



CeeDee NEWS



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CASIDRA is a Provincial Government Enterprise for the Western Cape

CASIDRA WELCOMES NEW EXECUTIVE AUTHORITY



Minister Beverly Schäfer with Casidra's Board of Directors and Management team

Casidra's Board of Directors and Management team extended a warm welcome to the new Minister of Economic Opportunities, Ms Beverly Schäfer, during a meeting held at Casidra's Head Office on the 22nd of November 2018. During her introduction, Minister Schäfer expressed her appreciation and said that it is a wonderful privilege to be Casidra's new Executive Authority. She further expressed her excitement to continue working with Casidra as Provincial Government Enterprise and said that one of her key responsibilities is to oversee the agriculture sector in the Western Cape of which Casidra plays a pivotal role in that space.

Minister Schäfer replaced Minister Alan Winde who has taken up his new portfolio as Minister of Community Safety in the Western Cape. The Board's outgoing Chairperson, Dr Leonie Coetzee, thanked Minister Schäfer and said, "We are extremely grateful to have you as our newly appointed shareholder.

You and your Department will certainly have our continued support. We will appreciate your guidance to align ourselves with the Province's Strategic Objectives and Goals as well as the expectation of the shareholder".

The meeting concluded by highlighting several changes that occurred within Casidra's Macro-organisational structure. For Dr Coetzee, it was time to depart from her journey with Casidra after resigning as Chairperson of the Board. Mr Ainsley Moos will be taking over the reigns as the new Chairperson and Mr Elton Jefthas as Vice-Chairperson. Both members expressed their vote of appreciation and look forward to steering the ship towards the Company's desired destination.

This was the last Board meeting for our former Chief Executive Officer, Michael Brinkhuis, who tendered his resignation earlier in November 2018 and vacated his position at the end of December 2018 to pursue his career.

The Board wished everyone well and delegated the senior managers to act as CEO on a rotational basis while they are in the process of appointing a new CEO to take over the reigns from March 2019.

2019-YEAR OF TRANSITION

2019 Started with some new transitions and it is a huge pleasure to welcome two new Directors, namely Messrs Werner Abrahams and Marius Wüst, to our Board.

We are extremely excited to have them as part of our team and look forward to their valuable contributions and working with them.

Casidra's management team and staff are fully geared and committed to deliver their services with passion to the Western Cape communities. This is going to be a great year as we celebrate '30 Years of Excellence'.



Minister Beverly Schäfer,
Minister of Economic
opportunities



Mr Werner Abrahams,
New Director



Mr Marius Wüst,
New Director

CORPORATE NEWS

CASIDRA WELCOMES THE NEW CEO: ASHLEY SEYMOUR



ASHLEY SEYMOUR

Casidra's Board, Management and Staff have pleasure in welcoming its new Chief Executive Officer, Mr Ashley Seymour effective from 4th of March 2019. Mr Seymour is a Chartered Accountant (South Africa) who spent much of his career in development financing & Impact investing and is a seasoned Executive as well as Non-Executive Board member in both the public and private sectors. He is a passionate South African, born and mostly raised in the rural parts of the Eastern Cape. He is the youngest of seven children, a practicing Catholic and father to three teenagers.

Mr Seymour is also a South African Reserve Bank accredited Non-Executive Director and his work experience includes Non-executive appointments where he has served on a number of Boards. He is a results-orientated industry thought leader, pioneering and managing cross border business solutions spanning over 25 years of experience in multiple industries primarily financial services, to create value, drive business development with a strong focus in corporate finance & advisory services, capital raising, cross border and domestic IPO's, International Financial reporting standards, due diligence, financial modeling and leverage financing.

In terms of his educational background, Mr Seymour matriculated at the Savio Adult Education Centre (Lansdowne) in 1986. He obtained his B. Comm (Accounting) Degree from the University of the Western Cape (UWC) in 1991 and his Hons B Compt from the University of South Africa (UNISA) in 1994, which he studied part-time while completing his articles of clerkship at Ernest & Young (EY) Inc. He qualified as a Chartered Accountant (South Africa) in 1996. During April 2018, Mr Seymour completed the Banking Board Leadership Development Programme from Gordon Institute of Business Science at the University of Pretoria.

