Fresh Life Produce (FLP)

Changing South Africa’s Nutrition and Food Security situation with “Decentralised Home Farming” and “Agripreneurs”
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## FLP’s Vision and Mission

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<td>Become the <strong>African leaders</strong> in creating networks of Home Farmers and support them through Agricultural Entrepreneurs working from <strong>Support Hubs.</strong></td>
<td>Implement this dream on various urban and non-urban, under-serviced communities of Africa and to achieve it by following <strong>3 crucial steps:</strong></td>
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1. Establish **“Support Hubs”** that will act as central bases of support for the **Agripreneurs**. These **Hubs** act as demonstrators to the community of the **African Grower Technology**’s capabilities and focus on **multiple revenue streams** to ensure financial sustainability;

2. Successful Hubs enable the establishment of **Home Farming Networks**. The Hubs use and distribute the **African Grower System** to deliver nutrition and food security products and services to the “base-of-the-pyramid” (BoP). They also enable **networks of Home Farmers** to produce these products for own consumption as well as possible surplus production;

3. **Fresh Life Produce** will support these hubs and networks with **“back-office” services and tools** to enable broad export and import channels for products and services from and to these communities.
HOUSEHOLD LEVEL CHALLENGES: NUTRITION LOSS AND DISEMPowered CONSUMERS

- University of California studies show that *almost all* vegetables *lose from 15 to 55 present of its vitamin C within a week* of harvest. Spinach is specially known to have high nutritive value, but it is the worst hit by traveling. Spinach can lose up to 90% of its vitamin C *within 24 hours* after harvest;

- *Insufficient intake of nutrients* by mother and child during the first 1000 days of life can lead to “stunting”; and

- The *current system of agricultural production* has *reduced* citizens to *powerless buyers and consumers* of food.
DID YOU KNOW THAT THE BEST PREDICTOR OF AN ADULT'S ECONOMIC POTENTIAL IS THEIR HEIGHT AT TWO YEARS OF AGE?

27% OF SOUTH AFRICAN CHILDREN UNDER FIVE ARE NUTRITIONALLY STunted.

Stunting signals that a child’s growth and development is not progressing as it should.

Biological foundations laid during the first few years of life fundamentally shape people’s lifelong physical and mental potential.
WHAT DOES FOOD SECURITY CONSIST OF?

Food security

“Exists when all people, at all times, have physical and economic access to sufficient, safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life”.

(FAO, 1996)

FLP Focus
NATIONAL CHALLENGES: 2030 NATIONAL DEVELOPMENT PLAN (NDP)

Transforming society & uniting the country
- Economy & employment
- Economic infrastructure
- Transition to low carbon economy
- Inclusive rural economy
- Positioning South Africa in the world

Promoting accountability & fighting corruption
- Building a capable state
- Building safer communities
- Social protection
- Promoting health

Human settlements
- Improving education, innovation & training

FLP Direct Focus
FLP In-Direct Focus
Global Challenge: Sustainable Development
FLP’s Alignment with Sustainable Development

**People**
- No Poverty
- Good Health and Well-being
- Human settlements
- Promoting health

**Planet**
- Zero Hunger
- Responsible Consumption and Production
- Transition to low carbon economy

**Prosperity**
- Decent Work and Economic Growth
- Industry, Innovation and Infrastructure
- Sustainable Cities and Communities
- Economy and employment
- Improving education, innovation & training
PEOPLE

Sustainable Development

PEOPLE
End poverty and hunger in all forms and ensure dignity and equality

PLANET
Protect our planet's natural resources and climate for future generations

PROSPERITY
Ensure prosperous and fulfilling lives in harmony with nature

PARTNERSHIP
Implement the agenda through a solid global partnership

PEACE
Foster peaceful, just and inclusive societies

Human settlements

Promoting health

1. NO POVERTY

3. GOOD HEALTH AND WELL-BEING
End poverty in all its forms everywhere
Ensure healthy lives and promote well-being for all at all ages
Creating Support Hubs for Home Farming Networks
*Home Farming Hubs* will act as demonstrator to the community of the *African Grower Technology* with *multiple income streams to create sustainability (scope vs scale)* --

