



IWRM – Implementation Area Based Programme

PROGRESS REPORT 3 September 2009

Prepared for: Rural ABM

Prepared by: Khanyisa Projects
P O Box 1318
Westville
3630

Contact No: 031- 2616640

Contact No.: 031 – 208 3636

Contact Person: Phila Mayisela

Contact Person: Nick Alcock

Table of Contents

<u>1</u>	<u>INTRODUCTION</u>	<u>1</u>
<u>2</u>	<u>TECHNICAL INITIATIVES</u>	<u>1</u>
	2.1 TECHNICAL MATERIALS ORDER	1
	2.2 IRRIGATION INSTALLATION	1
	2.3 FENCING AND GATE INSTALLATION	1
	2.4 CONTAINERS AND PACKSHEDS	2
	2.5 TOOL DELIVERY	2
<u>3</u>	<u>CAPACITY BUILDING INITIATIVES</u>	<u>2</u>
	3.1 ORGANIC FARMING WORKSHOP	2
	3.2 PLANNED CAPACITY BUILDING INITIATIVES	3
<u>4</u>	<u>MARKET LINKAGES AND WORKSHOP</u>	<u>3</u>
<u>5</u>	<u>OTHER MARKET LINKAGES ACTIVITIES</u>	<u>4</u>
<u>6</u>	<u>PROGRAMME</u>	<u>5</u>
<u>7</u>	<u>CONCLUDING REMARKS</u>	<u>6</u>

Annexure A:	Tools Register
Annexure B:	Attendance Registers for KwaMashu Workshop
Annexure C:	Photographs of Workshop
Annexure D:	Attendance Register of Market Linkages workshop
Annexure E:	Detailed Report
Annexure F:	Photographs of Market Linkages Workshop
Annexure G:	Presentation – Alternative to Organic Certification

1 INTRODUCTION

This report provides details of activities that have taken place on the IWRM Area Based Programme in the eThekweni Municipality.

The report period is from July 2009 to the end of August 2009. The report provides details on the key intervention areas of capacity building initiatives and technical interventions. In addition, it comments on issues such as the establishment of marketing linkages for the garden groups as well as the associated training workshops.

2 TECHNICAL INITIATIVES

2.1 Technical Materials Order

The materials from the third irrigation materials schedule (2b) are still outstanding. These materials will allow the completion of the irrigation and fencing tasks in the Mzinyathi and KwaMashu gardens.

Materials for six of the twelve packsheds have been delivered. The balance of the materials are due shortly.

2.2 Irrigation Installation

During this report period, the pump and gravity systems at the four Mzinyathi gardens were initiated. The full system which includes a rising main, two or four 5000 litre tanks, a gravity feed system of laterals and turf valves was completed at Sukumani only. Sukumani have their own pump and are using the system successfully at present. The system at the other three gardens will be completed once the outstanding material has been delivered by eThekweni Water.

2.3 Fencing and gate Installation

Fencing repairs and the installation of new gates has been completed at some Maphepheteni gardens and at the four Mzinyathi gardens. Repairs and gates are still required at the three KwaMashu gardens. Additional material has been ordered by EWS. A summary of the fencing activities at each garden is provided below.

Area	Project	Gates		Fencing
		Motor	Pedestrian	
Upper Maphepheteni	✓ Thathani	0	0	±400m new fencing
	✓ Sizathina	1	1	
	✓ Sphamandla	0	0	
Lower Maphepheteni	✓ Phaphamani	1	1	±70m new fencing & repairs on existing
	✓ Sizanani	1	1	
Mzinyathi	✓ Thandanani	1	1	Repairs
	✓ Sukumani	1	1	Repairs
	✓ Ukhukhanyakwegugu	1	1	Repairs
	✓ Qhuebekani	1	1	
KwaMashu	✓ Scelemusa	-	-	-
	✓ Bhuhlebuyeza	-	-	-
	✓ Ziphathe	-	-	-
TOTAL		7	7	±470m

2.4 Containers and Packsheds

Containers have been delivered to four of the 12 sites. The containers will be delivered to the other eight sites during the first two weeks of September 2009. Packsheds are being built at 11 of the 12 sites by local contractors. The work is being managed by eThekweni Water Services.

One packshed at Scelemusa in KwaMashu is being built by the construction management team with the participation of the garden group. The objective of using this approach is to transfer building skills to the garden group and to assess the value of using this approach on future programmes in terms of costs, skills transfer and quality.

2.5 Tool Delivery

The following tools were ordered through the support of the AMU.

❖ Hoe and Hoe handle	140
❖ Watering Cans	140
❖ Pick and Pick Handle	20
❖ Spades	20
❖ Wheelbarrows	21

The types of tools selected were based on needs assessment workshops and the objective of reducing water wastage (use of watering cans)

Distribution of the tools to 9 of the 12 gardens has been completed. The signed tools registers for some of the gardens are included in **Annexure A**.

3 CAPACITY BUILDING INITIATIVES

3.1 Organic Farming Workshop

Three 3-day organic farming workshops were reported on in the last Progress Report. The fourth workshop took place from the 1 – 3 July 2009 in KwaMashu. The table below provides attendance details of all four workshops.

Workshop	Groups attending	Invited Members	Members attending	Attendance %
1	✓ Sukumani	6	5	83
	✓ Qhuebekani	4	1,5	38
	✓ Ukhukhanyakwegugu	18	7	39
	✓ Thathani	3	2	67
2	✓ Phaphamani	30	24	80
	✓ Sizanani	6	5	83
3	✓ Thathanani	16	16	100
	✓ Sizathina	12	12	100
	✓ Sphamandla	13	11	85
4	✓ Scelemusa	4	3	75
	✓ Bhuhlebuyeza	11	10	91
	✓ Ziphathe	2	2	100
TOTAL		125	102	82

Copies of the attendance registers for the KwaMashu workshop are included in **Annexure B**.

The overall attendance percentage of 88% shows good commitment to the project.

Photographs from this workshop are included in **Annexure C**.