Mr Seymour's extensive experience will add value to Casidra. Prior to joining Casidra, he held the position of Group Chief Financial Officer for an international based company called Caban Capital Plc (since 2015). Before then, he worked as a Executive Director: Commercial Services for Pikitup Johannesburg SOC Ltd for a year (2013-2014). He is therefore, adept at working within the public sector and highly regulated banking sector environments.

Mr Seymour also volunteer his time and skills in various governance structures within communities and is passionate about environmental awareness and education. His key engagements include Board Strategic planning sessions, Organisational Risk Assessments, Strategic Organisational restructuring, appointment of Key Executives and Corporate Governance King Codes implementation.

Mr Seymour has a can-do attitude and an action bias together with a positive demeanour in life. We give him a warm welcome in our fight against poverty and creating opportunities amongst our communities and wish him fruitful long stay with us.

WORLD FOOD DAY CELEBRATED IN BRANDWACHT



The Minister of Agriculture, Forestry and Fisheries, Senzeni Zokwana, and his delegation with the beneficiaries

South Africa has joined the world in marking World Food Day to highlight the plight of millions of malnourished people in the world. The Western Cape Department of Agriculture and the National Department of Agriculture, Forestry and Fisheries hosted a World Food Day event on 24 October 2018 in Brandwacht.

World Food Day is commemorated annually around the world on 16 October in remembrance of founding the Food and Agriculture Organization (FAO) of the United Nations in 1945, as an organisation that deals with global food and agricultural issues. Annually, FAO member states commemorate World Food Day by organising public awareness campaigns that support the National Programme for Food and Nutrition Security.

As a member of state, South Africa also commemorates the day through activities aimed at highlighting food and nutrition security.

Objectives of World Food Day are to:

- Inform South Africans on the National Policy on Food and Nutrition Security;
- Heighten public awareness on issues such as absence and scarcity of food in the country and to strengthen solidarity in the struggle against hunger, malnutrition and poverty;
- Promote food production and to stimulate national, bilateral, transnational and non-governmental initiatives;
- Encourage research and technology development for the development of symbiotic ecological food production systems to ensure sustainable food production;
- Enhance the participation of rural people, particularly women and the underprivileged in decisions and events impacting their living conditions;
- Heighten public awareness on the government programmes aimed at halving

hunger in South Africa; and

- Raise awareness of the public regarding the contribution of indigenous forests to food security and nutrition.

The Sustainable Development Goal two aims to end all forms of hunger and malnutrition by 2030, thereby ensuring that all people, especially children, have access to sufficient and nutritious food all year round. This involves promoting sustainable agricultural practices, supporting small-scale farmers and allowing equal access to land, technology and markets. It also requires international co-operation to ensure investment in infrastructure and technology to improve agricultural productivity.

2018's World Food Day was celebrated under the theme 'Our actions are our future. A #ZeroHungerWorld by 2030 is possible'.

Story continues on page 3

MINISTERIAL NEWS ACTIVITIES

Continued from page 2

The Minister of Agriculture, Forestry and Fisheries, Senzeni Zokwana, and the Western Cape Department of Agriculture's senior delegation attended the morning session of event at the Brandwacht NG Church before proceeding to the main celebration staged on the sports fields.

The Minister and his delegates had an opportunity to visit the household food gardens of the local communities and interact with the beneficiaries. At the main event a symbolic 'food mountain' built to celebrate the occasion, was unveiled on the day. The food was then distributed to local residents and communities in need.

The day was declared a success and **Casidra**, an implementing agency of the Western Cape Department of Agriculture, ensured that the day's activities went well as planned especially to ensure that the local communities do not go home with empty stomachs. **Casidra's** team was applauded by the WCDoA for their dedication, hard work and the lead-up to a successful day.

Western Cape Department of Agriculture's Food Security Agri Awards Competition Winners announced



Overall winner: John Hartzenberg from Lebanon

On 20 November 2018, the winners of the Western Cape Department of Agriculture's Annual Food Security Agri Awards competition were announced at a ceremony held in Villiersdorp.

The competition, held in Villiersdorp and the surrounding areas of Lebanon, Nuweberg and Klein Begin was a follow-up to the official World Food Day celebrations that were held there in 2017.