- Selling Fresh Produce to surrounding community's
- Selling the African Grower to surrounding community
- Selling seedlings and plant support
- Building a network of Decentralised Home Farmers, Buying the produce back from them and selling a bulk product
- Value adding with a bakery or factory to sell a more profitable product

**Current Work**

- 2 “Pop-up Greenhouses” on Military Bases
- 1 “Pop-up Greenhouse” at rural school near Nelspruit
- 1 Functional Support and Incubation Hub Sakhulwazi Womans Hub in Philippe
FLP’s Focus: Decentralised Home Farming and Distribution of the “African Grower System”

- Each “African Grower” is an individual’s responsibility and the beginning of an enterprise opportunity
- Growers can be located at home
- Growers address nutrition needs as a starting point
- Creating economic opportunity when scaled
- Currently we have established 80 Household gardens in the Cape Flats and growing
Support these networks with “Back-office” services and tools

e.g. Spatially-bases (GIS) Monitoring and Evaluation (M & E)
PLANET

Transition to low carbon economy
End hunger, achieve food security and improved nutrition and promote sustainable agriculture.
Ensure sustainable consumption and production patterns
African Grower

Advantages

An Africanised *vertical growing system* that:

- Needs no running water or electricity;
- Saves *space* (up to 100 plants /square meter)
- Saves *water* (10% of the water used in soil)
- Saves *effort* (no bending and feeding)
- Saves *time* (grow faster than in soil)
- Saves *money* (re-usable)
- Saves the *environment* (uses re-cycled plastic)
- Is *versatile* (can be used in different configurations) - starting with one “pod”;
- Is pest resilient because it is suspended in the air; and
- Can use “grey water” from your bath or shower
Prosperity

8. Decent Work and Economic Growth
9. Industry, Innovation and Infrastructure
11. Sustainable Cities and Communities

Economy & employment
Improving education, innovation & training

Sustainable Development

People
End poverty and hunger in all forms and ensure dignity and equality

Planet
Protect our planet’s natural resources and climate for future generations

Prosperity
Ensure prosperous and fulfilling lives in harmony with nature

Peace
Foster peaceful, just, and inclusive societies

Partnership
Implement the agenda through a solid global partnership
Promote inclusive and sustainable economic growth, employment and decent work for all
Build resilient infrastructure, promote sustainable industrialization and foster innovation
Make cities inclusive, safe, resilient and sustainable
African Grower Incorporated into a Pop Up Greenhouse

- Has the potential of growing +/-100 plants per square meter
- Fully customisable structure that incorporates multiple African Grower Towers
- Has the capability of being fully automated and solar driven
WE CREATE THE SUPPORT AND TECHNOLOGY FOR ECONOMIC OPPORTUNITIES IN COMMUNITIES BY ENABLING HOME FARMING AND INCUBATION HUBS

For example Central bakery that buys the produce from the community members and converts it to a sellable product

- Spinach Pasta
- Herb Infused olive oil
- Smoothies / Juice
- Pesto
Sakhulwazi Bakery

https://youtu.be/Gvh02WA3R08
**Personal Highlights**

- **Early Days:** Training at my first roof-top garden at Intaka Island
- **Best Moment:** Winning Cape Talk Small Business Award 2017
- **Investec Winner Israel Agricultural Learning Trip**
- **Teaching some Celebs about farming (Charlize Theron and Trevor Noah)**
- **Assisting SANDF Project Koba Tlala in training Reserve Force Members in Vegetable Gardening**
OUR PARTNER

REEDiSA (Pty) Ltd, with:

50+ (people) years Tech4D Experience,
45+ years ICT System Development Experience,
20 years of T4D Deployment & Maintenance Experience,
15 years Community Learning Experience,
15 years SMME Development Experience,
7 years of Regional “Infopreneur” Experience,
7 years local “Infopreneur” Experience,
40 years Agricultural Development Experience,
25 years of Skills Development Experience,
5 years Hydroponics & Aquaponics Experience.

