

FAO-NAMC WORKSHOP ON THE ROLE OF NGOs IN LINKING FARMERS TO MARKETS

**PHILIPPI FRESH PRODUCE
MARKET: BRIDGING THE
DIVIDE**

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PHILIPPI FRESH PRODUCE MARKET

- Welcome
- Introduction
 - workshopping the challenges
 - the role of the market

PRESENTATION OUTLINE

- Philosophical history
- Strategic location
- Vision/objectives
- The basic model
- Fact file
- Challenges
- The Turn around strategy
- The outcomes

PHILISOPHICAL HISTORY

- **Settlement for those escaping the destitution in the homelands**
- **Social and economic developmental challenges**
- **New economic hub and location significance**
- **Pre-feasibility study (David Dewar 1994) into role of markets as:**
 - **as basic infrastructure required in all new developments**
 - **powerful instruments of reconstruction and for restructuring existing settlements**
- **Joint-intergovernmental venture**
- **Formal commissioning for construction (July 2000)**
- **Completion of phase one and formal inauguration (2005)**

STRATEGIC LOCATION

- Philippi Horticultural Area
- Two National Roads
- International Airport
- Undeveloped Land
- Ideal for agri-business industrial development

VISION/OBJECTIVES

- Local Government
 - catalyst for attracting investment
- Provincial Government
 - suction force for produce from 2500 emerging farmers on 5000 Hectare over five years
 - conduit for produce to markets (retailers, supermarkets, processing etc)
 - social and economic upliftment of poor rural communities
 - in tandem with farmer support programmes

THE BASIC MODEL

- Market
- Supply base
- Distribution network
- Interconnectedness
- interdependency

FACT FILE

- 6.5 Hectare
- Wholesale X 1200m²
- Retail X 1000 (dairy)
- Value add X 1800 (packing and ripening)
- Hazard Analysis Critical Control Point (HACCP Accreditation)
- Fully let
- Income and expenditure
- Economically self sustaining
- Good governance, but
- Not yet achieving socio economic mandates
- City owned

CHALLENGES

- Good governance
- Supply base and collection depots (plus support services)
- Distribution network and transportation
- Qualified experienced wholesalers/buyers
- Retailers and retail buyers including supermarkets
- Grading and processing (packaging/bottling/canning)
- Composting
- Training
- Diversification (community outreach)
- Interlinking with complementary processes and projects (e.g. Urban Agric, Wesgro Foreign Investment Drives)

CHALLENGES CONT.....

- **COORDINATION!!!**
- **FACILITATION!!!**

THE TURN AROUND STRATEGY

- Secondment of strategist/coordinator/facilitator
- Multi-stakeholder partnerships
 - Funder (purpose built additional facilities)
 - Farmer capacity building
 - Full value add chain
 - Full distribution network (local and global)

THE OUTCOMES

- Bridging the gap between farmers and markets
- Suction force
- Conduit from producer to consumer
- Platform for expanding agric activity
- A catalyst for meaningful change

CONCLUSION

- PFPM pivotal resource for meaningful farmer to market intervention
- SMART Partnership evolution in embryonic stage
- Adhesive to cement partnership
- Commitment to make partnership work and report success at next workshop.



PHILIPPI FRESH PRODUCE MARKET



WE THANK YOU