A total of 41 household gardeners and six community gardens entered the competition. All of the gardens were judged on the criteria of good gardening practices, the variety of vegetables produced to ensure a varied diet, innovation as well as water and soil conservation.

The overall winner was John Hartzenberg from Lebanon. A full list of all the winners in all of the categories is listed at the end of this article.

The event was introduced by the Western Cape Department of Agriculture in 2011 with the objective of encouraging subsistence food producers to produce their own food in a way that is both sustainable and addresses the challenges of food security in rural areas.

The Minister of Economic Opportunities, Beverley Schafer, said: "Poverty is a major driver of food insecurity. In South Africa, 13.8 million people lived below the food poverty line in 2015. Household and community food gardens are an important tool to ensure that we meet the sustainable development goals of zero hunger by 2030."

"We congratulate all the winners in the competition today as well as all of those who entered. We hope that this competition encourages others to start their own food gardens, which contribute towards household food security, and can help provide a balanced, healthy diet", Minister concluded. Winner, John Hartzenberg said, "I am a pensioner and was looking for something to keep me busy, so I started the garden. It keeps me fit and healthy".

John grows a variety of vegetables in his garden ranging from cabbage, beetroot, potatoes, onions, carrots, spinach, parsley, beans, cauliflower and turnips for his family, and gives some away and sells the rest. John says the secret of his success is keeping the soil well fertilised in order to produce good quality vegetables.

In the past financial year, the Department provided assistance to 71 community food security projects and 16 school food gardens, and supplied 1059 households with the means to grow their own food, through the "suitcase programme".

This is a programme in which food insecure households are provided with a suitcase containing seeds, garden tools, irrigation aids and fertilizers - everything needed to establish a food garden.

An impact evaluation of the programme has found that 78% of supported community food gardens, 93% of schools and 65% of households supported were able to maintain productive gardens. Almost a quarter of food consumed came via vegetable gardening.

Before receiving assistance, only 33% of food needs of beneficiaries were met by the community food gardens.

After receiving assistance, this increased to 80% of food needs always being met for households. This measure increased from 37% before assistance was received, to 76% thereafter.

OTHER WINNERS INCLUDES



**Best Household Garden: Villiersdorp
Gabriel Jacobus Klink**

Best Household Garden

- John Hartzenburg

Best Household Garden

- Adam van Schalkwyk

Best Household Garden

- Stina Saayman

Best Female Farmer

- Margaret Fritz

Best Youth Farmer

- Nomonde Mshwenya

Best disabled Farmer

- Mbulelo Kibi

Best Elderly Farmer

- Florina Johnson

Best Community Garden

- Villiersdorp Dagbreek

PROJECT MANAGEMENT NEWS

NEW ENTREPRENEUR SUPPORT FUND BY CASIDRA

“We are here for you...”



Casidra's ESF Team, Jasmin(Left) Simozana (Right)

Casidra is excited to announce a new Entrepreneur Support Fund that will address the niche market of bridging contract finance between R5000 and R100 000 within the Small, Medium and Micro Enterprises' (SMME) sector. This is the provision of low cost contract finance which aims to increase the capacity of small and micro businesses to access market opportunities that previously would have been out of their reach.

The growth and development of SMMEs are critical to address the high levels of unemployment in South Africa. However, the challenges faced by SMMEs are numerous and unless addressed, the unemployment challenge will be exacerbated.

Numerous experts, researchers and academics have identified 'access to finance' as a challenge faced by most SMMEs. In addition, recent research conducted by and through various national (South African) and international organisations and agencies has ratified this opinion and consistently

identified and highlighted the market failure in terms of financial assistance to SMMEs in South Africa and abroad.

A segment of access to finance, namely contract financing, which is critical to the survival and growth of small and micro businesses, is in an even more dire state. Despite the numerous contract finance products on offer, both from the public and private sectors as well as the stringent conditions and range of funding, these funds are not suited to small and micro businesses.

Casidra's Entrepreneur Support Fund for SMMEs is modelled on lower interest loan rates, diminished red tape practices and with a more developmental approach, as opposed to being managed on purely commercial principles.

