

**Rotary District 9350  
Food Gardens Webinar**

**How to Create Financial  
Sustainable Food  
Gardens**

# EDUBYTE

## HOW TO REMOVE WEEDS EFFECTIVELY



Edubyte Nov

# AGENDA

- 16:58 Video (Training Video)- Edubit
- 17: 01 Introduction (Doug Batchelor)
- 17:02 Keynote speaker - **Dom Johnson-Allen (Backyard Farms)**  
Dom will share the Backyard Farm model
- 17:22 Questions
- 17:25 Preparing seeds and complementing companion planting - **Gabriel Scholtz (Bromeliad Kingdom, Wilderness)**
- 17:35 How to create a realistic Food Gardens Budget – **Justin Bonello (Neighborhood farms)**
- 17:50 Uitreikende hande Budget Stort - **Stephen Young (RC Swellendam)**
- 17:55 Questions
- 18:00 Closure - **Geraldine Nicol**



# BACKYARD FARMS™

Our Story, Our Products & Our Route-to-Market

Dom Johnson-Allen





# BACKYARD FARMS™ Our Story

- We are a new South African social enterprise combining micro-farming, entrepreneurship and food production. The result is a fantastic new range of sauces, marinades & food products.
- We have a growing supplier network of female farmers located in the townships and communities around the Western Cape growing chillies, garlic & fresh herbs which we purchase for the production of our products.
- We evolved from a Covid Lockdown Feeding Project run at the Pebbles Kitchen where we made & distributed over 1,1 million meals in 10 months.





BACKYARD FARMS™

## Our Model

- We are a business, not a charity, and we want to develop and create new entrepreneurs.
- We 'partner' with individuals, community gardens, NGO's, schools & small-holder farmers – but only women!
- We supply our partners with seedlings, potting soil & compost, fertilizer, watering cans & ongoing training and support.
- We then buy ALL their harvest and use their produce in our sauces.
- Funding for initial and future planting will be provided by Backyard Farms when required. Our capital comes from 'sauce sales' & our 'Partner Investment' initiative on our website.



One starter chilli farm  
for a new partner!

R 150.00

ADD TO CART

BUY IT NOW

10 - 15 new chilli bushes plus materials,  
fertiliser and support for a new partner.

[f Share](#) [Tweet](#) [Pin it](#)





**BACKYARD FARMS™**

## Partner Plans for 2021/22

- We have a Spring/Summer planting programme that will increase the size of our original farms AND add new partners to the organization.
- By the end of 2021 we plan to have 40-50 partners.
- Within the Cape Town & Winelands region, we are also now buying vegetables for The Pebbles Kitchen.
- Our new 'Kayamundi' sauce will be launching soon, with a 'community based' sales model to help our partners increase their income generating opportunities.





**BACKYARD FARMS™**

## Mixed Cropping Opportunities

| BACKYARD FARMS   | PEBBLES KITCHEN – outside Stellenbosch   |
|--|--|
| CHILLIES   | CARROTS  |
| FRESH HERBS <ul style="list-style-type: none"><li>• BASIL</li><li>• ORIGANO</li><li>• MARJORAM</li><li>• THYME</li></ul> | GREENS <ul style="list-style-type: none"><li>• SPINACH</li><li>• KALE</li><li>• KOVO</li></ul> |
| RED PEPPERS  | BUTTERNUT/PUMPKIN  |
| GARLIC   | ONIONS   |
| TOMATOES   | SWEET POTATO   |
|  | GREEN BEANS  |
|  | TOMATOES   |
|  |  |



BACKYARD FARMS™

## Planned Partner Impact

- Our initiative is all about ‘uplifting lives’ in the following ways:
  - Financial independence- investing in, training & empowering our partners with the potential to earn a ‘self generated’ income, at least in-line with a living wage.
  - Creating a fun, supportive and inspiring community that brings hope, friends and plans for the future. We recently had a ‘Women’s Day lunch’ for all partners, with a ‘Farmer of the Year’ Award plus other gifts and prizes.
- This Impact will be measured in the following ways:
  - Monthly analysis of crop yields & money earned, with support to improve.
  - Personal upliftment monitored through Poverty Spotlight or equivalent.







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## Commercial Development

- The current global trend in hot sauces & chilli products inspired us to start chilli farming and to create our own brand of chilli-based 'table sauces'.
- Due to the limited market size of hot sauces in South Africa, we developed a 'Cooking Sauce' range that sits in the fast growing convenience food category. Our products are clean label and most are vegan.
- Every South African loves a braai so we created a BBQ Sauce with plans for a whole spice, rub & paste range.
- We started product, design and brand development in February 2021 and launched in July 2021.



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## Our Current Products...





BACKYARD FARMS™

## Route-To-Market

- We have an 'omni-channel' route-to-market strategy:
  - D2C- online & digital via regional business partners
  - Independent Retailers -currently x 8
  - Markets -currently x 3
  - Hotel & Restaurant's -currently x2
  - National Retailers
    - Wellness Warehouse- Listing approved- coming soon
    - PnP- Listing approved - coming soon







## BACKYARD FARMS™ Opportunities & Innovation

- We have plans for a large range of new products in our three market segments- table sauces, cooking sauces and 'braai'. Some of these products will be completely unique in the current market.
- We will continue to grow the number of partners we work with, the size of their farms and alternative income streams.
- We have started to explore 'Bee Farming' with our first hive now up & running.
- We have signed our first 'product partner' providing a route-to-market for other small food & drink entrepreneurs.





BACKYARD FARMS™

## Alignment with Macro Trends

- Our brand has a story that focusses both on **uplifting society** and **protecting the planet (localized supply chain)**
- We use **technology** to drive D2C **home delivery** sales growth.
- **'Clean'** labels are becoming increasingly relevant.
- Most of our products are **vegan**.
- Our glass packaging can be **recycled** & we encourage our customers to return their empties so we can **re-use**.
- Our cooking sauces sit in the **convenience meal** category.







