



agriculture & rural development

Department:
agriculture
& rural development

PROVINCE OF KWAZULU-NATAL

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MEDIA STATEMENT

CHICORY BOOST FOR AGRICULTURE

A cup of coffee a day keeps the fatigue away - that was the order of the day in Emnyameni, Alexandria in the Eastern Cape. This was the energy, determination and passion shown by Government, the private sector and the community of Emnyameni, Alexandria in the Eastern Cape, which is chicory country.

Minister of Trade and Industry Prof. Rob Davies, accompanied by the Eastern Cape MEC for Rural Development and Agrarian Reform Mr. Mlibo Qoboshiyane, E.C. MEC for Economic Development and Environmental Affairs Mr. Sakhumzi Somyo and KZN MEC for Agriculture and Rural Development Mr. Cyril Xaba, attended the signing of a Memorandum of Understanding between DTI, ECDEDEA, ECDRDAR and Nestle' for the production of chicory by entrant farmers in the Eastern Cape Province.

The production of chicory has been in the forefront of the farming sector in the Eastern Cape for over 100 years. It has seen the Province being a global leader in the production of the commodity. The province's climatic setup, type of soil etc. is a contributing factor to chicory farming being the biggest supplier in the country but recently, the Province of KwaZulu-Natal ventured into planting the commodity and is tapping into this new market as research has shown that there is potential for the commodity in the Province. Since 2008, KZN has grown in leaps and bounds to make this a success. Once KZN did, a few hurdles were experienced along the way and one of them was in the agro-processing stage as the roasting of the commodity could only be done in the EC which proved costly and time consuming. To overcome some of these challenges, KZN recently bought its own Roaster and is currently undergoing perfecting this process.

During the signing of the MoU by the various Departments with Nestle' MEC Xaba said " This is a momentous occasion to witness, a collaboration between Government, the private sector and the community in the production of an agricultural commodity, it only motivates us as a Department and a Province to work harder to see the dreams of the people come true with chicory as a driver in agricultural economy and a source of food security in KwaZulu-Natal". This was welcomed with great joy and excitement by the dignitaries and the farmers in attendance.

The delegation got an opportunity to visit one of the local farms run by Novintwembi Magabela who has been managing it on her own for over 40 years to date. Novintwembi shared her experiences with the dignitaries and public present and said "today is one of the best days in my life, never have I thought people of this magnitude would visit my farm, but I want to truly thank the Government for the support it has given to us entrant farmers. Today I see tractors in my farm, I harvest a tangible yield and I am self sustaining. I'm glad to even see that my 10 year old son knows what chicory is, and I hope this will carry on for generations to come and continue to grow from strength to strength". MEC Xaba was elated by this and shared his sentiments by saying that the youth carries the future of this country and through agriculture, a lot of success can be recognised, economic progression and food security for the Province of KZN and the country as a whole shall not be a dream but a reality in our lifetime".

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