

# Transformation Initiatives - Agritourism



The goal of ASA is to unite farming and tourism with income generation

**RISE  
ABOVE  
RACISM**







Agritourism South Africa wishes to express their view on farm murders.

They are not racially motivated, but purely committed by criminals.

We trust that the police and army will give their immediate attention to resolving the murders of all South Africans.





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# Socio-Economic Development in Rural South Africa through Agritourism

- Improved utilisation of both natural and built rural resources
- Enhancement of environmental conservation and management
- Promotion of rural products
- Support for rural traditions and cultural initiatives
- Development of Agricultural areas
- Development of Youth and Social Tourism
- Enhancement of the relationship between city and countryside





# Helping to prevent the decline of rural SA

Agritourism businesses can play a vital role in rejuvenating South Africa's increasingly neglected rural areas.



BY JACQUI TAYLOR

Jacqui Taylor helps to launch and market agritourism initiatives. Email her at [farmersweekly@grain.co.za](mailto:farmersweekly@grain.co.za). Subject line: Off the Beaten Track.

Two-thirds of all South Africans now live in urban areas. For obvious reasons, this is not ideal. *The Encyclopedia of Southern Africa* by Eric Rosenthal (1965 edition) provides the population statistics of those living in rural towns at the time. Despite a substantial increase in South Africa's population over the past 52 years, most of these rural towns have shown a significant decrease in the number of inhabitants.

Notwithstanding this, on the agritourism Facebook page, young people express great interest in working on a farm and enjoying the rural lifestyle. The national department of agriculture needs to be at the forefront of training these youngsters and helping them gain the necessary experience to earn a sustainable livelihood on a farm or settle in the rural areas.

The Association of Agritourism South Africa (AASA) is keen to meet with the departments of agriculture and tourism to put together a strategic plan for the future of agritourism in South Africa.

## SUCCESSFUL INITIATIVES

- **Herold Meander**, a 100% black-owned company that is in the process of establishing an agritourism hub in and around the historical village of Herold near George in the Western Cape, recently approached AASA for assistance. Four portions of land totalling 156ha, of which 75ha are suitable for agricultural production, are included in the plans to establish sustainable rural livelihoods in an area that has become neglected over the years.
- Another successful project is the **Flower Valley Conservation Trust** in the Overberg. The trust endeavours to secure threatened fynbos habitats, thereby protecting the livelihoods of those dependent on fynbos. Many species have already been lost, and more than 1 000 are endangered. The trust recently released a field guide for landowners and fynbos harvesters aimed at ensuring the sustainability of the sector, while educating the consumer about fynbos farming.
- The **Cederberg Heritage Route** demonstrates how a community can

successfully develop an agritourism project in a rural area. The hiking trails in this rooibos tea production area make extensive use of services provided by the small, remote communities of the Moravian Church in the eastern Cederberg area, around the village of Wupperthal.

## LEADERSHIP AND EXPERTISE ARE KEY FACTORS

As these projects show, agritourism can make a real difference in the lives of rural communities. More of these types of initiatives are needed to revitalise areas that have degraded over the years.

However, all these projects require funding for the development of rural attractions and expertise, and it is crucial that government steps in here. Funding is required in part to engage professionals to help get the projects off the ground; without this assistance, they are doomed to failure.

## FUNDING IS NEEDED TO ENGAGE EXPERTS WHO CAN HELP GET PROJECTS OFF THE GROUND

Often the communities in these areas are unsure about what tourists actually want or expect from a visit to farms and farming communities. AASA can assist in identifying opportunities, for example, locally manufactured products (bread, soap, rusks) that can be sold to tourists for the benefit of the community.

AASA is passionate about developing agritourism in South Africa as a way for tourists to interact with farmers and farming communities, thereby educating the public about agricultural production and food security. To reach our goal of building a strong and sustainable agritourism sector in South Africa, it is one of AASA's main objectives to build a comprehensive database of agritourism providers across the country.