# BACKYARD FARMS™ Our Production Facility

- Our production facility is the Pebbles Kitchen- a new 450m2 food production facility outside of Stellenbosch
- Designed and built in 2018 following HACCP guidelines.
- Audited quarterly by FCS.
- 2019 SA Social Enterprise of the Year winner.



## A FEW OF OUR INITIAL REVIEWS....

"Gave my sauces away to the family stupidly!

My son-law says your hot sauce is amazing- the best he's ever had!

Well done"

Lisa, Goodwood

"I gave the family your peperonata sauce last night- wow did I get a lot of wolf whistles! It was delicious...

My hubby is diabetic and it did nothing to his sugar levels.

Clearly real food with proper, fresh ingredients. Thank you for such awesome products! "

Sue, Somerset West

"12 jars all done and literally feel sadness. All INCREDIBLE. My children even eat curry now thanks to the DIVINE tikka! The peperonata is SO good and a brilliant standby meal. We are HOOKED.

Thank you for these products- they are EXCEPTIONAL and making a difference- what a winning combination.xxxxxxx"

Cara, Stellenbosch

"I have to commend you on your sauces...  
Sweet chilli disappeared instantly! Love the freshness & punch of the hot sauces.

Fantastic products and will definately be ordering again.  
Thank you!"

Melissa, Somerset West

**"Best pasta sauce ever! Love the marinade and mango chilli sauce too. I received my order in less than 24 hours! Top quality products, do not hesitate to support this great initiative."**

- Liz!  
Somerset West



Thank you from  
us all at  
Backyard Farms.

[dom@backyardfarms.co.za](mailto:dom@backyardfarms.co.za) or call 084 458 5200

# Questions

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A close-up photograph of a seedling tray filled with dark, moist soil. Numerous small, bright green seedlings with two rounded leaves are emerging from the soil. Several light-colored, oval-shaped seeds are scattered across the surface of the soil. The background is slightly blurred, showing more of the tray and its contents.

# Basic Principles of Seed Germination

By Gabriel Scholtz



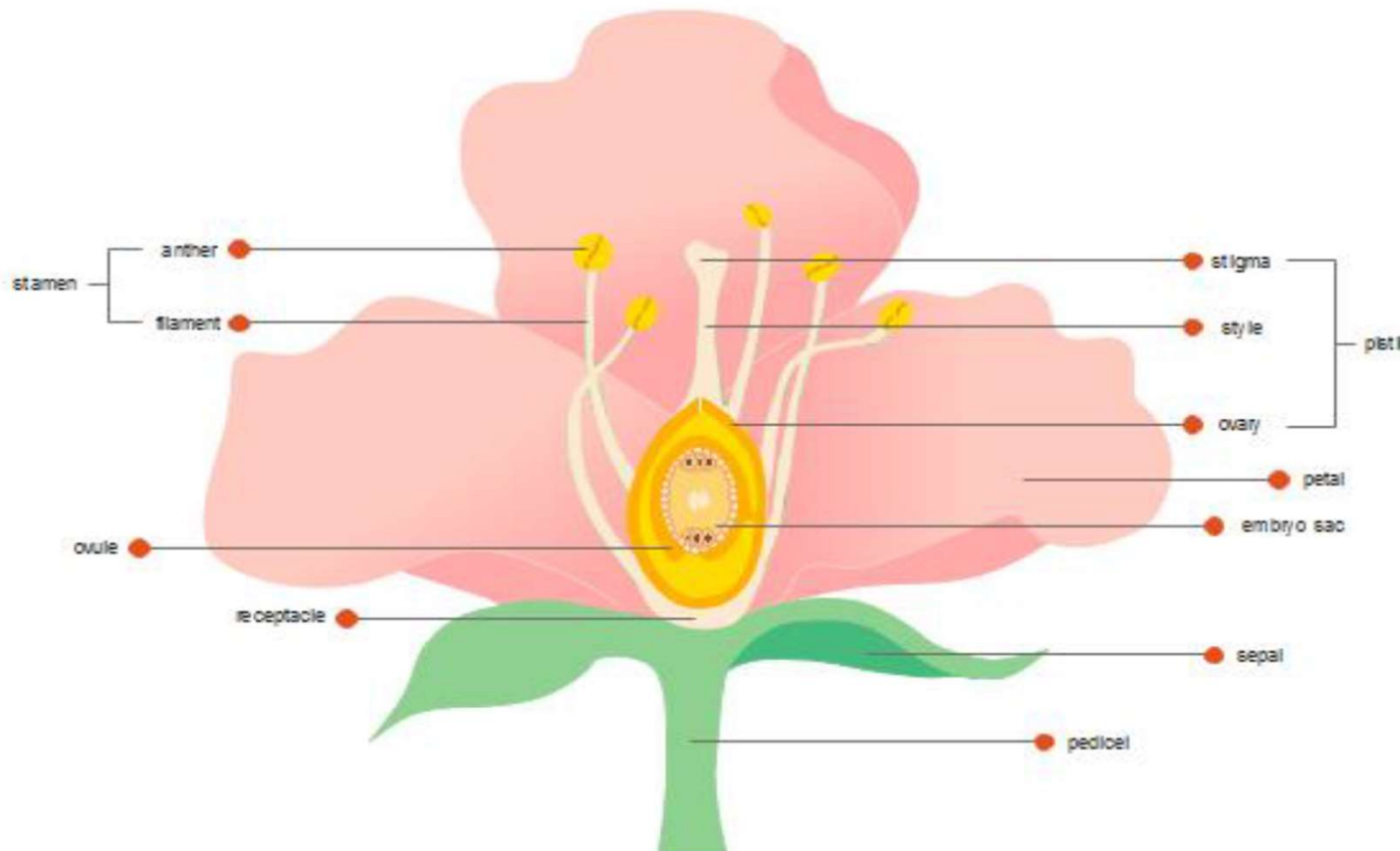


# What is a Seed?

- A seed is a ripened ovule and represents the next sexual generation in a given ecosystem.
- In most cases it contains an embryo as well as food sufficient enough to get the seedling to it's photosynthetic phase and lastly a protective covering.
- Do all plants produce seed?
- Keep in mind plants can also reproduce via asexual vegetative reproduction
- Are seeds always true to form(exact copies of their parents)?
- It is a well known fact that seed germination is the number one method in the world i.e the most often used method for generating new crops by both nature as well as humans... now let's take a look...

