



AUDA-NEPAD
AFRICAN UNION DEVELOPMENT AGENCY



THE SECOND CATALOGUE FOR WOMEN IN AGRIBUSINESS

The Gender Climate Change and Agriculture Support Programme (GCCASP)

© African Union Development Agency

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TABLE OF CONTENTS

Foreword	04	Thembi Jacobs - A-Z	27
Preface	06	Etta Charlotte Nchong - South West Women and Youth's Agribusiness Network	28
Acknowledgements	08	Nkosana Shabane - Frutee Belliez	29
Jean Moghogho - Bolero CEPA Group	10	Leticia Kuda Mupawose - FESO Africa	30
Khosi Zulu & Mavis Maremi - Natural Quencher	11	Tshiyiwe Sibhula - Zimbabwe Farmers Union	31
Ngabaghila Chatata - Thanthwe Farms	12	Cacilda Mampane - Kalahari Chocolates	32
Nonhlanhla Joye - Umgibe Farming Organics and Training Institute	13	Doreen Matanhire - Women and Resources in Eastern and Southern Africa (WARESA)	33
Marthe Alvine - SOCAGRIC	14	Seyi Elisabeth - Regroupement des Associations Féminines pour l'Agriculture, l'Élevage et la Pêche dans le département du Mbam et Inoubou (RAFAMI)	34
Primrose Chakuchichi - Tatamu Projects	15	Fouagou Seraphine - Cooperative of Initiators for Agro-pastoral Development (CIDAP)	35
Tambe Loveline Ebot - Regional Multipurpose Youth Centre	16	Kyobutungi Beatrice Tumwesigye - Kabucebebe United Farmers' Cooperative Society	36
Khanyi Mjwara - Summerdays Farm	17	Mbala epse Abena Ondo Catherine - Regroupement pour la Promotion des Femmes et des Filles de la Mefou Akono (REPROFFIMA)	37
Harriet Ssali - JH Floricultural Growers	18	Dopgima Stella Cruelleu - The Forum for Christian Women Empowerment and Development (FOCWED)	38
Nomasonto Mbonane - ZamaMкуси	19	Ida Saïzonou - Amazonas Cultures	39
Sibongile Mtsabe - Sibocali Traders	20	Annex 1: Key Outcomes of the 2019 Conference	41
Litah Malejane - Dream Flavours	21	Annex 2: About Umgibe Farming Organics and Training Institute	43
Mphatso Sibuy - Nali Malawi Company	22		
Bamidélé O. Apolline Moulikatou Adjibola - Délé Saveur	23		
Nosihle Sithole - Emnambithi Aloe Manufacturing Co-Op	24		
Ntombifuthi Ncengwa - Masibumbane Dairy	25		
Pinky Gumede - Sweet Pink Trading	26		



FOREWORD



Through the Gender Climate Change and Agriculture Support Programme (GCCASP), the African Union Development Agency (AUDA-NEPAD) organizes Conferences for Women in Agribusiness to provide a platform for women to interact and share experiences, challenges and lessons on a range of issues including climate change and agripreneurship.

This series of Conferences is a clear demonstration of our resolve in line with the commitment of the African Union Summit of Heads of State and Government in 2014 in Malabo, Equatorial Guinea, to 'enhance support for preferential entry and participation of women and youth in gainful and attractive agribusiness opportunities'.

Women's contribution to agriculture and the broader agro-food system is significant. Given the level of women's role in agriculture, supporting women agripreneurship is critical for transforming economic and social wellbeing of households, communities and economies across the continent. The attainment of Agenda 2063 and SDGs set goals and targets is also directly linked to progress in developing sustainable women-owned agribusinesses.

We need to go beyond just **ACKNOWLEDGING** that women are important in the continent's development efforts. As such, we need to fully understand why women agripreneuers continue to encounter significant constraints and how we can catalyse and support concrete **ACTION** to overcome these bottlenecks and deliver on our commitments.

I would like to highlight a few messages that are very important in relation to the theme of the 4th Conference for Women in Agribusiness which is "Investing in Women Entrepreneurship". These include: Access to affordable investment finance remains foremost among the challenges faced by women agripreneuers across the continent; the African Continental Free Trade Area (AfCFTA) offers opportunities for women agripreneuers and partnerships are key to unlocking this potential; we are not investing enough on capacity building and skills development; gender-based socio-cultural stereotypes and exclusion remain a major hindrance for women agripreneuers.

I therefore call upon governments to create conducive environments where women can find support and thrive. Significant investments are needed in research, financial inclusion, skills development, support services as well as creating and tailoring digital solutions that respond to the circumstances of women agripreneuers. Governments across the continent need to equip women in business with information, skills and tools they need to fully benefit from the opportunities brought by the AfCFTA. Civil Society needs to effectively engage with the governments so that their commitment to improving the lives of African women is reflected in the amount and quality of budget allocations that are made towards the agriculture sector.

Dr Ibrahim Assane Mayaki

CEO, African Union Development Agency (AUDA-NEPAD)

NURTURING WOMEN IN AGRIBUSINESS





PREFACE



The Conference for Women in Agribusiness is a continental platform within the Gender Climate Change and Agriculture Support Programme (GCCASP) of the AUDA-NEPAD, an implementing arm of the African Union. The platform brings together women farmers and entrepreneurs within the agriculture-agribusiness arena from across the continent to share information, ideas, knowledge and best

practices through policy dialogue, panel discussions (policy and technical sessions), trainings, exhibitions of goods produced and processed by women entrepreneurs and peer learning through field visits.

The Inaugural Conference for Women in Agribusiness was organized in October 2014 and since then, the Conference and related activities have increasingly grown to be a valuable intervention in catalyzing and supporting women entrepreneurs in agriculture and food systems to build and strengthen their business initiatives - becoming viable and competitive. The 4th Conference built on the outcomes of the Conferences in 2014, 2015, and 2017.

The 4th Conference for Africa Women in Agribusiness that took place in October 2019 was held under the theme 'Investing in Women Entrepreneurship.' It was attended by government officials, representatives of development partners, NGOs, women smallholder farmers and entrepreneurs and journalists from different media houses. The Conference was organised in recognition of the need for concerted multi-sectoral support for women agripreneurs who, through the agriculture and the broader agro-food system, are playing a critical role of contributing to the transformation of economic and social well-being of households and communities across the African continent.

