

Lillian Masebenza Presents Mhani Gingi Agri Processing Supply Chain



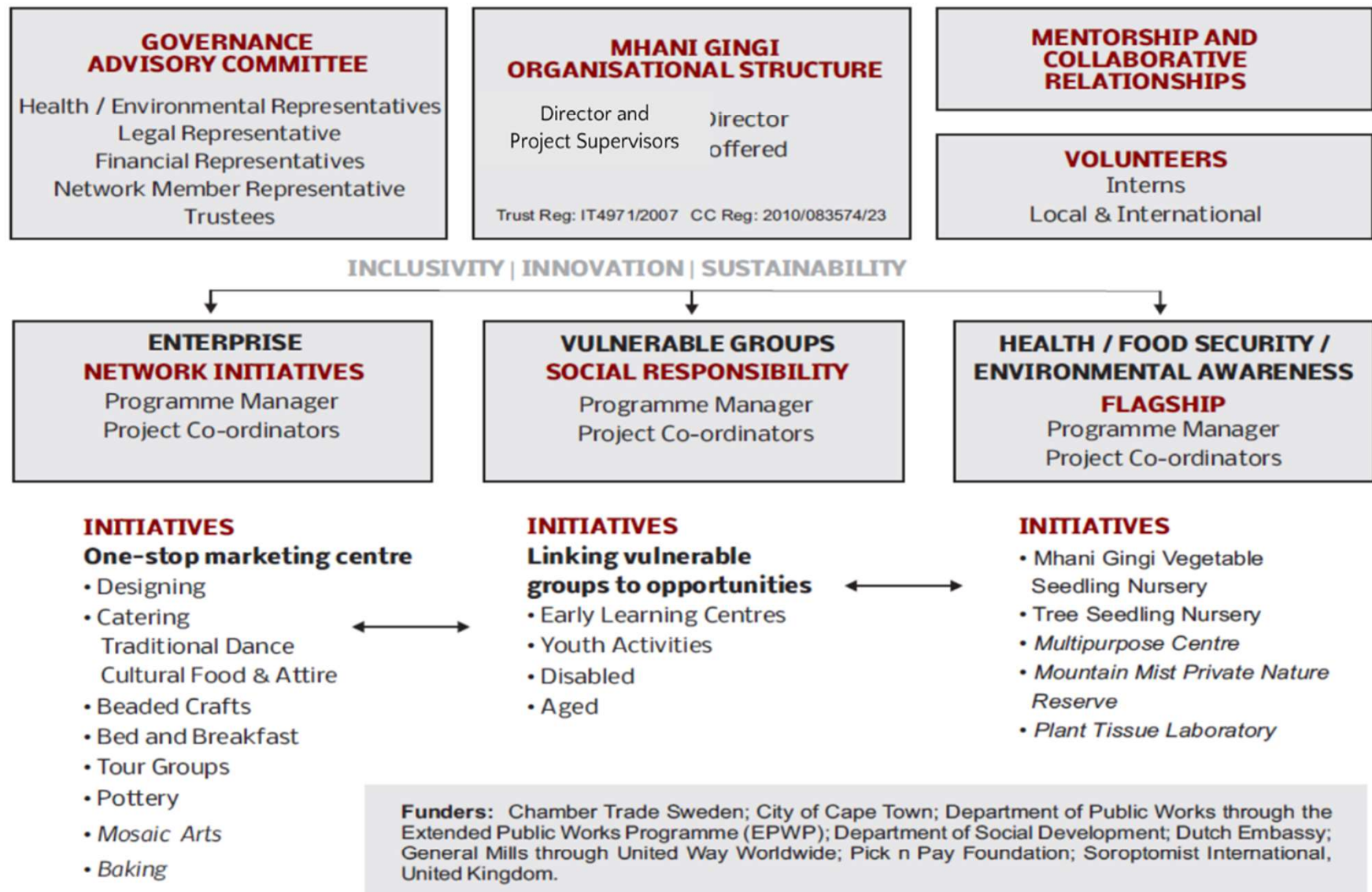
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- ◆ When: 19 years since 2004 August
- ◆ Where: Cape Metropole
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- ◆ How we do it: Tailor-made skilling
- ◆ Why we do it: Purpose, Vision, Mission. and Objectives
- ◆ Current project challenges, solutions, achievements and the impact



About Management Structure



About Mhani Gingi background

The Mhani Gingi Trust

- ◆ NPO established in 2007. Reg. No. IT497/2007
- ◆ Section 18A Certificate e

Multi-stakeholder partnerships ...