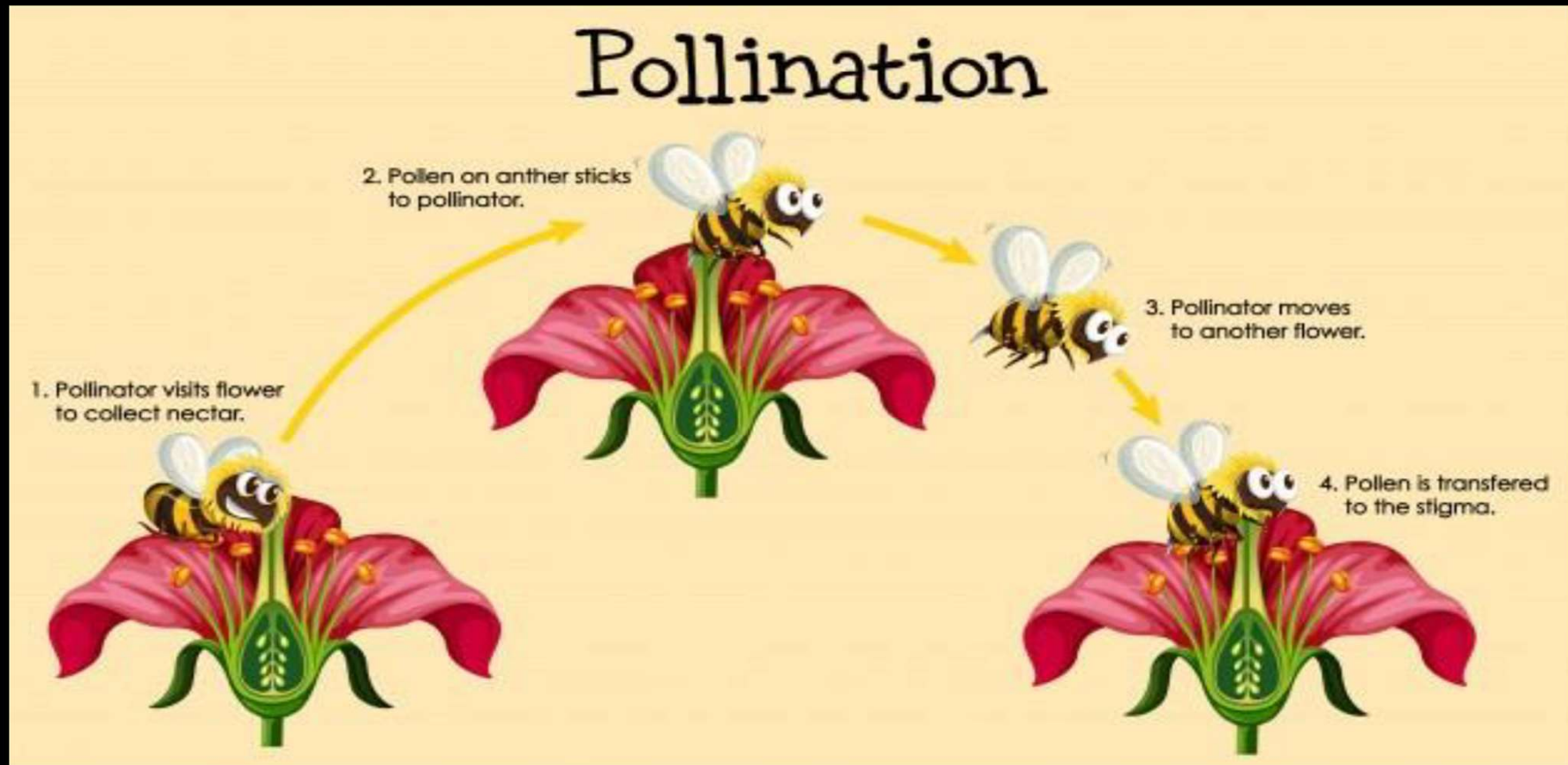
# Where do seeds come from, how are they formed?

