



# ZAPA

FARM FRESH

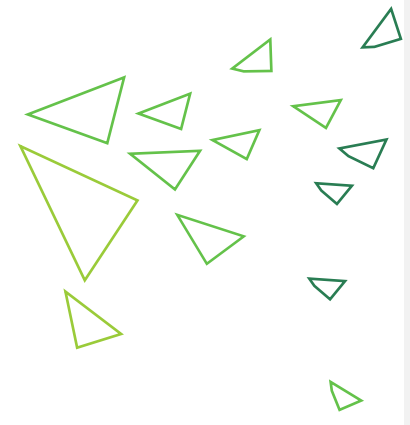


## PROFILE

Bev Mhlabane

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## ZAPA FARM Origin

- Started farming in 2012 with backyard vegetable patch and 10 layers
- The land was bought in October 2014 and GDARD conducted a feasibility study
- The business was registered in 2014 with the intension for mixed farming (Egg production and Vegetable Production)

About Us



# Team

ZAPA Holdings Management



## **Beverly Mhlabane**

Managing Director

- BSc Engineering(Chemical)
- Professional Engineer
- Diploma in Brewing
- Previous employers – Umgeni Water, Unilever, Tongaat Hullet, South African Breweries)



## **Sylvester Ndaba**

Corporate and Sales

- South African Breweries
- South African Broadcasting Corporation

## STAFF COMPLINENT

Permanent = 4

Temporary = 3

Seasonal = 2

Graduates = 6 (GDARD)



## **Edwin Malatji**

Farm Supervisor

- Matric
- Started with the farm 2013



## **Success Mhlabane**

Marketing

- Currently studying Bachelors of Marketing Business management



## **Ayanda Manana**

Administration

- Currently Studying Bachelors of Science

**ZAPA**

FARM FRESH



# Mission, Vision & Objectives

- **Mission statement**

- We are committed to producing & marketing nutritious table eggs and vegetables that are consistent in quality at the lowest costs to customers. We establish & maintain long term, mutually rewarding relationships with our customers.

- **Vision statement**

- To be a leading producer of high quality eggs in South Africa
- To be the leading producer of high value vegetable in South Africa

- **Objectives**

- The objectives of our Poultry Farm are:
  - Achieve first year sales of above R1 500 000.
  - Establish strategic relationships with 15-20 large customers in the first year
  - To develop a sustainable farm, surviving off its own cash flow.
  - To produce high quality eggs.

- **Keys to Success**

- The keys to success for our Poultry farm are:
  - Effectively communicating, to current and potential customers regarding our position as a differentiated provider of the highest quality eggs in South Africa.
  - Efficient production of the eggs while minimizing costs
  - Purchasing high quality breeds of layers hens
  - Adequately feeding the layers hens
  - Control costs at all times, in all areas and implement a conservative approach to growth.
  - Provide 100% satisfaction to our customers and maintaining the level of excellent services.
  - Repeat business. Every customer who comes in once should want to return, and recommend us. Word-of-mouth marketing is a powerful ally.

- **Core Values**

- Customer satisfaction
- Commitment to achieving results
- Sustainability
- Corporate Social Responsibility
- Employment Creation
- Innovation
- Integrity

# Growth Strategy

Experience and exposure in Farming

## Phase 1

2014-2018

- Initially 10 layers were bought to produce eggs home consumption however neighbours became interested to buy our eggs
- We converted our garage to house 300 layers in order to meet the demand from the neighborhood.
- We then acquired 2 hectares land for expansion and requested GDARD to assist.
- Feasibility study for mixed farming - egg and vegetable production was done with assistance from GDARD in 2014
- At this stage, the farming was a part-time activity from the managing director

**DONE**

## Phase 2

2018-2019

- May 2018 the Managing director took over operations on a full time basis
- Started operations with 2000 layer house and then built another one with 5000 layer capacity for production of eggs.
- Planted vegetables on 1.5 hectares
- Our customer base for both eggs and vegetables include: - Pick n Pay, Spar, Johannesburg Market, Spaza shops and hawkers.
- EIA for 120 000 layers Approved (November 2019) and water Use license in preparation for commercialization
- We need to acquire more land for the vegetable production as current land is not sufficient for both egg and vegetable production

**IN PROGRESS**

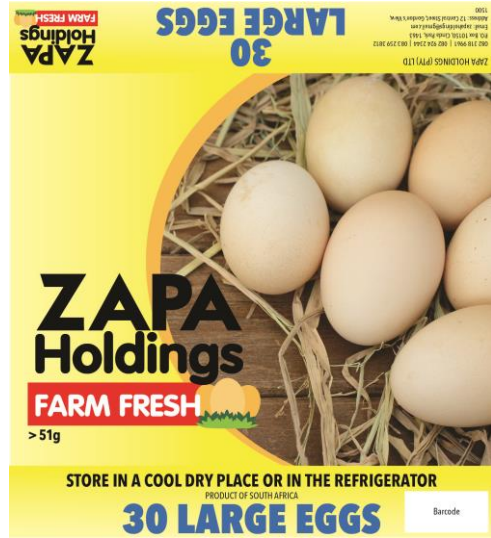
## Phase 3

2020-2022

- Commercialization to 120000 layers - **FUNDING REQUIRED**
- Egg Production – **FACILITY DEVELOPMENT REQUIRED**
- Egg Processing – **FACILITY DEVELOPMENT REQUIRED**
- Employment opportunity for 30 people