The following **BENEFITS** are available to SMMEs when accessing the Fund:

- Financial capacity to deliver on contractual obligations – sufficient funds will be available to do the work;

- Reliability and consistency – the availability of funding will increase the probability of work being delivered on time; and
- Integrity and good image - The Fund will enable SMMEs to build working relations (good reputations) with private sector buyers and will consequently be able to access more market opportunities.

Casidra is a registered credit provider of the National Credit Regulator and will use the simplified criterion for the disbursement of funds. To be considered for assistance, applicants must be based in the Western Cape and have been awarded a tender/contract.

The full loan amount is due and payable once the tender/contract is completed and the borrower has received notification of the payments.

Casidra will be fully responsible for the managing of the Entrepreneur Support Fund and will conduct all due diligence processes.



ENTREPRENEUR SUPPORT FUND

APPLY FOR **LOAN** TODAY

021 863 5000 | esf@casidra.co.za | # NCR Reg. No: NCRCP 1844



More information, criterion and application forms can be found at our offices or on the Website: www.casidra.co.za



We are proud to announce that **Casidra** has now been accredited as a Project Management Service Provider by the Services SETA. This great achievement, which has been a long-term goal for the Company, will definitely be inspirational to all of us as a Company that delivers project management excellence - one of our major strengths. **Casidra's** ability is to move quickly and be adaptable in an environment that is constrained by cumbersome supply chain regulations, reporting and compliance requirements as well as limited resources and hands-on project implementation abilities.

Overview of Project Management in Rural Development

Between government and conventional market forces lies a sometimes overlooked, but strategically valuable economic arena that is vitally important with regard to sustainable development of land, upliftment of people and the creation of job opportunities. Despite rapid urbanisation, rural areas still host the poorest people. Working to alleviate this poverty requires critical interventions on an ongoing basis with the backing of both public and private sectors.

How does Project Management Work?

Project management will commence by examining any activity required to improve a presented problem within a rural area. Each project is allocated set goals, a timeframe and specified resources to get the job done. From the outset, projects require:

- Clear understanding of the stakeholders and their needs
- Clear understanding of key processes to be undertaken
- Effective planning, organising and management of resources
- Overseeing management of each step monitoring and support for the learning outcomes of the community involved

Planning with the People

Intervention should be specific and driven by the unique needs of each rural region. Project management in rural development should be a dedicated process of analysis, communication, education, training and tactically planned implementation. In short, projects should not be for the people, but should be carefully guided by the people.

With the people as the main consideration in any development strategy, respect for fundamental rights, traditions and cultural identity becomes paramount.

Social sensitivity becomes defined through all negotiations and decision-making processes to improve job creation, quality of life and economic growth.

While each project is designed to bring about a host of improvements to rural life, it should be planned in conjunction with grassroots' people who are able to inform on both development needs and local resources.

The focus of the projects would be to ensure that the regional role-players are able to take collective action for the improvement/upliftment of their community.

At the same time, market forces still play a valuable role in innovation. There is ongoing competition for investment, business development, agricultural ventures, labour, tourism, etc., which means that opportunities will always arise for those with a canny eye for business and the value of rural encouragement.

In such scenarios, regional development managers who can actively steer the development process through strong collective vision should be especially selected for assignments. Efficient project management is vital to keeping people focused and motivated, and the initiative on track to fulfil its goals.

The importance of Monitoring and Evaluation

Monitoring and evaluating the success of projects in rural areas are fundamental to gauging the impact on poverty and developmental achievements. With every project, there should be strong emphasis on a learning approach so that not only is the project successfully completed, but the community is left supported and revitalised with better decision-making abilities and a sense of responsibility.

Your primary stakeholders, investment partners (government and/or private sector) plus project staff should also benefit from interactions that improve interventions on a

continual basis, thereby ensuring that results are worth the interest and involvement of all concerned, never losing sight of the ultimate objective – that the rural poor receive the maximum benefit of the project.

The importance of Learning

- While rural projects are efficient instruments to motivate development in general, they must also create directly beneficial relationships with the local community – because every efficient enterprise should help people to learn, socially organise and understand the importance of collective co-operation.
- Ultimately, the outcome should be a community better able to care for itself, to take the initiative and to apply skills developed in each project.
- In order to learn, people must be involved in the process of formulation, implementation and management of the project. Any rural development project should involve getting people to work together in a community.
- People need to experience real change to feel a sense of knowledge and of mutual learning, which increases confidence, empowerment and self-esteem.