## Parts of a Flower

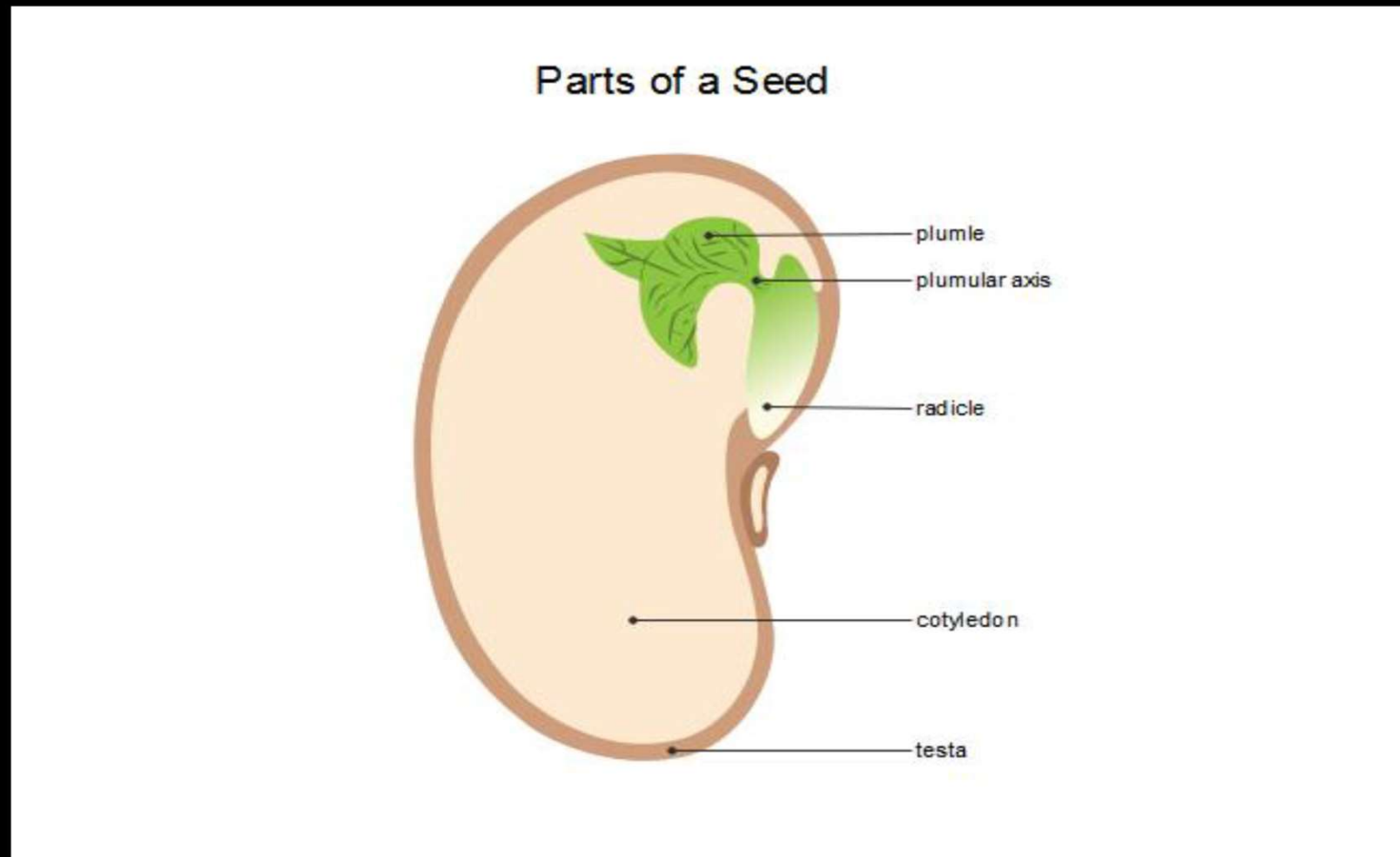




# Pollination of Flowers (Angiosperms)



# Basic Seed Anatomy



# Types of seeds

## Two Basic Differences

- Monocotyledons (Majority)  
Refer to most grasses(*Poaceae*), Palms(*Arecaceae*), Lilies(*Liliaceae*) and orchids(*Orchidaceae*).
- Dicotyledons  
Beans, Avocados, Grapes, Apples, Roses

At the start of germination there are always fundamental morphological differences in the aforementioned. Especially pertaining to:

- Leaves
- Stems
- Roots
- Flowers





*Dombeya rotundifolia*



*Microsorium punctatum*



*Caster Oil*  
*Ricinis communis*



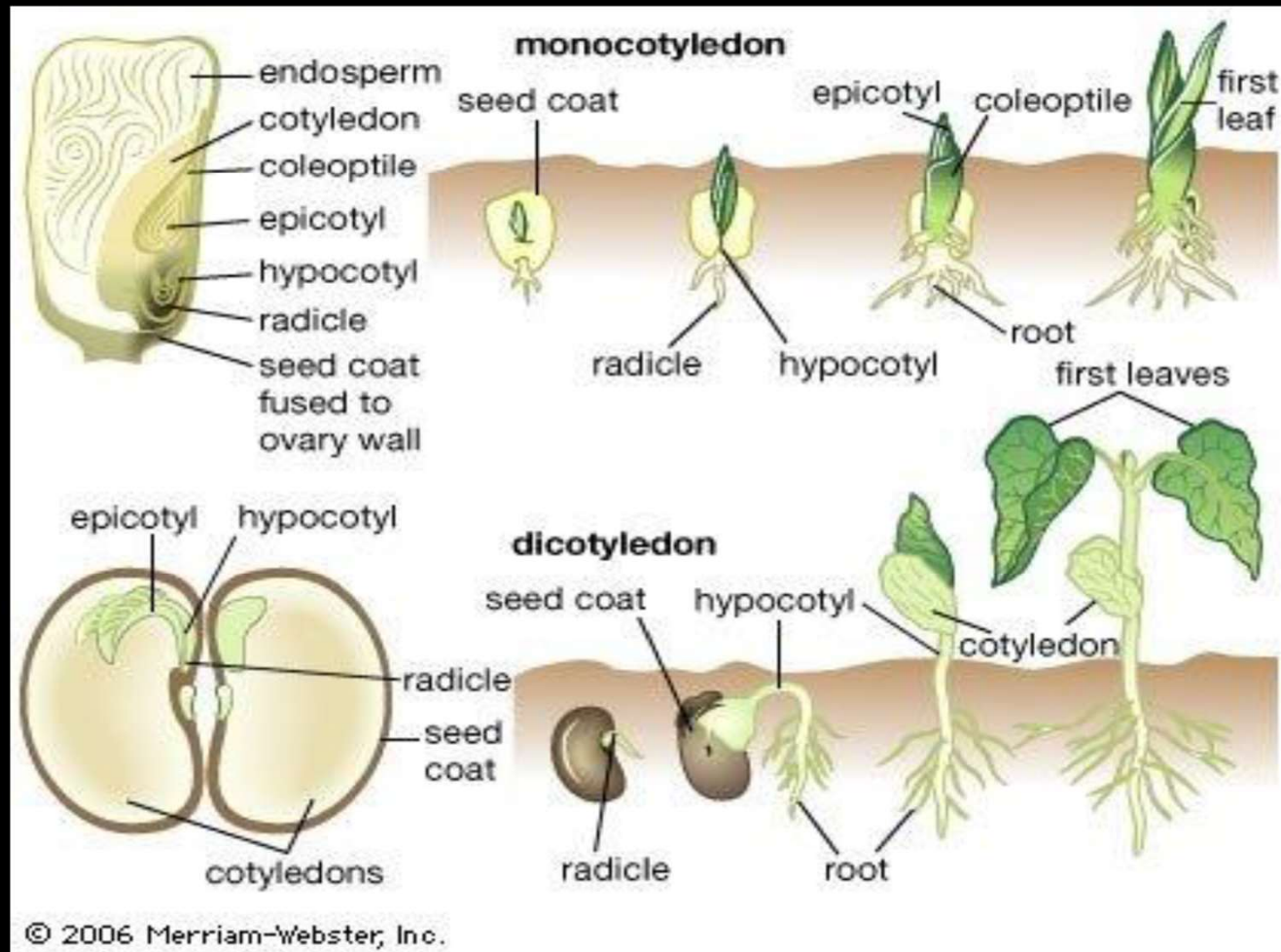
Strawberry  
*Fragaria ananassa*



*Pelargonium fruticosum*



# Germination



# Germination: Important things to Know when working with seeds

## 1. Know your seed

- Understand what species you are working with at all times to ensure successful germination.

## 2. Know where it comes from

- How, when and where did you acquire the seed?
- Remember to label the variety with the name and date
- How old is the seed? is critical in having success
- Quarantine seeds to ensure no pests are present.

## 3. Ensuring viability

- Test your seed before germination to prevent wasting time and resources. Seed may be parasitized by insects, fungi or bacteria, etc.
- Make sure you store seeds correctly, according to their kind.



# Germination: Important things to Know when working with seeds...continued

## 4. Storing Seeds

Depending on the species, seeds may be stored for later use in the following ways:

- In clean dry paper bags or envelopes, tin-foil or in plastic or glass air tight containers
- Ensure seeds are clean(sterile), dry and have no visual flaws e.g. holes, etc.
- If seeds are larger then feel the weight (lighter, usually=dead)
- May sound silly but always try and store fresh seed
- Ensure the containers you use are also clean(sterile) and dry
- If information is available, know how long each seed type may be stored for and apply storage date.
- Finally, store seed in a safe, cool, dry place, out of direct sunlight (NB. Not all seed can be stored in the refrigerator)

# Germination: Important things to Know when working with seeds...continued

## 5. Germination Mediums

There are a myriad different horticultural mediums one can use to germinate seeds, here are some of them:

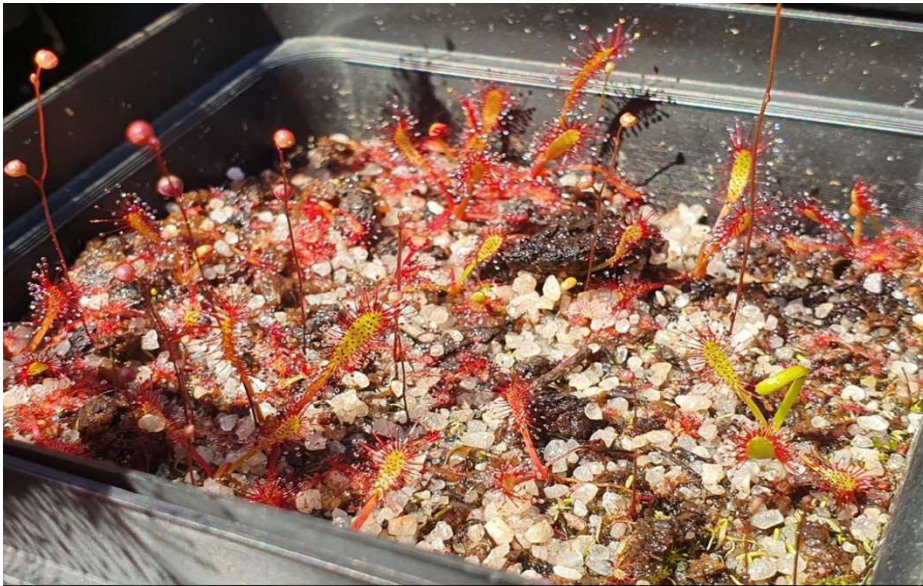
- Perlite
  - Aeration and Drainage
- Vermiculite
  - Aeration and moisture retention
- Coco-Peat
  - Moisture retention (though be careful of plants sensitive to salts)
- Sphagnum Peat
  - Usually deters bacteria, etc.
- River sand
  - Drainage
- Compost
- Water

# Important things to Know when working with seeds...continued

## 6. Questions to consider when sowing seed

- Know what which medium to use
- What time of the year to sow?
- Whether or not the seed has germination inhibitors/dormancy's
- Should they be scarified?
- Cold stratification?
- Nutrient supplementation?
- How deep the seed needs to be sown?
- How deep should the container be?
- Should bottom heat be applied?
- Protection from possible predators and how to manage them









# THANK YOU



# How to create Financially Sustainable Food Gardens

Prepared by Justin Bonello and Caroline McCann, Neighbourhood Farm NPC : Contact, +27(0)82 215 0528, [justin@neighbourhoodfarm.org](mailto:justin@neighbourhoodfarm.org)





# *Neighbourhood* **FARM**

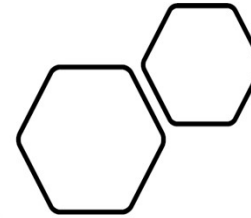
**WE GROW FOOD, MINDS AND COMMUNITY**

Justin Bonello

CEO and FOUNDER

**WE GROW FOOD, MINDS AND COMMUNITY**

# Credentials



Neighbourhood Farm NPC was founded to fix a broken food system and provide edible education to all community members regardless of socio-economic circumstances.

The organization's core focus is to build a nation wide resilient and sustainable urban food system underpinned by local champions.

We are proud to have celebrated our third year of operation in March 2021.



