



### **The HPSA Jozini Agricultural Model Project is funded the European Union**

HPSA is working with farmers in KZN, through the Jozini Agricultural Model project, to increase productivity with their livestock. This project, funded by the European Union and Department of Rural Development and Land Reform, started in May 2015 and aims to support 2400 farmers over three years.



**Examples of goat sales in the Jozini project area before market gates had been handed over**

The Jozini Agricultural Project has now been working with farmers for two years increasing their productivity of their communal herds with an aim of increasing homestead wealth and allowing farmers that then have excess animals to sell these as a further link in the value chain around goats.

To this end, three points of engagement around commercialisation have been piloted. The first being auctions which are very large events involving departments, professional auctioneers and buyers from across the country. This generally sets the price point that farmers can then trust that their goats are worth. The Jozini project areas of Hlabisa, Nongoma and Jozini have all had very successful auctions facilitated by the project.

The next step has now been launched where farmers have received sales yard equipment in the form of portable gates that are brought to central points where there is already activity such as the social grant hand out day called the “Pension Day”. At these days, the gates are brought to an agreed upon part of the pension day market and overseen by Jozini project staff, Community Animal Health Workers (CAHWs) and the Livestock Association members. The main rationale for these markets are so that they become visible, regular and above board in ways that the normal goats tied

to a fence is not. Often the problem with the informal markets is that they are seen to promote stock theft as no one knows who they belong to, who is selling them and who is buying them.



**Two market localities, Nongoma and Hlabisa, where the portable markets have been used to good effect**

The Livestock Association presence ensures that they are legitimately owned and sold. The role of the CAHW is to ensure that the goats are in good health and receive water and shade while they are waiting to be sold. A further player in these markets is the Department of Agriculture Veterinary Section. They ensure that the goats are sold in a healthy state between areas that goats can be transferred between. They also ensure that other state veterinary practices are upheld.

Since handing over the gates to the three Livestock Associations, there have been 13 mini sales, selling 252 goats, generating R223 680 in sales to the farmers. This is just the start of a much broader and regular process that the project expects to facilitate sales that should number in the thousands of goats once it picks up in the next year.

This process of these sales has also created an awareness of farmers and links between them and buyers around goat availability and quality in the project areas together with the improved productivity, many informal sales are also happening. The project is capturing these sales so as to fully understand the impact of the project.

As an example, during a high usage period, 2,782 farmers who are directly or indirectly involved with the Jozini Project (sold, sacrificed or used) generated almost R11 million from their herds. This information was self-reported so the number is likely higher.



**The sort of informal traders who buy the goats from our farmers selling off the bakkie or an informal pen in town**

December Sales							
	Total Goats	Number of farmers	Sold	Slaughtered	Used	Income (R )	Average per farmer (R )
Mkhanyakude	23990	2028	2814	1467	921	6 242 400,00	3 078,11
Zululand	9746	754	2335	1034	592	4 753 200,00	6 303,98
	<b>33736</b>	<b>2782</b>	<b>5149</b>	<b>2501</b>	<b>1513</b>	<b>10 995 600,00</b>	

Tracking these informal sales will be continued and fed back to state and other value chain interest groups so as to model a support mechanism for them. Different banks have expressed interest in providing credit systems for unbanked goat farmers.

The three points of supporting commercialisation of indigenous herds through sales are now well established and being strengthened through regular activities that bring the buyers and sellers together. For more information, please visit [www.hpsa.org.za](http://www.hpsa.org.za) or [www.gapkzn.co.za](http://www.gapkzn.co.za).