• Visit [agritourismsouthafrica.com](http://agritourismsouthafrica.com) for assistance and further information, and to be added to the database. ■ FW







## Greening the Future

# 'The best way to get tourism to mean something is to embed tourism into the community'

**Innovation in construction winner:**  
Nourish, Shik Shack Backpackers

For Sarah Bergs, founder and director of Mpumalanga nongovernmental organisation Nourish, the thinking behind Shik Shack Backpackers was twofold: bring affordable accommodation to an area that had little of this, and use tourism to help communities. "There are the lodges, but for young people or families travelling they're very expensive, and there were few alternatives. But most importantly we built Shik Shack as we wanted to make tourism tangible to the village. The best way to get tourism to mean something is to embed tourism into the community."

To this end, the backpackers is not just about an overnight place to stay. Bergs has developed the concept to offer an authentic local experience. Visitors can stay in the community, joining mealtimes, helping in the gardens and accompanying older members to church. "When people come to stay here, money really goes to people in the village," explains Bergs. "We encour-

age people to see, engage, and experience life in modern-day rural Africa. That is what Shik Shack is all about: dusty pathways, happy children smiling, trying local cuisine, and developing mutual respect for this beautiful area and its people and culture."

This experiential hospitality has a further effect – the majority of sup-

ply is sourced from the local community. "Even our peanut butter is made by one of the community grandmothers," she says. It's easy to see the multiple value.

The physical build of the backpackers is an ongoing development. Shik Shack has gone through phase one build, with the common area created solely through the use of

eco-bricks (plastic waste-filled bottles) and cob walls, lime waterproofing and cowdung-and-clay floors. Power is solar, rainwater is harvested and all waste reused, including composting toilets.

The eco-bricks were created through edu-programmes in the local schools, and Bergs says 10 households benefited and continue

to benefit from the project. "Our building approach that involved schools, hosting workshops and utilising and training local builders will ensure these green and sustainable building skills are used again and again in the village, as people see that green building is cost effective, light on the earth, and also beautiful," she says.

The underlying ethos of Shik Shack feeds into Nourish, the nongovernmental organisation Bergs founded six years ago. "Nourish is focused on growing resilient communities through a multifaceted and holistic approach to long term and sustainable community upliftment. We believe that alongside education and food security, one of the biggest challenges facing poverty-struck areas in South Africa is lack of jobs and income generation. This is why part of Nourish is to focus on bringing in income through training, skills building, and business incubating at a community/grassroots level."

Says Bergs: "Only when people are educated, can farm and provide for themselves, and have financial income, can they make good decisions about their future. This is where Shik Shack plays a role, tying together tourism with income generation."



Shik Shack creates jobs for the local community, who help to build and supply the backpacker lodges.  
Photo: Sabrina Chielens

## Alexandra Greening Route

The Route was established for number of reasons which require attention and the best way to initiate an Ecotourism project.

**We were motivated by the following:**

- National Department of Tourism (Tourism Route Development Framework)
- Introducing tourism routes concepts to best manage tourism related business
- Creating new tourism experience in Townships
- 2015 1st drought/ Climate change
- Food security by establishing backyard gardens
- Cape Town Garden Route
- Bridge the gap between communities and tourism industry
- To promote organic lifestyle
- Social cohesion and cultural exchange programmes

Since 2016, **Alexandra Greening Route** is under research and development, due to guidance from the stakeholders and partners. As part of filling the gap between low income Communities and Tourism, we realised that Tourism skills development and infrastructure was the key to ensure we provide an excellent experience.

We are also challenged by politics and bureaucracy in some situations, whereby we are delayed in process of the **Route Development**. Through courage and experience in **Community Development Work**, we managed to establish the Route and currently we have more than 20 sustainable gardens, the number is growing due to farms see the benefits of being the part of **Alexandra Greening Route project**.

We brought different experiences and having diverse industrial exposure, the route is recognised globally through marketing and referrals. Our Partners include **Government Departments (National, Provincial and Municipality, Private Sector, Community Based Organisation, Enterprises, Well established Environmental Organisations, Community Members, Tourism business, Agriculture sector and customers.**



**To mention a few Partners:**

- Gauteng Department of Agriculture and Rural Development
- Communitree.in
- Geotripz Alex
- POPIN Alex
- Greater Alexandra Tourism and Heritage Association
- The Hub Presents
- Central Johannesburg College-Alexandra Campus
- Shova Lifestyle
- PRACTARA
- Food and Trees For Africa Foundation

Personally, I'm hands on and my wish is to see a **sustainable route** that will assist in **Local Economy Development**. Through marketing and promotions we can manage to achieve **Alexandra Greening Route Mission**.

