

The Agropreneur

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THE FIVE PRODUCTION FACTORS

- ▶ Resources
- ▶ Capital
- ▶ Labour
- ▶ Technology
- ▶ **Entrepreneur**

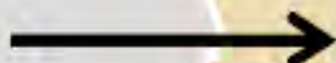
THE AGROPRENEUR

- ▶ Key drivers for Agropreneurs are:
 - ▶ **Land/water/etc.** for agricultural production.
 - ▶ **Capital** for agricultural production.
 - ▶ **Labour** for agricultural production.
 - ▶ **Technology** for agricultural production.
- ▶ Agropreneurs employ these drivers to give **life** to and provide the **heartbeat** to business entities or farms.

3. Smart, connected product

2. Smart Product

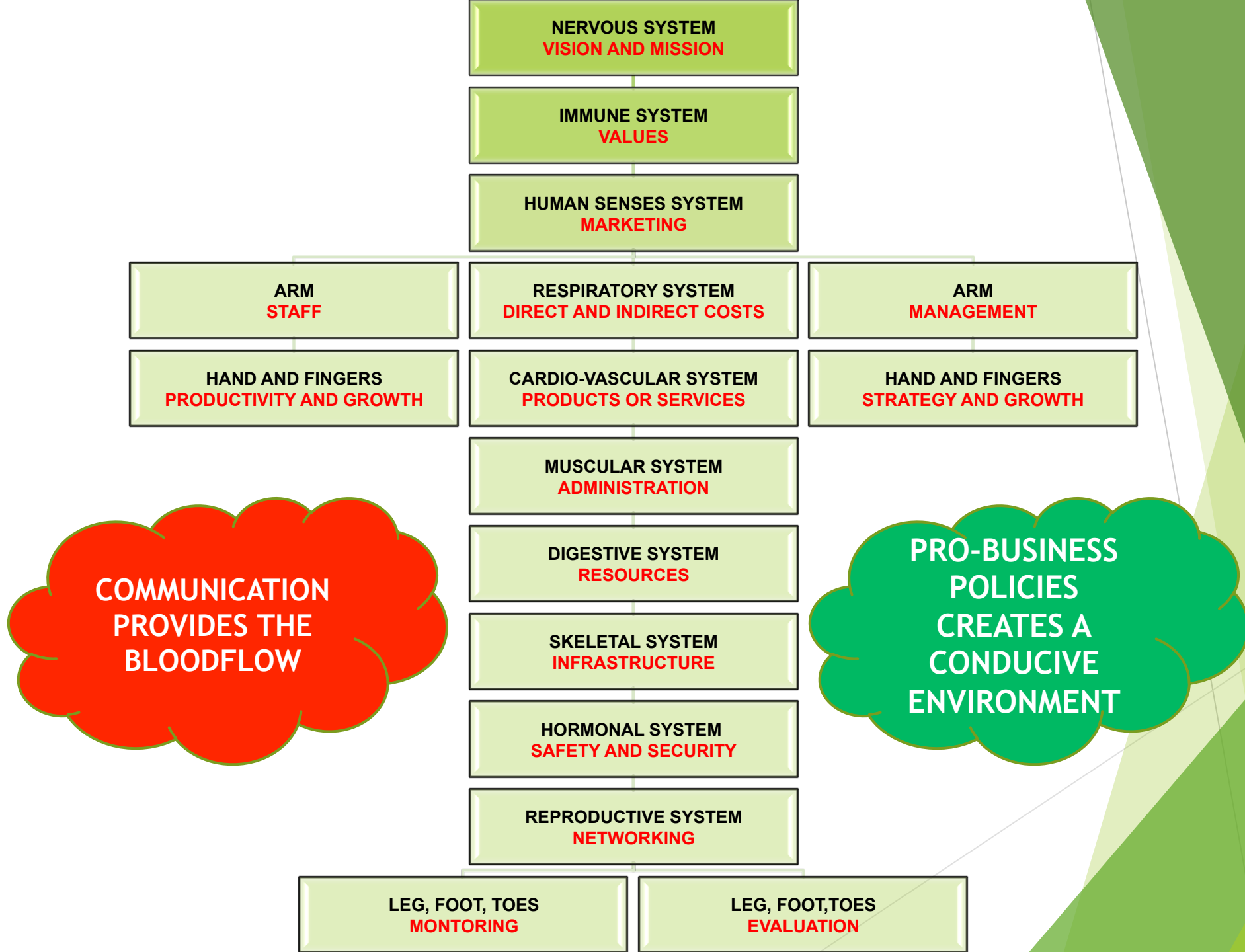
1. Product



- ▶ South Africa loses approximately 10 million tonnes of food that go to waste every year.
- ▶ Emerging as well as commercial farmers can ill-afford such losses.
- ▶ This accounts for a third of the 31 million tonnes that are produced annually in South Africa.
- ▶ Together, fruits, vegetables and cereals account for 70% of the wastage and loss.
- ▶ In South Africa, this wastage and loss occur primarily early in the food supply chain.
- ▶ This may be due to improper storage facilities such as a lack of refrigeration.



How does the Agropreneur
provide a heartbeat to an
agricultural entity?



South Africa's agricultural
economy depends on thriving
and opportunity driven
Agropreneurs!

The Mooketsi Case Study!



- ▶ The Mooketsi's farm cattle, goats and chickens near Vryburg.
- ▶ They have 121 Nguni and 30 Bonsmara cattle, 54 goats and 1 500 layer hens.

Key lessons we can learn from the Mooketsi enterprise

- ▶ Capital assistance was a big challenge for them.
- ▶ It took them two years to get the recapitalisation funding they applied for.
- ▶ In the mean time they invested a lot of their own money without assistance.
- ▶ For them farming is a business, and a farmer has to have a plan and stick to it.
- ▶ There is also a need to have a fire in one's heart, determination, discipline and total commitment.
