

CONVERSATION

News from Timbali Technology Incubator

March 2018

TRAINING WITHOUT TRADING DOES NOT TRANSFORM!

Opening up the markets is the golden key to Timbali's success in transformation.

Two vital concepts underpin the Timbali transformation model. First and foremost, our development and provision of market access for small scale farmers. And second, our data-driven decision-making processes to supply and grow these markets.



While difficult for our farmers to grasp at first, we have managed to entrench a culture of data-driven decision making to inform trading actions. Our farmers do not drive blindly. Data is captured at all levels for all tasks on the farm and in the supply chain by every small 'business owner' which provides input into the wider information system. This data drives the decisions with seed purchasing, land preparation, planting, harvesting and supplying orders.

These tools has enabled the farmers to 'cluster' and plan, manage and market collectively. This integrated approach by Timbali ensures that small-scale farmers are able to coordinate their processes, and continuously improve their efficiencies. It brings big scale benefits to small scale farmers.

UNTIL WE CAN MANAGE TIME, WE CAN MANAGE NOTHING ELSE." - Peter Drucker

These two approaches have set us firmly apart from many of our counterparts in the quest to develop SMME's. Training to be a successful farmer, producing high quality food in a sustainably, tends to be dominated by issues of production. Land preparation, varieties, irrigation, fertilizer and pest control are the topics that often dominate discussion, but our farmers are never allowed to forget that the key to success is really about selling. So the words market, sell, sales, and trade form a crucial and visible part of the Timbali training package. Our trainees and graduates have carefully prepared business plans which they follow, but where Timbali is different is that the trading activity forms a prominent part of the business plan.

A MAJOR ADVANTAGE IS THAT THE SUPPORT PROVIDED BY TIMBALI IS EFFICIENT, ON TIME, RESPONSIVE AND TARGETED TO ADDRESS THE NEEDS OF THE AGRI-BUSINESS. THIS IS OFTEN A KEY CRITIQUE OF INCUBATORS AND SMME FINANCIERS. - JOBS FUND CASE STUDY

Read about:

Jobs Fund Case Study
 Timbali Changing lives through Trading

GROWTH CONVERSATION

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JOBS FUND CASE STUDY

“Timbali provides holistic end-to-end incubation”

We were proud to receive the following report in February 2018, after an independent study by Jobs Fund completed in February 2018.

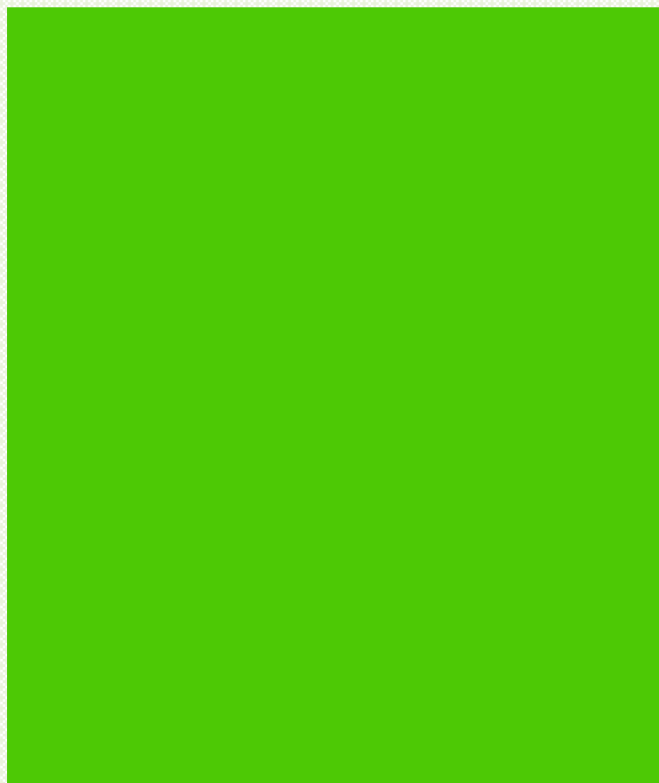
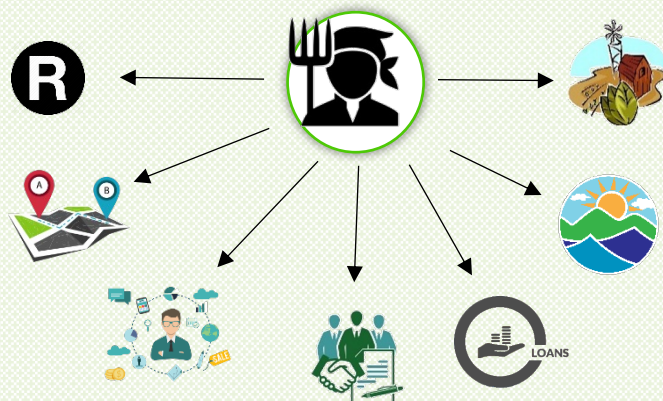
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Quote: “Timbali provides holistic end-to-end incubation services to mostly young female farmers. **These services include infrastructure, access to natural resources, loan financing, shared logistics and services, transfer of technical knowledge, technology and life skills, and most importantly, a route to market that is backed by commercial buying power.** What Timbali provides, no single farmer (and especially not a grassroots small-scale farmer with no track record) could provide or access themselves.”

It goes on: “Demonstrating the unique value add of an industry-specific approach to incubation, Timbali support and management uniquely provides market intelligence, R&D, product specific quality control, peer learning, a route to the local, national and international markets. Timbali’s system of support also includes crop financing. This makes them much more successful at developing small competitive agri-businesses.”



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TIMBALI IS CHANGING LIVES BY TRADING

MOVIE | INSPIRATION

Getting down and DIRTY TO CHANGE THEIR LIVES

Two Mpumalanga women share how being in agriculture has changed their lives for the better

By Palesa Matjebele

by "Trading while Training"

Some people look down on farmers, but I've managed to look past all the criticism –
Nontokozo Ndhlovu

The lives of job seekers Nontokozo Ndhlovu (31) and Kate Shekwa (30) from Mpumalanga were changed forever on the day they applied to join Timbali Technology Incubator. For Nontokozo, a mother of two with six unemployed siblings, Timbali offered her the opportunity to step up and support her family, and she grabbed it with both hands. After the required orientation and initial training, she has been allocated a portion of land at Agri-Park Helena, where she farms and produces baby vegetables. Kate meanwhile works at a GlobalGAP Packhouse, preparing the baby-veg 'graduates' for the market. This is the beginning of its journey to the local and export markets where it soon appears on the shelves of some of South Africa's and Europe's biggest retailers. With farming an entirely new experience for Nontokozo, she found it difficult at first. "It needs hard work, patience and

perseverance to make it as a farmer. Some people look down on farmers but I have managed to look past all the criticism and love what I do. Instead of depending of a social grant and crying about a lack of jobs, I now put food on my table with these dirty hands" she says laughingly.

As an 'incubatee' as trainees like Nontokozo are called, she remains under the strict control of Timbali, and will only receive true independence as a farmer when she She goes on to say "I have been able to help my community by employing people to help me during harvest time. I am proud to be farmer and I wake up every day with joy knowing that I'm the reason someone goes to bed with a full stomach.