**Our motto:** Ecotourism is about uniting conservation, communities and sustainable tourism-this means that those who implement and participate in ecotourism activities should follow the following ecotourism principles by minimize impact, also to build environment and cultural awareness and respect.





So what are the issues in preventing Agritourism playing a major role in Tourism in South Africa?

- Uncertainty (more about this later in the presentation) as it affects farmers
- Minimal investment in Rural areas and on farms
- Domestic tourism is declining
- Rural communities throughout SA are declining and poverty is increasing – “Agriculture 2017 Market Intelligence report”
- Lack of government support
- Lack of tourism industry support because “urbanites” do not understand how serious the problems in Agriculture are and how they will affect the whole country, for example, drought
- Farm murders
- Gender inequality in Agriculture





# Responsible Tourism is an approach, not a product!

Agriculture workers make up 6% of the workforce, higher than those employed in the Mining sector, but on a par with those employed in the Transport sector. Tourism employs 4.5% of the total workforce.









# **Department of Rural Development and Land Reform: Phakisa Progress Report**

**Presentation to the Portfolio Committee on  
Rural Development and Land Reform**

**10 October 2017**





# Transformation in Agriculture

## Operation Phakisa

Four key labour stream initiatives:

1. Training
2. Land ownership
3. Agro-preneurship
4. Work opportunities







# Why 'free' land cannot empower a landless population



**AGRIBUSINESS  
PERSPECTIVES  
BY TINASHE KAPUYA**

Tinashe Kapuya is head of international trade and investment intelligence at Agbiz. Email him at [tinashe@agbiz.co.za](mailto:tinashe@agbiz.co.za).

A colleague of mine has lambasted my views on why expropriation without compensation is not a viable alternative (FW, 27 March).

Before I argue my point, it's important to stress that I am a firm believer in social justice and land reform as a means to address inequality. The only difference between myself and my colleague lies in the manner in which this goal is to be attained.

Some strong believers in social justice argue that, since land was expropriated from the black population without compensation, the white population that now owns it should be afforded the same courtesy. Though logical, the reality, however, is not that straightforward for two reasons.

The first reason why it is now imperative to pay for land that was taken for free, is that South Africa needs to maintain a delicate system of confidence, otherwise known as the economy. Today, SA is the most dynamic and complex economy in Africa, and is much more sophisticated than it was in 1913 when the Natives Land Act was passed.

## YOU CANNOT EMPOWER THE LANDLESS IF THE LAND HAS NO INTRINSIC VALUE

So complex is this system of confidence that the expropriation of land will in itself not be the problem, but rather the perceptions surrounding it. It would be perceived as the weakening of property rights, which in turn would be seen as posing a risk to any capital invested in the agricultural sector, as well as the rest of the economy.

The second reason is that expropriating land without compensation, in effect, strips the land of its intrinsic value. When you make land a 'free' commodity, the system of confidence can no longer accept it as collateral because it will be perceived as no longer holding value. Some analysts would

argue that one could consider collateral agricultural output instead of the land itself.

This proposition, however, does not reduce the enormous risk created by weak property rights at farm level. The system of confidence would not afford farm-level agriculture capital without a significant premium. This premium, also known as the cost of capital interest, would have to be upwardly adjusted as the cost of money would have to match the level of risk associated with investing in a system with weak property rights.

## RISKS WILL OUTWEIGH BENEFITS

The inherent problem is that the returns in agriculture are generally low and do not match this risk premium. As a result potential risks would outweigh returns from agriculture, resulting in capital investors rather seeking higher returns with lower risks in other sectors of the economy. Thus, no new, cheaper capital would be invested in agriculture.

What you end up with is land that has value and a system of confidence that can accept it as a safe haven for investment.

In essence, you cannot restore human dignity through land if such land becomes a dead asset. The irony, therefore, is that you cannot empower a landless population by giving away land for free. Rather, real economic empowerment lies in giving people a productive asset to which the system of confidence assigns a true intrinsic value; is impossible to have one without the other.