3.2 Agricultural Practices Mentoring Support

A mentoring support programme has been arranged to start on Friday 4 September 2009. A Newlands Mashu and Khanyisa Facilitator will visit at least two of the gardens every Friday over the next two months. The objectives of this mentoring phase will be the following:

- ❖ Observe application of organic skills learned during the workshop
- ❖ Work with garden members to apply appropriate methodology
- ❖ Take note of additional needs such as compost
- ❖ Provide guidance and what crops to grow for different seasons
- ❖ Check irrigation systems

3.3 Planned Capacity Building Initiatives

Other planned capacity building initiatives include:

Add-on value Workshops	9 – 11 September 2009
Branding, Marketing Workshop	28 – 30 September 2009
Sustainable Farming Workshop	October 2009

More details on the Add-on Value and Branding Workshops will be provided in the Market Linkages Section.

The sustainable farming workshop in October 2009 will cover issues such as:

- ❖ Sustainable water technologies
- ❖ John Jeavans philosophy (bio intensive farming)
- ❖ Food forests
- ❖ Other organic farming aspects

4 MARKET LINKAGES Workshop

The Market Linkages workshop took place on 16 and 17 July 2009 at the Diakonia Centre. The following people played a role in facilitation and the provision of various presentations:

- Muzi Thoba (Khanyisa Projects)
- Bethwell Mbatha (Newlands Mashu Permaculture - Organic Farming)
- Beverley Ainslie (Khanyisa Projects)
- Akhona Ngcobo (Durban Investment Promotion Agency - DIPA)
- Craig Bigger (Boxer)
- Danny Naidoo (KwaMashu Spar)
- Enver Buckas (eThekweni Parks Department)
- Anna Savage (I Heart Market)
- Phila Mayisela (eThekweni Rural ABM)
- Nick Alcock (Khanyisa Projects)

Three members were invited from each group. Attendance was pleasing with a 75% attendance rate on both days. The attendance register is included in **Annexure D**. Delegates actively shared their knowledge and experiences as well as involving themselves in all activities.

A detailed workshop report is included in **Annexure E**. The key elements addressed in the workshop include:

- A catch up on garden activities over the last four months, i.e. what they have learnt and challenges groups are still facing.
- Strengthening of relationships between garden groups and provision of a platform for information sharing between garden groups and other IMRM stakeholder groups.
- Garden groups were provided with information about the most important aspects to consider when selling produce.
- Guest speakers gave input on market expectations, i.e. Boxer, Spar, I Heart Market.
- Information sharing on experiences in selling produce from Mr Nkosi (Sicelemusa Garden).
- Research on different markets and market requirements, e.g. Education Department's School Nutrition Programme, was presented
- Considering adding value to and selling produce
- Practical selling during a real market scenario at Diakonia.

Photographs from the workshop are included in **Annexure F**.

5 OTHER MARKET LINKAGES ACTIVITIES

5.1 Saturday Markets :

A good relationship has been developed between the project and the I Heart Market. Once a month on a Saturday, garden groups have been offered a table at which they can sell their produce. Sicelemusa, a KwaMashu garden, as well as other KwaMashu gardens have taken up this opportunity on 6 June, 11 July and 1 August.

The garden groups have arranged their own transport on the day. The project has provided a subsidy for the table and the transport. Garden groups are selling between R500 and R1000 worth of produce on the day. On the 1 August produce was also sold at Green with Envy (a nursery on the Berea). Due to lessons learned on the first two market days where certain items did not sell well, garden members added value by providing spinach in smaller amounts packaged in a sliced form. This added value product was well received by buyers at the markets

Restaurants near to the markets have been buying up excess produce from the markets.

Garden groups from Mzinyathi and Maphepheteni have not taken up this market opportunity. The reasons for this are being investigated through a follow-up field survey. However, the project has decided to offer to transport vegetables and garden members from Mzinyathi and Maphepheteni to the weekend markets for a short period in order to expose these garden members to these opportunities.

5.2 Alternative to Organic Certification - "Local Harvest"

The project has begun working with Jeremy Lister-James an organic certification specialist in order to explore opportunities for the IWRM garden groups. After some research and discussion it was felt that the garden groups are not at a level where they would be able to comply with organic certification requirements. For example, they would require written records to have been kept of all agricultural operations for the last five years. Jeremy made a presentation in which he proposed an alternative to organic certification which could be attainable by the groups and could offer some marketing and branding opportunities. The alternative which he refers to as "a participatory guarantee system" is included in the presentation document in **Annexure G**.

The key aspects are as follows:

- Garden groups agree to uphold a given set of publicly documented standards and principles
- Garden groups form part of a network of growers, suppliers and distributors of locally grown wholesome food
- A low cost labelling system is established to market the locally grown food
- Branding and marketing of smaller scale, sustainable food production takes place

Key principles include:

- Wholesome food is grown and processed using sustainable, non-polluting methods as close as possible to those found in nature
- Wholesome food is wherever possible, consumed within a short distance of where it is grown
- Wholesome food is an integral part of life and community, rather than merely a commodity for profit

Key aspects include:

- A pledge to comply with the agreed principles
- Use of a generic label
- An open gate policy for viewing by any stakeholder to check compliance
- Members receive:
 - A certificate
 - The right to use labels
 - Seed discounts

The proposal has been endorsed by Enver Buckas of eThekweni Municipality and it is thus proposed to begin to develop tools and to workshop the idea with community groups at the next marketing workshop on 28 – 30 September 2009.

5.3 Add-on Value Workshop

This is planned to take place at the three project areas of KwaMashu, Mzinyathi and Maphepheteni on the 9, 10 and 11 September 2009. The workshop will be practical in nature and will be co-ordinated by Mike Leech of the AMU. Essentially these workshops will give group members practical skills on how to add value to their produce so that they can develop new markets, generate additional income and give produce a longer shelf life.

5.4 Branding and Marketing Follow-up Workshop

As stated earlier, market linkage mentoring is taking place at community gardens to assess initiatives being taken by garden groups following the first market linkages workshop as well as provide additional support. This workshop will thus consolidate on the first workshop as well as introduction of the participatory guarantee system and branding. Mentoring activities will be presented in the next report.

6 PROGRAMME

At a meeting attended by Mr Roger Short of IWRM, the project was informed that it should complete all activities by the end of November 2009. A letter has been written requesting an extension of three months to February 2010 due to delays experienced during the materials procurement process. These delays are due to the legislated processes that the Municipality must follow when procuring materials.

7 CONCLUDING REMARKS

Procurement of materials by the Municipality has continued to delay the roll out of implementation. However, pleasing progress has taken place during this report period in the areas of:

- technical implementation
- capacity building
- market linkages

Import lessons continue to be documented.

