

# AgriSA CONFERENCE FEB 2010

## DIALE MOKGOJWA

FUELLING THE **FUTURE**  
TOWARDS SUSTAINABILITY



**potatoes**

SOUTH AFRICA

*pure potato passion*





# OVERARCHING GOAL

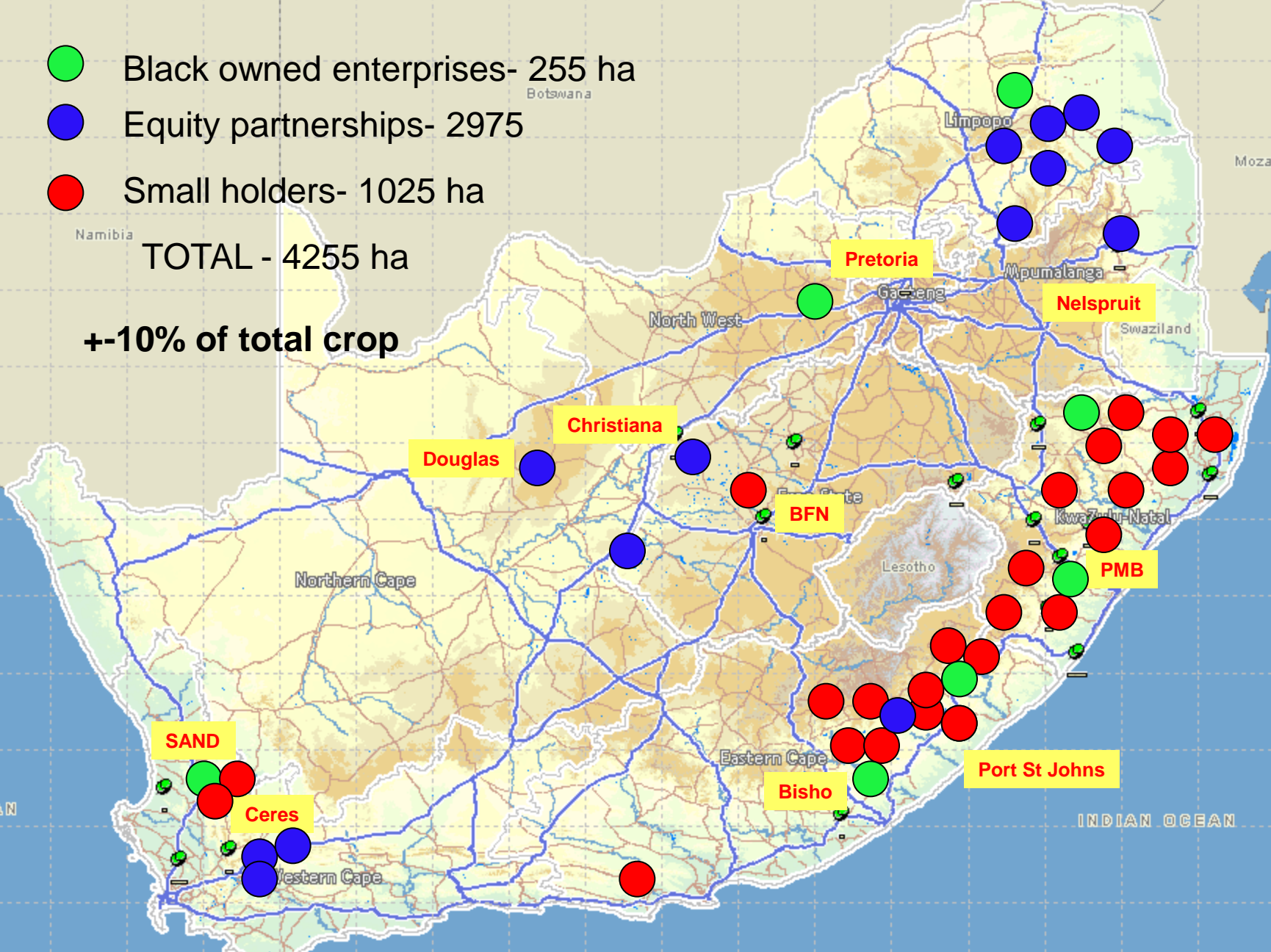
*To bring about significant increases in the number of black people that own; manage and or control the potato producing enterprises*

# POTATO TRANSFORMATION FOOTPRINT

- Black owned enterprises- 255 ha
- Equity partnerships- 2975
- Small holders- 1025 ha

TOTAL - 4255 ha

**+10% of total crop**





# APPROACH

- 1. PARTNERSHIP MODELS-** successful producers + new ones
  - Business partnership & mentorship- e.g. Oppermans
  - Extended farming operations- e.g. Christiana, Ugie
  - Equity on same business operation- e.g. Douglas, Ceres
- 2. Score card compliance**
- 3. Individual commercial farmer - Solly Ratjomane** from zero to hero in 26 years

# SOLLY RATJOMANE

## CASE STUDY



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# ATTRIBUTES TO SUCCESS- *THE SUPER JOCKEY*

- Started 26 years ago in Limpopo
- Leased good Govt. land
- Started with 1 ha potatoes

## ***NOW, in Blouberg***

- Owns 1900 ha land,
- Produces 120 ha potatoes, beef, other vegetables,
- 13 tractors,
- 2 pack sheds

**SUCCESSFUL BLACK COMERCIAL FARMER**

# How did he do it & *lessons learned*

- **Human capital-** the right jockey,
  - dreaming it; passion; will & determination for farming,
  - starting young
- **Mentorship-** surrounded by good & knowledgeable people ( 7 years)
  - Mechanisation, production & marketing
- **Reinvesting into the business-**
  - Bought cattle with extra money
  - Farming is hard without money
  - Had set backs- sold some cattle to stay afloat



# Continue

- Access to good **land**- initially leasing, later buying
- Access to **finance**- 1<sup>st</sup> time from Land bank in 1998
- Bought **own farm only after 17 years**
- **Good prices/times:-**
- paid off loans
  - Capitalised business
- Farm with your children- **a farther is his child's best teacher**
- **Farm with your community**
- Do not do your own **research**-
  - Waste time
  - Listen to those who know



FUELLING THE **FUTURE** TOWARDS SUSTAINABILITY

KE A LEBOGA

THANK YOU

BAIE DANKIE