For many land reform radicalists, the principle of compensating people for land that was previously taken away at no cost sounds counter-intuitive at best, and even anti-poor, at worst. I know many will reject the rationale articulated in this column, not on the basis of merit, but on ideological principles.

With due respect to the pain and suffering of the poor – many of whose stories are yet to be told – I believe that as the nation reflects on the failures of past land reform efforts, a new collective wisdom can emerge to craft a new, progressive model.



84 000 jobs lost in the Agricultural sector – first 6 months of 2017





SOURCE: [TRADINGECONOMICS.COM](http://TRADINGECONOMICS.COM) | STATISTICS SOUTH AFRICA







## 7.6 Food security

According to the World Food Summit, food security exists when all people, at all times, have physical and economic access to sufficient, safe, nutritious food to meet their dietary needs and food preferences for an active life (FAO, 1996). Food security was prioritised by the South African government in 2010 and is closely linked to source of income, household structure, health, access to water and education (Du Toit, 2011). The CS 2016 asked households to indicate whether and how often their households ran out of money to buy food or skipped a meal.

**Table 7.32: Distribution of households who ran out of money to buy food in past 12 months by province, CS 2016**

Province	Ran out of money to buy Food in past 12 months		
	Yes	No	Total
Western Cape	255 163	1 671 601	1 926 764
Eastern Cape	464 838	1 303 800	1 768 638
Northern Cape	97 169	255 514	352 683
Free State	220 863	723 575	944 438
KwaZulu-Natal	667 625	2 202 001	2 869 626
North West	312 324	931 612	1 243 936
Gauteng	771 725	4 150 248	4 921 973
Mpumalanga	273 886	958 542	1 232 428
Limpopo	288 963	1 305 479	1 594 441
<b>South Africa</b>	<b>3 352 555</b>	<b>13 602 372</b>	<b>16 854 927</b>

*Source: Statistics South Africa, CS 2016*

Less than one-fifth (19,9%) of households in the country reported that they had run out of money to buy food in the past 12 months. The Northern Cape (27,6%), Eastern Cape (26,3%), Free State (23,4%), North West (25,1%) and Mpumalanga (22,2%) all had more than 20% of households that reported that they had run out of money to buy food. The Western Cape (13,2%) and Gauteng (15,7%) had the lowest percentage of households that had experienced running out of money to buy food.





# So what is all the fuss?

- Some black farmers leasing land from the government are hesitant about making improvements as they worry that the land will be taken away from them and given to people with political connections.
- According to Nerpo, only about 5% of smallholder farmers own their farms. The rest, it says, produced under “precarious land-tenure arrangements” either on land leased from the state (15%) or on communal land (80%).
- The loss by Emerging farmers last year through stock theft was valued at R180 million (NERPO)





R160 million invested in Agriculture using money deposited in banks i.e. expropriation without compensations will cost ordinary citizens R160 million



**Agricultural debt increased  
from R36,4 billion in 2005 to  
R145 billion in 2016 to  
maintain food production and  
security.  
(ADS)**

**Commercial banks R80.04 billion; Land Bank R37.80 billion; Agricultural Co-operatives R9.34 billion**







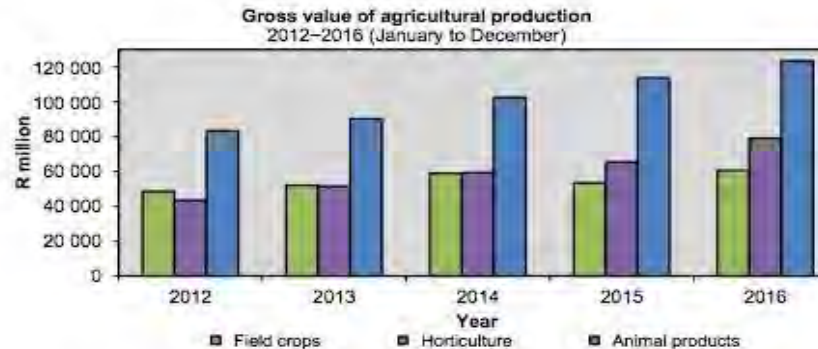
Prices of horticultural products increased by 19,6%, mainly because of the increase in prices of vegetables by 35,6%, fruit by 13,4% and viticulture by 5,0%.