Annexure A Tools Register



IWRM TOOLS REGISTER FOR THANDANANI CO-OP

ITEM	NO	CHECKED	DATE
Hoe	0	✓	17/08/09
Hoe handle	0	✓	19/08/09
Watering cans	0	✓	17/08/09
Pick	1	✓	17/08/09
Pick handle	1	✓	17/08/09
Spades	1	✓	17/08/09
Wheel barrow	1	✓	25/08/09

RECEIVED BY: *Moss Sande* ... *Uthman*

SIGN: *D. Vithay*

IWRM TOOLS REGISTER FOR UKUKHANTAKWEGAGE CO-OP

ITEM	NO	CHECKED	DATE
Hoe	20	✓	21/08/09
Hoe handle	20	✓	21/08/09
Watering cans	20	✓	21/08/09
Pick	2	✓	21/08/09
Pick handle	2	✓	21/08/09
Spades	2	✓	21/08/09
Wheel barrow	1	✓	25/08/09

RECEIVED BY: *Moss Sande* ... *Mabasa*

SIGN: *M. A. Mabasa*

IWRM TOOLS REGISTER FOR SICELUMUSA CO-OP

ITEM	NO	CHECKED	DATE
Hoe	0	✓	18/08/09
Hoe handle	0	✓	18/08/09
Watering cans	6	✓	18/08/09
Pick	1	✓	18/08/09
Pick handle	1	✓	18/08/09
Spades	1	✓	18/08/09
Wheel barrow	2	✓	26/08/09

RECEIVED BY: *Beauty* ... *Mosi*

SIGN: *B. Mosi*

IWRM TOOLS REGISTER FOR BUHEBUYEZA CO-OP *08/09/09*

ITEM	NO	CHECKED	DATE
Hoe	11	✓	20/08/09
Hoe handle	11	✓	20/08/09
Watering cans	11	✓	31/08/09
Pick	2	✓	20/08/09
Pick handle	2	✓	20/08/09
Spades	2	✓	20/08/09
Wheel barrow	2	✓	25/08/09

RECEIVED BY: *Phumani C. Sakhela* ... *T Mabuba*
25-08-09

SIGN: *H. Sakhela*

IWRM TOOLS REGISTER FOR QHUBEKANI CO-OP

ITEM	NO	CHECKED	DATE
Hoe	0	✓	19/08/09
Hoe handle	0	✓	17/08/09
Watering cans	0	✓	21/08/09
Pick	1	✓	19/08/09
Pick handle	1	✓	19/08/09
Spades	1	✓	19/08/09
Wheel barrow	1	✓	25/08/09

RECEIVED BY: *Themba* ... *Mabasa*

SIGN: *I. Mabasa*

IWRM TOOLS REGISTER FOR SUKUMANI CO-OP

ITEM	NO	CHECKED	DATE
Hoe	11	✓	18/08/09
Hoe handle	11	✓	18/08/09
Watering cans	11	✓	21/08/09
Pick	2	✓	18/08/09
Pick handle	2	✓	18/08/09
Spades	2	✓	18/08/09
Wheel barrow	2	✓	25/08/09

RECEIVED BY: *Themba* ... *Mabasa*

SIGN: *C. T. M. T. L. B.*

IWRM TOOLS REGISTER FOR QHUBEKANI CO-OP

ITEM	NO	CHECKED	DATE
Hoe	0	✓	19/08/09
Hoe handle	0	✓	17/08/09
Watering cans	0	✓	21/08/09
Pick	1	✓	19/08/09
Pick handle	1	✓	19/08/09
Spades	1	✓	19/08/09
Wheel barrow	1	✓	25/08/09

RECEIVED BY: *Themba* ... *Mabasa*

SIGN: *I. Mabasa*

IWRM TOOLS REGISTER FOR SUKUMANI CO-OP

ITEM	NO	CHECKED	DATE
Hoe	11	✓	18/08/09
Hoe handle	11	✓	18/08/09
Watering cans	11	✓	21/08/09
Pick	2	✓	18/08/09
Pick handle	2	✓	18/08/09
Spades	2	✓	18/08/09
Wheel barrow	2	✓	25/08/09

RECEIVED BY: *Themba* ... *Mabasa*

SIGN: *C. T. M. T. L. B.*

Annexure B

Attendance Register from Organic Farming Workshops

IWRM Projects in the eThekweni Municipality Workshop – 01 July 2009 - Attendance Register		iWRM			
Garden Name	Area	Contact Person(s)	Day 1	Day 2	Day 3
Buhlabuzwa	Kwa Mashu F	Ms Lindiwe Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba
Siceumusa	Kwa Mashu J	Mr J Ntosi Mrs Beauty Nkosi Mr A Nkomo Mrs Ncobile Nkomo	Mr J Ntosi Mrs Beauty Nkosi Mr A Nkomo Mrs Ncobile Nkomo	Mr J Ntosi Mrs Beauty Nkosi Mr A Nkomo Mrs Ncobile Nkomo	Mr J Ntosi Mrs Beauty Nkosi Mr A Nkomo Mrs Ncobile Nkomo
Ziphathe	Kwa Mashu M	Mrs Lindiwe Shange Miss Ndleziwe Ntombi Miss Sibusiso Ntombi Miss Thabisiwe Ntombi	Mrs Lindiwe Shange Miss Ndleziwe Ntombi Miss Sibusiso Ntombi Miss Thabisiwe Ntombi	Mrs Lindiwe Shange Miss Ndleziwe Ntombi Miss Sibusiso Ntombi Miss Thabisiwe Ntombi	Mrs Lindiwe Shange Miss Ndleziwe Ntombi Miss Sibusiso Ntombi Miss Thabisiwe Ntombi
Buhlabuzwa		Mr G Mbiza	Mr G Mbiza	Mr G Mbiza	Mr G Mbiza
Buhlabuzwa		Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba	Ms. Sokhela Miss Basisiwe Ngidi Thabisiwe Mabuza Lindiwe Masuku Mr Orbert Ngcobo Mr M G Mbiza Miss Buyisiwe Ngcobo Mr M Zulu Mr boy Gumede Miss Lungi Lukhozi S. Khaba