http://reedisa.com/Our-Team/our-team.html

Http://www.reedisa.com
Rensie van Rensburg has been active in the Technology for Development (Tech4Dev) arena for 25 years and has lately (pre-retirement) been managing several large portfolios of systemic science, engineering and technology (SET) interventions aimed at rural innovation. These have been proving to be opportunities to - in a hands-on manner - scope, design and implement systemic and holistic rural innovation programmes that targets the appropriate sub-systems (including education) as catalysts for broader, rural, socio-economic development. He has also been the Key Account Manager (KAM) for the CSIR relationships with the South African Departments of Rural Development and Land Reform (DRDLR) and the Department of Co-operative Governance and Traditional Authorities (DCoGTA) and has been the Principal Investigator during 2016 of a study into the integration of services for Local Economic and Enterprise Development (Integration4CrossSDLED).

Braam’s latest undertaking has been to implement a multi-year CSIR project at the Tshipakoni Agricultural School in the Vuwani area of Limpopo in the period 2016 to 2018. He inducted 10 Infopreneurs and they have so far collected 1 500 agri-business records from community members in the area. He also led them on a HCD (Human Centred Design) online course which everybody successfully completed. He is currently using the Infopreneur network to support start-up small farmers and assists them with planning, preparation, production, harvesting, processing and marketing of agri-products. Braam used the project funds for the infrastructure and start-up costs for small farmers and monitors and evaluates the progress according to a business plan to ensure that agricultural products are produced and sold to the agri-business initiatives in the area. He is therefore involved in the financing of small-scale farmers and what impact this finance has on business processes.

Sibongile is an experienced labour practitioner, combining a strong corporate background in employment law with proven expertise in rural sustainable projects and business regulatory compliance. She is passionate about mentoring local small businesses, with focus on HR and business improvement initiatives and specialises in developing innovative HR solutions to complex problems associated with start - ups, small and micro enterprises resulting in business sustainability. She has set up and maintained innovative HR systems in various micro and small businesses and displayed expertise and understanding associated with leading ‘young’ businesses. Because of South Africa’s legislative framework, HR initiatives get infused with business solutions, resulting into tangible profitability, regulatory compliance and sustainability.

Uys du Buisson has a broad range of research, planning, implementation and evaluation experience in economic development initiatives. He has worked with Science Councils, different tiers of government and business to design frameworks for socio-economic development, built the capacity of historically disadvantaged communities to enter the economic mainstream and established partnerships for sustainable development initiatives. This experience laid the foundation for his current activities in strategic planning, business development, monitoring and evaluation and documenting lessons learnt for replication and influence on policy.

Helene van Rensburg has 28 years of teaching experience at all levels within the primary as well as secondary schooling context in Southern Africa. During the last 17 years she had been specialising in the teaching of mathematics and mathematics literacy at secondary school level. She has therefore developed a comprehensive understanding of the challenges experienced by learners from (primarily) rural areas in achieving comprehensive numeracy skills. She is also a qualified Remedial Teacher and are using these skills to overcome the challenges that these learners are facing. She has been a keen sports coach for all her life and has a great love for music - including assisting in choir coaching. She had at various stages been running her own hockey club for primary school kids and competed in strong leagues.

KEY ADVISORS
THE WAY FORWARD

• Partnering with the Western Cape Department of Health to identify key Clinics in Communities to convert into **home farming hubs** in order to bring in an element of preventative care. It will also act as a demonstrator to the community of the **African Grower Technology**.

• Training local youth to become **Agripreneurs** to:
  • manage and maintain the **home farming hubs**;
  • tapping into the market that visits the clinics on a daily base to sell fresh produce and
  • distribute the **African Growers** into the community creating their own **Decentralised Home Farming Networks** with the help of our back office support.

• Connecting these **Decentralised Home Farming Networks** to larger markets like the SANDF project Koba Tlala which tries to open their privatised kitchens to local producers

• Expand the learning from the Western Cape to the rest of the **Continent and the World**