



DISTRICT ROLL-OUT OF UMNOTHO KUBANTU PROGRAMME

15 September 2023

“When the quality is right and safe, the product will sell itself” this was the message of the day during an inaugural Farmers Day hosted by Boxer Super Stores in partnership with government departments in Emtshezi on Friday.

The KZN Department of Agriculture and Rural Development together with the KZN Department of Economic Development and Environmental Affairs, equipped farmers with strategies to access and supply markets and also expanded on existing programs developed to uplift and grow small-scale farmers to commercial farming.

MEC Super Zuma, showed appreciation for the partnerships that has been formed with retailers, particularly Boxer Superstores. He shared on the success of Umnotho Kubantu program, an initiative under the Radical Agrarian Socio economic Transformation (RASET) which teaches on the production of quality produce and also links farmers to the market.

“What is most important when we teach our farmers to plant is quality. If you have quality products, the market will come to you. We have scientists and advisors to ensure that farmers succeed,” said MEC Super Zuma.

He encouraged farmers to be patient as they would not all be recipients of the available government assistance simultaneously.

MEC Siboniso Duma said, “We are here to demonstrate that the people of uThukela District and rural areas in particular, deserve to enjoy the fruits of freedom just like those people who live in big cities.

As government, we have resolved that during this term of office, we will intervene decisively in order to redress the imbalances of the past. We remain committed towards fast-tracking the entry of people from previously disadvantaged communities into the mainstream economy. We have identified agriculture to ensure that it becomes our solution to the chronic poverty that still persists in our province,” said MEC Siboniso Duma.

Boxer Superstores Group Executive: Stakeholder Engagement and Sustainability, Miss Ntombi Dlodla, expressed her gratitude for the support received from government and the assistance provided to communities where they trade.

Miss Dlodla highlighted that although some farmers had the experience, it was imperative to equip them with the latest agricultural trends, food handling requirements and about the importance of hygiene.

“We called our farmers to capacitate them, so they will be able to run sustainable enterprises.

As we work we need the government to partner with us as they have programs that will develop farmer businesses to be ready for retail shelves. But before they get there we need to walk together and understand the requirements for being supplier. We are passionate about our work and our farmers,” said Miss Dlodla.

Mrs Phumzile Ndlovu from Kwa Dlamini in Ward 2, said the day was an eye opener for her as she faced challenges with weeds and soil mixing.

“I rely on my home garden to sustain my family. For many years I have been planting corn, beans and potatoes. I had limited knowledge on mixing soil and killing weeds but today I will take what I have learned to better my garden. I am looking forward to becoming a beneficiary of the Departments’ small-scale farmer programs,” said Mrs Ndlovu.