The attainment of Agenda 2063 and Sustainable Development Goals is also directly linked to progress in developing sustainable women-owned agribusinesses.

The overall objective of the 4th Conference, was to provide a platform for sharing insights and lessons on promoting women agripreneurship in Africa. Specifically, it was aimed at providing a platform for discussing key issues that affect women agripreneurs within an African context such as access to knowledge, skills, finance and markets, with a view to finding practical solutions; sharing insights and lessons on what works in overcoming gender-based stereotypes and exclusion that disadvantage women agripreneurs; and strengthening women agripreneur networks to enhance their position within value chains and promote partnerships for business.

The Conference discussed a range of supportive mechanisms that can enhance women entrepreneurs' growth and development. These mechanisms include: provision of opportunities to dialogue, consult and share experiences. It also includes capacity building through trainings to empower women in Agribusiness within the continent.

It was acknowledged that women agripreneurs are disproportionately affected by poor access to business financing owing to gender-based stereotypes, among others. The conference therefore discussed the various financing frameworks that women agripreneurs in Africa need to explore and consider in accessing finance to grow their agribusinesses. In addition, women were also trained to improve their understanding of Innovative Financing and Risk Management for Agribusiness; the available Technology Tools for Entrepreneurship; and the key factors to consider when preparing to get into Cross Border Trading. Building on the knowledge from the three trainings, the participants were challenged to scale the heights of international trade by taking full advantage of the AfCFTA agreement.

To achieve this, the women were encouraged to fight for their space within this trade regime especially considering that they are starting from a low base as compared to men. One of the proposed strategies for claiming this space was the formation of business groups or cooperatives so as to raise the profile of their businesses, be able to access business support services and have the capacity to meet market demands and ensure quality standards.

While acknowledging the multiple challenges that the continent is facing, participants were urged to take a leadership role of developing homegrown solutions by turning the challenges into business opportunities. A key factor of ensuring that women agripreneurs are running competitive agri-enterprises was to work towards becoming specialists in their chosen line of business as well as investing in a management team that is experienced and competent.

Some of the recommendations that were made at the conference include: the need for implementation of transformative strategies aimed at addressing policies and stereotypes that are contributing to the persistent gender gaps with regards to accessing business support services such as financing, information, market opportunities training and appropriate technologies. There is also need for governments and partners to create spaces through which women agripreneurs can organize themselves into cooperatives and networks to advocate for social justice and participate in policy formulation. One of the key advocacy areas relates to the ratification and full implementation of the African Continental Free Trade Area (AfCFTA) that would allow free and easy movement of people, goods and services and facilitate dispute resolution among and across the continent. The spaces will also serve as platforms for women agripreneurs to develop their skills and build partnerships for easy access and utilization of the business support services so that they are able to develop innovative agribusiness solutions to the challenges faced by the continent. These platforms will also enhance sharing of best practices and lessons at both the national and continental levels.

It is also recommended that civil society should come up with innovative strategies for effective engagement with Ministries of Finance to ensure that agriculture gets sufficient budget that is effectively allocated to key strategic areas that support women agripreneurs. Besides the governments, it is also important to enhance private sector engagement to ensure that it can support easy access to technologies, financing and markets at various levels of the value chain.



Private sector is also critical for the creation of job opportunities and ensuring skills transfer to women as well as the youth. To access financing for their agribusinesses, it is important that women agripreneurs are able to package high quality financing proposals so that potential investors should be convinced to put money into their businesses. Where necessary, the women should make use of the services that are provided by government and private sector entities aimed at supporting such businesses. Being an industry that is associated with different price and weather-related risks especially with the effects of climate change, women agripreneurs are encouraged to educate themselves on these risks and the effective mitigation mechanisms that would minimize the impacts of such risks.

This Catalogue is the second Catalogue for African Women in Agribusiness. The 1st catalogue was launched at the 4th Conference for Women in Agribusiness. The Catalogue is one of the tools for supporting women in agribusiness. It is aimed at enhancing networking opportunities and exposing women agripreneurs to potential buyers, funders, investors, partners, mentors and policy makers. The second Catalogue features women from different parts of Africa who exhibited their products at the 4th Conference for Women in Agribusiness. Their stories, successes, inspirations, challenges and words of advice to other women agripreneurs have been captured. Their contact details are also available in the Catalogue for ease of reach. I encourage all stakeholders to support these women. Supporting women in agribusiness is one of the sure ways of ensuring that the continent's women population is empowered for transformation.

Estherine Lisinge-Fotabong

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ACKNOWLEDGEMENTS

This 2nd Catalogue for African Women in Agribusiness is a compilation of information emanating from the exhibitions and field visits of the 4th Conference for Women in Agribusiness that took place in Durban, South Africa from the 29th of October to the 31st of October 2019. Many people contributed to the success of this Conference.

AUDA-NEPAD would like to thank the Deputy Minister of Trade and Industry, Ms. Nomalungelo Gina for presiding over and opening the Conference; the Mayor of the e-Thekwini Municipality and the representative, Mrs Sithole for the welcome remarks; GIZ and its representative, Mr Arshfod Ngugi for the Statement.

Special thanks should also go to all delegates of the Conference, women agripreneurs, facilitators, panelists, trainers, rapporteurs, and exhibitors who responded to the invitations, participated and made invaluable contributions to the Conference and its outcomes. We also acknowledge ASIME Women for arranging the field visit and Ms Nonhlanhla Joye (Founder of Umgibe Farming Organics and Training Institute) who opened her farm to be visited by the participants of the Conference.

The Conference also benefited from the valuable talents of the organizing AUDA-NEPAD team comprising of Mohamed Abdisalam, Edna Kalima, Manyewu Mutamba, Carol Mutepfa, Mercy King'ori, Tendai Tofa, Mwanja Ng'anjo, Buhle Hlatshwayo, Collen Moyo, Eugene Owusu, Bernice Mclean, Erick Sile, Teko Nhlapo and all AUDA-NEPAD colleagues who provided support in one way or another. Their support and tireless efforts contributed immensely to the success of the Conference and the development of this 2nd Catalogue.