Managing Projects, seeing Results

Casidra is the acronym for Cape Agency for Sustainable Integrated Development in Rural Areas. **Casidra** implements and manages projects specifically designed to improve the lives of people and alleviate poverty. With our mandate as Agricultural and Economic Development within a Rural and Land Reform context, we see ourselves as a catalyst for growth and sustainability, maximising outcomes by ensuring that we make a difference in people's lives through effective project management.



UNIT FOR TECHNICAL ASSISTANCE

ASIAN AND AFRICAN IMMIGRANT FOOD STUDIES



Unit for
Technical
Assistance

Belvin Namooobe, Senior Project Manager: UTA



During 2017, the UTA conducted a study into the size of the Asian Migrant Market in the Western Cape. Prior to this study, a similar study was conducted during 2015 for the African Migrant Market in the Western Cape.

These two sub-markets are similar in many respects although the African Migrant Market is comparatively larger than the Asian Migrant Market. A comparison of the two markets is made here given the niche market nature and premium pricing of such markets.

According to the South African Census of 2011 and the 2016 Community Survey results, Asian immigrants represent a substantial potential market. Due to the large numbers of both Asian and African immigrants who have established the Western Cape as their home, it is imperative that these markets are catered for, to create produce marketing opportunities for emerging farmers and Small and Medium Enterprises (SMEs) in the province. The main outlets for both Asian and African migrant foods in the province are specialist grocers

and restaurants. In addition to the formal grocers and restaurants, these products are also sold by informal traders.

Despite the Asian and African migrant food market being not as large as the general market, it is substantial enough to present emerging farmers with a niche opportunity that when taken advantage of may yield price premiums that would more than compensate the need for high volume production.

The following products are primarily consumed by both African and Asian migrants in the Western Cape Province:

PRODUCT	CAPE TOWN RETAIL SPOT PRICE (RAND/KG)	YIELDS (TONS/PER HA)
Okra - <i>Abelmoschus esculentus</i>	70 - 90	11.78
Asian eggplant – <i>Solanum melongena L</i>	24 - 50	27.31
Sweet potatoes – <i>Ipomoea batatas</i>	7 - 20	15.85
Amaranth/Chinese spinach – <i>Amranthus cruentus</i>	25 - 40	-
Chillies/hot peppers (Thai bird eye, Habanero, jalapeño) – <i>Capsicum frutescens/chinense</i>	120 - 160	17
Chinese cabbage – <i>Brassica rapasubsp.Pekinensis</i>	16 - 45	23.19
Tilapia - <i>Oreochromis mossambicus</i> (Nile Tilapia)	35 - 50	-
Carp	10 - 20 for whole fish	-
Catfish – <i>Characins clarias gariepinus</i>	10 - 20	-

Although there are specific areas in the province that may be conducive for production based on their soil and climatic conditions, some of the above crops can be grown in controlled environments such as under shade netting. The above products do not generally fare well in Mediterranean climatic conditions such as the Western Cape conditions, except for specific identified areas. These crops command a price premium due to their non-availability in the normal marketing channels.

THE VIEWS (POLITICAL OPINIONS/STATEMENTS) EXPRESSED ABOVE ARE NOT NECESSARILY THOSE OF CASIDRA AND ARE NOT MEANT TO CAUSE HARM TO OR OFFEND ANYONE IN ANY WAY



LREAD

Land Reform Advisory Desk

LREAD Perspective: Expropriation without compensation



Wouter Kriel; Senior Project Manager: LREAD

Land reform has been on the centre stage throughout 2018, and with national elections coming up in the first half of 2019, one can expect much more debate on this issue in the months to come. Populist phrases and concepts such as ‘Expropriation without Compensation’ and ‘give back the land’ rang loud and clear throughout the year.

But there were also critical and analytical evaluations on land reform by thought leaders. A good example of this is the work done by Professor Johan Kirsten of the Bureau for Economic Research at Stellenbosch University, and Wandile Sihlobo, Head of Research at the Agricultural Business Chamber of South Africa.