**FUTURE**

# Operations Strategy – Egg Production



## Production Cycle

- We could buy day old chicks and rear them, however this is an expensive exercise and chicks often die if they are not taken care of
- We buy point-of lay pullet(18-19 weeks old) from a reputable supplier with a full vaccination and lighting management history.
- The hens are kept for 60 weeks and sold as cull hens because they will start laying few egg and eventually they would stop. This will imply that the business will not be profitable
- New Point-of-lays will be ordered before selling the hens for slaughter

## Liquid egg products processing(Future)

- As part of our future strategy, Agro-processing of the egg will add value to our primary product.
- This will be in the form of producing liquid eggs for our confectionery and big hospitality customers.
- The products will include, whole egg, egg yoke and albumen.
- The next process will be the production of Powder egg products. These products have a longer shelf life and would open the opportunity to the export market.



## Egg production

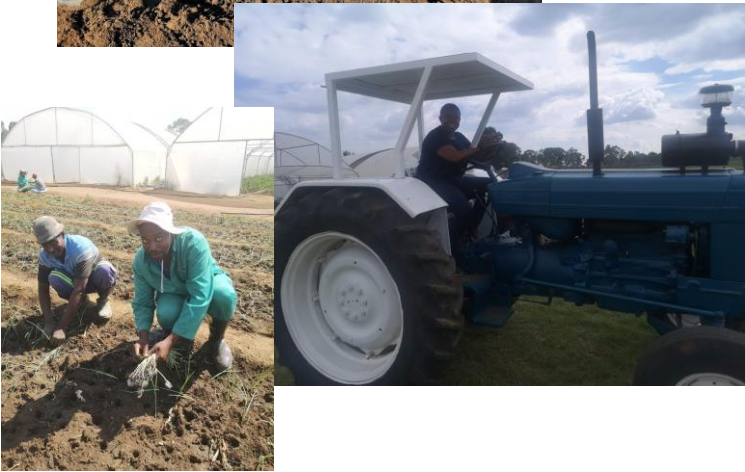
- The egg production depends on many factors, such as Quality of feed, sunlight, genetics and health of the birds
- Average egg production over life cycle of layers is 85% .We have 4000 layers this mean our egg production capability @ 85 % is 3400 eggs
- Eggs are sold in packaging that holds of 30,24 ,18 and 12 eggs.



Liquid and powder egg product



# Operations Strategy – Vegetable Production



## Open field production Cycle

- Land preparation is done using a tractor, mini tractor and using hands (depending on the size of the space that needs preparation) as shown in pictures
- We sow seeds and at times we buy seedlings from reputable suppliers to start our production.
- Farm workers monitor, control the growth of the plants on a daily basis
- The plot is divided into sections where we record the activities
- Vegetables are sold to both formal and informal market

## Vegetable Tunnels Cycle

- As part of our growing strategy, we invested in two 30x10 greenhouses
- This is dedicated to growing high value crop such as green peppers and currently we are collaborating with Agricultural research council (ARC) to produce tomatoes.

## Vertical farming

- This is a future technology that optimizes resources: - space, water and efficient
- This technology will be used for high value crops such as herbs.
- Since space is an issue for urban farming, the output per square meter of land is much higher than when planting on the ground
- As part of our future strategy, this will demonstrate during training that you don't need a big space to be self-sufficient.



# Portfolio of Evidence for farming experience



## Backyard vegetable patch

- Started with a backyard vegetable garden in 2012
- Bought 10 layers for egg production for home use.

## Egg production expansion

- After about 6 months our neighbours requested that we sell them our eggs and thus we bought 165 layers and placed them in the garage
- After a year we had 300 layers in the garage

## Farm expansion

- In 2014, we bought a 2 hectares land and started farming
- Planted, spinach, kale, rape green pepper and tomatoes
- We installed two 30x10 vegetable tunnels
- Currently planting on 1.5 hectares

## Egg production expansion

- In 2014 we move the egg operation to the plot and we had 1800 layers
- Currently we have 4000 layers
- EIA approved for 120 000 layers

## Limited Space

- The current land will not be sufficient to produce vegetables once the egg production expansion is underway



# Graduates

- GDARD Graduate trainees allocated for two years
- The expectation after the experience is to understand how the farm is run and taking responsibility in their area of expertise
- They are continuously assessed



# Community Empowerment plan

- Train children from disadvantaged background
- Run a holiday programme where children were introduced to farming and demonstrated that it could be a career of choice
- We encourage them to start vegetable gardens in order to feed their families
- Conduct Career guidance in Primary school, focusing in engineering and agriculture





## CURRENT REQUIREMENT

- Capacity Expansion to meet demand
- Packaging Facility to meet the Global GAP requirement in order to supply retailers like Foodlovers' Market, Pick n Pay etc.



Thank You