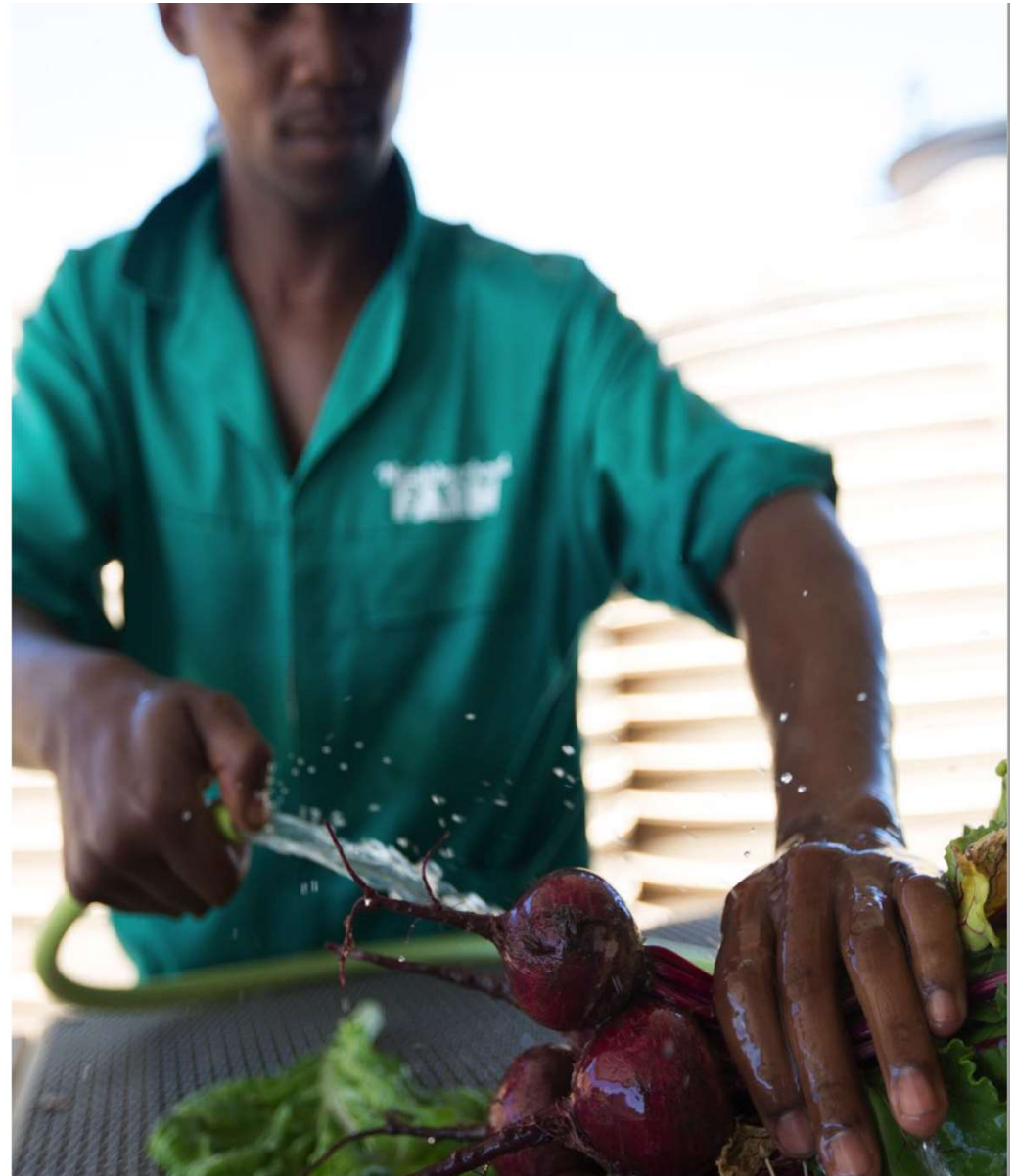
## Who we are

- Neighbourhood Farm is a registered NPO with PBO status, based in the South Peninsula of Cape Town
- Was designated a strategic project by the WC Premier in 2019



# Why are we here?

- To develop and establish food gardens on under-utilised land.
- To provide access of nutrient dense produce to community members in a local wellbeing economy that focuses on providing the tools and resources needed by our communities to lead better lives.
- To support the economic growth of our youth to becoming tomorrow's leaders
- To develop a self sustaining and replicable model for South Africa.





# What we've done

- Developed and installed 4 Farms in the South Peninsula on previously under-utilised ground at: Kommetjie Primary School, Ocean View Secondary, False Bay Hospital and Laerskool Paul Greyling
- Developed a sustainable economic model
- Grown tons and tons of local nutrient dense and organic produce with a tiny carbon footprint
- Have developed strategic relationships with key stakeholders
- Opened 3 shops (and closed 1)
- Built outdoor classrooms at 8 schools
- Started shifting the food consciousness
- Provided a sales platform for other entrepreneurs
- Have identified and upskilled potential future market gardeners









# Why this is so important!

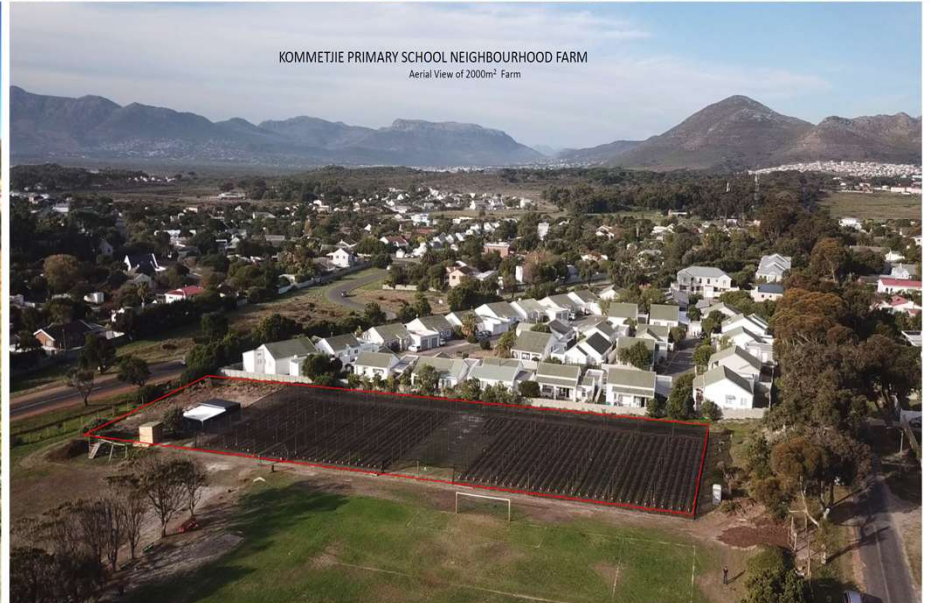
- 90% of all food gardens fail
- Edible Education provides the means to re-connect children and community members to an ethical food production system that has health and wellbeing at it's heart
- Food Security

