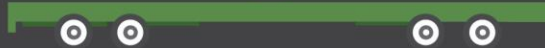
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Work package/ Outcome 4: Local partners in South Africa have the capacity for supporting smallholders to adopt the new sustainability, quality and safety standard

- Training of extension officers on use of Farming Solutions
- Planned training of extension officers on localgap
- Engagements with different stakeholders in the various provinces
- Department of Agriculture, Rural Development Authorities, Retailers, Markets, Local Authorities, Fresh Produce Businesses, Financial institutions, SMME Incubators, Input suppliers, NGOs
- MOU's with different organisations
- Timbali, Raymond Mhlaba Municipality, Dept of Agric Umtata, East London, Port Elizabeth, Port St Johns, Gauteng Dept of Agric, Yukon Fresh Produce, Siyakhana

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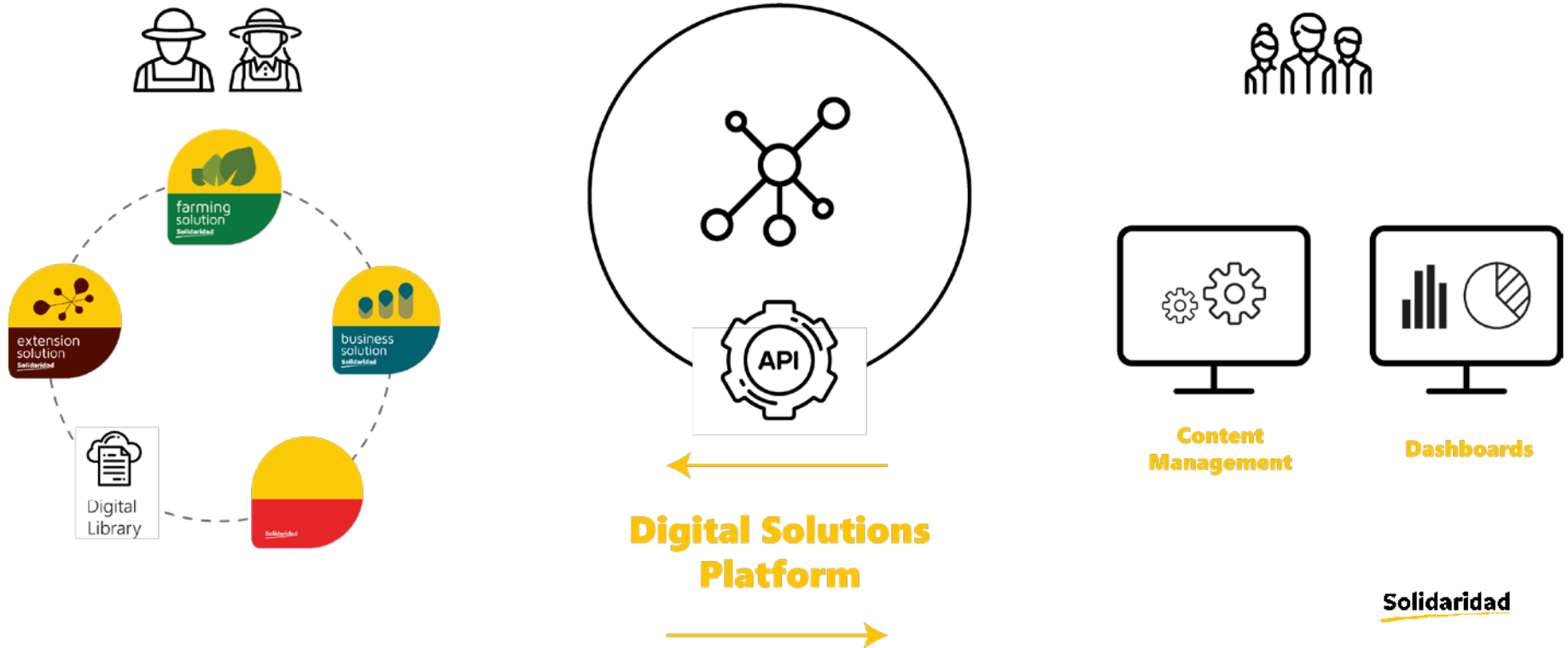


Local, Safe, Sustainable Food

Work package/ Outcome 5: Activities are coordinated, implemented, monitored and communicated effectively and efficiently

- Information and training days for farmers
- Partner meetings
- Quarterly reports
- Banners, brochures, t-shirts, car stickers
- Advertorial article Nu Farmer Magazine
- Joint field visits
- <http://www.farmer2market.co.za//>

WE USE LEADING-EDGE TECHNOLOGY TO PROVIDE INTEGRATED SOLUTIONS AND SERVICES



SOLIDARIDAD DIGITAL SOLUTIONS

MOBILE APPLICATIONS FOR FARMER SUPPORT



**Continuous
improvement and
learning**



**More efficient
technical assistance**



**Informed investment
decisions through
agroeconomic modelling**



**Easy record keeping
and farm management**

CONTINUOUS IMPROVEMENT & LEARNING



Farmers can find the information they need to produce more and better.


- Farmer assesses their own production system to get tailored, instant feedback on how to improve, organize their improvement plan and monitor progress
- Easy benchmarking against sustainability standards and supplier requirements
- Facilitates engagement with TA and peer comparison

FARMING SOLUTION FARMER POINT-OF-VIEW




 **ASSESS THE FARM**
What is going well and what needs to be improved?




 **KEEP UP TO DATE**
What is going on in my region?

 **PLAN IMPROVEMENTS**
How can I improve?

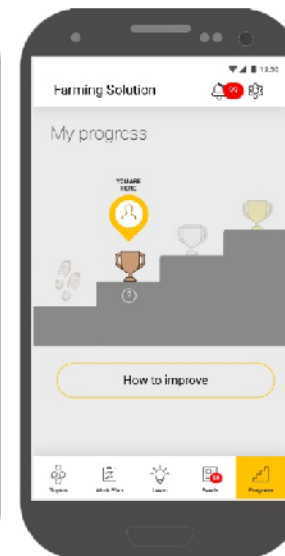
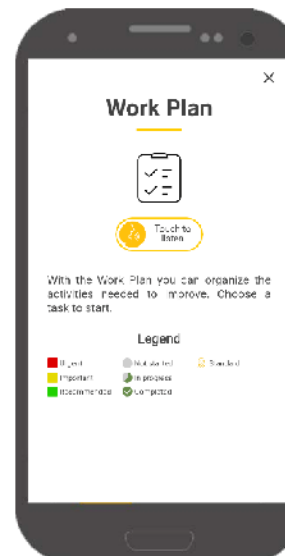
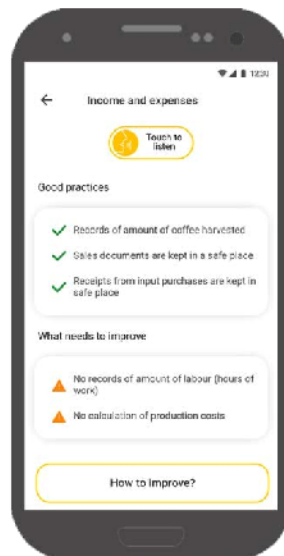
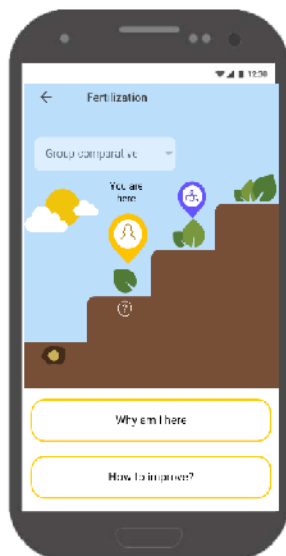
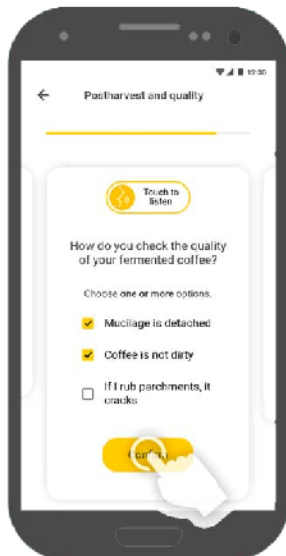
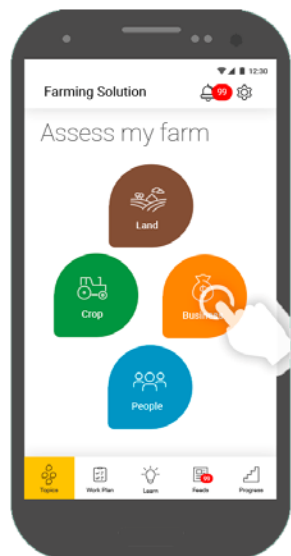


 **MONITOR PROGRESS**
How am I progressing?

 **COUNTINUOSLY LEARN**
How to do it?



FARMING SOLUTION CORE FUNCTIONALITIES



MORE EFFICIENT TECHNICAL ASSISTANCE



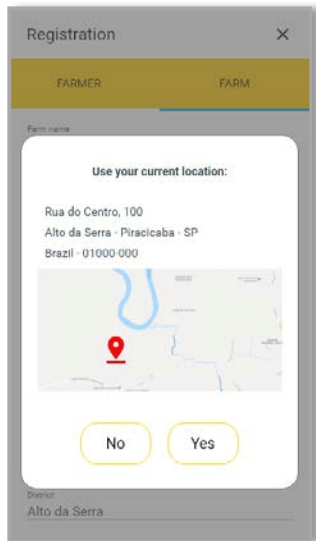
Integrated functionalities free extension workers' time to focus on providing the best support to individual and groups of farmers.

- Supports extension workers in their **daily routine**
- Provide organizations with **actionable intelligence** to build technical assistance strategies

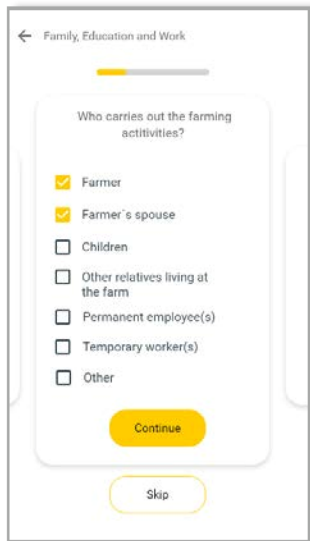


EXTENSION SOLUTION CORE FUNCTIONALITIES

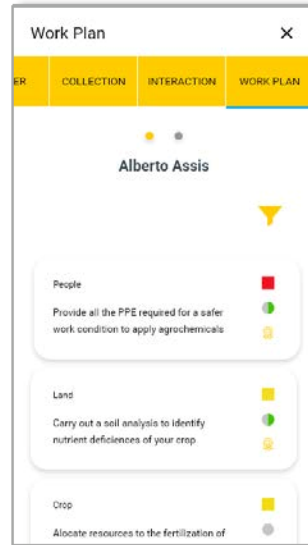
UNDER
DEVELOPMENT



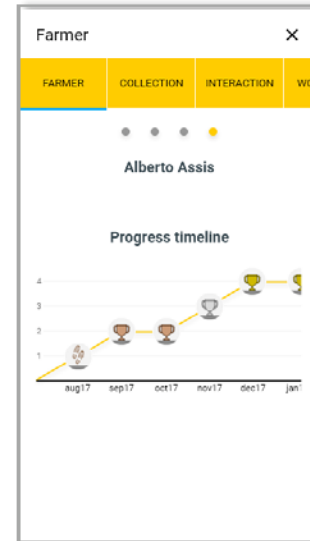
Registration & Contacts



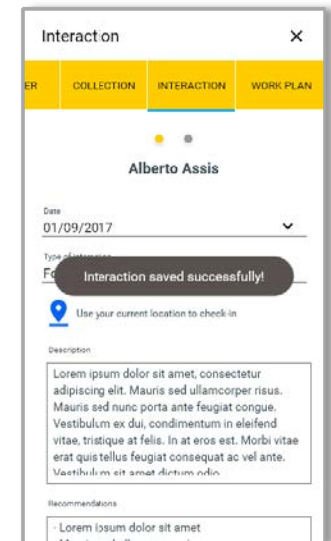
Data collection



Work plan



Monitoring progress



Interaction

Solidaridad

MORE EFFICIENT TECHNICAL ASSISTANCE



Integrated functionalities free extension workers' time to focus on providing the best support to individual and groups of farmers.

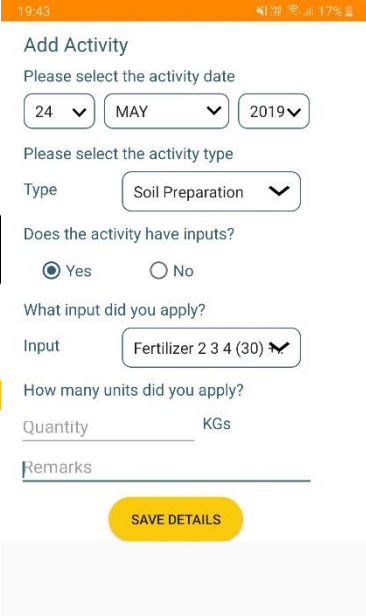
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BUSINESS SOLUTION

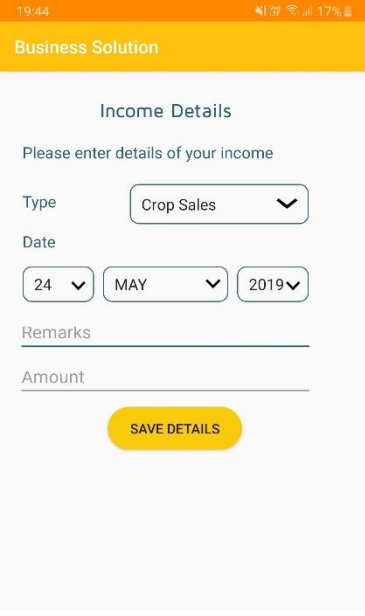
CORE FUNCTIONALITY



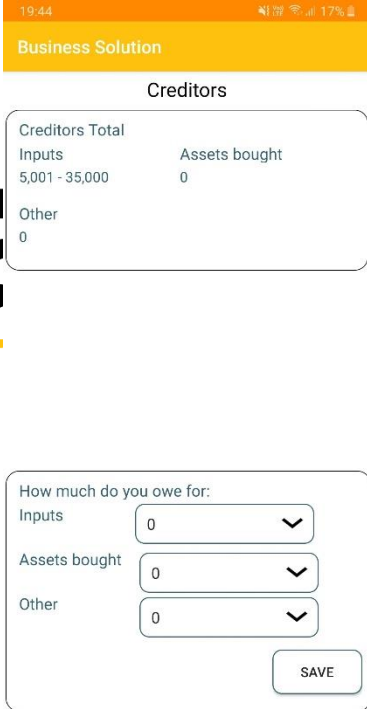
Six Core Functions



Capture Activities



Capture Income & Expenses



Capture Creditors & Debtors

BUSINESS SOLUTION DASHBOARD ENGINE

Solidaridad

Business Solution Dashboard



[Home](#) [Farmer Search](#) [Log Out](#)



Lucus George

762323347

Last logged in:
Today at 2:18pm

[Map View](#)

Farmer Balance Sheet

Assets

Fixed Assets	896130.00
Debtors	300.00
WIP Crop	0.00
Inventory	15223.00
Cash	0.00
Total Assets	896730.00

Liabilities

Creditors	125.00
Profit / Loss	0.00
Equity	896605.00
Total Liabilities	896730.00

Synopsis of Market Engagements

- 🍅 About 23 retailers contacted to date
- 🍅 About 35% of the retailers acknowledge local/global g.a.p
- 🍅 3 of 5 MoUs signed till date
- 🍅 Two market contracts secured (Yukon and PaprieX)
- 🍅 Process for two potential market contracts on-going



Major Challenges

- Lack of trust in small-scale producers
- Poor economies of scale
- Inconsistencies with produce quality
- Poor production planning
- Lack of value-adding capacities
- Low value commodities
- Lack of means for Produce traceability







- ### Major Requirements
- ✓ Operates with market agents
 - ✓ Prices are determined by daily demand & Supply
 - ✓ 12.5% commission applies per transaction
 - ✓ Not strict on quality and Localg.a.p is not mandatory
 - ✓ Transport cost is covered by producers
 - ✓ Payments take up to 5 working days
 - ✓ No payment for produce that gets rotten before being sold



Market Findings



Major Requirements

- ✓ Specialty vegetables and microgreens (niche products)
- ✓ Supplies mostly to export markets
- ✓ Globalg.a.p is a mandatory
- ✓ Willing to work with only focused farmers

Market Findings



Major Requirements

- ✓ Wholesaler/distributor of fresh & processed fruits & vegs.
- ✓ Buys about 63 different varieties of vegetables
- ✓ Willing to work with farmers that comply requirements as follows:
 - Yr. 1 – Sign letter of intent/ self-assessment report for F.L.
 - Yr.2 – Book assessment for F.L. with accredited CB
 - Send proof of confirmed booking min. 6months before assessment
 - Upload reports of assessments on their website annually
- ✓ Yr. 3 – Localg.a.p. assessment for intermediate level
- ✓ Yr.4 – GlobalG.A.P certification
- ✓ Willing to meet few farmers and provide recommendations

Market Findings



Major Requirements

- ✓ Operates large scale farms, but
- ✓ Also supports selected independent farmers
- ✓ Core lines includes: Crisp Head, Butter Heads, Cos Heads, Celery Bunches, Celery Fingers, Spring Onions, Leek Bunches, Seasonal Soup Punnets, Broccoli, Cauliflower, Butternut.
- ✓ Interested in farmers producing peppers, baby marrows and butternut
- ✓ GlobalG.A.P. is required but willing to work with selected farmers

Market Findings



Major Requirements

- ✓ Fresh produce marketing and processing company
- ✓ Supplies mainly to woolworths
- ✓ Have dedicated farmers and not willing to take more
- ✓ Work strictly with only farmers with globalg.a.p
- ✓ Minimum requirements are: *valid globalg.a.p. certificate, suitable pack house, cold transport for delivery*

Market Findings



Major Requirements

- ✓ Procures only prepacked produce, hence
- ✓ Pack house is a mandatory
- ✓ Have dedicated farmers supplying non-prepacked produce
- ✓ Also requires local/global.g.a.p

Market Findings



Major Requirements

- ✓ Procures only from Globalg.a.p producers
- ✓ Not interested



Major Requirements

- ✓ Good quality produce
- ✓ Localg.a.p is not mandatory
- ✓ Wants large volumes
- ✓ Have existing suppliers for common vegetables

Market Findings



Major Requirements

- ✓ Requires between 20-50 tons of any specified produce per time
- ✓ Exports between 95-98% of its produce
- ✓ Requires Globalg.a.p., SA GAP, PPECB, or documented spraying program
- ✓ Produce sold locally are sourced directly from the JFPM
- ✓ Produce sorting with traceability codes is mandatory
- ✓ Payments are made after 14 – 30days or 50% upon loading

Market Findings



Major Requirements

- ✓ Discussion was around the Eastern Cape rural hub:
 - Over between areas of interest and ownerships
 - Franchisees make independent procurement decisions, thus,
 - Procurement decisions lies with independent store owner
 - Traditional model needs to be reviewed for more flexible decisions

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