



SOUTH AFRICA
WINNER 2010



Food & Trees for Africa

Transforming South Africa into a
green and food secure country



SEED

promoting entrepreneurship
for sustainable development

Founding Partners



About SEED

SEED strengthens the capacity of small grassroots enterprises in developing countries to enhance their social, environmental, and economic benefits, builds bridges between entrepreneurs and policy makers and stimulates exchange and partnership building.

SEED was founded by the United Nations Environment Programme (UNEP), the United Nations Development Programme (UNDP) and IUCN (International Union for Conservation of Nature) at the 2002 World Summit on Sustainable Development in Johannesburg and is hosted by adelphi research gGmbH, based in Berlin, Germany.

adelphi research is a leading think-and-do tank for policy analysis and strategy consulting. The institution offers creative solutions and services regarding global environment and development challenges for policy, business, and civil society communities.



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Creating innovative solutions to local challenges

LOCAL CHALLENGES

Poverty, unemployment and inequality

In 2015, Oxfam reported that over **half of South Africans** lived below the national poverty line and more than **10% live in extreme poverty**¹. In terms of inequality, the World Bank shows that South Africa is amongst the most unequal societies in the world²; estimating that the bottom 20% receives less than 5% of the national income compared to the wealthiest 20% receiving more than 60%³. Meanwhile, **unemployment** currently stands at **26.7%**, the highest rate on records since 2008.

Food insecurity

At the same time, **20-25%** of the South African population still suffers from hunger and malnutrition⁴, because poor households lack money to buy food; the ever growing urban population lacks access to land to cultivate food; and water shortages create significant challenges in the production of food. Furthermore, the farming sector still carries the legacy of apartheid where black farmers were only allowed subsistence farming. Consequently, emerging black farmers are still challenged by a legacy of unsustainable land management practices and a lack of access to services, infrastructure and technical farming knowledge.

Environmental degradation and greenhouse gas (GHG) emissions

Finally, historical land policies and management practices, urbanisation and industrialisation have caused severe land degradation. For instance, water erosion, soil acidification and soil fertility degradation now all affect land productivity, weakening South Africa's food production capacity and its ability to sustain livelihoods among the rural poor⁵. Deforestation, due to cultivation, settlement, or the use of wood, has resulted in extensive loss of biodiversity, and decreased capacity for CO₂ absorption. With a population of over 55 million, expected to grow to 74 million by 2050⁶, the increasing demand on water, food and energy will only exacerbate the current pressures on natural resources and GHG emissions produced in the country.

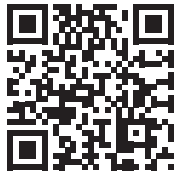
HOW THE BUSINESS WORKS

Food and Trees for Africa (FTFA) aims to build healthy and sustainable lives to uplift poor communities out of poverty while addressing environmental degradation and climate change. They do that through multiple programmes centred around sustainable agriculture and food production, tree planting and awareness raising, such as Trees for All which provides trees, training and employment for disadvantaged communities; Food Gardens for Africa which develops permaculture food gardens for poor schools and communities; EduPlant which offers schools food gardening and education; and FEED which develops and clusters emerging organic farmers in Ecozones.

Through a thorough application process, FTFA has gathered a large database of schools, communities and emerging farmers living in unhealthy, denuded and degraded landscapes that are in need of socio-economic development. At the same time, they work with hundreds of sponsors, e.g. corporates, foundations, and governments, that aim to alleviate South Africa's poverty and environmental degradation. FTFA matches the sponsors' objectives (e.g. food security, climate change mitigation, employment, etc.) with FTFA's most suitable projects and with the schools, farmers, or communities' needs.

As a result, FTFA has touched the lives of hundreds of thousands of people. What makes them different from other NGOs in South Africa that tackle issues around climate change, biodiversity and social development, is that they are one of the few, if not the only one, to address such a wide range of issues through such an integrated approach.

Watch how we do it!