AUDA-NEPAD would like to acknowledge support from the Norwegian Agency for Development (Norad) towards the Gender Climate Change and Agriculture Support Programme (GCCASP) under which the Conference was conducted; the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and the Food and Agriculture Organisation (FAO) of the United Nations for their technical and financial support towards the organisation of the Women in Agribusiness Conferences. Special appreciation goes to FAO for funding the development and publication of the two Catalogues for African Women in Agribusiness.

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GROWING THE CONTINENT TOGETHER



Jean Moghogho

Bolero CEPA Group

My name is Jean Moghogho. I am from Malawi. I am a woman as well as a farmer. I farm amongst other activities that I also do. My products include sugar beans, groundnuts and soya beans amongst other agricultural products. We are a group of thirty-six women by the name Bolero women's Group in which I am the chairlady.

What inspired me is that when I started farming at first, I had no idea that farming could also be a business opportunity. So, this gave me interest and I decided to invest my time and knowledge there. I wanted to turn my knowledge of farming into a business so that I could feed and provide for the needs of my children and relatives. When I sell my products, I make money which makes life easier as I am now earning a living through Agribusiness. Not only that; 90% of us have been able to use our savings to pay school fees for our children and have rented more agricultural fields to increase production. The household nutrition status for most of us has improved including 2 of us (myself and Leah Silungwe) who managed to use the surplus to start cross border businesses such as going to Tanzania to collect items for sell. However, one set back has been the lack of sustainable markets especially for the farm produce.

My advice to any young female farmers would be, if you have a plan, don't give up. Everything starts small; do not despise humble beginnings. Just keep focused on your goal and remain persistent.

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NATURAL QUENCHER



Khosi Zulu & Mavis Maremi

Natural Quencher

My name is Khosi Zulu and with me is Mavis Maremi. Our company's name is Natural Quencher and we are based in Durban. We manufacture juice which primarily comprises of garlic and ginger. It is a totally natural juice free of preservatives and colourants.

I would say that the biggest challenge that we have here in Africa is agriculture related as we don't have enough land to cultivate the ingredients for our products. If we had more land we would be in a better position as farmers so we could have control over our production and thus increase productivity. This would enable us to increase our turnover and provide more job opportunities to other local farmers interested in the agribusiness sector.

My favourite quote in life would be to *"live life to the fullest!"*

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Ngabaghila Chatata

Thanthwe Farms

My name is Ngabaghila Chatata and I am from Lilongwe, Malawi. I am the Managing Director and Co-founder of Thanthwe Farms. What motivates me is the fact that Malawi does not fully feed or provide food products for itself so I would like to contribute to food production and food security in Malawi. I would also like to export Malawi-produced food to Africa and the rest of the world. I have also introduced a range of herbal teas because the latest trend is to consume healthier food products. I grow Hibiscus and lemon grass and package them for the communities in Malawi as well as reaching out to the greater African region.

For Thanthwe Farms, I would say success is when we will have the capabilities to distribute our products to the African continent and working in conjunction with five thousand or more Malawian farmers to grow their herbal products, and putting food on the table for these communities.

My favourite quote in life is: *“Do it as unto the Lord.”*
So, whatever your hands find to do, do it perfectly.

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Nonhlanhla Joye

Umgibe Farming Organics and Training Institute

My name is Nonhlanhla Joye I am the Founder and CEO of Umgibe Farming Organics and Training Institute. I am based in Durban South Africa. The company was established in 2015 and we currently employ 12 permanent staff and 9 part-time.

We grow and process our vegetable crops. Umgibe believes in the production of diverse and safe foods, making farmers the first point of safe food consumption. We produce sauces, beetroot, pumpkin wine, spinach pastas, fermented juices and sauerkraut.

My dream is for Umgibe to be a premier African woman owned business committed to providing and promoting leadership in sustainable agribusiness. To be the emerging African farmers of choice, producing good quality agricultural products effectively for the growing demand with our own set markets. What I would like to say to the women of Africa is ***“Together we are an ocean but individually we are mere raindrops”***.

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Marthe Alvine

SOCAGRIC

I am Marthe Alvine Biroki Mademand my city of origin is Yaoundé, Cameroon. I have just finished school at the Agricultural Practical School of Binguela in Cameroon.

I am a beneficiary of the AUDA-NEPAD Programme from inception in 2018. The AUDA-NEPAD programme assisted me with establishing my company, namely Socagric, which focuses on transformation of green condiments into puree/produce. We make honey enriched with garlic and lemon zest as well as cocoyam chips.

My motivation in relation to my business is the creation of employment, research and the development of agriculture in my country. I would also like my children to be familiar with what my company does so that I can transmit my knowledge and passion to them. Eventually, I can teach them how to manage and infiltrate the industry of agribusiness and farming. This will enable them to continue to build the enterprise even further than I have had opportunity to do.

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Primrose Chakuchichi

Tatamu Projects

My name is Primrose Chakuchichi. I am from Zimbabwe and I am thirty-three years old. The name of my company is Tatamu Projects. We manufacture laundry soap bars under the brand name 'greenpower soap.' My company was established three years ago and has gained momentum over this period employing several personnel. Our soaps are extremely unique as they are made of 100% natural ingredients.

For my company, what I would describe as success would be having state of the art machinery that can produce quality product efficiently, as well as exporting to other nations. At the moment, we are only selling products locally in Zimbabwe so exporting will aid in growth and success for us.

To women and youth wishing to start a business, a bit of advice from me – It's a lot of hard work. You need to put in a large amount of effort. The journey is not easy, but it can be done. I have personally achieved this. I started my business when I was twenty-four and I am now at age thirty-three and if I had to write a book, I would say it's the road less travelled, but I encourage you to do it.

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Tambe Loveline Ebot

Regional Multipurpose Youth Centre

My name is Tambe Loveline Ebot and I am from Cameroon, specifically from the South West Region, representing the Regional Multipurpose Youth Centre. I am a female agripreneur in the business of transforming or processing agricultural products. The name of my business that I have just started is MALU Processing and I am the founder and manager. Coconuts, Moringa leaves, lemon grass, aloe vera, natural snail serum and carrots are the major agricultural raw materials with which I use to process and produce essential oils to moisturise skin and hair, medicated bar soap and shower gel for the body, and shampoos for natural hair. Nevertheless, the essential oils are our main products in the market.