- ◆ Beneficiaries
- ◆ Various Organization & individuals
- ◆ Fresh Life Produce – Tunnels & African Growers

Significant private and public sector collaborations...

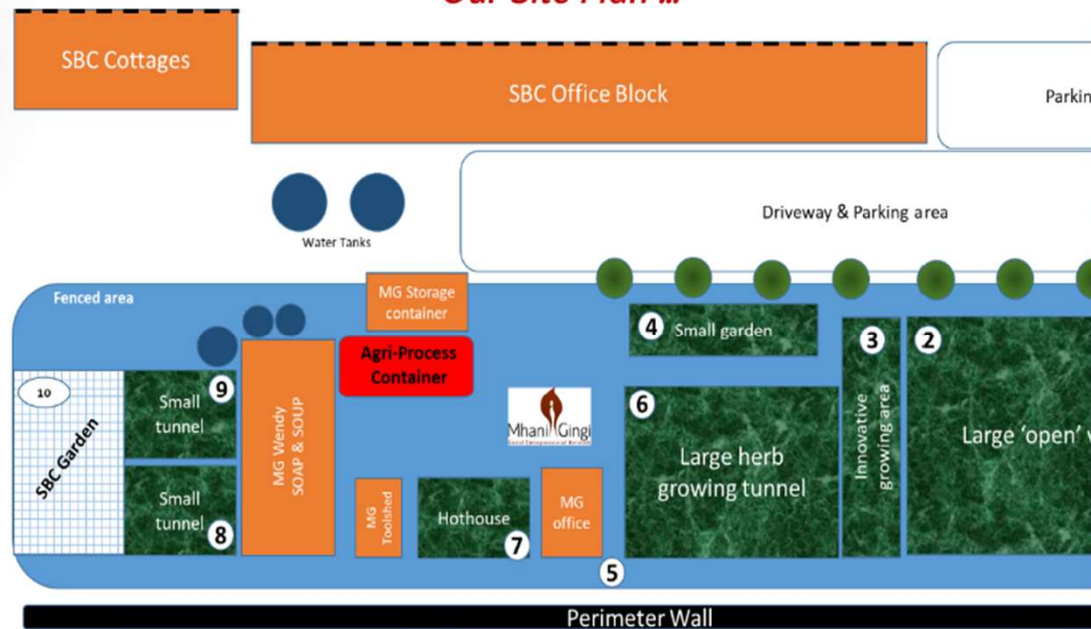
- ◆ Government Departments
- ◆ Funders both internally & internationally

Partners and impact investors ...

- ◆ Impacting individuals and groups
- ◆ CSR – Companies impacting communities

About our CoE

Our Site Plan ...



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About activities

INPUTS

African Grower
Tunnels & ground,
Community Gardens

Beneficiaries: PWD,
Aged, Survivors of
Abuse, Youth at

Funding & Other
Support

Tech Expertise

Incubator Affiliations			
Dep of SD & Agri	Private CSI Investors	Train & Mentor Partners	NGO Partners

THROUGH-PUTS

Agriprocessing
Hub

Supervisor & Staff & EPWP,
beneficiary & GLO Training

Fresh Produce
Consumables Supply Packs

Veg/herbs/fruit hydrating

"Captive market" OUTPUTS

Fresh Produce
Markets

Local Restaurants
Small Retailers

Donations to Soup
Kitchens, ECDs,
O/Homes

"Shared Services"

Trustees	Collection & Delivery	Accounting	Field data & M&E	Platform	Product & Micro Testing
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About sustainability

Our 5S Framework
en-route to an MG Community Gardens



“Taking Theory into Practice”