Prices of animal products increased by 5,7% as a result of the increase in prices of pastoral products by 24,9%, slaughtered stock by 9,1%, milk by 7,9% and poultry meat by 1,5%.

### Gross value of agricultural production

The *total gross value of agricultural production* (total production during the production season valued at the average basic prices received by producers) for 2016 is estimated at R263 201 million, compared to R232 490 million the previous year—an increase of 13,2%. This increase can mainly be attributed to an increase in the value of horticultural products.

The gross value of animal products contributed 46,9% to the total gross value of agricultural production, while horticultural products and field crops contributed 30,0% and 23,1%, respectively. The poultry meat industry made the largest contribution with 15,2%, followed by cattle and calves slaughtered with 12,5% and maize with 10,7%.



### Farming income

The *gross income of producers* (the value of sales and production for other uses, plus the value of changes in inventories) for the year ended 31 December 2016 amounted to R259 620 million, compared to R230 306 million the previous year—an increase of 12,7%. The increase in income can be ascribed mainly to better prices received by farmers for their products. Lower production levels in the case of grain crops, oilseeds, fruit and vegetables as a result of dry weather conditions during 2015 and most of 2016 contributed to substantial increases in prices received by farmers for these commodities.

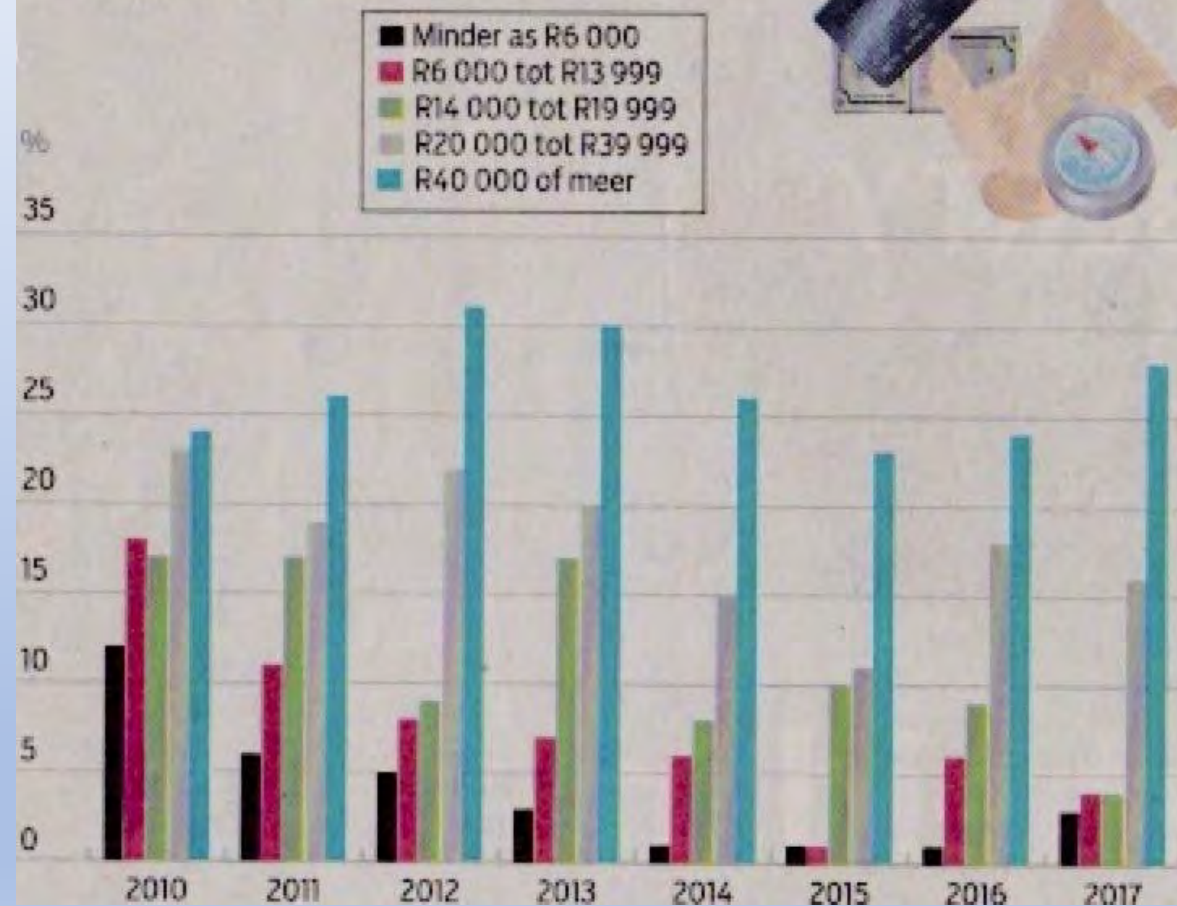




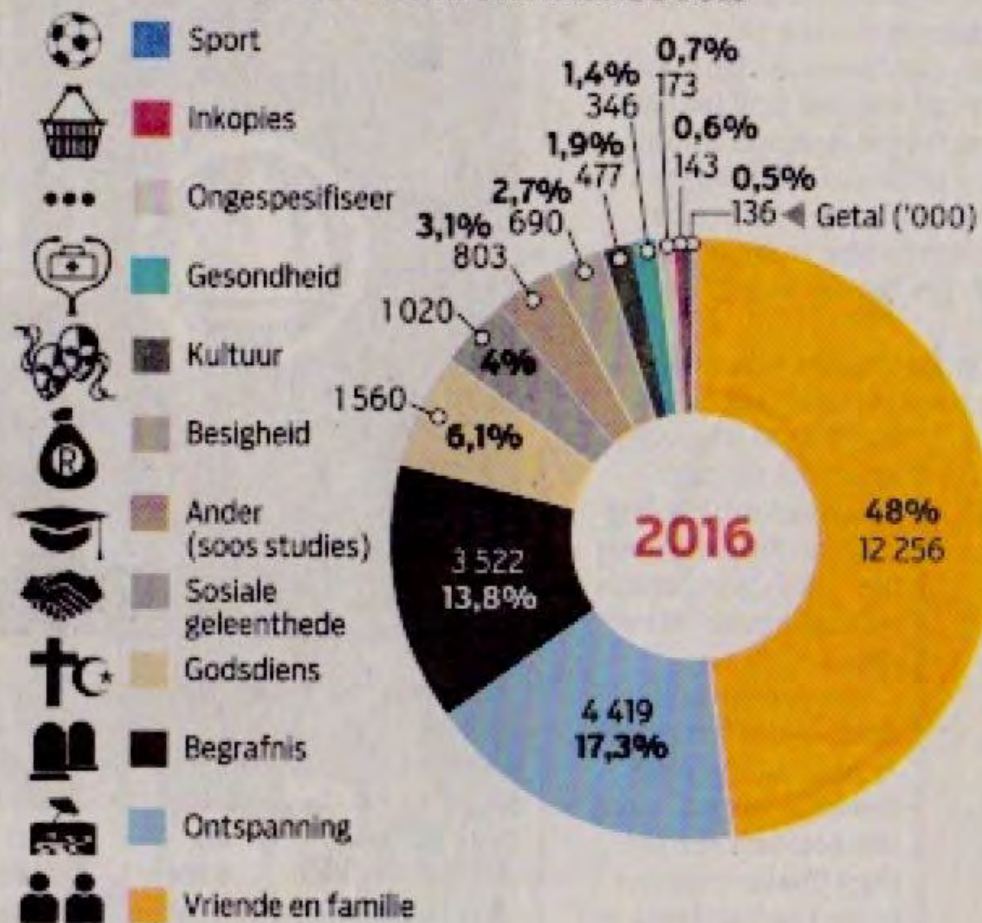
KEEP  
CALM  
AND  
FARM  
ON

# Suid-Afrikaners het minder geld vir vakansie hou

Persentasie mense in elke inkomstegroep wat geld spaar vir vakansies



## Redes waarom mense reis







## *Inequalities in agricultural support for women in South Africa*

### Introduction

Post-1994, the South African government's national and provincial departments of agriculture (DOA) made concerted efforts to develop policies and programmes aimed at making South Africa's agricultural sector stronger and more robust. Crucial to this strategy was to increase the equity among farmers in terms of racial and gender representation and access to land, modern technologies and other inputs. As this process unfolded it received criticism from many quarters. The succession of the many post-1994 policies and programmes, including the 1995 *White Paper on Agriculture*, the 1998 *Agricultural Policy in South Africa* discussion document, the 2001 *Strategic Plan for South African Agriculture* and the 2004 *Comprehensive Agricultural Support Programme*, has exemplified the criticism that there is an evident shift away from supporting the poor and more vulnerable farmers, especially female farmers, towards an overwhelming focus on the better-resourced and more commercially-oriented black farmers (Hall et al. 2003; Hart 2008, 2011).