Annexure C

Photographs of KwaMashu Workshop



Annexure D

Market Linkages Workshop - Attendance Register

AREA	NAME OF GARDEN	NAME OF GARDEN MEMBER	CONTACT NUMBER
KWA MASHU	Sicelumusa	1. Mr Joseph Nkosi	072 781 2401
		2. Mrs Beauty Nkosi	082 2214 647
		3. Ms Jenneth Mhlongo	031 – 503 5287
		4. Ms Fikile Msomi	079 844 0214
	Buhlebuyeza	5. Ms Busisiwe Ngidi	072 6720 428
		6. Mrs Thandiwe Sokhela	084 431 8009
		7. Thabsile Mabuda	
	Ziphathe	8. Mrs Lindiwe Shange	083 402 6554
		9. Ms Nelisiwe Ntombela	083 496 6649
MZINYATHI	Sukumani	10. Mrs Winfreedah Nzimande	072 088 8017
		11. Mrs Dorris Mayeza	083 723 5135
		12. Mrs Zodwa Muthiwa	078 373 8106
		13. Ms Ntombenhle Ximba	079 817 4714
	Thandanani	14. Mrs Nomthandazo Vilakazi	073 757 4482
		15. Mrs Lindiwe Mhlongo	
	Qhubekani	16. Mrs Thembile Mbonambi	072 530 7625
		17. Mrs Thokozile Mngadi	078 913 9182
	Ukhanyakwegugu	18. Mrs Jabu Jali	076 993 8608
		19. Mrs Ntombekhaya Ntuli	072 672 0428
		20. Mrs Nonhlanhla Ngidi	
21. Miss Sbogeleni Maphumulo		072 860 7172	
UPPER MAPHEPHETENI	Thathani	22. Mrs Sizani Mngomezulu	082 955 0969
		23. Miss Phathisiwe Ngcobo	076 162 7946
		24. Mrs Zegugu Khubisa	
	Sizathina	25. Ms Ntombithini Khumalo	071 366 5315
		26. Mrs Agnes Mdunge	071 611 6428
	Sphamandla	27. Welcome Dube	074 703 0551
28. Mzokhona Khumalo		079 548 0844	
LOWER MAPHEPHETENI	Sizanani	29. Ms Sbogile Gwala	072 278 7180
		30. Mr Qinisela Mabaso	
		31. Mrs Ntombikayise Magwaza	074 618 7441
		32. Mrs Nomthandazo Ngidi	
	Phaphamani	33. Mrs Ntombikayise Mbambo	079 661 6003
		34. Mrs Nomathemba Ngidi	076 352 7941
		35. Mrs Bongekile Nojiyeza	079 917 1786
		36. Mrs Thembelihle Mchunu	071 473 0497

Annexure E

Detailed Workshop Report



IWRM – Market and Market Linkages Workshop

16th and 17th July 2009

eThekwini Municipality

Prepared for: Rural ABM

Prepared by: Khanyisa Projects
P O Box 1318
Westville
3630

Contact No: 031- 2616640

Contact No : 031 – 208 3636

Contact Person: Phila Mayisela

Contact Person: Nick Alcock

Table of Contents

<u>1</u>	<u>INTRODUCTION</u>	<u>1</u>
<u>2</u>	<u>KEY OBJECTIVES</u>	<u>1</u>
<u>3</u>	<u>INVITATION OF DELEGATES</u>	<u>1</u>
<u>4</u>	<u>WORKSHOP OVERVIEW</u>	<u>1</u>
	4.1 FACILITATION DETAILS	1
	4.2 CONTENTS	2
<u>5</u>	<u>KEY SUCCESS FACTORS</u>	<u>4</u>
<u>6</u>	<u>VISUAL RECORDS</u>	<u>5</u>
<u>7</u>	<u>WAY FORWARD</u>	<u>5</u>
	ANNEXURE A	6
	ANNEXURE B	7
	ANNEXURE C	1
	ANNEXURE D	11
	ANNEXURE E	2
	ANNEXURE F	4
	ANNEXURE G	5
	ANNEXURE H	6

8 INTRODUCTION

This report provides an overview of the activities conducted during the two-day Market and Market Linkages Workshop that took place on the 16th and 17th July 2009.

9 KEY OBJECTIVES

- Catch up on garden activities over the last four months, i.e. what they have learnt and challenges groups are still facing.
- Strengthen relationships between garden groups and provide a platform for information sharing between garden groups and other IMRM stakeholder groups.
- Provide garden groups with information about the most important aspects to consider when selling produce.
- Input from guest speakers on market expectations, i.e. Boxer, Spar, I Heart Market.
- Information sharing on experiences in selling produce from Mr Nkosi (Sicelemusa Garden).
- Research different markets and market requirements, e.g. Education Department's School Nutrition Programme.
- Considering adding value to and selling produce.
- Practical selling during a real market scenario at Diakonia

10 INVITATION OF DELEGATES

All delegates present at workshop were invited telephonically to the Market and Market Linkages Workshop. This meant that each group could be represented by a maximum of three members. As before, the Diakonia Centre at 20 St Andrews Street was used due to its convenient central locality.

11 WORKSHOP OVERVIEW

11.1 FACILITATION details

The following people played a role through facilitation and provision of various presentations during this workshop:

- Muzi Thoba (Khanyisa Projects)
- Bethwell Mbatha (Newlands Mashu Permaculture - Organic Farming)
- Beverley Ainslie (Khanyisa Projects)
- Akhona Ngcobo (Durban Investment Promotion Agency - DIPA)
- Craig Bigger (Boxer)
- Danny Naidoo (KwaMashu Spar)
- Enver Buckas (eThekwini Parks Department)
- Anna Savage (I Heart Market)
- Phila Mayisela (eThekwini Rural ABM)
- Nick Alcock (Khanyisa Projects)

11.2 CONTENTS

Each delegate was provided with a file, a pen, an invoice book and a black hard covered book. Delegates were asked to find out more about shops locally that you could sell to before the workshop. See **Annexure A: Attendance List**. The detailed programme for Day 1 and Day 2 is included in **Annexure B**.

