THE QUALIFYING CRITERIA

ECONOMIC DEVELOPMENT AND PLANNING CLUSTER
BUSINESS SUPPORT, TOURISM AND MARKETS UNIT
AGRI-BUSINESS DEPARTMENT
Clairwood Market
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Durban, 4001

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CONTACT DETAILS OF BUSINESS DEVELOPMENT FACILITATORS PER REGION

North Region
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West Region
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THE QUALIFYING CRITERIA

TRANSFORMING LIVES, ENABLING WEALTH
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Agribusiness is a department which falls under the Business Support, Markets, Tourism and Agribusiness Unit, it was established in 2018. Servicing SMME’s in the Agri-Business value chain within eThekwini Municipality.

OVERALL OBJECTIVE OF THE DEPARTMENT:

To incubate Start-up and Growth entrepreneurs operating in the sustainable food value chain.

To disrupt and aggregate the South African Sustainable Food Value Chain by:

- Developing previously disadvantaged entrepreneurs that can consistently, sustainably, profitably, produce, process and deliver food; and
- Establishing an incubator that is dynamic, vibrant, innovative, inclusive, create wealth and legacy.

VISION OF THE DEPARTMENT:

To grow the economy by improving the productivity of SMME’s in the Agri-Business value chain through customised solutions that reduce barriers to markets through embracing science, innovation and technology whilst increasing their contribution to eThekwini GDP.

STRATEGIC FOCUS AREA

- Policy and Advocacy
- Trade Facilitation
- Agro-processing
- Primary: Crop and Livestock Production

TARGETED COMMODITIES:

In 2020 the Council approved and adopted the eThekwini Agribusiness Master Plan which proposed 5 key commodities which the municipality will focus on for the next 10 years. The key targeted commodities are as follows:

- Vegetables
- Sheep
- Poultry
- Cannabis
- Piggery

TARGET MARKET:

Co-ops & Agri Business
Large farmers
Medium Commercial
Emerging Farmers
Subsistence Farmers

AGRIBUSINESS DEPARTMENT SERVICES INCLUDE:

- Business Advice services
- Mentorship and Extension Advisory services
- Access to Market
- Incubation support services
- Business planning and financial management technical advice.

STANDARD OPERATING PROCEDURE

Assess → Audit → Profile → Register → Assist/ Facilitate