### A Decade of Transformation Initiatives

**Statutory levies and Public-Private-Partnerships**
Transformation initiatives refocused from training, welfare, skills development to economic development and support programmes.

- Money spent: **R224.2 million**
- Value of new orchards: **R7.3 billion**
- New jobs created: **2310**
- Hectares established: **762 ha**

90% of industry transformation funds channelled for economic development

### Fruit Industry Value Chain Round Table (2019)
- 102 black-owned businesses in 4 major provinces supported. A growing footprint in non-traditional areas.

### Agri’s Got Talent (2013-2020)
- Singing and personal development
- Since inception 60 talented individuals have received week-long voice coaching, stage training, and more
- Top Ten paying-it-forward by implementing skills learned on farm level.
- Huge impact on productivity, personal growth, positive attitude and general goodwill towards agriculture

#### Roots in Boompie Project (2009 – 2016)
- 450 hectares established
- On 69 farming units
- Projected income R4.3 billion over orchard lifespan
- 669 jobs created
- Success rate 90%

#### Commodity Approach (2011- 2020)
- Increase black ownership throughout value chain
- Increase job creation
- Poverty reduction
- Economic growth
- Long term sustainability

#### Hortfin (2019-2021)
- 2 pilot projects
- R26m funding disbursed to date
- Goal: 780 hectares
- Value R7.5 billion
- 1700 new jobs

#### DFDC Commercialisation (2016-2020)
- 312 new hectares planted
- 21 farming units of which 10 are fully commercialised
- Projected income R3 billion over orchard lifespan
- 1641 jobs created
- Total funds implemented and invested R134.2 million

#### Bursaries (2014-2019)
- R26.5 million invested in
- 138 undergraduates
- 240 post-grads
- 40 PhDs

- Addressing social conditions of agri-workers
- Life-skills training
- Improve worker welfare
- Permanent registered workers benefit
- R4.9 million to 1500 workers

90% success rate throughout all projects

**Vision:** Doubling the industry by 2050