Day 1:

- Delegates were welcomed to the workshop and introduced to the topic of markets and market linkages.
- Each garden group answered the following questions and reported them back to the whole groups (answers from the groups are summarised in brackets after each question). (**See Annexure C: Activity 1**).
 - What has taken place at your garden since we last met?
 - ✓ *They have learned that they need to plant looking at the season and what grows well.*
 - ✓ *They have learned how to make their own compost.*
 - ✓ *They have learned how to do intercropping and the benefits of applying it.*
 - ✓ *Some gardens mentioned that they now have water in their gardens.*
 - ✓ *They have been trained in using organic ways of planting.*
 - ✓ *They learned that they need to plan their work and divide it to increase productivity.*
 - ✓ *They have learned how to chase insects away without having to use chemicals.*
 - ✓ *They have learned to keep records and working hours to determine how much time they put in on their garden.*
 - Name two new things you have learnt about gardening since we last met?
 - ✓ *Compost making*
 - ✓ *Using permacultural methods in planting their gardens*
 - ✓ *Intercropping.*
 - What is your biggest worry right now in relation to your garden?
 - ✓ *Some gardens still do not have water.*
 - ✓ *They would like to be assisted in pump maintenance.*
 - ✓ *Some gardens would like to be assisted with fencing to prevent cows from grazing in their gardens.*
 - ✓ *They would like to get more tools.*
 - ✓ *There is problem of theft in their gardens.*
 - ✓ *They would like to be assisted on how to prevent absenteeism within some garden group members.*
 - ✓ *They would like to be assisted with their own tractor as the tractors from parks do not arrive on time.*
 - ✓ *They would like to be helped to improve the behaviour of some of the garden members.*
 - What are your expectations for today's workshop?
 - ✓ *The expectation was that they learn more about marketing and economics, be assisted with learning new methods on how to increase their sales.*
- Akhona Ngcobo (DIPA) facilitated the session around Activity 2: Selling your produce – prioritising the important things to remember (**See Annexure D: Activity 2**). Groups had to look at various pictures and points about marketing and prioritise them in the allocated time. The aim of the activity was to emphasise the importance of taking **all** the factors into account and that leaving any one of them out will negatively affect your business and your market. Akhona also promised the growers t-shirts sponsored by DIPA.
- Craig Bigger, Regional Manager of Fruit and Vegetables, presented to the whole group. The main points emphasised were:
 - Boxer do not have a distribution centre; they have 4 suppliers national and 1 supplier for KZN.
 - There are two ways garden groups can enter – through the supplier or directly at a Boxer Store. This depends on the volume of the products and if you have transport to get it to the stores or not. Mr Bigger said the easiest way would be for the garden groups to bring their produce to the stores. If, however, they have a lot of produce, he would arrange the supplier to meet the gardener at their garden, where they (i.e. the gardeners) load the truck, the supplier pays them into their account the following day, and he distributes the produce at various stores around KZN.

Mr Bigger said that gardeners are under the impression that high profits are made by Boxer, as the gardeners are only getting R4,50 a cabbage, while Boxer are selling them at R6.99 or R7.99. Mr Bigger explained the costs involved – the supplier 8 tons trucks running costs are R5 per km and has to sometimes travel very far distances – profits will vary from 50c to R1,50. The supplier will not negotiate a price with the gardener; he will merely offer R4.50 for a cabbage. So if the supplier buys it for R4.50 and adds on his average prices for transporting it, R1.30, the cost price is then R5.80. The supplier has to make a profit and charges Boxer R6.50. Boxer then sells it at R7.99, and therefore makes a profit of R1.49 per cabbage. Mr Bigger pointed out that they also have to consider all the other costs Boxer has – these include high rentals, salary, wages, insurance, water and lights). Boxer needs are:

- ✓ *Based on the customers' needs*
- ✓ *Good quality*
- ✓ *Freshness*
- ✓ *Value for money*
- ✓ *Size – must be more than 4.5kg (don't weigh, by looking at the size through experience)*
- ✓ *Customers are interested in feeding their families and not merely buying to support "poor" growers.*
- ✓ *It is not important if it is organically grown or not.*
- Mr Bigger said that, from previous experiences with some of the garden groups, where the relationship started off fragile, Boxer will rather not buy from them. He said the garden groups' best route would be to approach a local store; provide a sample of the vegetables; organise their own transport and sell produce to them (rather than through a supplier).
- Gardeners asked if they have to be registered and the answer was no, they didn't have to be registered to sell to Boxer. Mr Bigger went on to explain the payment options:
 - ✓ *If the supplier comes to the garden, they will be paid the following day, into a bank account.*
 - ✓ *If the grower delivers it to the store, they will either be paid in cash or into their bank account, which will take 3 weeks.*
- Between the two presentations, the garden groups did a session based on what they had learnt during the Art for Living sessions.
- Danny Naidoo, Fruit and Vegetables of KwaMashu Spar, presented to the whole group. The main points emphasised were:
 - Mr Nkosi's professionalism in his dealings with him.
 - Gardens don't have to be registered to enter into agreements with Spar
 - They must bring a sample to the store and negotiate a price.
 - "Customer is King" – the importance of quality.
 - A few of the vegetables Spar stock – spinach, cabbage, green beans, beetroot, green pepper, curry leaves, chillies (every day – a fast moving product). Butternuts and onions are expensive (as they are hard to get) and encouraged growers to plant these.
 - Prices are determined by the season – e.g. cabbage price in December is much higher when the demand is higher.
 - Gardeners must make full use of their gardens the whole year round.
 - It is not necessary, but is beneficial, if the products are organically grown.
- After lunch, Mr Nkosi had an opportunity to share his experience of selling to Boxer with the whole group.
- Mr Nkosi took us through his experiences on how he battled to get his members to understand that selling to Boxer and Spar meant that they had to lower their prices a little. Every time he made a price deal with Boxer or Spar he had to comeback and explain why the price went down from what they have agreed on. This meant that they had to have different prices for different customers. He mentioned that the advantages of selling to Boxer or Spar is that your entire stock gets sold and does not rot in the garden. He also made us aware of the fact that although one makes more money from selling locally, it is sometimes difficult to get enough local people to buy all your produce.
- Muzi then facilitated an activity on comparing costs incurred and profits made when selling to different markets, e.g. Spar or Boxer and the I Heart Market. **(See Annexure E: Activity 3)**
- Activity 4: Local, close-by markets, was given as homework because of time-constraints. **(See Annexure F: Activity 4)**

Day 2

Delegates brought produce they are currently harvesting and petty cash for change to the workshop to sell on the **second day** of the workshop.