Our major challenge is that we hardly have enough to satisfy the market. Production at large scale is limited due to poor access to resources. My advice to the young female processors and farmers or anyone starting a business is: everything you need is inside you, owning your own business is the most fulfilling life you can ever have. Don't be scared of tomorrow, because tomorrow is yours to manipulate. Be determined and take a deliberate step to succeed. Let us be the change that Africa needs. Don't wait for employment, be an employer.

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Khanyi Mjwara

Summerdays Farm

My name is Khanyi Mjwara. I represent Summerdays Farm which is located in Bothas Hill, near the city of Durban, South Africa. At Summerdays Farm we plant and process jalapeno chillies which we manufacture into tasty chilli condiments. Our flagship sauce is the Curried Jalapeños which is great for cooking with and for being used as a condiment to complement many different meals.

Success for our business would mean attaining a level where we could supply retailers and the hospitality industry in and out of South Africa, as well as growing the business to a size that we empower other women farmers, especially those that are based nearby us in Bothas Hill.

A motivation quote that comes to heart is that *“Be the best in everything you do.”*

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Adds a *Spicy Flavor*
for extra enjoyment
of your food





Harriet Ssali

JH Floricultural Growers

My name is Harriet Ssali. I am a businesswoman from Uganda and my company's name is JH Floricultural Growers (U) LTD. My primary business is in flowers. My other business produces seedlings for bamboo, and I sell them to other farmers. I have a bamboo farm myself and I use the trees themselves in construction and to make products such as earrings, necklaces and even pencil holders. I hereby add value to the bamboo. Bamboo serves many purposes. It can be used for clothing production, tiles, and can be used in construction as timber.

Back to my primary business. I farm with flowers and I myself am a florist. I offer this service for different occasions, from weddings to funerals. The flowers give a sense of life. Many people are scared of death which causes you not to live in peace. So, to live in peace you need to know there is life after death.

I started this business when I was young, so I would like to encourage the young ladies out there not to fear returning to the soil, for it is from the soil that we feed from. I originally started growing flowers in Israel. I thereafter returned to Uganda and started my own farm there. I then proceeded with using more of my flowers as decorations.

I would like to ask my fellow women to really persist and work hard, as it is through hard work that I have gained. All these ideas just come because I am constantly thinking about what to do next. We should not think of a single line of products. You can produce so many things. You can look at a single product and sum up the various applications that the product can be used for. It is through this thinking, that I have made it.

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Nomasonto Mbonane

ZamaMcusi

My name is Nomasonto Mbonane. I am the owner of ZamaMcusi, a company that was established in 2012, based in Newcastle. I produce peanut butter which is called Delicious Peanut Butter.

My vision is to expand my peanut butter operation and grow into a large-scale company. Job creation within my community is one of the driving objectives of the establishment of this company. My main motivation is that my community loves my peanut butter and supports me in my venture, particularly, the school and the local crèche are purchasing my product.

All of this adds to my dream of community development. I am very blessed to be able to work for myself and create opportunities from nothing. I hope that one day I can export my product across the continent of Africa.

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Sibongile Mtsabe

Sibocali Traders

My name is Sibongile Mtsabe and I am from Durban, South Africa. We produce Cocoyam Krispy Chips. In Durban we refer to it as Amadumbe Krispy Chips. Amadumbe is full of vitamins and minerals. It is organic and locally produced in South Africa. It is very healthy for everybody and it tastes awesome! When you snack on our product you are eating indigenous roots from South Africa which as mentioned is organic and nutritious. It also aids in regulating your sugar levels in your body. If you are diabetic, whala! It's the perfect snack for you.

It comes in chilli and regular flavours and the product itself is sourced from local farmers including our women farmers from Umgababa and Ulundi. They have extensive knowledge on how to grow this product and it grows naturally. We harvest it and they earn an income. Just imagine a girl aiding her mother on the lands and earning an income from it. When you support us, you support them.

To me success means that I am impacting people. I am changing lives. As we know there is not enough employment for everyone in our country, but we do have land. Impacting those women from the local villages and helping reduce unemployment drastically, all of this by making use of the land we have helps to create viable income and restore dignity! My goal for my business is that it would grow efficiently and that I would be able to introduce it into the larger markets in South Africa. As the industry is scalable, it will go from community to community.

I would say my quote for the day is to **“arise and shine”**. Your time is now. This is the time to make it happen for you!

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Litah Malejane

Dream Flavours

My name is Litah Malejane and I am from Botswana. I operate in White Angels (Pty) Ltd Trading as **DREAM FLAVOURS** which is also its brand name. The company is owned by five Botswana women and is located in Molepolole Village, 40km from Gaborone. My product is yoghurt and goes by the name Dream Flavours. The yoghurt is produced using indigenous fruits locally found in Botswana.

The challenges we meet include ingredients like milk that we require to produce our yoghurt. Capital is equally important as we cannot purchase additional stock to produce the yoghurt without an investment. If we could reach the export market, we could distribute our products on a much larger scale. Our machinery is also manual, and it hinders us from producing as much as we could. We source our packaging and some of our raw materials from outside the country and it can be very expensive because we have to send a courier to collect them.

Our success story is that we are the only Botswana women who ventured into yoghurt manufacturing. We supply local hotels, hospitals and retail stores. Advice to any women farmers or anyone starting a new business is to make research and have more knowledge of the type of business you intend to go into; have a vision and be passionate, confident, and believe that you can do it. Never fear asking for help. Learn from your mistakes.

My quote is *“It does not matter how slowly you go, as long as you do not stop.”*

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Mphatso Sibuyi

Nali Malawi Company

I am Mphatso Sibuyi from Malawi. I am working for Nali Limited in Malawi. We produce Nali chilli sauces which are available in different flavours. These flavours include kambuzi, garlic, barbeque, chicken and masala. Our slogan translates to 'friends, be careful'. I think it's a perfect slogan seeing that our chilli sauce is nice and hot on the taste buds.

We are represented here to collaborate with different people so that we can boost our business in different countries. Just this morning, I collaborated with one of the other companies with the same interest as ours, producing chilli products here in Durban. We exchanged details and will now be working together to offer our products between Durban and Malawi. Our dream is to reach all chilli lovers across the African continent.

Just to give some advice to my fellow women entrepreneurs in Agribusiness – In everything you do, you should not give up due to challenges presented. If you wish to succeed, keep working hard and set your mind to the goal you desire to achieve. It will come.

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Bamidélé O. Apolline Moulikatou Adjibola

Délé Saveur

My name is Bamidélé O. Apolline Moulikatou Adjibola. I am an agro-food processor. I come from Benin and was trained at Songhaï centre, which is the largest centre in Benin. My company's name is Délé Saveurs (DS). We process Shea butter as well as plantain chips. We also make peanut biscuits and cupcakes. The peanut is crushed either into a fine or granular form. Other than that, we also make gari which is made from cassava, which is based with turmeric and coconut milk. It is an extremely unique taste and is optimally dried for flavour.

We also make flour produced from maize which we have begun to process. Those are some of the products that we offer. I give thanks AUDA-NEPAD who initiated a programme that we partook. This programme allowed us opportunities that we now benefit from. We are happy to be exhibitors here today.

The business I run today is not a result of motivation because I really wanted to learn something in Songhaï centre to process spices but upon arrival, there were many activities that I could undertake and I selected the processing of vegetables. We farm fish and we do the production and processing of vegetables. It is not passion or motivation but because I want to create employment and resolve a huge problem, we have that is affecting the youth today, and AUDA-NEPAD has helped me to resolve this problem. This activity has allowed me to recruit other youth like myself who are learning like myself on how to do what we currently do today. We are self-taught in these processes and learning from more experiences will ensure that we can also contribute to food security.

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Nosihe Sithole

Emnambithi Aloe Manufacturing Co-Op

I am Nosihe Sithole from Emnambithi Aloe Manufacturing Co-Op. We make lifestyle health and body products where the core ingredient is aloe. Our range includes aloe body cream, shower gel, soap and healthy aloe juice.

Aloe has many health benefits. The aloe we use is certified and tested, ensuring it is of the highest quality. Our juice aids in strengthening the immune system. The soap we offer aids in healthy skin and is mild enough to be used on babies as it has no harmful ingredients and is organic. It also reduces the common effects of rashes, pimples and eczema. Our shower gel aids in opening pores to clean deeply and nourish all skin types. Our body cream has proven results in the prevention of skin abnormalities such as eczema, pimples and rashes.

Sbu Ndebele former Kwazulu-Natal premier motivated me. He educated us on the development of health products using organic and natural plant bases. The importance of using natural plants in product creation is a very effective way to reduce harmful side effects that exist in synthetic and chemical products.

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Ntombifuthi Ncengwa

Masibumbane Dairy

My name is Ntombifuthi Ncengwa from Greytown, KwaZulu-Natal, South Africa. I am co-founder of Masimbumbani Dairy, a company that produces dairy products, namely yoghurt, drinking yoghurt and maas. Our delicious and refreshing yoghurts are produced in four flavours: granadilla, peach, strawberry and cream soda and served with fresh fruit pieces.

Success is uplifting the women and youth of my community by creating employment opportunities through my business. We also work with disabled persons. I realized that even if you are disabled or have a disability, the right mindset gives you a drive to pursue your goals irrespective.

I myself live with bi-polar disease, but with the support of my community, my family, our government, I am encouraged to do more and expand my entity.

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Pinky Gumede

Sweet Pink Trading

My name is Pinky Gumede and I am from Pietermaritzburg. I am the owner of Sweet Pink Trading which is a dairy processing company. We produce eating yoghurts, drinking yoghurts, emasi and a variety of cheeses. We also produce leather products such as bags and belts.

I started my company in 2010 from my kitchen and we now supply several chain store outlets, catering companies, to name a few. We also offer Yippy products which are very nourishing and healthy to drink. They are produced from the finest fruits and milk which we obtain in our region of KwaZulu-Natal, here in South Africa.

My advice to women in agribusiness would be that they need to continue persevering. They need to stand still and focus on their dream, because it's not easy out there. We need to stay focused and even when business is under-performing, we have to keep waking up and pushing. Even when it's productive, we still need to continue driving the company forward with hard work and efforts and we need to celebrate when it shows success. So, finally I would say never give up on your dreams; stay focused.

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All for one,
One for all.



Thembi Jacobs

Zamukele Thembela T&T Solutions trading as A-Z

My name is Thembi Jacobs. I am from Newcastle, KwaZulu-Natal, South Africa. I am the founder and director of 'A-Z' where we produce a product range called 'Vavilicious' made up of butters, jams and atchars in different flavours. The business started in 2010 and we have eight ladies working alongside us. The income generated from the sale of our products help us to support our families.

Our ultimate goal is to grow into a large company that supplies our products at national level. We also offer products and services under different avenues, such as art, catering and décor as well as poultry farming. We have an entrepreneurial drive to stretch our gifts and talents to provide a variety of services.

This multi-disciplinary business approach has kept the business afloat because when one of the products is a slow seller, we can rely on several income opportunities to generate income.

My advice for any women in agribusiness is that you remain persuasive and patient, knowing that one day you will succeed.

Never give up on your dream.

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Etta Charlotte Nchong

South West Women and Youth's Agribusiness Network

My name is Etta Charlotte Nchong. I am from Cameroon. The name of my company is South West Women and Youth's Agribusiness Network. It is actually the holding company that has separate organisations represented under it. Our main product is AMOF (Authentic Memorial Organic Fertiliser) which is produced from animal waste. It is used by women in production of their primary produce such as vegetables, fruit and several other food crops. We also produce a variety spices from a wide range of plants and vegetables.

We are also involved in capacity building. We try to assist smaller groups in managing their institutions, with important business tools such as leadership skills, group dynamics and bookkeeping. We currently, have over twenty groups that are under our association.

I would like to encourage African women to use AMOF as it really increases productivity and also allows them to upscale their production, thereby improving their livelihoods.