”Tackles food insecurity, unemployment, environmental degradation and climate change by creating greenbelts of community gardens and trees and by empowering emerging organic farmers.“

Key Facts:

Location: South Africa
Founded: 1990
Annual turnover: USD 1,300,000
Annual profit: USD 67,000
Workers: 90
Female workforce: 53%



¹ <http://adelph.it/FTFASourceOxfam>
² <http://adelph.it/FTFASourceWBGINI>
³ <http://adelph.it/FTFASourceStatssa>
⁴ <http://adelph.it/FTFASourceCI>
⁵ <http://adelph.it/FTFASourceSOER>
⁶ <http://adelph.it/FTFASourceWB>

The power of partnerships*



National Government

Department of Agriculture, Forestry and Fisheries (DAFF) has partnered with FTFA for the last 25 years to green South Africa and provide food security. They provide resources such as funding, trees, water infrastructure and educational material, and connect FTFA to the market and to the Department of Trade and Industry. In turn, working with FTFA increases DAFF's success rates in terms of agricultural development and urban forestry. Through their extensive database, rigorous selection criteria and community networks on the ground, FTFA is able to guide DAFF to the specific areas and communities that are most in need and those that are most likely to sustain the projects in the long term.

Industrial Development Corporation (IDC), a national development finance institution owned by the South African Government, is one of the multiple sponsors of FTFA. They offer sponsorship mainly for food gardens in rural schools and the development of small scale farmers, particularly in the North West and Free State Provinces. In 2012, they offered a grant of ZAR750,000 (USD50,000), for the initiation of the project. The project was so successful that they became a long term partner and in 2014 offered a new grant of ZAR3 million (USD200,000) for the scale-up of the project.



National corporates

Woolworths, one of South Africa's largest retail chain stores, is a primary sponsor of FTFA, specifically supporting the project EduPlant. Through their ongoing funding, FTFA has been able to develop hundreds of school gardens and has trained as many schools in gardening and environmental awareness.

While working with FTFA is part of Woolworths Corporate Social Responsibility (CSR) strategy, the partnership goes far beyond that. The support to EduPlant is now fully integrated into Woolworths' business model and funding for the project assimilated in their retailing strategy through the "Get1 Buy1" campaign; for each bag of spinach that is bought in the store, one round of seeds is provided to schools taking part in EduPlant.

Pioneer Foods, one of South Africa's leaders in the food and beverage industries, was one of the initial funders for the development of long term food gardens and resource centres in schools of Limpopo. Through their financial support, FTFA was able to set up food gardens in 60 schools. Nowadays the direct support is still ongoing in 27 schools, however those now also act as incubators who train and mentor other schools in the areas.



