






**Johannesburg Urban
Agritropolis
Integration of Initiatives
City Deep AgriHub**

Joburg CID Forum
Wednesday 07 September 2021

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Presentation Structure

- Confirmation of purpose**
- Background to the initiative**
- Outline of City Deep Agricultural Hub**
- Possible Collaboration and Partnership**
- Discussion**

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Purpose of the Presentation

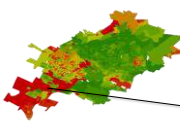
- 1. To find alignment, opportunities for collaboration and information sharing about urban agriculture**
- 2. To present a consolidated and coordinated approach to urban agriculture and its value chain to the City**
- 3. To ensure the best use of available resources to realise community social and economic upliftment**

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Joburg Poverty and Deprivation Levels



Region D
Poverty 41.6%
Unemployment 34.9%

Region G
Poverty 47.1%
Unemployment 28.3%

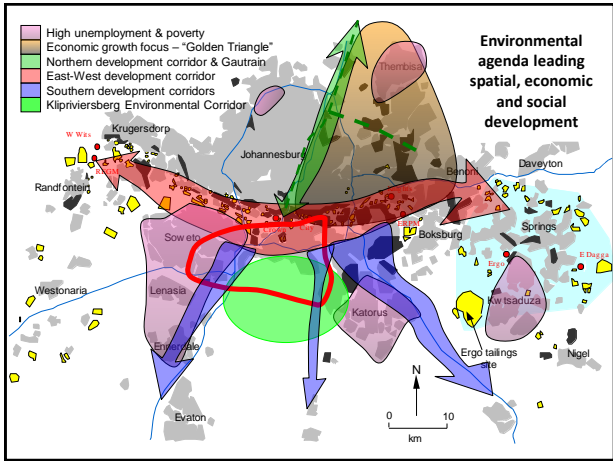
Highest Deprivation Levels



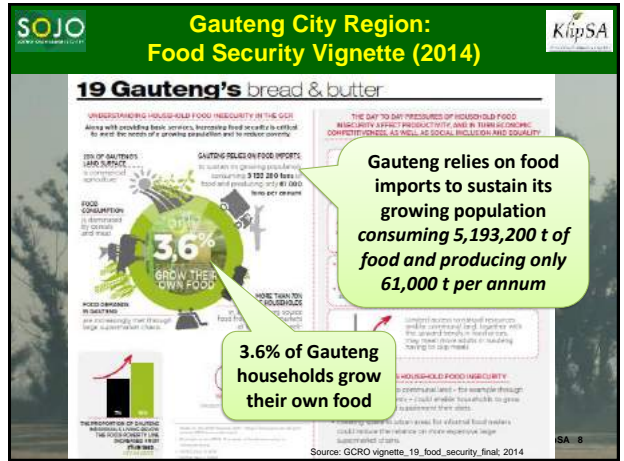
**"The southern parts of the city have consistently reported the highest percentage of people living in poverty
..... These areas are characterised by low economic activity and long travel distances to seek employment.....
..... The spatial location of these areas perpetuates poverty in them and reinforces inequality."
(Spatial Development Framework 2040 Pg 42)**

**A City Where None Go Hungry: The City of Joburg's Food Resilience Policy:
"Level of food insecurity in Joburg (measured by the number of people who go without at least one meal between 3 and 10 days in month) at 27 % citywide and 41 % in the poorest neighbourhoods"**

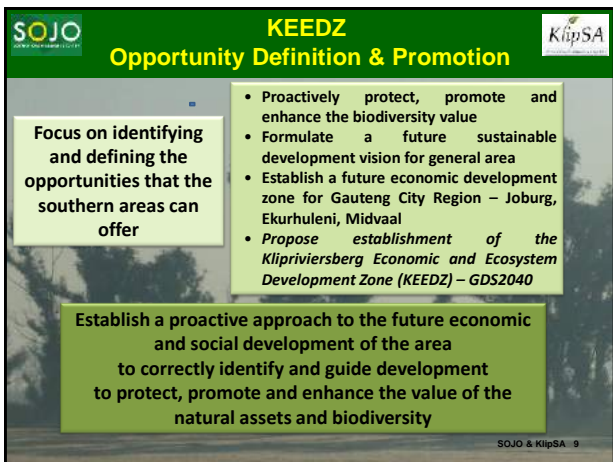
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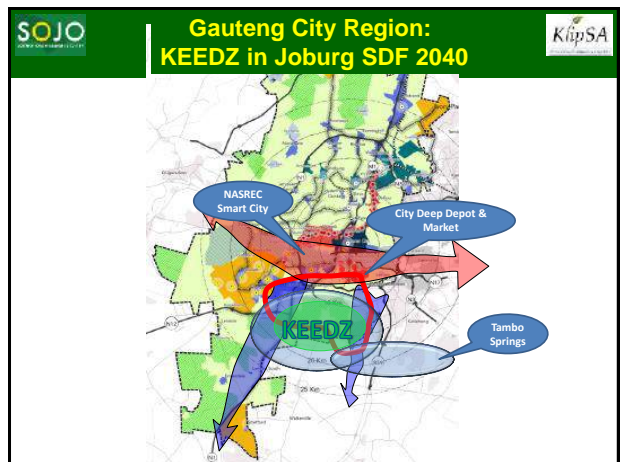
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Gauteng City Region: KEEDZ Key Projects & Programmes