I think the main challenge we currently have concerning this organic fertiliser is packaging. The way it is currently presented is not good enough realising that we need to export it to various countries. We would like to make the packaging look more professional and presentable. Another challenge is financial support so that we can produce it at a larger scale.

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Nkosana Shabane

Frutee Belliez

My name is Nkosana Shabane and I represent Frutee Belliez which was introduced to the market by two young entrepreneurs, Lona Mnguni and Lisa Mthethwa. Having started out as a home business, the company has grown into an established business.

What makes me tick is the passion and enthusiasm. I have a lot of drive. I believe in myself and the product that we are selling. Frutee Belliez is an agro-processing company. We buy fruits and vegetables, process them into various products such as fruit salads, veggie salads as well as smoothies, which we then supply to our customers. Our products have been in the market for over ten years. We wake up early every single morning, go to the market to find quality fruits and vegetables that we can blend and then sell to various clientele that we market our products to.

Success in the company would mean us getting our business to expand and thus service national and eventually international clients. We have client relations that we have developed in the past years that allow us to sell in stadiums during cricket events, and from this we have had great responses meaning our products are well received. So basically, my personal viewpoint of success for my company would be growing the business and eventually franchising so that our product can become well known and we can thus grow larger as a corporation.

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Leticia Kuda Mupawose

FESO Africa

My name is Leticia Kuda Mupawose and I am the founder of FESO Africa, an organisation that manufactures hair growth formula primarily using a weed which grows naturally in Southern Africa. Originally, the company started in Zimbabwe.

My favourite quote in life is ***“the boundary of your legacy is the one you place on it yourself.”*** What do I mean by this? A seal that you put on yourself determines how far you will go in life. Remove the boundaries in your life! The sky is the limit.

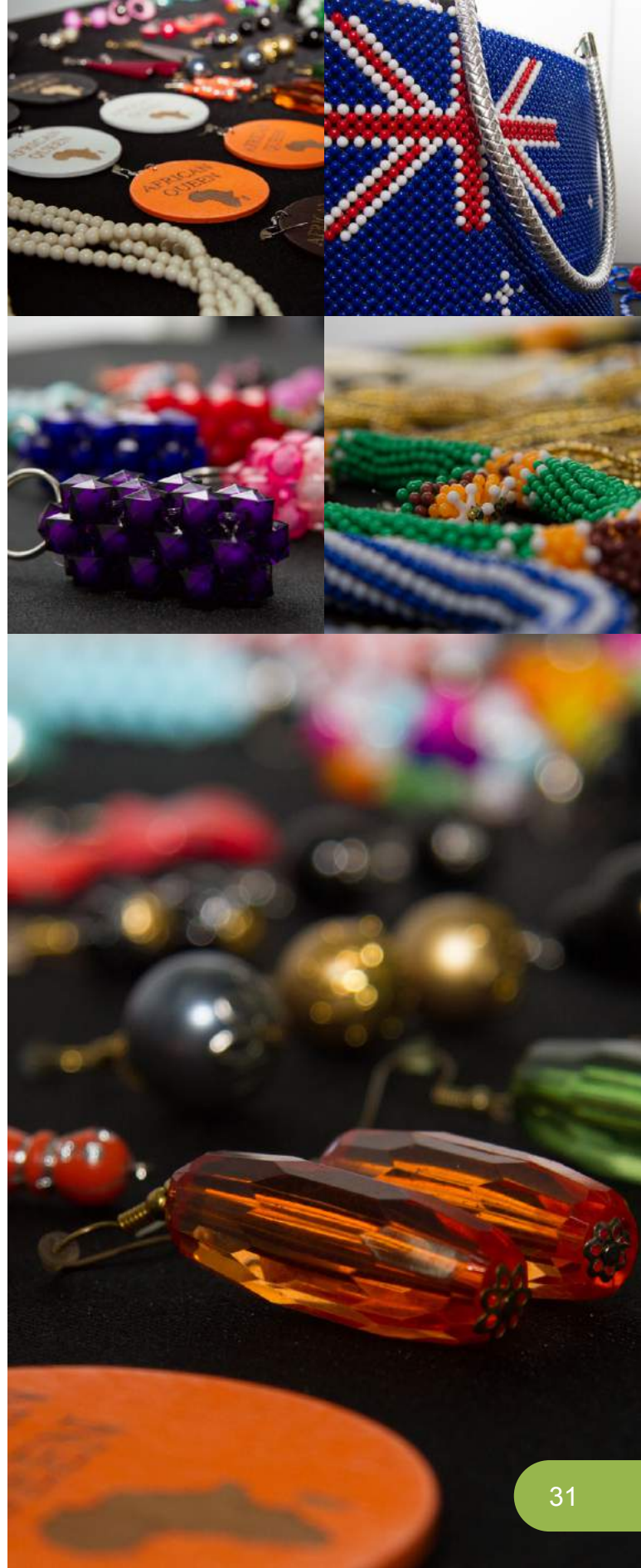
For me success would be a day when I am able to give back to my community and to inspire young and upcoming entrepreneurs to use what you have available to you. If you take my product for example, I used a weed and I was able to successfully turn it onto a product. So, if I can impart that zeal to make use of what you have and make money from it, earn a living from it and inspire others, for me that would be the definition of success.

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Tshiyiwe Sibhula

Zimbabwe Farmers Union

My name is Tshiyiwe Sibhula. I am from Zimbabwe with the Organisation – Zimbabwe Farmers’ Union. I started with a nutritional and herbal garden, then to Macadamia nursery, pineapples, cassava and sweet potatoes production. I then moved on to value addition. I dry and roast Macadamia nuts (snack), produce beads from avocado nuts and natural Avocare face powder and scones. from cassava flour. We grow Macadamia trees for the nuts. We also process (value add) fruits such as bananas and other varieties of fruits that can be dried.

What inspired me is that when I joined ZFU, that was the time I started getting trained in Project Management and Farming as a Business. Through ZFU, I started mixing with other women from other districts, provinces and regions. We had some exchange visits with other entrepreneurs where I was very much inspired and began to participate in and practice various projects which improved my living standard.

