

## Farmer to market- Smallholder access to high value horticultural markets South Africa

<b>Title of the Project</b>	Farmer to market- Smallholder access to high value horticultural markets South Africa
<b>Brief Background</b>	<p>In South Africa several trader including supermarkets and food processing industries have developed their own private quality and safety standards. Vegetable growers wishing to supply the supermarkets, food processing industries and other high-value retail markets are expected to adopt the standards and obtain independent certification. These supermarkets different target segments and have different quality demands. It is essential to reduce the environmental footprint of horticultural farms and diminish food safety and health risks for consumers. However, the majority of smallholder farmers in Southern Africa currently lack sufficient resources and/ or understanding of standards. In addition the multitudes of certifications and overlap between different standards can be costly and do not add value to the farmers' income.</p> <p>Additionally smallholder vegetable producers lack sufficient knowledge and information on sustainable crop cultivation procedure. This particularly applies to maintaining soil fertility and responsible and effective use of plant protection chemicals. There is a considerable scope of raising the productivity levels whilst reducing the use of the most dangerous agro-chemicals. Preventive measures (eg use of disease resistant varieties, crop rotations, better pest and diseases recognition) in combination with limited use of the right pesticides can lead to higher yields, reduced risk of crop failure, higher net incomes and more sustainable production and consumption practices.</p> <p>A business with demonstrated policies and procedures, independently verified and audited by Internationally recognized certification schemes gives companies a competitive advantage while increasing their operational efficiencies, saving money and leaving a more positive impact on the communities and regions they operate in.</p>

<p><b>Objectives of the Project</b></p>	<ul style="list-style-type: none"> <li>❖ Formal acceptance of a single horticultural market entry level standard for sustainability, quality and safety of fresh produce adapted to smallholder conditions.</li> <li>❖ 30 clusters of smallholder producers (m/f) are certified and meet entry level sustainability, quality and safety standards thereby having a high network of greater than 30% and creating year round employment of at least 3750 rural poor.</li> <li>❖ Development of an implementable and accessible sustainability toolkit which can be adapted to different contexts for use by smallholder farmers, support organizations and service providers</li> <li>❖ Local partners in South Africa have the capacity for supporting smallholders to adopt the new sustainability, quality and safety standard.</li> </ul>
<p><b>Actions/Activities to be carried out</b></p>	<ul style="list-style-type: none"> <li>❖ Develop and test standard operational procedures for sustainable and safe vegetable cultivation under smallholder conditions developed and tested in farmers' fields</li> <li>❖ Facilitate cooperation between supply chain partner in the vegetable sector through the Smallholder Farmer Market Access Platform.</li> <li>❖ Develop ICT platform for emerging commercial vegetable producers.</li> <li>❖ Develop and implement a training of trainers programme</li> <li>❖ Strengthening capacities of growers and their clusters</li> <li>❖ Promoting regional learning and organize exchange visits for broad scale adoption of the sustainability standard</li> <li>❖</li> </ul>
<p><b>Location/s of the project (include County/ies) covered</b></p>	<p>South Africa</p>
<p><b>Partners of the project</b></p>	<ul style="list-style-type: none"> <li>❖ InterChurch Development Organisation (ICCO)</li> <li>❖ LIMA Rural Development</li> </ul>

<b>Total Budget</b>	1.657.051.00 Euros
<b>Timeline of implementation (in months)</b>	36 months