



**Hon. Thembeni KaMadlopha-Mthethwa (IMPL)**

MEC: Department of Agriculture  
& Rural Development, KwaZulu-Natal



## KWAZULU-NATAL PROVINCE

AGRICULTURE AND RURAL DEVELOPMENT  
REPUBLIC OF SOUTH AFRICA

# Call for Women Entrepreneurs and Workers to participate in the: **PHEZUKOMKHONO AWARDS 2025/2026**

**Inspiring** New Hope **LET'S MAKE AGRICULTURE FASHIONABLE**

KwaZulu-Natal Department of Agriculture and Rural Development @KZNARD-Twitter @KZNARD @kznard www.kznard.gov.za

The MEC for the KwaZulu-Natal Department Agriculture and Rural Development (KZNARD), Mrs Thembeni Madlopha-Mthethwa, presents an opportunity for all eligible women entrepreneurs and women farm workers in the agricultural sector within the Province of KwaZulu-Natal to apply to benefit in the Phezukomkhono awards during the 2025/2026 financial year. The aims are to acknowledge and promote an increased active participation of women in the agricultural value chain for sustainable social and economic growth; to award the efforts and contribution of women in the agricultural sector through food security, job creation, economic growth and poverty alleviation; and to encourage the participation of women, particularly young women, senior citizens and women with disabilities in the agricultural sector. All eligible women-owned businesses and women farm workers must be South African; have been in operation for at least two years; and for businesses, own or have a shareholding of at least 80% of the business.

### APPLICATION PROCESS

To ensure a faster and more efficient service, applicants must fill in the application forms (available on the KZNARD website [www.kznard.gov.za] and at District Offices) that must be accompanied by a profile with photos, and all relevant documents, as specified in the application form. The categories for entry are as follows:

#### 1. Best Female Worker Prize of R100,000

This category is intended to acknowledge women with very limited to no formal education who do mundane operational work in the agricultural space and whose nature of the job is physically demanding and it subjects them to extreme conditions, at times, and offers them very limited exposure to development opportunities. Women workers in this category must demonstrate that they have grown within the structures of the farm operations, for a minimum period of two (2) years.

#### 2. Best Subsistence Producer Prize of R100,000

This category is intended to acknowledge self-sufficient women producers, whose main aim is to produce enough to feed themselves and their families with little to no surplus for trade.

The female workers must be nominated by farm owners or farm managers, who will fill in the form and submit on their behalf

In cases where these women produce a surplus for trade, their annual turnover for surplus must not exceed a turnover of R50,000 and should not be classified as indigents by their Municipality.

The women in this category must demonstrate that they have been involved in the subsistence activities for at least a period of two (2) years.

#### 3. Best Entrepreneur: Smallholder Prize of R150,000

This category is intended to acknowledge women producers whose main aim is to produce for household consumption and the market, therefore production is consciously undertaken to meet the needs of the household and derive a source of income. These women are aspiring to produce for the market at a profit, and their maximum annual turnover must be between R50,000 and R1m.

(According to the national policy on Comprehensive Producer Development Support (NPCPDS), a smallholder producer is defined as a producer or entity that produces at primary, secondary and tertiary levels for households and for markets). The women in this category must demonstrate that they have been involved in the smallholder production for at least two (2) years.

#### 4. Best Entrepreneur: Agro-Processing (Smallholder) Prize of R150,000

This category is intended to acknowledge women who process the agricultural produce, not necessarily their own agricultural produce, by changing it into something else. "Processing" entails changing the form of a product, while "value addition" implies addition of value to a product after which a buyer is willing to pay a price for the product that more than compensates for the cost of inputs used in the process, (DALRRD, 2023). These women are producing for the market at a profit, and their maximum annual turnover must be between R50,000 and R1m. The women in this category must demonstrate that they have been involved in the agro-processing activities for at least a period of two (2) years.

#### 5. Best Entrepreneur: Agro-Processing (Commercial) Prize of R200,000

This category is intended to acknowledge women who process the agricultural produce, not necessarily their own agricultural produce, by changing it into something else. "Processing" entails changing the form of a product, while "value addition" implies addition of value to a product after which a buyer is willing to pay a price for the product that more than compensates for the cost of inputs used in the process, (DALRRD, 2023). These women are producing for the market at a profit, and their maximum annual turnover must be between R1,000,001 and R10m.

The women in this category must demonstrate that they have been involved in the agro-processing activities for at least a period of two (2) years.

#### 6. Best Entrepreneur: Commercial Prize of R200,000

This category is intended to acknowledge established medium-scale commercial women producers, who produce for the market at a profit, and their maximum annual turnover must be between R1,000,001 and R10m. The women must demonstrate that they have been involved in the producing at commercial level for at least two (2) years.

#### 7. Best Entrepreneur: Exports Prize of R200,000

This category is intended to acknowledge the women who produce for export markets, ie. products sold and distributed beyond the South African borders. The women in this category must export at least 50% of their produce, with proof of transactions, contract agreements, and/or an export certificate. These women must demonstrate that they have been involved in the producing for export markets for at least a period of two (2) years.

Applications are open from **Friday the 14<sup>th</sup> March 2025 at 16h00**. Applications can be submitted to the District office, where the operations take place or emailed to a designated email within the District of operation, as follows:

<b>1. Amajuba District</b> 01 Wam Crescent: Wam Industrial Park; Newcastle, 2940 Email: Zinhle.dladla@kznard.gov.za	<b>2. Ethekwini Metro</b> FNB building; 18th floor Commercial City Building 4001. Email: Zamokuhle.sabela@kznard.gov.za	<b>3. Harry Gwala District</b> FNB building; 17 Margaret Street, Isipingo, 3276 Email: Lindwe.buthlezi@kznard.gov.za	<b>4. Iembe District</b> Corner of Link and R102; Albert house, 1st floor KwaDukuza, 4450 Email: Zodwa.myeza@kznard.gov.za	<b>5. King Cetshwayo District</b> 8911 Juba Street, King Dinizulu Township Eshowe, 3812 Email: Hengile.ndlovu@kznard.gov.za	<b>6. Ugu District</b> 01 Nelson Mandela Drive; Old Laxey House, Port Shepstone, 4240 Email: Tozi.sigaga@kznard.gov.za	<b>7. Umungundlovu District</b> 458 Townsend Road; Pietermaritzburg, 3200 Email: Thabile.mthethwa@kznard.gov.za	<b>8. Umkhanyakude District</b> Jozini Main Road Behind KFC 3969 Email: Agnes.msihi@kznard.gov.za	<b>9. Umzinyathi District</b> 26 Beaconsfield street; Talana building; Dundee 3000 Sibongile.mnganga@kznard.gov.za	<b>10. Uthukela District</b> No.23 Marchison Street; Ladysmith 3370 Thembele.sibindi@kznard.gov.za	<b>11. Zululand District</b> King Dinizulu highway; LA Building, 1st floor Zone 3 Ulundi 3838 Bancendile.buthlezi@kznard.gov.za
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For further information, contact Business Entities and Social Organisation at Cedara at 033 355 9242 or Email: mpume.mtshali@kznard.gov.za or mandisa.ndebele@kznard.gov.za