My success is seen in that I managed to educate my children through these projects, and I now run a “Inosisa” dairy project (Inosisa, a local language – Shona - means high milk production).

My advice to women is that as women we are torch bearers within our communities. Let us not have negative thoughts about our projects. A girl child’s future is in our hands, through hard work, you can achieve your goals. Never be selfish, always share.

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Cacilda Mampane

Kalahari Chocolates

My name is Cacilda Mampane. I am thirty-five years of age and I am the owner of Kalahari Chocolates. We manufacture chocolate and we are based in Gaborone, Botswana.

We were established in September 2008. Our chocolates come in a large variety. Amongst our offerings are chocolate bars, pralines and different snacks which are coated with our chocolate. Our target market are individuals, corporates, retail as well as other sectors and government.

My advice to any young women who wishes to start a business as a young entrepreneur would be stay on, don't lose hope, you will be rewarded. We have so many opportunities as women that have been made available to us in our given countries; so, grab the opportunity and get working. It is not easy, but persistence will pay off.

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Doreen Matanhire

Women and Resources in Eastern and Southern Africa (WARESA)

My name is Doreen Matanhire. I am from Zimbabwe. Our organization focuses much on women farming. We come with a wide spectre of diversified farming, the main activities being grain and vegetable production. We are a group of women by the name WARESA in which I am the middle scale farmer.

I was inspired by people who wanted to buy our product (maize) when I started farming as it is the staple food in our country. The other thing that inspired me was that as a farmer, I was more likely to rear a family and thereby promote the future welfare of my household, community and the nation.

Farmers' markets have allowed us to interact directly with consumers. In addition, consumers benefited from healthier food options and we as farmers benefited from new opportunities to sell our crops. We are now able to pay medical bills and school fees for our children and relatives without constraints. Some of the women farmers in our organization have achieved asset ownership by owning cattle and goats in their names, and also after selling products, thereby destroying cultural beliefs that assets belong to men only.

My advice to any female farmer would be, farming is a big sector that requires knowledge, skill, passion and most of all capital hence it will not be easy for beginners. It is the will and zeal coupled with the right attitudes that bring about success. I am telling the women farmers that ***“no matter how many times you fail keep persisting.”***

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Seyi Elisabeth

Regroupement des Associations Féminines pour l'Agriculture, l'Élevage et la Pêche dans le département du Mbam et Inoubou (RAFAMI)

My name is Madame Seyi Elisabeth. I am the President of RAFAMI from Cameroon. RAFAMI focuses on the development of the value chain for corn and its by-products such as flour, seed, starch and cuckoos; production of food crops such as yams, cassava, sweet potato; export crops like cocoa and palm oil; fruit crops like pineapple and plantain; gardening and marketing tomatoes; breeding of broilers and traditional chickens.

We are motivated to fight against poverty which affects women or young girls in rural areas by promoting agriculture, livestock breeding and fishing. This is in order to move from subsistence activities to commercial activities for income generation designed for women farmers.

Our successes are that we have structured more than 25 female member associations with over 500 rural women members; the promotion of our agro-pastoral productions at several national fairs in Cameroon; the increased number of rural women trained in agricultural and pastoral techniques as well as skills development to fight against the harmful effects of climate change.

The challenges are mainly in empowering women to be real entrepreneurs in their activities which includes creation and management of SMEs.

Advice to all women farmers or anyone starting a new business is the need to change mentalities from rural women to enterprising women.

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Fouagou Seraphine

Cooperative of Initiators for Agro-pastoral Development (CIDAP)

My name is Fouagou Seraphine. The name of our organisation is Cooperative of Initiators for Agro-pastoral Development (CIDAP). We are women farmers from Cameroon.

Our main activity is rice transformation and our products are made with 100% rice. The products include; rice flour, rice biscuit, pop rice, rice milk, rice malta, rice cake, etc

We also do farming and we produce bananas, plantains, corn, ground-nuts, potatoes, and cassava.

What motivates us is to change the standards of living for our families and the country and ensure there is development.

The success that we have achieved is that through our initiative we are impacting some people and their families and encouraging them to do what we are doing. However, we still have great challenges as our goals are not yet fulfilled. We would like support for more capacity to extend our rice transformation by opening big stores in many places so that we will impact much more families by providing jobs and food for many. We would also like to increase our farm and its production.

My advice to women starting a new business is to keep focused on their goals. They should start with what they have and remain persistent.

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Kyobutungi Beatrice Tumwesigye

Kabucebebe United Farmers' Cooperative Society

We are women and men farmers from Biharwe, Mbarara City, Uganda. Our Organisation is called Kabucebebe United Farmers' Cooperative Society. We grow bananas and add value to them by making flour from bananas.

The challenges that we encounter include the following: the market for our bananas is still low; lack of machinery for processing the flour; lack of skilled labour due to inadequate levels and poor quality of education; labour on our farms is expensive; no support for market identification; lack of adequate infrastructure e.g roads, making market access difficult and lack of market research information.

We advise women farmers to make cooperatives so that they can easily get support for marketing of their products.

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Mbala epse Abena Ondo Catherine

Regroupement pour la Promotion des Femmes et des Filles de la Mefou Akono (REPROFFIMA)

REPROFFIMA is an association promoting the empowerment of girls and women in the Mefou Akono sub-division in Cameroun. We produce watermelons using drip irrigating system. We also produce cocoa and transform it into different products like cocoa butter, Praline flavoured cocoa beans, cocoa flavoured sugar, roasted cocoa beans, and ground cocoa beans for body scrub. What inspire or motivate us is the change that technology has brought for the urban and rural women; the improvement on the women and the independence that women are gaining.

Advice to any women farmers or anyone starting a new business is that they should aim at moving from subsistence farming to commercialisation of their agriculture, venture into business, gain a market and have potential customers.

“Practice makes perfect.”

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Eteki Njoh nee Dopgima Stella Guelleu

*The Forum for Christian Women Empowerment
and Development (FOCWED)*

FOCWED was created on the 1st July 2006 at Buea Fako Division, South West Region of Cameroon. Its vision is to see Christian Women and Families as well as rural communities involved in and benefit from the process of development. We are into transformation and preservation of agro-products that is to reduce post-harvest losses incurred by farmers. We conserve vegetables and non-timber forest products. We transform rice, plantain, potatoes, cassava and maize.

