



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## SOUTH AFRICA WINNER 2014

Waste to Food (W2F) provides an alternative to the disposal of organic waste in landfills. A combination of two technologies offers a commercially profitable and scalable processing system for recycling food waste into high quality compost. The franchise model fosters enterprise development.



## Waste to Food, South Africa

### BUSINESS MODEL

The enterprise generates revenue by recycling food waste and processing it into compost with commercial value. Food waste is collected from retailers and then pre-composted using HotRot in-vessel technology that eliminates pathogens and weeds. The pre-compost is later converted to high quality compost using the Worm Hammock earthworm composting system.

Combining both composting technologies yields a better quality end product. Micro-franchises produce the vermicompost, which is sold to commercial compost producers, who will blend it into a range of growing media.

### ENTERPRISE FAST FACTS

Location	Cape Town
Year founded	2012
Sector	Waste management
Product/Service	Organic compost

### Contact

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### Social impacts:

- Offering entrepreneurial opportunities for franchise operators and employment opportunities at the HotRot processing centre.
- Improving local food security through the food production initiative.
- Increasing access to organic farming and gardening products.
- Supporting community gardens and urban agriculture via partner organisations.

### Environmental impacts:

- Decreasing soil erosion and improving soil structure and fertility.
- Reducing carbon emissions by diverting waste from landfills.
- Decreasing long-term contamination of water resources by reducing the input of chemical fertilisers and pesticides.
- Decreasing plant susceptibility to pests through nutrient-rich vermicompost.

### Economic impacts:

- Increasing income from micro franchises.
- Improving economic returns for the enterprise, at a large scale.
- Support to local community gardening initiatives.

” Waste to Food provides an alternative to the widespread practice in South Africa of disposal of organic waste in landfills.

### Scaling up activities:

- Secure a second HotRot in-vessel composting system and 30 more Worm Hammocks to make the business more viable and increase its outputs. An expanded processing system could process wastes such as meat products whereas currently, only vegetable and fruit waste can be composted.
- Establish further production sites across town in places where organic wastes accrue, like fruit and vegetable markets.
- Expand distribution of vermicompost to intensive agriculture, floriculture industries, the horticulture trade and retail outlets.
- Construct a greenhouse and seedling germination house to support the future food growing element of the enterprise. W2F currently maintains a demonstration garden at its production site. Growing food, and distributing it to retailers, will eventually provide additional revenue. The farming plots will be operated as micro-franchises.



” Combining the two technologies achieves more efficient stabilisation of organics and yields a higher quality end product.



### Partnership

• **Waste to Food Ltd.** provides operational capacity and hands-on management of the business.

• The **City of Cape Town** has supported the set-up of the enterprise infrastructure and the development of the enterprise's franchise model.

• **PickN'Pay Retailers** uses the enterprise as a contractor to dispose of expired food from its retail stores and distribution centres. The business has funded a processing site at the Philippi Fresh Produce Market and has commissioned an organic waste audit and an organic waste separation trial.



The 2014 SEED Awards in South Africa are largely supported by the European Union, which is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Additional support is from **Hisense**

### 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)

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