



## SEED Initiative

supporting entrepreneurs for sustainable development

Founding Partners



## SOUTH AFRICA WINNER 2013

Farmer Eco Enterprise Development (FEED Africa) develops low-carbon eco-farming for emerging organic farmers, empowering them to enter the green economy as entrepreneurs. It offers them support on infrastructure, land development, management, training, mentorship, marketing skills and helps them to access markets.



## FEED Africa, South Africa

### BUSINESS MODEL

FEED Africa's business model is to commercialise emerging eco-farmers who lack the resources and expertise to participate in the mainstream green economy and to help them adapt to climate change. The five pillars of the model are: selection of land & people, training, mentorship, operational support, and sales & marketing.

Individual farms are often too small to achieve the volumes required by markets. FEED therefore creates a platform where groups of local farmers can share resources, training and access to markets.

### ENTERPRISE FAST FACTS

Location	Thabazimbi, Limpopo
Year founded	2011
Sector	Agriculture
Product/Service	Training and support

### CONTACT

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### Social impacts:

- Ensuring a broader social impact, as participants in the enterprise share the knowledge gained within their communities.
- Improving health and livelihoods in the communities surrounding the farms. These communities consist of 1,500–3,000 households.

### Environmental impacts:

- Replacing conventional chemicals on the farms with about 1,000 tons of organic chemicals and 5,000 tons of organic compost.
- Using natural resources sustainably – less water is used and healthier soils result.
- Minimising waste by recycling it in earthworm farms.

### Economic impacts:

- Developing emerging farmers and ensuring they have sufficient scale to compete on markets.
- Training and educating on all aspects of farming and marketing to ensure improved income for farmers and more jobs for community members.

FEED provides a practical, pragmatic and scalable model of how an enterprise can help promote the necessary agrarian transformation.

### Scaling up activities:

- Create 500 permanent jobs in agriculture and generate sustainable revenue streams for emerging farmers, with a specific focus on local women farmers, empowering them to enter the green economy.
- Enable poor communities to respond and adapt to climate change by creating 800 hectares of local organic farming.
- Establish formal agreements with markets and supply 30,000 tons of organic vegetables to retail markets.
- Rehabilitate the soil of 800 hectares through sustainable organic farming, achieving average water savings of 30 % per farm.



By focusing on empowering female organic farmers, FEED enables more and more women across South Africa to enter the green economy.



### Partnership

Food & Trees for Africa provides extensive training, land, infrastructure, marketing and business support.

Afrisam SA has been funding Rethabiseng farm development for five years, giving over 50 eco-farmers the support they need to establish sustainable eco-farming businesses.

Kumba Ore funded a 20-hectare bamboo farm and the development of a 4-hectare organic vegetable farm in Thabazimbi.

National Development Agency (NDA) funds new farmers in Lawely, south of Johannesburg, and will provide funding for the next three years to develop a working organic vegetable farm.

With the support of  
the Flemish authorities



The 2013 SEED Awards in 2 South African provinces are supported by the Government of Flanders through Flanders International Cooperation Agency (FICA), which is active in Malawi, Mozambique and South Africa.

### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to [info@seedinit.org](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### Partners

CONSERVATION  
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