



## Farmers Open Day Speakers Notes

### 1. Introduction and Background

Sanibonani, siyajabula ukuhlanganyela kunye nani kulomcimbi obaluleka kangaka kuthina njengezakhumuzi zeTheku. Lona kungomunye wemicimbi okhumbisayo ukuthi njengoMkhandlu Kanye nohulumeni wabantu oholwa uKhongolose sizimisele ukudala amathuba emisebenzi.

On behalf of the Mayor of eThekweni, we would like to thank you for inviting us to this wonderful occasion. The Mayor is away on an international tour to promote Durban as investment destination. We hope this will bring more investors into our city.

Our Mayor is very passionate about Agriculture and the RASET project which is a radical program aimed at turning around the situation. I must tell you that the struggle was about three things – BLACK, GREEN and GOLD. Black represent black people who were colonized and treated as pariahs in their land. Green stands for land and environment that was taken away from us. Gold is for the mineral resources beneath the soil including gold. Radical economic transformation is about black, green and gold and that is why even our colours are like that.

2. eThekweni Municipality has partnered with the Jobs Fund to support Edamame Development Programme (EDP) in this initiative which is aimed at supporting job creation and Agribusiness Development within the Municipality. The EDP is a soybean agribusiness programme conceptualised five years ago to initiate the cultivation of the high value nutritious soya bean firstly in the eThekweni District, KwaZulu-Natal and throughout South Africa.

3. Edamame is an a prime protein soybean popular within the traditional East Asian Countries for its delicious flavour and its major health benefits in reducing likelihood of a range of diseases from breast and prostate cancer, osteoporosis, heart disease, diabetes, kidney problems, gallstones and high blood pressure. It is noteworthy that the country

with the highest per capita intake of Edamame type soya also happens to be the country with the highest life expectancy, namely Japan. All of these benefits make Edamame attractive to high LSM consumers, where market development for this niche product is growing.

4. Fundamental to the EDP is the plan to create 507 new permanent jobs, 3,925 temporary jobs, and train 3,625 people. In addition, in its 5 years of existence, the EDP has produced about 81 large scale emerging farmers who are cultivating +2Ha land of Edamame. Moreover, EDP has continuously provided training and mentorship support to all the beneficiaries in order to build and improve their farming skills and most important, on how to increase profit volumes.
5. **Extensive research** has been undertaken to explore the potential opportunities of Edamame as it has not been previously grown in South Africa. The potential of this superior soybean has now been clearly demonstrated by the eThekweni Municipality - Jobs Fund Edamame Development Programme over the past five years. Significant growth in output and market supply's shown in research has resulted in the need to upscale awareness of the potential opportunities for South Africa.
6. Small-scale and emerging farmers are critical components of the South African Agriculture sector. These growers and farmers represent the backbone of food supply and food security within communities. However, these farmers require continued significant investment through public, NGO and private support partnerships to fully realize their potential and become active players in the broad value chains of the agricultural economy.
7. The objective of the Famers Day therefore, will be to share learning's, research and experiences in a practical and target beneficiary appropriate way of the EDP's efforts in the past years of introducing a new crop into the country and getting it to market. The Open Day will present a report back on some achievements and challenges and engage with emerging farmers in KZN and how EDP could broaden the

**Date:** 24 March 2017  
**Venue:** Moses Mabhida Stadium  
**Time:** 08h30- 15h30

growing footprint and marketing of Edamame and other seasonal crop types through collective effort by all role-players

**8.** This function known as Famers Day is jointly hosted by eThekwini Municipality and the Edamame Development Programme in our beautiful city.

## **9. Objectives of the Open Day**

- To share learning's, research and experiences about the EDP;
- To explore practical ways on supporting our beneficiaries;
- To raise awareness on the Edamame Development Programme and the potential agribusiness opportunities for emerging and small scale farmers thereof;
- To showcase the Edamame Development Programme its entirety with clear understanding of the role and responsibility of the grower or emerging farmer;
- To demonstrate a draft model that can facilitate the introduction of other emerging farmers crops, fresh and processed, into the higher value markets under a farmer own brand.

With those few words, you are all welcome.