FALSE BAY HOSPITAL NEIGHBOURHOOD FARM  
Head Market Gardener and Agri-preneur in Training, Alick Kalua





OCEAN VIEW ORGANIC FARMERS  
Site developed by Neighbourhood Farm



KOMMETJIE PRIMARY SCHOOL NEIGHBOURHOOD FARM  
Aerial View of 2000m<sup>2</sup> Farm



# *Neighbourhood* **FARM**

**WE GROW FOOD, MINDS AND COMMUNITY**

## Thank you

Justin Bonello  
CEO and Founder





# ROTARY SWELLENDAM

## UITREIKENDE HANDE FOOD GARDEN PROJECT

### BUDGET STORY

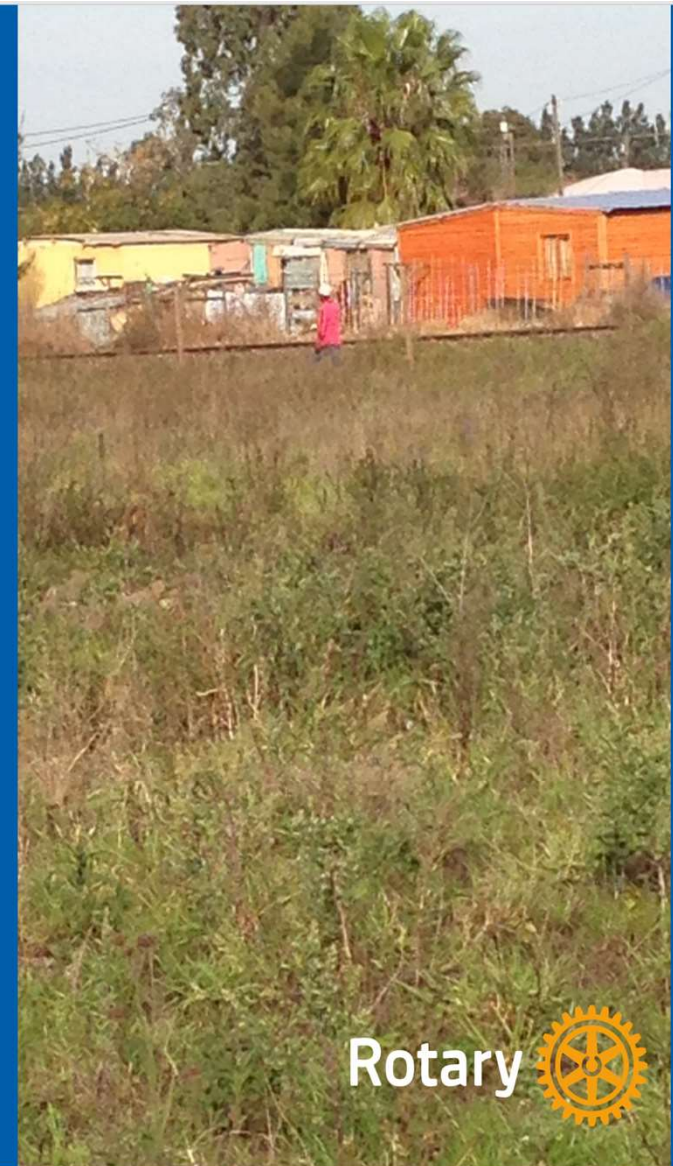
### DISTRICT 9350





## CONTEXT

This project is about helping to feed a very poor community living in RDM housing and shacks adjacent to the railway track in Buffeljags. They have asked the Rotary club of Swellendam to assist them in creating a Market Garden on the land to grow food to supply the immediate community, particularly children and the elderly, with surplus food being sold at various outlets in the Swellendam municipal area.



Rotary 



# BUDGET

| Budget item                    | Name of supplier            | Amount in Rand |
|--------------------------------|-----------------------------|----------------|
| Fencing materials              | SSK                         | 8511.06        |
| Irrigation equipment           | SSK                         | 19,114.28      |
| Seed,                          | SSK                         | 6500           |
| compost and fertiliser         | Thornlands                  | 5000           |
| Transportation costs           | Various                     | 2000           |
| Tools                          | Various                     | 3874.66        |
| Stipends during implementation | Rotary club Swellendam/E WP | 30,000         |
| TOTAL                          |                             | R75,000        |



Rotary 

# BUDGET SOURCES

| Host Rotary club contribution to the project A                                    | Rand        |
|---|-------------|
| Swellendam Rotary Club  | Rand 30,000 |
| Partner Rotary clubs inside and clubs & districts outside District 9350 B         | Rand        |
| Claremont Rotary club donation 2018   | Rand 10,000 |
|   |             |
|   |             |
|   |             |
|   |             |
| Sub total B   | Rand 10,000 |
| TOTAL co-sponsor contributions A+B  | Rand 40,000 |
| Total funds requested from District (must be at least R5 000)                     | Rand 25,000 |
| Additional outside funding: SSK CSi<br>Please specify the source of this funding. | Rand 10,000 |
| Total project financing<br>(must equal budget on page 2)                          | Rand 75,000 |