About our training



G.L.O. INCUBATOR Growing, Learning and Opportunities

Beneficiaries
Identified

Youth
at risk

PWD

Women

Shelter clients

Rehabilitated



Induction &
ENPs

Module 1
Best
Growing
Practices

Module 2
Being the
Best I Can Be

Module 3
By the
Numbers

Agripreneur
Graduation



Expectations
Needs
Promises

Knowing self,
knowing the
garden team

Vision Board &
Sign-off

Soil, water &
plant know-how

Marketing
Efficiency &
Financials

Comprehensive M&E
reporting at all stages

Start-up
sustainability

- African Grower
- Seedlings
- Aftercare

What we do, Tgt. Mkt & Methodology

- ◆ Flagship – Environment and Urban Agriculture
- ◆ Enterprise Development
- ◆ Social Responsibility

We partnered with other organizations, Public & Private

Our Unique proposition

How select the urban gardens and beneficiary gardeners – 5s Model

How we train the beneficiaries

How we organically propagate our healthy produce

and add value – Agro Proc



About Inside Container Kitchen



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Supply chain front end

Supply Chain Dynamics



- 20 Community centres/rehab shelters will receive a growing tunnel to support both their kitchens and the agri-process supply chain
- GLO training for start-up agripreneurs from the centres
- 40 beneficiaries will receive the African grower tower after graduation
- MC Agri-processing hub will coordinate growing and collection activities



About AFRICAN GROWER



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About The Mhani Gingi

*various Fruit Trees planted
within the veggie & herbs*



About The Mhani Gingi *Elevated gardens*



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Mid-chain considerations

Supply Chain Dynamics

A range of fresh produce is whole-packed, sliced and diced and/or vacuum packed and delivered to a range of selected markets. Product range can be extended to pickled and high-value fresh-cut range, including jams and spreads for ready-to-eat products.

Agri-processing Preparation and Storage



Collaboration with Dept. of Agriculture at Elsenberg for range of free practical courses offered on key aspects of processing to community-based organisations.

Present Supply Chain Dynamics

Supply chain back end

- Established relationships with soup kitchens for Ladles of Love, Llitha Labantu,