- Delegates were welcomed back to the second day of the workshop.
- Muzi provided details about the research done around the school nutrition programme. Growers did an activity 5: Planning planting, based on the school menu. **(See Annexure G: Activity 5)**. Based on advice given by the Department of Education, the project will co-ordinate a meeting between the garden growers and the relevant school principals. The aim is to ensure that principals sign a contract with the suppliers that specifies that the supplier will buy from the local garden growers.
- Bev facilitated a session on adding value to your products (pickling, drying, packaging, labels, branding). She also summed up the markets covered so far, emphasising the importance of building relationships with potential customers, knowing what your markets want and then planning your planting according to this information.
- Anna Savage, from the I Heart Market, joined the workshop. She added some ideas about adding value to product, assisted as a judge the activity 6 and bought produce from the growers during the last activity of the day.
- Enver Buckas and Phila Mayisela joined us for Activity 6: Adding value. Growers presented their ideas **(See Annexure H: Summary of Activity 6)**; while the facilitators judged the different groups' ideas. Enver provided feedback on each groups' ideas.
- The last activity of the day, growers were provided with paper, stickers, boxes, string, tables and marker pens so that they could make up vegetables baskets (adding value to their products) and sell in the garden at the Diakonia Centre, where the facilitators and other people from the centre came to buy the produce. The conference co-ordinator, Philile, said that it would be great if they could have this mini-market twice a month of a Friday. Growers were given her telephone number and were encouraged to follow this up.
- Muzi took details from the grower about the T-shirts Akhona (DIPA) offered to give to the gardeners.
- The workshop ended with song.

12 KEY SUCCESS FACTORS

Once again there was good attendance with a 75% attendance rate on both days of the workshop.

Delegates actively shared their knowledge and experiences, as well as involving themselves in all activities. Through this workshop it was easy for people like Mr Nkosi who comes from an urban area to have an input and share his knowledge with the people from far rural areas such as Maphephetheni. This would help to show them that if he can do it so can they.

This workshop was a good stepping stone in introducing the garden members to the marketing world which would be the backbone of their businesses.

13 VISUAL RECORDS

Photographs of a number of the workshop activities are included below:



14 WAY FORWARD

Key steps following this workshop are as follows:

- Setting up a meeting between growers and school principals.
- Getting more gardeners groups to sell at the I Heart Market (and a least two other markets on the same day).
- Arrange an adding-on-value workshop (with input from Mike Leech).
- Composting.
- Water.

Annexure A

IWRM Workshop Attendance List

AREA	NAME OF GARDEN	NAME OF GARDEN MEMBER	CONTACT NUMBER
KWA MASHU	Sicelumusa	37. Mr Joseph Nkosi	072 781 2401
		38. Mrs Beauty Nkosi	082 2214 647
		39. Ms Jenneth Mhlongo	031 – 503 5287
		40. Ms Fikile Msomi	079 844 0214
	Buhlebuyeza	41. Ms Busisiwe Ngidi	072 6720 428
		42. Mrs Thandiwe Sokhela	084 431 8009
		43. Thabsile Mabuda	
	Ziphathe	44. Mrs Lindiwe Shange	083 402 6554
45. Ms Nelisiwe Ntombela		083 496 6649	
MZINYATHI	Sukumani	46. Mrs Winfreedah Nzimande	072 088 8017
		47. Mrs Dorris Mayeza	083 723 5135
		48. Mrs Zodwa Muthiwa	078 373 8106
		49. Ms Ntombenhle Ximba	079 817 4714
	Thandanani	50. Mrs Nomthandazo Vilakazi	073 757 4482
		51. Mrs Lindiwe Mhlongo	
	Qhubekani	52. Mrs Thembile Mbonambi	072 530 7625
		53. Mrs Thokozile Mngadi	078 913 9182
	Ukhanyakwegugu	54. Mrs Jabu Jali	076 993 8608
		55. Mrs Ntombekhaya Ntuli	072 672 0428
56. Mrs Nonhlanhla Ngidi			
57. Miss Sbongeleni Maphumulo		072 860 7172	
UPPER MAPHEPHETENI	Thathani	58. Mrs Sizani Mngomezulu	082 955 0969
		59. Miss Phathisiwe Ngcobo	076 162 7946
		60. Mrs Zegugu Khubisa	
	Sizathina	61. Ms Ntombithini Khumalo	071 366 5315
		62. Mrs Agnes Mdunge	071 611 6428
	Sphamandla	63. Welcome Dube	074 703 0551
64. Mzokhona Khumalo		079 548 0844	
LOWER MAPHEPHETENI	Sizanani	65. Ms Sbongile Gwala	072 278 7180
		66. Mr Qinisela Mabaso	
		67. Mrs Ntombikayise Magwaza	074 618 7441
		68. Mrs Nomthandazo Ngidi	
	Phaphamani	69. Mrs Ntombikayise Mbambo	079 661 6003
		70. Mrs Nomathemba Ngidi	076 352 7941
		71. Mrs Bongekile Nojiyeza	079 917 1786
		72. Mrs Thembelihle Mchunu	071 473 0497