# ACTUALS

| Uitreikende Hande Budget 3 September 2019 |                 |                 |        |         |                   |                    |                 |          |              |          |
|---|-----------------|-----------------|--------|---------|-------------------|--------------------|-----------------|----------|--------------|----------|
| Income                                    |                 |                 |        |         |                   | Expenditure        |                 |          |              |          |
| Item                                      | Action          | Completion date | Budget | Actual  | Projected Balance | Action             | Completion date | Budget   | Actual spend | Balance  |
| Phase 1                                   | ongoing         | 12 2019         | 65000  | 65000   |                   |                    |                 |          | 36671.39     | 28328.61 |
|   |                 |                 |        |         |                   | Tools              |                 | 4000     | 3636.64      | 373.36   |
|   | Seedling sales  | 09 2019         | 1000   |         |                   | Training           | 09 2019         | 2000     |              | 2000     |
|   | Vegetable sales | 11 2019         | 5000   |         |                   | Seedlings          | 08 2019         | 2500     | 1850         | 650      |
|   |                 |                 |        |         |                   | Spraying           | 09 2019         | 2500     | 364.72       | 2135.38  |
|   |                 |                 |        |         |                   | Stipends           | 12 2019         | 9600     |              | 9600     |
|   | Interim outcome | 12 2019         | 6000   | 4525.25 | 10525.25          | Implementation pay |                 | 4176     | 4176         |          |
| Phase 2                                   |                 |                 |        |         |                   |                    |                 | 10525.25 |              |          |
|   | Seedling sales  | 03 2020         | 2000   |         |                   | irrigation         | 01 2020         | 5000     | 4357.80      | -642.20  |
|   | Vegetable sales | 04 2020         | 8000   |         |                   | seedlings          | 01 2020         | 2500     | 2567.45      | 67.45    |
|   |                 |                 |        |         |                   | stipends           | 04 2020         | 9600     | 3600         | -6000    |
|   | Interim outcome | 04 2020         | 10000  | 3425.25 |                   |                    |                 |          |              | 6574.75  |



# ACTUALS

| Item    | Action          | Completion date | Budget | Actual | Balance | Action     | Completion date | Budget | Actual spend | Balance |
|---------|-----------------|-----------------|--------|--------|---------|------------|-----------------|--------|--------------|---------|
| Phase 3 |                 | 10 2020         |        |        | -10,000 |            | 10 2020         | 34800  | 18539        |         |
|         | Seedling sales  | 10 2020         | 2000   | 567    |         | irrigation |                 | 25000  | 12500        | -12500  |
|         | Vegetable sales | 10 2020         | 8000   | 4335   |         | seedlings  |                 | 2600   | 2439         | -160    |
|         |                 |                 |        |        |         | stipends   |                 | 7200   | 3600         | -3600   |
|         | Interim outcome |                 | 10000  | -4902  |         |            |                 |        | 18539        | -16260  |

Original Budget for the Project was R75,000

Actual spend was R83,539

Of which, R25,000 was District Grant,

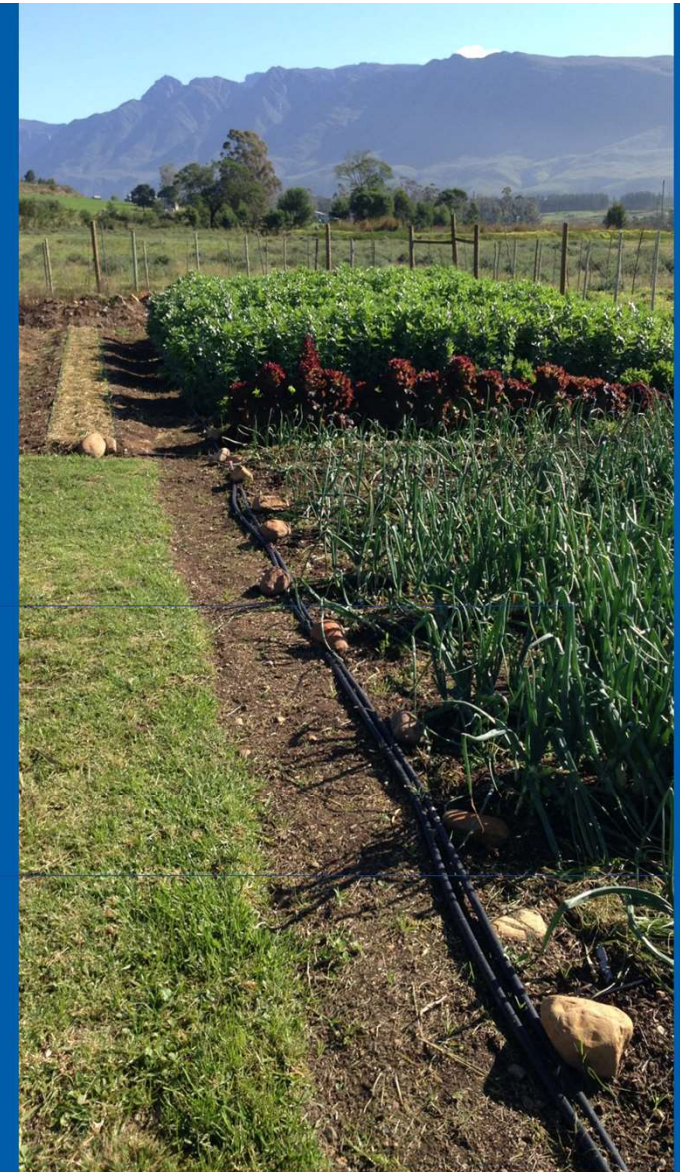
R10,000 was CSi funds from SSK

## CONCLUSION

R10,000 came from a grant from Claremont Rotary Club

R38,539 from Swellendam Rotary Club project funds

2 x 10000 ltr water tanks + small farmers Covid relief grant donated by Department of Agriculture (R50,000)



# Questions

**D9350 Website**

[Home Page | Rotary District 9350 \(rotary9350.co.za\)](http://rotary9350.co.za)



# Closure

## Geraldine Nicol