- Economic Development: Tourism Strategy**
- Environmental Upgrade: Klip River Wetland Management Plan**
- Education and Training: Klipriviersberg Sustainability Education Centre**
- Agritropolis: Natural Farming Initiative**

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Klipriviersberg Agritropolis Natural Farming Initiative

- Focus**
 - Food security
 - Job creation
 - Poverty alleviation
 - Community upliftment
- Integrated activities**
 - Agriculture – organic and natural
 - Aquaculture, hydroponics, aeroponics
 - Value chain opportunities
 - Training & development
 - Market access
 - Energy generation
- Local economic development**
 - Suppliers and services
 - Farming
 - Local product beneficiation
 - Markets
 - Agro processing
 - Logistics

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Klipriviersberg Agritropolis Southern Areas Land Availability

- Small farmers +3000
- Community Gardens
- Southern Farms – 1540 ha
- Farms
- Urban Farming & Roof top Gardens +20ha potential
- Eastern Areas
- Small Holdings
- Joburg Farm 270ha
- City of Joburg ownership

Acknowledgement: City of Joburg

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Klipriviersberg Agritropolis Initial Projects and Initiatives with UJ

- Smart food network – connecting producers, movers and users of food products through smart technology - KHULA!
- Training and development – providing training and research opportunities & experiences – students & academics
- Community farmer development – Soweto Farmers Lab – iZindaba Zokudla – UJ Soweto Campus & Aparate
- Energy initiatives – alternative energy projects for various uses in the agriculture value and cold chains
- Services, supplies and logistics – improving efficiency and effectiveness of methods and technologies
- Engaging unemployed youth in projects and research programmes - Harambee youth employment accelerator

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Klipriviersberg Agritropolis Agricultural projects and initiatives

Joburg Eikenhof Farm

- Support Joburg Food Resilience Team participation – skills and resources
- Establish UJ Farm School
- Investigate possible agricultural college – with Midvaal

Inner City, community gardens, small holdings and farms

- Encourage growth of urban farming activities in the region
- Grow interest and participation in low income areas
- Improve access to logistics, pack houses and markets

Adamslof KhoiSan Cultural & Agricultural Village

- Secure access to land from IPC
- Undertake environmental investigations
- Establish planning and design team

Joburg Southern Farms Project

- Secure Joburg land for agricultural priority
- Review IPC tender brief and proposals

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Mine Impacted Areas City Deep Freight Logistics Hub

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Mine Impacted Areas City Deep Agricultural Hub

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Areas of possible Collaboration and Partnership

- Integration with the City food security initiatives - need to understand what is happening and what projects and programmes the City is putting together and with whom to find areas of cooperation and collaboration
- Establishing and strengthening collaboration and partnership with the City Deep Fresh Produce Market and the Opportunity Centre
- Assistance with identifying other urban agricultural opportunities within the city and establishing partnerships with local communities and organisations to support the establishment and expansion - e.g. Urban Management Areas
- Recognition of the AgriHub is a key component of economic development as part of the City Deep Regional Economic Node and its prioritisation and budgeting for services infrastructure and promotion
- Support in exploring and establishing alternative energy generation, water and waste management opportunities
- Specific support in prioritising township development and establishment in the Node

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City Deep AgriHub
Agri/Food Incubation & Circular Economy
26 August 2021
 27/08/2021 - Rev. 67

Purpose - What we want to achieve

- Create a space for the development of entrepreneurs within the integrated agricultural value chain
- Find alignment and opportunities for collaboration and information sharing about urban agriculture
- Present a consolidated and coordinated approach to urban agriculture to the City
- To ensure the best use of available resources to realise community social and economic upliftment

Promote Principles of sustainability...

- Small scale produce and production as much as possible
- As local as possible by linking with small scale farmers
- Financial sustainability for farmers and production with immediate payment systems and delayed payments no longer a hurdle to sustainability
- Educational and skills development opportunities
- "Green environment" and "circular economy" principles from food waste, to water & energy savings to smalls and incidentals
- Creating complete cycles of food to maximize profit, reduce waste, make carbon footprint smaller

Develop Business Model

- Makers Village Irene - Tania
- How to monetarise
- Access to producers to tell their story and get to know the market - available "in store"
- Develop spaces needed at AgriHub as village grows and develops and other spaces
- Embrace value chain
- Provide access to market
- Establish food outlets (large hotels, conference centres, caterers etc)
- Fund of activities
- Generate revenue
- Incorporate R&D

Develop Farmer

- