



Urban Agriculture Initiative





Initiative Background

WIBC working with a number of interested stakeholders has formed the Urban Farming Initiative to address the following challenges faced by communities in the inner city:

- **Unemployment**– unemployment is a key challenge for inner city communities with the youth bearing the brunt of this. Unemployment is the core of the socio-economic issues experienced by inner city communities.
- **Lack of entrepreneurial opportunities**– entrepreneurship is a high risk venture and for many inner city residents, entrepreneurship is the only avenue available. Finding opportunities to develop small businesses is difficult for many residents due to limited educational backgrounds and business networks.
- **Youth vulnerability**– the Johannesburg inner city experiences highest growth rate in youth and this group also has the highest unemployment rate of all population groups.
- **Food Insecurity**– inner city communities currently experience high levels of food insecurity and poverty. Many families cannot afford food where long value chains and expensive distribution networks are necessary to supply urban consumers.





Initiative Background – contd.

- The Urban Farming Initiative seeks to address the challenges identified by achieving the following key goals as per the proposal:
- **Job Creation** – develop a agri-processing ecosystem that provides employment to inner city communities. Emphasis will be placed on ensuring training and skills development will be provided to offer employment opportunities to the most vulnerable in the communities identified. The initiative expects to create over 500 jobs within the 3 years.
- **Entrepreneurial Opportunity** – develop a large number of diverse entrepreneurial opportunities to inner city communities. Opportunities will be offered as small business opportunities or cooperative opportunities across the full spectrum of the value chain. The initiative proposes the development of more than 100 new enterprises within 3 years
- **Youth Development** – provide employment and entrepreneurship opportunities to youth with preference for the designated groups – female and/or disabled youth. The initiative commits to ensure at least 50% of opportunities will be offered to youth.
- **Food security and resilience** – local supply of cost effective fresh produce will be a priority of the project. Elimination of long expensive distribution channels will reduce costs. The initiative commits to establish local supply channels of produce for inner city communities.
- **Education and Skills development** – community members and schools will be provided access to critical high intensity urban farming methods.

Ambition and Purpose

Purpose

To foster job creation through the creation of an urban agricultural entrepreneurial ecosystem supporting young black, urban farmers.



Method

1. Identify commercial, rooftop farms in region
2. Source off take agreements within 5km of production.
3. Roll out rooftop farms based on market need
4. Develop supporting industries to anchor value chain in region.

Ambition

- 100 Rooftop 200m² farms erected
- Value chain enterprises developed
- 500 Jobs created
- Food security for urban communities



Beneficiaries

- Young, black, urban farmers (aged 18-35)



Current Partners on the Project



Joburg Market

FRUIT & VEG
City

FOOD LOVER'S MARKET

And others....





Where Are We Now?

- 22 Entrepreneurs trained
- 25 Entrepreneurs under training
- 9 Farms established
 - 3.5t per 6 week cycle
- 3 Agriprocessors established
- 8 Farms planned
- Retail Brand developed



WIBC
CONNECTING MINDS
FOR A GREENER FUTURE



THE JOHANNESBURG
Inner City Partnership



Farm Locations

- 1 Fox
 - Demo farm
 - 4 Entrepreneur run farms
- Chamber of Mines
- FNB Bankcity
 - 2 Entrepreneur run farms
- Outreach Foundation – Hilbrow
- Coronia House - Hilbrow



Planned Outcomes – Dec 2018

- 60 Beneficiaries trained
- 28 Farms established
 - 10t per month
 - R1m per month @ approx. R250,000 net profit.
 - R2m per annum potential rental contribution
 - 120 jobs created
 - 280 part-time jobs
- 9 Agriprocessors established
- New Incubators in other cities



– Tshwane, Alice, East London, Mbombela

– Durban

What Help Do We Need?

- Support from the City for additional funding.
- Beneficiary selection – better integration with Social Development
- Access to City owned buildings for farms
- Access to markets in City buildings for entrepreneurs
- Cooperation to establish alternate logistics models
 - Bicycles and Tuktuks
- Broader agriculture skills development capacity





Thank You

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