The greatest challenge has been capacity building of our target population who are very ignorant about climate change. We also have insufficient materials, technical know-how to better transform and preserve agro-products. Our lone drying oven can't satisfy the population.

Our achievements include assisting widows to carry out income generating activities. The creation of a cooperative for the production, transformation and climate smart agriculture technologies conservation and commercialization of diverse food products.

FOCWED plans to strengthen its ties with both the grassroots, national as well as international partners to ensure the empowerment of its target population.

“When you start others will follow slowly but surely.”

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Ida Saïzonou

Amazones Cultures

My name is Ida Saïzonou. I am young Beninese entrepreneur. I applied for the training for young entrepreneurs organized by the Songhai Center and AUDA-NEPAD. This opportunity made me understand that venturing into an unknown field is not bad but being trained is essential for the future life of my company.

This is how I created Amaz 'Amazones Cultures', an agro-pastoral company that produces and processes cassava. We chose this product because of the benefits it has for the body.

We transform cassava into bread flour which is more and more consumed in baking (replacing wheat), refined simple gari, coconut milk and turmeric gari, chocolate gari, pineapple and many more other flavours. Our label is the gari 'Tchigan,' this chosen name literally means 'superior quality.' It was borrowed from the largest brand of fabric in West Africa. We also produce coconut oil, seasonal fruit juices, syrups and soaps (liquids and solids). All our activities are done following an eco-responsible, eco-friendly approach by implementing awareness-raising strategies, training of women and girls in rural areas.

It is our role to ensure togetherness for gender equality and the empowerment of women in general and in particular, the African woman. We have learnt that women can be poor but they can live with dignity .

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Annex 1: Key Outcomes of the 2019 Conference

The key outcomes of the 2019 Conference for Women in Agribusiness are as follows:

- Women should take advantage of the African Continental Free Trade Area (AfCFTA) Agreement as an opportunity for women entrepreneurship. Women should be at the forefront and use their collective voice to advocate for its ratification and implementation.
- Women agripreneurs should get to know the various financing frameworks and make use of them to finance their enterprises.
- Stakeholders including the civil society should advocate for women biased policy designs and their implementation.
- AUDA-NEPAD should establish continental structures for the promotion of private sector involvement in skills development for women agripreneurs.
- AUDA-NEPAD should promote sharing of experiences, best practices and key lessons among women agripreneurs at a continental level, focusing on tools and technologies, capacity building and knowledge management.
- Women in agribusiness should organize into formal groups like cooperatives to increase their representation and leadership along the value chain.
- Governments should provide women in agribusinesses with customized solutions that reduce barriers to markets through embracing science, innovation and technology.
- Women agripreneurs should identify relevant digital marketing tools that work for them and their target market including social media, radio and TV, websites and mobile platforms.
- Women agripreneurs on the continent should make sure that they are export ready in terms of capability, quantity, quality, price, logistics, and information (of relevant rules, regulations, tariffs, certification, tastes, etc).





Annex 2: About Umgibe Farming Organics and Training Institute

The 4th Conference for Women in Agribusiness culminated with a field visit as part of benchmarking and peer learning exercise. Umgibe Farming Organics and Training Institute is owned by a multiple award-winning enthusiastic farmer, community leader, and a fighter Ma Nonhlanhla Joye who highly motivated her guests and provoked them to do more.

Located in Chesterville within a residential semi-urban area, Ma Joye and her team welcomed a group of 120 guests who were visibly excited to physically witness the greatness of organic farming and the agri-processing site.

Umgibe is a story of Ma Joye who was diagnosed with cancer in 2014 and as a result she could not work so as to provide for her family. She decided to grow organic vegetables in her backyard. Unfortunately, the chickens ate all the crops, needless to say she was devastated. As a resilient woman with a vision, she was determined to turn a hopeless situation into a victorious one.

She innovated a system to grow vegetables using discarded plastic bags as growing bags, elevated the bags from the ground, and this proved to be a smart way to prevent chickens from invading the crops. The benefits of the innovation did not only bar the unpleasant invasion but extended to water saving. Being a humanitarian as well, Ma Joye managed to feed destitute families in the neighbourhood, which in turn attracted more customers who started buying the surplus produce. Taking into cognisance the rate of unemployment in the area, an unstoppable community builder started teaching other community members to grow nutritious vegetables. The story that began with pain and suffering has paved the way for poverty eradication amongst hundreds of families.

Agro-processing

Inadequate access to markets did not escape Umgibe as it is one of the common challenges facing small-scale farmers. Inadequate access to markets normally results in excess food. As a norm Ma Joye tends to rise to the challenge. “We recognised this as an opportunity to process all excess vegetables into juices, wine, sauces, etc. This proved to be a good idea as we do not throw anything away; we add value to our products. Vegetables that would normally be thrown away are processed through pickling, fermentation and the rest into compost.” She proudly explained.

Impact of Climate Change

Ma Joye advocates for organic agriculture. She said, in contrast to conventional farming, mixed organic farming is highly efficient in recycling the manures from livestock and crop residues by composting. Leguminous crops deliver additional nitrogen to the soil in sufficient quantities. Organic production has great mitigation and adaptation potential, particularly with regard to soil organic matter fixation, soil fertility and water-holding capacity, increasing yields where there is medium to low-input agriculture and enhancing farmers’ adaptive capacity.’

Experiential Training Institute

Education, training and development are other passions of Ma Joye. “We are also an accredited institute that offers holistic courses covering all the organic farming and management skills that new farmers need. Trainees come from all over the country to learn at our Wartburg campus near Pietermaritzburg.” she said. Umgibe offers courses in vegetable, poultry and livestock production, and mixed farming. “We believe that we have developed best-practices in developing new farmers,” she further elaborated.



The model has five essential pillars, namely:

- A sound theoretical knowledge base in agricultural technology
- Competency based practical skills training
- Training in farm business management
- Training in appropriate life skills
- Effective follow-up and support services.

Future Aspirations

To be a premier business committed to providing and promoting leadership in sustainable agriculture and advanced crop farming.



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