

WHAT IS IT ALL ABOUT?

Wonderful vegetables are grown in the townships but growers have little access to markets where they can sell their produce.

Harvest of Hope is being established to find secure long term markets. Harvest of Hope is about creating jobs and enabling the poor to help themselves and earn a living with dignity.



WHO ARE THE GROWERS?

Harvest of Hope is working with local township groups, each made up of 3 to 8 farmers. Somehow, growing vegetables cultivates wonderful characters! Most of the growers are women, anxious to feed their families.

Typically they farm plots the size of the average classroom, with each group working between four and twenty plots. They grow great vegetables but struggle to get access to markets.

HOW WILL HARVEST OF HOPE HELP THESE GROWERS?

At the moment, these growers are able to provide some food for their families and hope to sell the rest of their crops. At the moment it is a bit of a hit and miss affair! Harvest of Hope plans to be able to provide firm orders at predetermined prices. The growers are excited and are planning to set aside prime parts of their land to grow exclusively for Harvest of Hope.



FINDING THE MARKET

For Harvest of Hope to work, we need to find a secure ongoing market for 100 to 300 boxes of vegetables per week. Then we can contract individual gardening groups to produce exclusively for the scheme. The gardeners know that they will earn R1 per week for each square metre of garden they have contracted into the scheme. The earnings are modest, but the magic for the gardeners is that their income will be regular and ongoing, with the potential to grow.

COMMUNITY BENEFITS

Each week we buy 10% more produce than we need to fulfill the orders and ensure that we pack your boxes with only the best of the crop from our growers. That means two things, more income for our growers and a happy dividend of enough food to feed under-nourished learners at township schools each week.

HOW DO SCHOOLS FIT INTO THE PICTURE?

Schools provide the ideal marketplace for the Harvest of Hope weekly vegetable boxes. Parents fetch their children at the same time each day. Harvest of Hope will deliver family boxes of freshly picked vegetables to your school on one day per week for parents to collect when they fetch their children.



WHAT WE NEED TO DO

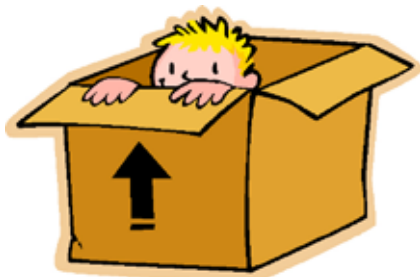
Harvest of Hope deliveries will start in the first week of February 2008. There are long lead times. Orders need to be placed with the growers in October and November so that they can plant the seedlings to grow the vegetables for harvest in February. The growers are eagerly anticipating the process and are keenly waiting to hear how many boxes will be needed. The more boxes that are ordered, the more square metres they can plant and the more they can earn.

WHAT IS IT GOING TO COST EACH FAMILY?

Our plan is to provide a value for money service with a full box of a range of vegetables to feed a family at a cost of R85 per week. (Smaller families could share a box).

Payment Options:

A one-off payment per term or a stop order per month. See payment schedule.



HOW DOES IT WORK?

- Families sign up for Harvest of Hope, indicating their interest and preferences..
- Final numbers and payment details are set up in the at the end of each month or term
- In the beginning, families make their first payments in advance and pay a deposit for their Harvest of Hope box .
- Each week you return your box to the school when you drop off your child on the designated morning and then collect your box of yummy veggies when you collect your child at the end of school that day.

WHO IS BEHIND THE PROJECT?

This project is a coordinated joint venture between three pioneering organisations:



All the gardeners have been trained over a number of years to produce food crops to the highest organic standards by Abalimi Bezekhaya (farming in the city).

www.abalimi.org.za

Growers have learned about the business side of farming through AgriPlanner courses run by the South African Institute for Entrepreneurship.

www.entrepreneurship.co.za

Vegetables are harvested fresh on order and collected and packed at the Organic Packshed established at the Business Place in Philippi

www.thebusinessplace.co.za



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Boxes of **freshly picked** vegetables grown with love and care to the **highest organic standards** in the food gardens of Cape Town's townships.