They recently compiled and made public a Compendium of Essays on Land Reform in South Africa. This is a collaboration of articles the authors published in the Business Day throughout the year, which focuses on a range of land reform topics and encapsulates many of the challenges in a sober and easy to understand manner.

Most people seem to agree that land reform is needed and that it is important, but people do argue about how land reform should be done, and who should benefit from it. In the Kirsten and Sihlobo articles, these questions

are addressed through the application of simple economic realities to explain that:

- Zimbabwe showed us that land grabs end up being very expensive. Perhaps the new occupants do not pay for the land, but the rest of the country – and all its people, eventually pay for it. A shrinking economy and massive unemployment were the price for land grabs.
- Land without tradeable value cannot be used as security to access funding for inputs or expansion. The authors argue that in an EFF scenario, where all land resides with the state, all that happens is that government ends up with an administrative nightmare with land on which no investment is possible.
- Our entire economy is based on the principle of ownership, and if you were to take land out of the equation, the entire economy could come tumbling down.
- The current land reform policy is not helpful for successful land transformation. The authors provide an overview of South African land reform policies and its success rates.
- Beneficiary selection is crucial if agricultural land reform is to be successful.

- Government support is crucial and South Africa has a rich history of previous agricultural support programmes to learn from. The authors propose a simplified and streamlined government support programme, with institutions such as the Land Bank playing a more central role.
- The role of the private sector is even more crucial, and the authors refer to the district committees from the National Development Plan, but argue that it should be driven by the private sector with much less government involvement.

This collection of articles is a good example of the creative and intelligent solutions we as South Africans can come up with when confronted by challenges. President Ramaphosa has stated at national and international events throughout the year that our land reform challenge is a South African issue, and we will find South African solutions to remedy it.

The LREAD ended 2018 on a positive note and looks forward to the land reform story unfolding in 2019.

You can access the articles by Kirsten and Sihlobo online at:

https://agbiz.co.za/uploads/AgbizNews18/181207_Land%20Reform%20Essays%20Final.pdf

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STAFF NEWS, CELEBRATIONS AND ACHIEVEMENTS

AWARDS

Congratulations to the following employees for their achievement and loyal service:

LONG SERVICE

5 YEARS

- Belvin Namooobe
- Liezel Cleophas
- Tshegofatso Mokgotho
- Jannie Lötter



Kobus Oosthuizen -
25 years award

10 YEARS

- Michael Mackenzie
- Yolanda Marais
- Leon Faro
- Lynette Neethling
- Bridgette Bartes
- Hermien Swart



Joseph Appollis -
25 years award

15 YEARS

- Rebekka Fortuin
- Johanna Mentoor

25 YEARS

- Kobus Oosthuizen
- Joseph Appollis

TOP PERFORMERS OF THE YEAR

- Constance Makhuvha
- Leon Faro
- Yolanda Marais
- Sakkie Kordom
- Jacques Swanepoel



Top Performers

FAREWELL AND RESIGNATION



We bade farewell to our Chief Executive Officer, Michael Brinkhuis in December 2018



Pierre Mouski has been offered a permanent position and resigned from his position as Invasive Plant Clearing Program Implementer

NEW APPOINTMENTS



Azola Ntwashu joined us as a Graduate Placement at our Regional Office in George. Azola is 34 years old and holds a Diploma in Livestock Production from Fort Cox College.



Hiram Pietersen is our newly appointed IT Technician. Hiram is 31 years old and holds a National Diploma in Information Technology. He previously worked for CPUT and Computacenter SA.



Olwethu Jongwana joined us as a CASP Graduate Placement. She is 30 years old and holds a BSc Agriculture in Extension and Production from the University of Fort Hare.



Jasmin Williams joined us as a Project Administrator for the SMME programme (Entrepreneur Support Fund) for one year. Jasmin is 26 years old from Wellington and completed her N6 in Office Management at Boland College.



We welcome back **Simozana Mdala** as a Business Advisor for the SMME Programme (Entrepreneur Support Fund) for one year.

Editorial

Dear readers, please continue to forward your ideas and comments on how we can improve or what you would like to read about in our CeeDee News to: The EDITOR, Experience Matshediso, Tel: +27 21 863 5000 Email: info@casidra.co.za, Website: www.casidra.co.za