The current support provided by the government to smallholder farmers promotes the adoption of new technologies, but does not pay attention to the diversity of farmers in a range of circumstances. In order for new

technologies to work, farmers need access not only to land, but also to education, technologies that suit their farming needs and appropriate agricultural extension support. Gender and gender dynamics inherent in agricultural production need to be taken into account if women farmers are not to continue being marginalised members of the rural development community. More so than men, women are confronted with a range of challenging cultural and socioeconomic factors (for example, low levels of education), which limits their ability to take advantage of new opportunities. Therefore, simply including women as recipients of projects will not provide them with the support that they need to build and sustain viable farming enterprises. This situation is made worse by the limited access to agricultural support to farmers in general.

This brief, drawn from several studies since 2005 in which the authors were involved, as well as an analysis of the 2009 General Household Survey (GHS), shows the challenges women farmers face in accessing the type of support they need and makes policy recommendations.<sup>1</sup>

<sup>1</sup> This policy brief is based on the paper by the authors: Hart T & Aliber M (2010) The need for an engendered approach to agricultural technology. *Agenda: Empowering Women for Gender Equity* 84: 75–90.









Farmers

Tourism  
Bodies

Training  
Providers

Media

Stakeholders





# Through membership of Agbiz & Agri SA

AASA is involved in the following programmes:

1. AgriSeta
2. BUSA
3. AgriBEE
4. Agri-Colleges
5. Gender Commission
6. Agri-villages
7. NERPO
8. AFASA





Website Listing

Social Media  
Marketing

Consulting - unlocking  
the potential of  
Agritourism initiatives

Delivering  
presentations at  
trade meetings

Stakeholder Liaison -  
Tourism & Agriculture

Writing for media on  
Agritourism

Educational  
newsletters

Organising Farm  
Tours

Agritourism Interest  
Group representation













**CERTIFICATE OF REGISTRATION OF  
NONPROFIT ORGANIZATION**

In terms of the Nonprofit Organisation Act, 1997, I am satisfied that

**ASSOCIATION OF AGRITOURISM SOUTH AFRICA**

(name of the organisation)

meets the requirements for registration

The organisation's name was entered into the register on **31 August 2016**  
(date)

Registration number **175-957 NPO**

Director's signature

Department of Social



Development







# Agritourism South Africa

1. We assist in educating all South African consumers on what farmers do, how food is grown/produced by working with various stakeholders.
2. We help dispel negative perceptions of ordinary citizens about the agricultural sector by supporting Youth programs that target the youth.
3. We have several Emerging farmers (information is on our website) that we assist in Agritourism initiatives.
4. We assist in creating a relevant and accessible Agritourism intelligence environment to support a viable network of Agritourism participants.





# What does AASA offer its Emerging farmers?

1. Communication opportunities
2. Website listing
3. Networking
4. Research
5. Information sharing
6. Advocacy
7. Best Practices

# PLEA TO THE TOURISM BODIES/ASSOCIATIONS

- Booking sites – information must be truthful – say things as they are
- Complaints from international visitors and journalists
- Need for all establishments to be graded
- Security
- The Tourism industry needs to acknowledge that unless they support Rural Tourism, there will be SEVERE consequences – NOT ENOUGH FOOD TO FEED SOUTH AFRICANS, NEVER MIND TOURISTS!
- Population in Africa will double by 2050. We will be the highest populated continent in the world.
- ACTION, NOT WORDS, IS REQUIRED BY THE TOURISM INDUSTRY!











“You must be the  
change you wish to  
see in the world.”

-Mahatma Gandhi

@motivislearning