Annexure B

DAY 1

Time (length)	Item	Detail	Facilitator/s
8h00 – 8h30 (30 min)	Arrival & welcome	<ul style="list-style-type: none"> • <u>Name tags</u> • <u>Register</u> • Delegates sit in their garden groups (for the purpose of 1st activity) 	<u>Muzi & Bev</u>
8h30 – 8h45 (30 min)	Introduction	Welcome delegates & introduce to topic of markets and market linkages – make sure everybody understands what is meant by these terms. Let delegates know that the workshop will finish at 16h00.	Muzi & Bethwell
8h45 – 9h15 (30 min)	Activity 1: Catching up on our gardens progress	Activity 1 – Catch-up: Garden groups answer the following questions and then report back to large group. <ol style="list-style-type: none"> 1. What has taken place at your garden since we last met? 2. Name two new things you have learnt about gardening since we last met? (Encourage delegates to think of at least 4 things so that the groups don't repeat the same points). 3. What is your biggest worry right now in relation to your garden? 4. What are your expectations for today's workshop? 	Muzi, Bethwell & Bev (1 flipchart, divided into 4, numbered 1 -4 & Muzi adds responses from each report back)
9h15 – 10h00 (30 min)	Activity 1 – Report back	Each garden group reports back on the questions in the above activity – Muzi write responses up on flipchart.	
10h00 – 10h20 (20 min)		Tea (all activities from now in mixed garden groups so that ideas can be exchanged)	
10h20– 10h50 (30 min)	Activity 2: Selling your produce – prioritising the important things to remember	<u>Activity 2: Selling your produce – prioritising the important things to remember:</u> Delegates need to prioritise the most important things to think about when selling their produce, in order of importance (in groups of 4 made of 1 person per garden). Each group will be given the same pictures. Each picture represents something. Groups have to stick the pictures on flipchart – from top to bottom, number the top picture 1 – being the most important thing to remember, and number 10 being the least important thing to remember.	Akhona (&Muzi) (facilitator can encourage a debate about what is the most important aspect – but remember the point is that all these aspects are important)
10h50 – 11h30 (40 min)	Activity 2 – Report back	Report back on a few groups if time allows. THE AIM of the activity: <u>to emphasise the importance of all these points being important in order to sell good, fresh produce, as well as grow your business successfully.</u>	
11h30 – 12h00 (30 min)	Input: Important things to remember when selling your produce	Facilitator goes through some <u>important things to remember when selling your produce</u> (and stick a picture of each theme on the flipchart, as s/he covers that particular point, in no particular order of importance): <ol style="list-style-type: none"> 1. Has your garden group met together to discuss and plan the selling of your products? 2. Is there a market for your produce and what produce do they want? 3. Where is this market currently buying their vegetables from – at what price, how often, etc? 4. Does this always stay the same, or does your market need different things at different times? For example, should you do solar drying to supply sundried tomatoes? 5. What quantities are required? 	Akhona

		6. Should you go to your market or should they come to you? 7. How do you determine the price of your product – based on your expenses and what your market is expected to pay for it? 8. What do you need in order to sell your produce – crates, transport, stands, shade, venue, manpower, cash, bank account, receipt book, logbook, etc? 9. Who are you competing with – what is your competitive advantage over them – what can you offer that is better OR rather different to them? 10. How do you go about finding out about all of the above? 11. Is your business registered? 12. Do you offer a reliable service and product? 13. Is your produce fresh – does it look good – do you present it well? 14. Do you hear and see to your customers (changing) needs? 15. What do you do with the money you earn – how much do you put back into the garden? 16. Do you keep track of what you spend and what you sell, how much is paid out to members of the garden? 17. Do you have a reliable contact number and person? 18. Do you have access to transport (at what price?). Can you join other gardens when transporting your produce to markets (making sure between all of you, your produce is made up of various types of vegetables)? 19. Have you advertised what you are selling, with emphasis on your strengths? What branding can you develop to sell your products?	
12h00 – 12h30 (30 min)	Input from guest speaker (and questions)	Boxer	Craig Bigger
12h30 – 13h00 (30 min)	Input from guest speaker	Spar	Danny Naidoo
13h00 – 13h45 (45 min)		Lunch	
13h45 – 14h15 (30 min)	Input leading up to Activity 3	Look at the difference in selling products and different markets – e.g. cost price, expenses incurred, profits made, etc. Different consumers – informal street/market traders, Spar and Boxer.	Muzi / Mr Nkosi
14h15 – 14h45 (30 min)	Activity 3: Costing activity	Compare the cost involved, the prices products are sold at and the profits made when selling to: <ul style="list-style-type: none"> • Spar or Boxer • I Heart Market 	Muzi & Bethwell
14h45 – 15h15 (30 min)	Activity 4: Local, close-by markets	How to enhance and/or develop other local markets e.g. spaza shops, passing trade and other shops in the area? (Less transports required which is a large part of retail sale costs).	Muzi & Bethwell
15h15– 15h30 (15 min)	An Evaluation	Each delegate reports back about what they learnt today.	Muzi & Bethwell
15h30– 16h00 (15 min)		Closing (transport money)	

DAY 2

Time (length)	Item	Detail	
8h00 – 8h30 (30 min)	Arrival & welcome	Welcome delegates. Let delegates know that the workshop will end at 14h00	
8h30 – 9h00 (30 min)	Input from guest speaker	Information on the school nutrition programme.	Muzi & Bethwell
9h00 – 9h30 (30 min)	Activity 5: Planning planting - based on school menu	Garden groups plan a planting programme for the year with the nutrition schools menu in mind.	Muzi & Bethwell
9h30– 10h00 (30 min)	Activity 6: Adding Value	Groups/pairs have to discuss ways they could add value to their produce (drying, pickling, packaging, labels, branding).	Muzi & Bev
10h00 – 10h20 (20 min)		Tea	
10h20 – 10h50 (30 min)	Input from guest speaker	Adding value (will do a more detailed session with Mike Leech in a separate on site venue – picking etc)	Anna Savage (I Heart Market)
10h50 – 11h50 (1 hour)	Activity 7: Selling products to each other	Each garden must sell some products separately and for some they must make up a vegetable basket (with a label, etc.).	Muzi, Bev & Bethwell
11h50 – 12h30 (40 min)	Reflect on Activity 7	Large group discussion on the previous activity, reflecting on how changing your product slightly can add value.	Muzi, Bev & Bethwell
12h30 – 13h00 (30 min)	Input on organic certification	Input, group discussion and report back (due to time constraints we did not complete this activity)	Muzi, Bev & Bethwell
13h00 13h45 (45 min)		Lunch	
13h45 – 14h00		Closing (transport money)	

Annexure C

Activity 1:

1. What has taken place at your garden since we last met?
2. Name two new things you have learnt about gardening since we last met? (Encourage delegates to think of at least 4 things so that they groups don't repeat the same points).
3. What is your biggest worry right now in relation to your garden?
4. What are your expectations for today's workshop?

Annexure D

Activity 2: Selling your produce – prioritising the important things to remember

	Planning with all garden group members.		Storing & transporting your vegetables carefully.
	Handling your vegetables with care as you harvest them.		Having a variety of vegetables available.
	Finding out the needs of your market and developing relationships with your potential clients.		Listening to your clients changing needs.
	Setting the right price for you produce (not too high, not too low).		
	= R.3/R6/R 10		Consistently pleasing your client, based on their needs.
	Selling well presented vegetables (thinking of neatness, shade, what you do with your waste, etc.)		Keeping a record of what you sold, (selling price, quantities sold). Also keeping a database of clients, (their contact numbers, their needs, etc.)
	Selling fresh vegetables.		Deciding how what you are going to do with the money made from selling – what needs to be re-invested in the garden so that it improves?
	Making the transaction easy for your client by having paper bags or cardboard boxes for them to take the produce in.		Plan continuously based on past, current and possible future circumstances.