Multi-lateral organisations

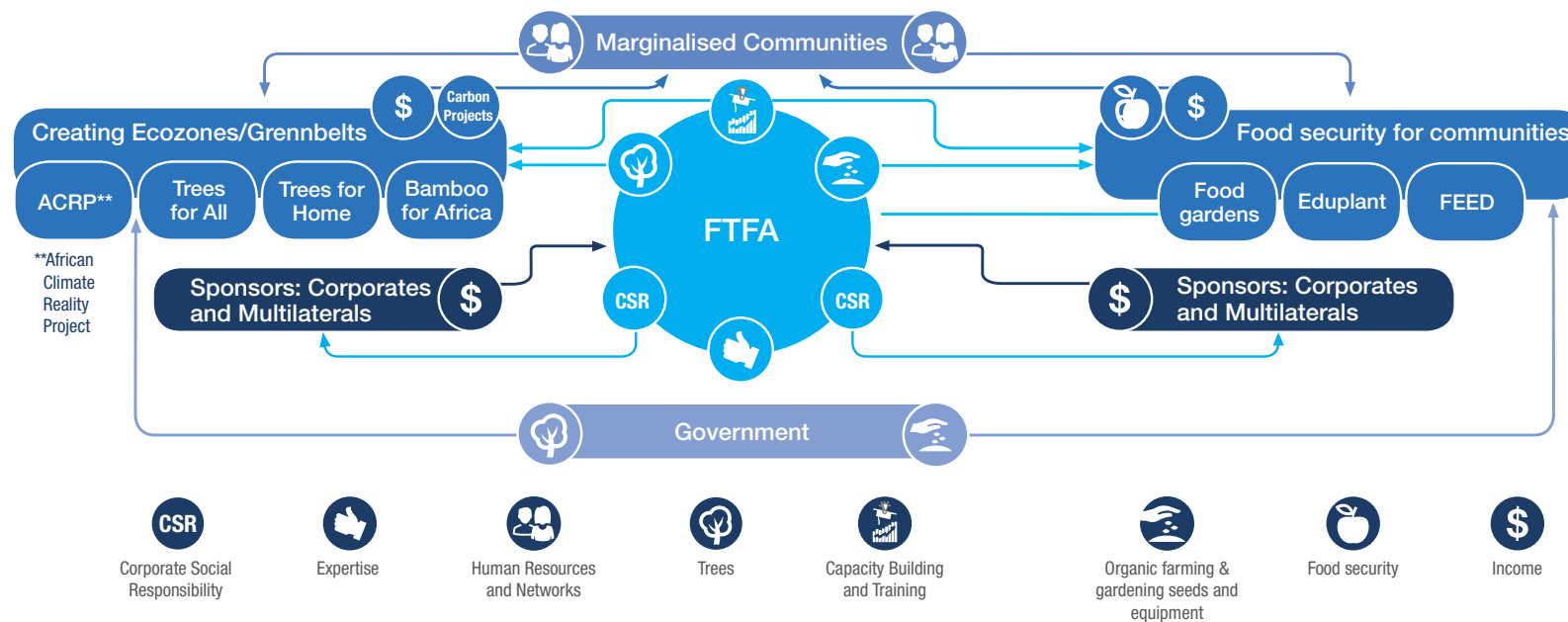
The **European Union (EU)** has a strong focus on food security and they co-funded the project with Pioneer Foods to develop long term food gardens and resource centres in Limpopo schools. Through their grant projects, the EU generally encourages the creation of networks. This has enabled FTFA to create new partnerships that in the long term have benefited other projects.

In turn, FTFA is a great case study for the EU to highlight the impact of the projects that they are supporting.

Learn more about the partnership!



PARTNERSHIP STRUCTURE



Our multiple partnerships are dynamic and to ensure continuity it is imperative to manage both the expectations of the sponsors and those of the community by setting realistic targets and through coaching.

* FTFA works with many partners and those highlighted here are only some of the most important ones at the moment.

Creating impact



SOCIAL IMPACT

FTFA generates social impacts for a wide range of beneficiaries, but paramount to each project is capacity building. By providing participants with the right skills to manage the projects by themselves, FTFA creates local ownership and enables participants to train other members of the community. The main other two benefits that FTFA generates are food security and employment. Through training in organic permaculture, small scale farmers, schools and communities are able to produce a wide range of vegetables guarantying a supply of food year-round. The farmers and the food gardens also increase food security for the wider community as they don't have to travel far to buy vegetables, and the price is much lower than those from retailers. Finally, the quality and variety of the vegetables are enhanced, improving the diets and health of people in the communities. Employment is created in the small scale farms and for those planting the trees.

Key impacts

- Has facilitated the creation of over 3,000 food gardens in poor communities and in over 900 schools, with an average of 500 children per school
- Has created 90 direct jobs and trained over 100 small scale farmers
- As trainees become trainers, another 100,000 people are estimated to have been trained indirectly in organic food production



ECONOMIC IMPACT

By using organic permaculture, the beneficiaries improve the productivity of the land which generates higher yields and a wider range of products. The surplus of vegetables and fruits is then sold to the community, which generates a sustainable income that can be spent on children's education, health care, or housing. FTFA aims to foster a level of income that goes beyond the minimum wage and reaches the tax threshold, so as to ensure a decent living. As a result, they are able to contribute to the country's development by paying taxes, which are reinvested in the area. One of FTFA's strengths is also their exit strategy; by creating ownership and training communities to a degree that enables them to independently manage the project, FTFA ensures that projects carry on after the sponsorship period. This, in turn, also contributes to social stability. Hunger and poverty are major catalysts when it comes to social unrest. By improving the living standards of communities to a decent level, South Africa benefits from a more peaceful climate.

