



Project Responsible

Sarah Jane Dürr

Target Group

All buyers and sellers of fresh produce in the Raymond Mhlaba area, specifically emerging farmers and emerging businesses

Duration of the project

18 months

Implementation Status

Implementation phase, nearing the completion of the trial and trying to receive funding to carry on the project further

Addressed SDGs



OBJECTIVES

- Reducing on farm food surplus in the small-scale emerging farmers context in South Africa
- Encouraging networking between fresh produce supply chain stakeholders in the local supply chain
- Improving market access for the small-scale emerging farmers in the Raymond Mhlaba municipality

MAIN ACTIVITIES

- The ongoing use of the Food For Us mobile application by project trial participants
- Application use training sessions and regular feedback discussions with the trial users
- Networking between the trial participants through the Food for Us Whatsapp group
- The group has expanded to be a platform to discuss all sorts of farming and trading opportunities and concerns
- “#Match-Making” event to promote the idea of networks and importance of relationship building amongst a diverse group of stakeholders

METHODOLOGICAL APPROACH

- The Food For Us application acts as a tool to develop networks and allow market access for small-scale farmers who have not been able to sell their surplus produce
- Participatory design to facilitate an ongoing development, using information from the user trial group
- Continuous meetings, discussions on support groups and through events, such as the match making event. Efforts to put the benefactors of the application at the forefront of the project

IMPACT

Who & how many people will be reached

30 direct beneficiaries;

+/- 40 indirect beneficiaries

