

FARMING AND AGRO-PROCESSING: RURAL CATALYST AND MICRO ENTERPRISES

The Rural Catalyst Programme was established to explore innovative methods of generating employment opportunities in rural areas through entrepreneurship. Our objective is to identify profitable business frameworks that can be scaled up or duplicated in different localities.

The following are some of the initiatives under this programme:

QOBO QOBO ESSENTIAL OILS

In conjunction with Qobo Qobo Essential Oils, the SAB Foundation established independent farmer units to grow rose geranium and rosemary in Keiskammahoek, Eastern Cape.

MADIMBO MACS AND MAC SWARM GROUP

The SAB Foundation has invested in a macadamia farming venture that capitalises on the flourishing sector within the Venda area of Limpopo Province. The project, which involves Madimbo Macs and Mac Swarm Group, is led by an accomplished macadamia farmer who had the vision to create a learning and support system for many other small macadamia growers in the area.

SAVEACT

In conjunction with SaveAct, the SAB Foundation creates rural logistics channels for social innovation products through entrepreneurship and sets up small farming businesses in hard-to-reach rural areas.

“Over the past five years, Qobo Qobo Essential Oils incubator has created 20 jobs of both skilled and unskilled employees. The farmers and the incubator also employ part-time staff during harvesting and planting seasons, and this has injected millions of rands into the community of Keiskammahoek through the wages and salaries paid.”

– Tafara Shuro, Founder of Qobo Qobo Essential Oils.

PICK N PAY ENTERPRISE AND SUPPLIER DEVELOPMENT PROGRAMME

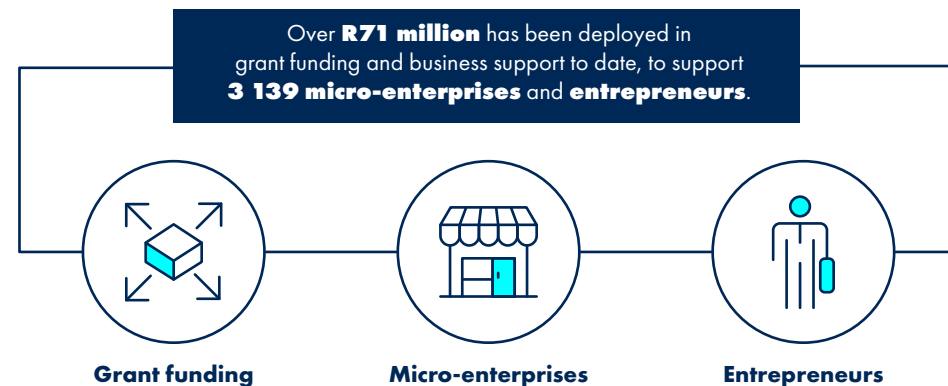
The programme aims to provide emerging small farmers with tools, training, and mentorship to become successful and sustainable small-scale suppliers to the broader retail market. The SAB Foundation has contributed R5 million in partnership with Pick n Pay and the National Treasury Jobs Fund to support five emerging farmers to become Pick n Pay suppliers.

UBONGWA COTTON DEVELOPMENT SERVICES PTY LTD

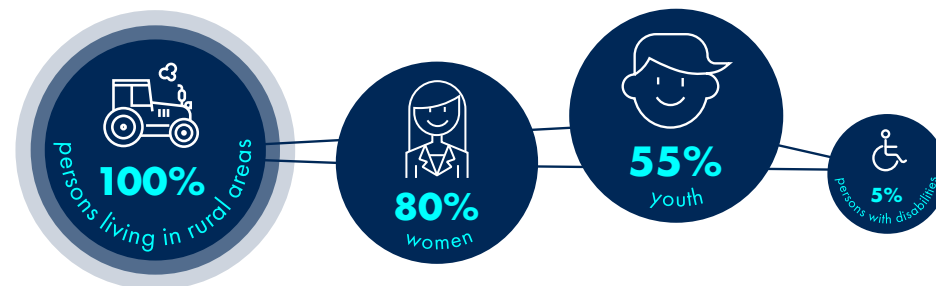
The SAB Foundation provided funding for a community project to better the cotton production yield on the existing farms in the Jozini area. This was achieved by looking at alternative ways of doing business to increase revenue and uplift the community standards of living and continuity of the already existing cotton farming.



RURAL CATALYST AND MICRO ENTERPRISES IMPACT



DEMOGRAPHICS:



JOB CREATION AND TURNOVER:

