

ED'S NOTE

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I am excited this quarter to present the Women in Citrus newsletter for 2019. As the Citrus Growers Association - Grower Development Company (CGA-CDC), we decided to highlight and showcase some of the work being done by women in the citrus industry across South Africa. We wanted to amplify an echo the need for the industry to be inclusive and enabling for all women of South Africa.

Women make up a significant portion of the agricultural labour force, constituting an average of 43% in developing countries. We are aware that women farmers are often faced with challenges in the agricultural market.

These challenges range from access to land, access to funding, limited access to new practices, limited access to technological advancements, less market opportunities, and a lack of infrastructure.

Within our organisation, a third of our members are women, and we are hoping to double these numbers by providing opportunities and incentives for women to join citrus farming.

In September, the National Treasury released a paper titled, "Economic transformation, inclusive growth, and competitiveness: towards an economic strategy for South Africa" which recommends some big economic reforms in the country.

The National Treasury unexpectedly published a major discussion document on South Africa's economic future, outlining a range of things the government can do to boost GDP and help create a million new jobs.

The proposed policy interventions hope to both increase productivity in South African agriculture, and to gradually increase the demand for what South Africa grows in foreign markets. The noticeable changes being made by the National Treasury are that government should add R6 billion in agricultural exports.

Some of the proposals include:

- Better credit products for farmers, and more affordable insurance against catastrophes.
- Help small farmers move towards higher-value crops.
- Manage water better so irrigation areas can be expanded.

This policy document is an example of how as Citrus Growers Association - Grower Development Company is creating innovative new partnerships with government and business to help farmers produce and expand on their output.

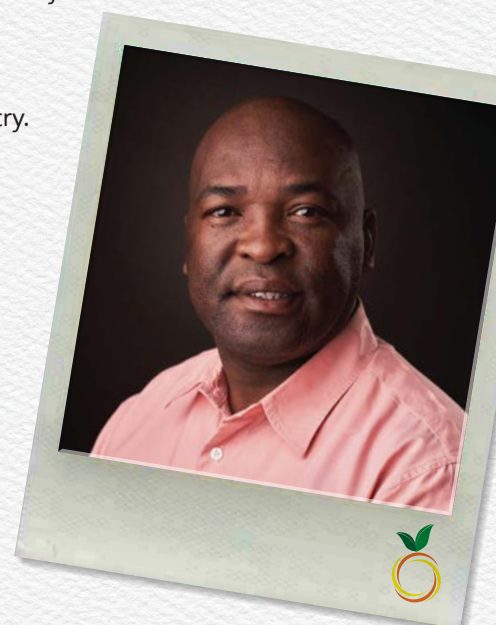
As the Citrus Growers Association - Grower Development Company we remain focused on our efforts to elevate the role of women across various industries, of which agriculture is a key sector. Part of the work we are doing is changing perceptions about farming, and creating opportunities for women, particularly young black women, to enter the field.

This newsletter is dedicated to the women who are making headway in the citrus sector, and we hope that their stories will inspire and motivate other women to join the industry.

We all have a role to play in building and developing our industry.

I trust you will enjoy this special Women in Citrus edition.

Lukhanyo Nkombisa





TRANSFORMING

SOUTH AFRICA'S AGRICULTURAL SECTOR THROUGH CHANGE

A transformative and replicable, broad-based initiative within the agricultural sector has recently come on-stream. This was achieved via the conclusion of a transaction between citrus and grape farmer, Schoonbee Landgoed and pioneering black-owned company Thebe Investment Corporation.

Known as Project CHANGE, this initiative has the potential to provide an innovative, long-term model for partnering between established white commercial farmers and black institutional investors, while empowering local communities and supporting new entrant (including small holder) farmers in achieving financial viability.

A profit-for-purpose agricultural model

Project CHANGE is an initiative focused on the commercial production, packaging, marketing and sales of table grapes and citrus. Grounded in the spirit and principles of the National Development Plan, the goal is to become a market-leading, black-owned "profit-for-purpose" farming initiative

that is able to service local and international markets with premium products, while at the same time empowering the communities involved in the project through job creation and the provision of education, training, and healthcare services.

The project consists of two recently developed farms with existing income contributed by Schoonbee Landgoed, and Thebe Investment Corporation's equity contribution towards the acquisition of just under 400 hectares of additional land with recognised water rights for further citrus and grape development. Packhouses will also be constructed as well as three primary healthcare and educational facilities for the surrounding communities.

It is anticipated that over 1,200 new jobs will be directly created through Project CHANGE with an estimated impact on 8,000 jobs throughout the complete value chain in the country.

Justin Chadwick
Chief Executive Officer

WOMEN IN CITRUS

FUNDISWA DLABANTU MANYONTA

I started citrus farming in 1990, so I have been in the industry for 29 years.

I got a farm through LRAD and I also have the title deed, where we are we farm Novas, Navels (early, mid and late) and Clementines. We export this all over the world, including to the Far East, Middle East, Europe, North America and Russia. I receive training, workshops, summit/seminars, market research and variety research, study group, technical support, and information days from the citrus industry. I strive to settle my IDC debt soonest.

Our farm requires a lot of mechanization as we still struggle to access, and also infrastructure on farm and off farm as this is one of the major limiting factor in our operations in the farm . As women in Citrus the Industry do avail a lot of support from extension service, market access information skills and development support and business management support, but industry alone can not do it we need support from all other partners like financial institutions, government programs.



WOMEN IN CITRUS

PHELADI TLOMATSANE

I'm 37 years of age, and I am a beneficiary at Zebediela Citrus Estate farm, which was allocated by land restitution in 2003. I started working on the farm in 2007 as a compliance officer, as I have a Diploma in Human Resource Management. My job entails ensuring compliance with the Good Agricultural Practice (GAP) and phytosanitary requirements for the different markets that we export to. Compliance management on the farm is broad and requires more farming knowledge; however, with dedication, it is easy to acquire such knowledge. Knowledge is important because management will hear from us in compliance what the market requires - the truth is what worked in 5 years back might not be applicable now. The standard obligations change with time.

Whilst working, I furthered my studies by enrolling at UNISA, and obtained 1-year Certificate in Economics and Management Sciences in 2015. After completion I enrolled with UNISA again, this time for a Bachelor of Commerce Degree in Marketing Management which I just completed, and I will be happily receiving my degree at the graduation in October at UNISA in Pretoria.

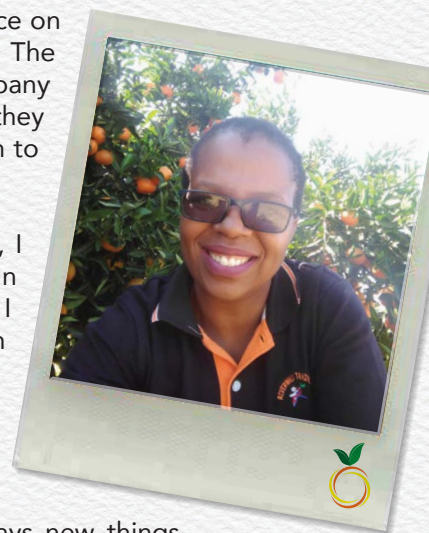
The farm has been farming citrus (lemons and oranges) from 1975. After we were allocated the farm in 2003, we then planted macadamia nuts and granadilla (passion fruit), with some cash crops here and there. We export our fruit to the European Union, Hong Kong, Canada, Malaysia, the Middle East and Russia to name a few. The farm employs more than 1 000 seasonal workers. We are a member of the CGA-GDC which helps with the training, technical support, business management support, unlocking funding, market access and readiness in terms of compliance with

lucrative markets, and advice on governance issues. The CGA-GDC is a small company with limited resources but they are doing the best they can to support farmers.

When I was in high school, I never found interest in agricultural subjects until I worked on the farm. I can tell you now that I find agriculture to be the most interesting and challenging field ever. You never get tired of information, there are always new things to learn and new challenges to overcome, like a change in the climate, changes in customers' lifestyle, disease outbreaks, etc. One needs to think out of the box and go with that constant change. Nevertheless, we must provide food.

My 12 years of farming experience made me change gears. I am so into farming that I have my own 5-hectare space that I would like to farm on. What I know is that farming requires capital, but I told myself that I would rather start small than doing nothing. I have started and would like to see myself having my own farm.

Government support is difficult, they should just leave their offices for a while and visit the farms, to physically experience what farmers are experiencing so that they can be able to provide the necessary support. The fact remains that the world cannot do without food, so we must join hands and feed the world.





WOMEN IN CITRUS

NOKWANELE IVY MZAMO



I got into farming through the land reform program LRAD. We've been in the Farming Business for 16 years now and I am still loving it!

We grow lemons, oranges and soft citrus on our Farm, Luthando Farm PTY LTD, where I am the general manager. We export our fruit to the European Union, the Middle East, the Far East, United Kingdom, Asia, Russia, North America and others. We

receive technical support and research from the citrus Industry, and I have also won a few prizes over the years:

- Emerging Farmer of the Year National 2009
- Eskom Business Investment Competition 2014
- FEA Overall Winner National 2014

As a woman it is difficult to get funding for our own farms, both for starting our own business and buying land. My future plan is to help and mentor other women to take part in agricultural activities, and bring the youth and people with disabilities into the space to strengthen the women's circle. As the saying goes: "No candle loses its light while Lighting another candle".

If the government can assist women financially, provide adequate infrastructure, skills training and inclusive participation in the value chain, and assist in acquiring farms, this will help. Agri-processing is the buzzword but to access support for building adequate processing plants that will create jobs is still a challenge.

Our government is the government for the people, and I would like to urge departments to work together and come out of the offices to see our farms and potential, and take us through the process of accessing funding to have better facilities in our areas of farming.

MATLHATSI LOUISA MALOKA-MOGOTSI

I've been in citrus farming since 2016, on a farm acquired through the Department of Land and Rural Development's PLAS programme.

We grow Valencias, Premiers, Midnights, Jashintos, Minneolas, Clementines and Lemons. We receive support from the citrus industry, including Extension Services, Research, Cultivar Choices, Workshops, Seminars and Symposia, and Study Groups. I won the Female Entrepreneur Award – Small Holder Category in 2018.

Citrus is a very interesting industry with a lot of opportunities for growth. It is also a very all-encompassing group of people who are passionate about transformation, who expose us as new entrants to different Boards of high decision making. People here always ready and willing to share information and to guide towards relevant directions.

My future plans are to expand and to cultivate cultivars that are relevant to the market – high value cultivars.

Government must show interest in what we are doing. As a woman, and a PID I appreciate the trust shown in me, and the opportunity afforded in granting me this farm. I however do not think it should end there. Ongoing support is necessary, also linking us with the available resources. Government promises support, but at our level it is not forthcoming. The competition of FEA should also be looked into and replanted if it should go on. Right now, my personal experience is that it brings more frustration than joy.





WOMEN IN CITRUS

CREWELYN KATOO

I got a farm I got through the land reform PLAS/LRAD programme. I've been farming for 7 years, and we grow Satsumas, Novas, Valencias, Cambrias, Midknights, Navel Palmer, Grapefruit, Tango, Clemenluz, Leandre, and Lemons. We export these to the EU, China, Middle East, and USA.

I won the top Eastern Cape farmer producer for oranges for seasons 2015/16 and 2016/17. I have access to workshops and training by the industry on a regular basis. Seminars are held annually to update farmers on what is happening with the citrus industry, from produce to marketing your fruit. There are also different updates on exporting around the world. The financial assistance has been a huge help, especially for BEE projects.

By attending various sessions and programmes regarding citrus, I have learnt a lot regarding what

it requires to produce a good quality fruit and learning about the different pest that is threatening this industry.

My future plans is to build a good sustainable business and to encourage other farmers that women can break barriers by becoming tutors to the younger generation that farming is one of the best careers, and making a difference in the community to see farming as an important asset to grow the country's economy.

Government should acknowledge that every farm has different challenges, and that when a farm producers good results, they should assist by not delaying the farms progress. That is important, because others don't just rely on government but also builds their own good reputation by empowering their business through other networks and financial forums or companies.



NOMTHANDOZO MONICA NDZOYI

I got a farm through the LRAD programme, and I have been farming citrus since 1992 (27 years). We have Novas, Navels, (early, mid and late) and Clementine's and export to the Far East, Middle East, Europe, North America and Russia. I receive training, workshops, summit, market research and variety research, study group, technical support, and Information days from the citrus industry.

As a woman in agriculture and in citrus my experience is that we are not recognised for what we are in the industry because we struggle to be financed by commercial banks, and our incentives are not enough to make our business to grow.

The Government does not help us with the problem that we are experiencing on our farms, especially with land dwellers and community members that steal our products and vandalizing our machines. It is a struggle that we have to fight on our own at our own costs.

As woman need to consolidate my debt so that I

can be financed to can expand my farm and plant more trees. My future plans are to obtain my farm back from the community because it belonged to my late husband, a dream to have at least 50 hectares of citrus which is a sustainable unit so that I can provide for my family and also contribute in the country's economy.

The government must listen to our voices and give us the opportunity to prove that we can also be successful commercial citrus farmers. We plead with the government to come and help us financially for our rescue to obtain more ground to plant more citrus trees.

It must undertake a study on how to finance the development of our citrus. My experience from 2007 is that we are not provided enough money to complete the soil preparation and irrigation installations. The purchasing and planting trees leaves us with a mess because we do not get enough finances from commercial banks to complete the development of our farms.



WOMEN IN CITRUS

BUYISWA MARRIE NDYENGA

I have been farming for 18 years through the land reform programme PLAS, but I have been in the

industry for 25 years. We grow Novas, Navels, Lemons, Valencia and Mandarin, which is exported to the Far East, Middle East, Europe, North America and Russia.

I receive training, workshops, summit, market research and variety research, study group, technical support, and information days from the industry. In 2015, I won the first prize at Western District in the Export category. At the Provincial Awards I won first prize again and was the overall winner. I also won the first prize of Export category. In 2016, I was the Toyota New Harvest of the Year Finalist.

When you start farming with citrus you must have both capital and support. This is a very risky type of

farming. Markets are getting difficult every year. In citrus farming, you must be in a big scale, small scale farms are no longer surviving in citrus. In this industry, you need to be patient. It is not a quick cash business. My advice to new growers is to stick with your initiative and keep working because although it takes years for citrus to produce full crop, it does pay well in the end. My future plan is to buy the four farms that we are leasing from government, and to expand.

Government have been a great help to us, and we are grateful for this assistance. Government must provide us with ongoing support and training. We must receive grants for infrastructure, fertilizer, and crop protection chemicals. During the World Cup in 2010, the government bought Siyaya buses for transporting people; now that those buses are not working any more, government could give those buses to the black farmers for transporting our workers.

ZOLA PITANA

I have been farming since 2004 – 15 years. On our farm that we got as part of the land reform programme, we have Navels, Midnights, Novas and young Lemon trees (not in production yet). We are compliant to all Global GAP standard countries for exporting. We receive trainings that are relevant to what we are doing, Infrastructure, Inputs and expansion assistance from the industry. We won the first prize as Female Farmer of the Year (Province) in 2007.

The Citrus industry is not a plain sailing as it is still a man dominated industry and you have to work hard as a female to be taken seriously or to prove your capability. Our future plan is to plant more

orchards, with different varieties that will keep us going throughout the season, and to be counted among the best growers. We would also like to access many international markets. I think the government can provide us with more land to help us grow from being emerging farmers to being commercial farmers – with the current portion of land we have, we will remain emerging farmers forever.



5 WAYS WOMEN FARMERS CAN SUCCEED IN AGRICULTURE

- Let's educate ourselves: education is key to increasing interest in agriculture for girls and women.
- It doesn't happen overnight: I'm not rushing things
- Take risks
- Build a strong support network
- Adopt an entrepreneurial spirit

WOMEN IN CITRUS

FEMALE FARMER AWARD WINNER NOLUTHANDO MBILASE

I am Noluthando Mbilase and I am the owner of the Greenwood farm in the Eastern Cape. When I started farming in Greenwood, I was unable to receive Government financial assistance and I used to use my old bakkie to go to Grahamstown to buy pineapples on the market, so that I could resell again to the local community in order to gain financial inputs, e.g. fertilisers and also pay the workers who assisted me on the farm.

For many years I ran a spaza shop near King Williams Town through which I sold cabbages and butternut produced on about 0.5ha in Greenwood. At one stage, I also ran a nursery in nearby Alice that grew pine and eucalyptus seedlings for the forestry industry.

Despite owning this large piece of land now, I still come from humble beginnings. My father is an economic migrant who moved from the Eastern Cape to the Western Cape of South Africa. My mother was left to raise my siblings and I in the Eastern Cape. To make ends meet, my mother ran several projects in the communal area to make extra money; these included producing and selling vegetables and soap, as well as farming chickens and cattle.

When growing up, I used to help take care of my siblings as well as do my chores before and after going to school. Every day I'd wake up milk the cows and irrigate the garden. I would come back from school and help take care of my younger siblings.

After graduating from college, I was appointed as a field officer in the Kat River Valley by Ulimocor, the then Ciskei State Agricultural Corporation. In 1996 Ulimocor was in the process of being liquidated and I got appointed to Greenwood in the upper Kat River Valley in an attempt to turn around faltering production. This took me through some trials and tribulations which helped me become who I am today.



In 2013 my fortunes changed when I received R4,5 million recapitalization funding from the state. This enabled me to repay my debts and buy machinery for the farm I own today. The state production grant of R230 000 a year for five years went a long way towards boosting production in my farm and this is a legacy I am going to leave for my children.

My message to women who aspire to become farmers is that there are challenges they are going to overcome, however with discipline and tenacity one can overcome these challenges. As women, there is a gap for us to succeed in the citrus industry and I hope my story will help motivate other women to become citrus farmers.

WOMEN IN CITRUS

BUSINESS

MATHAPELO MELLO

Join the CGA-GDC in welcoming Mathapelo Portia Mello as the newly appointed Financial Manager.

Mathapelo is an experienced finance manager with over ten years experience working in the financial services industry. She worked for the Office of the Auditor General in external auditing for seven years, with exposure, amongst others, to the audit of compliance, risk, as well as entities performance measurements against its strategic objectives. Thereafter she spent three years working for the Standard Bank of South Africa.

Mathapelo is skilled in financial accounting, financial management, external auditing, International Financial Reporting Standards (IFRS) and is a strong accounting professional with a B Comm Financial Accounting degree from University of Pretoria together with a Postgraduate Diploma in Accounting Science from the University of South Africa.



I am a 34-year-old young lady who hails from Queenstown in the Eastern Cape. I joined the Industry in 2015, originally as an Office Administrator but because I have a passion for people as well as all the different activities we do at the Citrus Academy, I am currently the Project Manager.

My duties include Managing Learning Programme Development, Managing Short Course Implementation, overseeing the administration of the Citrus Grower Development Chamber, and managing various other projects and activities at the Citrus Academy as well as the Citrus Growers Development Chamber.

One of my biggest passions is assisting emerging growers in any way possible. Whether it is ensuring that they attend industry exposure events, where they can network and gain knowledge, or attending meetings where they can discuss issues that are pertinent to their growth and that of their

SIVE SILO

farms, I really get a great sense of fulfilment that we are doing truly incredible things at the Academy, as well as at the CGA, one bursary at a time, one course at a time, one person at a time.

I am so excited to see how the number of women in the Industry has increased and is continuing to do so on a daily basis, whether on farms, in packhouses, or in administrative roles. It is really exciting to be part of the growth of the industry in this respect. The women in our industry have achieved incredible things, and it's fantastic to be part of that and seeing them grow from strength to strength – and providing assistance and support in any way possible. The women in the citrus industry are a great source of inspiration to me: they work so hard, and are so resilient, that it is truly magnificent to be associated with them in any way.

One of the most fulfilling aspects of my job is seeing people develop in terms of training. I enjoy seeing the learners reconciling what they have learnt on the field with as the theory taught in the classroom. It is a great joy to watch people as they assimilate all the material taught and thoroughly enjoy our well-presented courses.



WOMEN IN CITRUS BUSINESS

CAMILLE KHOZA

I am an experienced Office Administrator and bookkeeper with over 7 years' experience working in administration in logistics, legal consultancy and the agricultural sector. I have a discipline in Bachelor of Technology in Office Management and Technology from the Durban University of Technology.

I have worked for Fruit SA for over a year as an Office Administrator/Personal Assistant to the CEO. I joined the CGA – GDC in 2016 as an Office Administrator and am currently working as a Finance and Admin Assistant. My role in the company is to provide administrative, financial, clerical and secretarial assistance to the staff and to the Board of Directors of the company.

In the 3 years that I have worked in the citrus industry, I have learnt that it is challenging and

fulfilling to know that I can contribute to transformation in the industry and agricultural sector. My experience in the agricultural sector has changed my perceptions as I learned that it is not necessarily about getting your hands dirty and doing physical labour, or that the sector is meant for male figures only. I now know that the industry is broad, and women also has a role to play in uplifting the sector and contributing to the economy of the country. I find it very interesting that there are many women in the industry who are making a huge contribution to society and the industry itself.

My message to the women out there is that if we are to make a meaningful contribution and have a transformed sector, we need to change the way we perceive things around us and be more involved in all the sectors to make our contribution.

PORTIA MAGWAZA

I am a 27-year old woman with a BSc degree in Agricultural Economics, currently working as a Research Economist for Citrus Growers' Association (CGA). My journey began with CGA in 2015 where I was an intern, after completing my one-year internship, I was then appointed as a permanent staff member.

My main role with the organisation mainly encompasses administering the B-BBEE certification process for member-businesses within CGA, managing statistics and market analyses for the industry. This includes acquiring B-BBEE certificates for all the companies in the group by collating relevant information and documents for the auditing process.

I am in a position to positively influence the lives of fellow Africans which is exciting and brings meaning to my job, Transformation is a core objective of the National Development Plan (NDP) - advancing it economically and enhancing the economic participation of black South Africans. And B-BBEE - a government policy - aims to do just that. Therefore, it's a no brainer why I take my role

within CGA so seriously, celebrating its industry-wide, restorative ripple effect.

In the 4 years spent working in the citrus industry, I have been heartened by its measured changes – with more qualified women entering the industry. And as for the perception that agriculture is mostly about getting your hands dirty in the soil or spending time on a tractor, all I can say is that the sector is vast, with various components, and each one requires a different skill set.

As for my future aspirations, I am interested in mentoring young (especially black) women who are interested in entering the field of Agricultural Economics as a career. I would like to see more young women pursue a career in Citrus - we are fully capable of adding real value to this amazing industry, demolishing destructive gender stereotypes as we go. I believe that anything a man can do; a woman can do.