- Established relationship with Umthunzi Community Farming Initiative

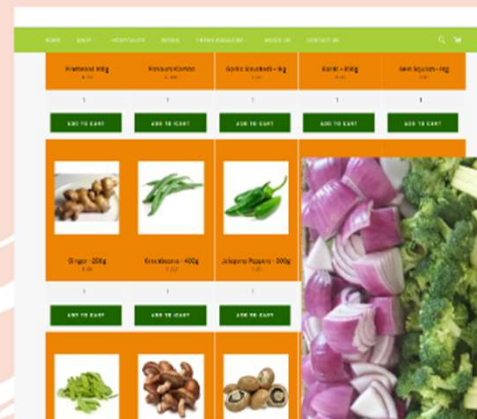


- Community market sales for slice&dice in Muizenberg, Rondebosch and Kenilworth



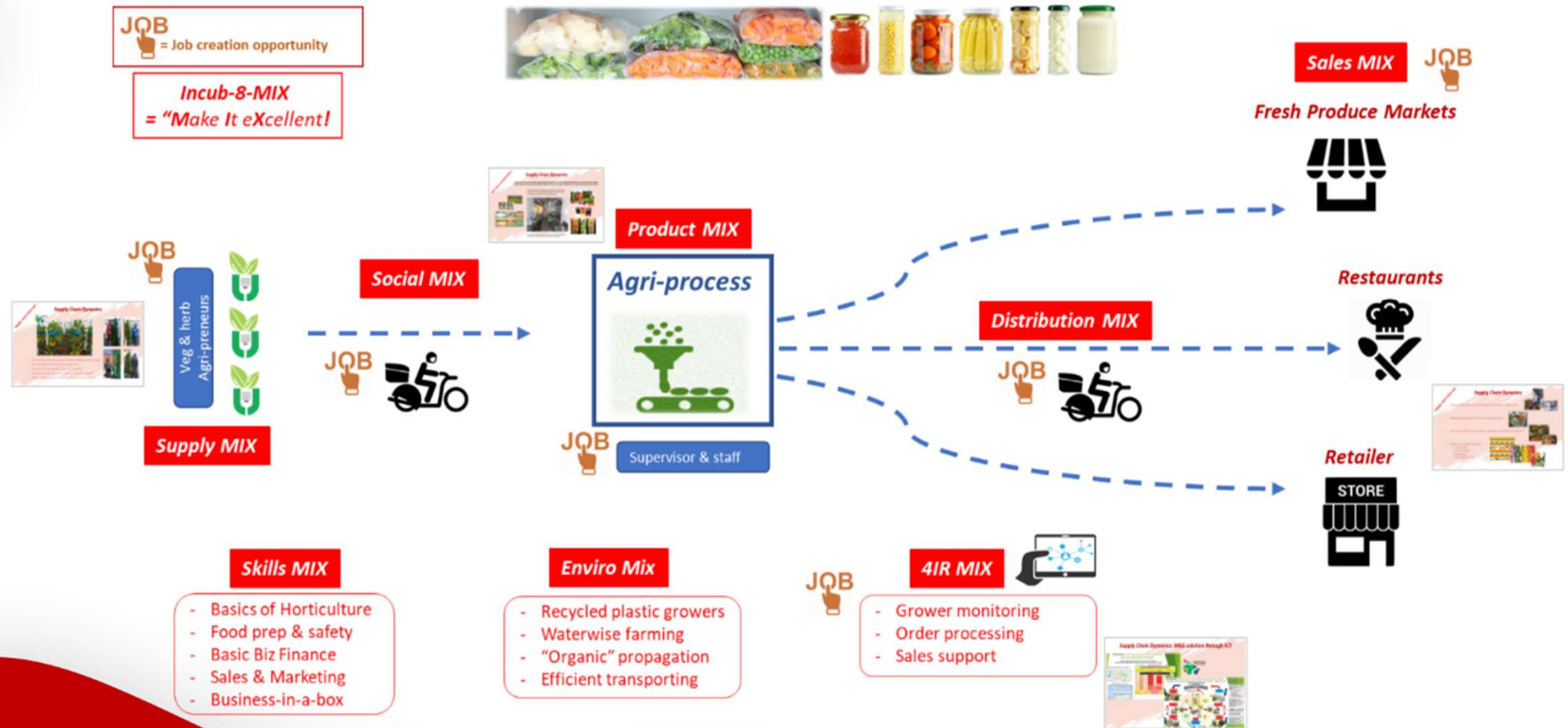
- Potential new slice&dice markets in:

- ✓ on-line sales
- ✓ small restaurants
- ✓ Spaza shops
- ✓ Small franchise stores



About our solution

Val-U-veg Agri-process Value Chain



About Organisations playing critical role in development

Public Sector

- Department of Social Development
 - – grants and EPWP opportunities
 - NDA funding programme for survivors of abuse –skills & food security
- Department of Agriculture
 - – food security and employment
 - Agro Processing training
- Department of Environmental Affairs
 - – employment: rycycling via EPWP
 - Sponsorship for Mhani Gingi Agri Processing Hub
- Department of Health – Western Cape on Wellness (WOW) Healthy Lifestyle

Private Sector

- Ackerman Pick n Pay Foundation
- Chrysalis Academy – collaboration in utilizing land which they
- Fresh Life Produce – supplying Africn Growers systems
- General Mills Foundation (USA) – food security
- Oribi Incubaor for entrapreneurs



Sustainability and impact

- ***For the individuals trained**, the skills will be transferable to future employment opportunities or own mini business ... and continued supply from their home gardens.*
- ***For the Partner NGOs and community centres**, the fully operation gardens will continue to provide nutritious food and additional revenue streams as they scale their operations.*
- ***For Mhani Gingi**, a key capability built through this project and similar initiatives from our previous funder learnings allows us to rely much less on donor funding and to use the revenue generated to cross-subsidise the various community projects currently underway, and thus allow for self-sustainability of our organisation as a whole.*



55 000 people impacted Over period of 18 years!

Target Groups: Direct & Indirect

- ◆ **Beneficiaries:** For every person at all levels that Mhani Gingi Trust assisted in 18 years, there are 5 more people that are indirectly benefiting by virtue of being associated with that individual.
- ◆ Mhani Gingi Trust's programmes are aligned to the SA NDP and United Nations SDGs: (1) No poverty (2) Zero Hunger (3) Good Health & Well-being, (5) Gender Equality (8) Decent Work & Economic Growth and (10) Reduced inequality
- ◆ Beneficiaries receive skills in Urban Agriculture enabling them to start and maintain their gardens – addressing unemployment problems
- ◆ Those who successfully complete their training they receive an African Grower with seedlings as a starter pack
- ◆ They are able to eat nutritious food as well as generate income by selling in the community and also to MGT for the Agri Processing Additional revenue from fresh produce sales and hence supporting sustainability for the community centres
- ◆ Community centres will have nutritious fresh produce supply to kitchens from their OWN gardens.
 - A more sustainable model of income generation for Mhani Gingi.
- ◆ The livelihoods of the families of employed staff will benefit from a more regular income.
- ◆ Selected restaurant and retailer clients will benefit from local, cost-effective supply of fresh products customer base.
- ◆ By extension of the programme, the health of people will also improve as they will be eating healthy foods that they have planted themselves (e.g. MDR TB sufferers in these communities will take strong medicine on full stomachs. The model is replicable up to National level

About Challenges and achievements

Food insecurity

Viewed as closely related to poverty with recent research in poorer areas indicating that 4/10 households in Cape poorer areas go without food at least once a week because they cannot afford these basics. **Lobbying the youth to persue agricultural careers**

Land & water access ...

Land access and water supply are key challenges for people wanting to gain the nutritional and often financial benefits from urban agriculture. **Mhani Gingi encourages utilizing the land at schools, churches, prisons etc that is not utilized for urban agric**

Food nutrition & prices ...

Communities reliant on buying their produce from larger retail chain stores, smaller local stores and informal spazas – all offer “fresh produce” that is mass produced and contain synthetic chemicals (fertilizers, pesticides, antibiotics, hormones) and often even more importantly, at hugely inflated prices. **Mhaani Gingi offers healthy organically grown produce to communities.**

Drought impacts...

The ever-threatening Western Cape water scarcity, along with a high saline content of ground water in areas of the Cape Flats, have provided additional challenges to urban farming, both for subsistence gardens and for those growing produce for a profit. Those who “donate” water for community gardens cannot afford to continue. establish 35 community gardens before the drought **10 of which are still functioning strongly and being part of supply chain for the Mhani Gingi Agro Processing Hub**

Women involvement in the real economy ...

Women who are poor and marginalized have largely been left out of the real economy, both on skills development and entrepreneurship in their own right, and face an even higher impact from COVID-19 impacts, loss of livelihood, and increased violence. **Mhani Gingi skills and linked survivors of GBV to opportunities**

Vision

Yesterday, Today and Tomorrow Schrub

This schrub produces a deep purple flower in colour. The following day, the same flower turns to light purple colour and the third day the same flower is PURE WHITE – MATURED! The flowers have a lovely aroma!!

“Yesterday is History” what Mhani Gingi has done for the past 17 years

“Today is what you have” – what Mhani Gingi is presently doing

“Tomorrow is a DREAM” – Mhani Gingi’s VISION, being

To attract

- Sponsors to help our growth to “pure white maturity” to be not only become renowned local players but exporters as well;
- Sponsors to expand into propagating Rose Geranium and to extract highly sort after essential oils and to create jobs for the People with Disabilities (PWD) and Youth; and
- Like-minded to collaborate with, such as Chrysalis Academy and Fresh Life Produce for supplying needed African Growers for those without land space to engage in urban agriculture



THE END

THANK YOU

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Questions



Home Gardening Tips

Michelle Nel

(RC Helderberg Sunrise)



Gardening Tips



Plant more Trees

Phytocides = Plant Anti-Biotic

- Study 1970 – Forests vs Plantations effects on blood pressure
- 1956 German Professor – Germ Free around a plot of conifers ->
- Napol Medical School found evidence that walks in forests can help fight cancer.
- Korea – City vs Forest Walk impact on Blood Pressure, Lung Capacity and elasticity of Arteries
- Chicago correlated in Canada – 1 trees at front door / 10 trees in a neighbourhood improved health & wellbeing = \$10 000 increase income

Corelated Benefits For Humans:

- Triggers reaction that reduces inflammation
- Helps fight Allergies
- Boosts immune System
- Increase in cancer killing cells & anti-cancer proteins
- Heart and circulatory systems



Questions



Closure

Geraldine Nicol