- ▶ The word failure is not in their vocabulary.

**“We don’t take no for
an answer. It’s always:
Yes we can!”**

Laduma Ngxokolo Case Study

- ▶ Laduma hails from Port Elizabeth.
- ▶ His mother who made IsiXhosa traditional wear taught him how to knit.
- ▶ His flair for knitwear design earned him a bursary from both Port Elizabeth-based Cape Wools South Africa and Mohair South Africa.









Magesh Photo



Magesh Photo



IN CONCLUSION

- ▶ Without Agropreneurs very little will come of agriculture reform and development strategies in South Africa.
- ▶ Without Agropreneurs South Africa will soon be on a slippery slope of food shortages, rocketing food inflation, civil conflict, disinvestment, failed state, etc.

Let's prioritise Agropreneurs!!












Qamata Irrigation Scheme Case Study

- ▶ The area comprises almost 4 000ha of land under irrigation.
- ▶ The purpose-built Lubisi Dam, when full, can deliver 36 million litres of water per hour onto these hectares.
- ▶ Canals make it possible to flood-irrigate the 3 500ha Qamata irrigation scheme.
- ▶ Qamata has the capacity to be the food basket of the Eastern Cape.
- ▶ Under full production, the Qamata scheme would make a significant impact on food security in the Eastern Cape.

Qamata Irrigation Scheme Case Study

- ▶ Only two of the 19 65ha pivots are functioning.
- ▶ Thousands of people benefit very little if anything from this scheme.
- ▶ They live in impoverishment in the area while government and community structures continue to squabble
- ▶ Mismanagement, lack of finance and training have destroyed this scheme.



Qamata Qamata

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Imagery Date: 5/30/2016

31°58'45.34" S

27°25'46.60" E

elev 858 m

eye alt 7.53 km

Google earth















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DOMINATOR 130

HCH 305 EC CLAAS

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