Annexure E

Activity 3 – Costing

Your garden group would like to sell 150 bunches of spinach to Spar. Spar are offering R2.50 a bunch, so decide you would rather sell them to local Spazar shops at R4 per bunch.

1. Why do you think Spar is only offering R2.50 a bunch?

2. What expenses does Spar have when buying spinach from you?

3. Do you think it is a good decision not to sell to Spar? And why or why not?

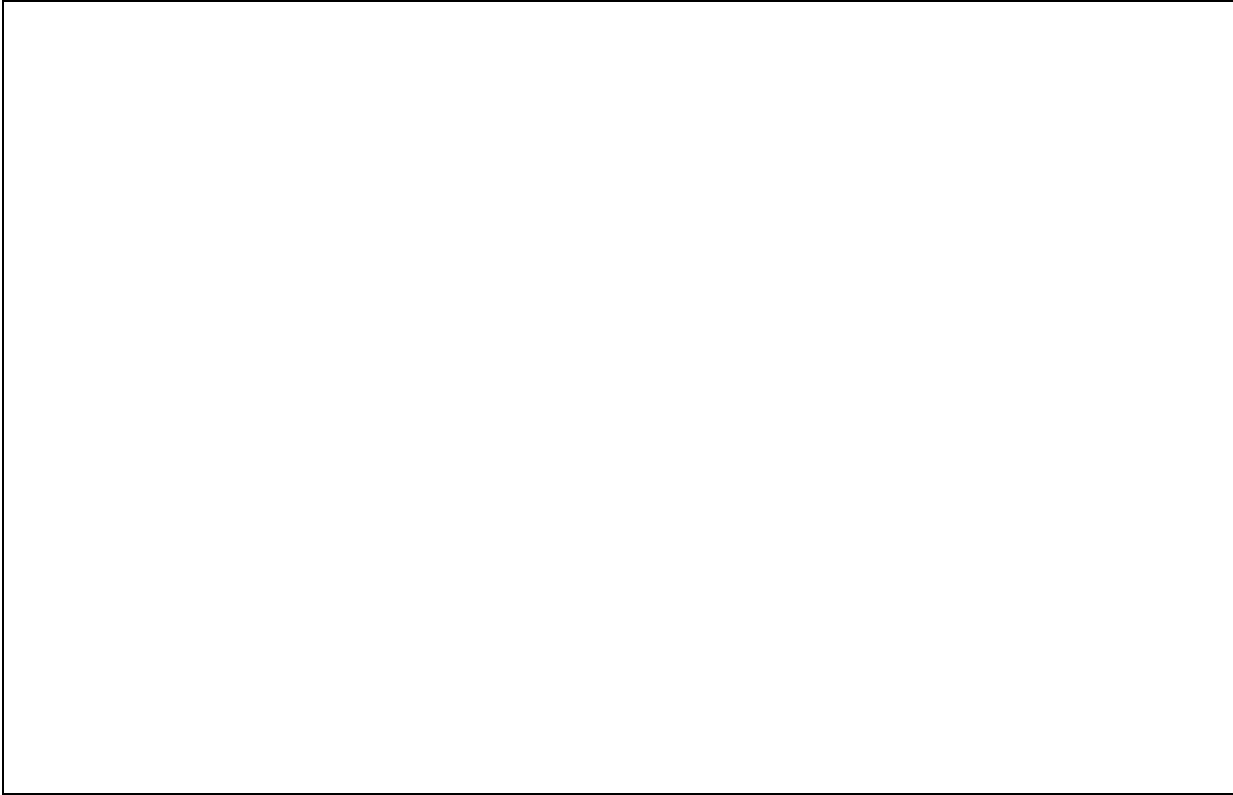
4. How can you guarantee that you will sell all 150 bunches of spinach to Spazar shops?

5. Suggest how much you can sell a bunch of spinach to the following customers?

Spar or Boxer	R
Spazar shops	R
Person walking past your garden	R
I Heart Market	R
	R

6. Why do you think these prices change according to who your sell to and where you sell?

7. If you want to sell to all sorts of customers, how can you plan your planting according? Use this space to draw your field.



Annexure F

Activity 4: How to develop close-by, local markets

1. What local markets (spaza shops, passing trade and other shops in the area) do you sell your produce to?

2. Why is it good to sell to these markets?

3. What problems do you have with selling to local markets?

4. What can you do to improve your sales to local markets?

Annexure G

Activity 5: Plan your planting based on the School Nutrition Programme

Here is an example of the menu for the school nutrition programme.

MENU OPTIONS FOR SECONDARY SCHOOLS

MENU 1	MENU 2	MENU 3	MENU 4	MENU 5 (Variation)
Samp & Beans Glazed Carrots Vitamin C enriched juice	Sugar Beans Curry Yellow Rice Braised spinach Vitamin C enriched juice	Soya Mince Stew Phuthu Boiled Cabbage Vitamin C enriched juice	Pilchards Stew Brown Bread Carrot salad Vitamin C enriched juice	Vegetable breyani Beetroot salad Vitamin C enriched juice

If you were to supply your local school with their vegetables every week, consider these questions.

1. How often would you have to plant?	Weekly
	Twice a month
	Monthly
	Every two months
2. How should you plant your crops?	In the same line each time you plant
	Rotate your crop each time you plant
3. What information do you need from schools to plan for this?	

Annexure H

Summary of Activity 6: Add-on-value to your product

Group 1: (winners)

- Chutneys for functions
- Paw-paw cut in half, filled with a fruit salad with cling wrap.
- Make your own grass basket, label it (with garden name, contact details), add salad for free.
- Use a tablecloth, decorate table, wear aprons and smile

Group 2:

- Special past from avocado pear
- Baskets
- Grill mealies
- Have a special – buy two and get one for free

Group 3:

- Carrot juice
- Pumpkin biscuits
- Reception
- Potato fritters

Group 4:

- Plan all your responsibilities and distribute your work
- Variety basket
- Make wooden spoons for tasting
- Card with cell phone number on

Annexure F

Photographs of Market Linkages Workshop



Group Work

Presentations



**Preparing for
Mini-Market**

The Mini-Market



Annexure G

Presentation Document