Key impacts

- Develops new value chains and increases government tax revenues paid by farmers
- Offers over 50 corporates the opportunity to comply with Corporate Social Investment and Broad Based Black Economic Empowerment (B-BBEE)
- Has decreased operational costs of FTFA by 45% while maintaining the projects' success rates



ENVIRONMENTAL IMPACT

Everything FTFA does revolves around the protection and improvement of environmental resources; it is in the enterprise's DNA. The tree planting not only contributes to climate change mitigation, but by clustering the indigenous trees into greenbelts, ecosystems are reinstated which increases biodiversity. The organic practices used by farmers, schools and communities not only prevent erosion but also regenerate and rehabilitate the land. Furthermore, in all their educational programmes on environmental awareness, FTFA also includes wider issues of environmental education, such as sustainable water usage or waste & recycling.

In addition, by managing the South Africa branch of the African Climate Reality Project, a global project initiated by the Al Gore Foundation, FTFA supports South African climate leaders and stimulates conservation at policy level.

Key impacts

- Planted over 4.5 million trees, with an 80% survival rate and created 6 greenbelts of approximately 60-80km2 each
- Raised awareness on climate change, organic practices and waste recycling in over 3,000 communities
- Through the African Climate Reality Project, established the Carbon Protocol

CHALLENGES

- Reliance on sponsor funding causes financial insecurity and high administration costs
- Managing and aligning expectations of sponsors and of the communities
- Complex legislation on compliance is not always clear to sponsors
- Increasing competition in the sphere of social and environmental development

SUCCESS FACTORS

- Working with a wide range of long term and short term sponsors
- 25 years' expertise on social and environmental development
- Development of innovative projects that remain ahead of the game
- High survival rates of the trees, gardens and organic farms due to the rigorous selection process of participants, extensive capacity building and well thought-out exit strategy
- Strong conviction and passion of the whole team

FUTURE PLANS

- Obtain Voluntary Emission Reduction (VER) certification to acquire carbon credits
- Increase revenue from sales and procurement of services to 80% by 2020
- Improve communication and marketing
- Build a strong monitoring and evaluation system

“ Before, I was only farming spinach with chemicals, but now I can farm many healthy vegetables without chemicals. We now have healthy bodies because we eat fresh organic vegetables every day and I can teach the community about healthy diets and sell the vegetables to them. – Beneficiary – ”

See how we create impact!





Find more interesting and
informative case studies
on www.seed.uno!



SEED Case Studies Series

Demonstrating Sustainable Development on the Ground through Locally-Driven Eco-Entrepreneurship

Social and environmental entrepreneurship, also known as green and inclusive entrepreneurship or eco-entrepreneurship, has a critical role to play in achieving a global Green Economy. By embracing the added values of social improvement and resource management eco-enterprises that have won a SEED Award are living proof that entrepreneurial partnerships between various stakeholders can create innovative and novel solutions for delivering sustainable development at the grassroots level and be economically sustainable.

Over the last ten years, SEED has awarded over **200 SEED Awards** to eco-enterprises in 37 countries. While the value of eco-entrepreneurship in delivering sustainable development is increasingly recognised and harnessed in the development sphere, there is still very little data available on the triple bottom line impact of these enterprises and their contribution to sustainable development.

The SEED Case Studies are designed to help fill that gap by generating insights for policy and decision-makers on the role of green and inclusive enterprises in achieving sustainable development, and on enabling factors that can help them overcome barriers and reach scale and replicate.





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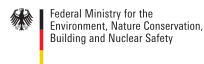
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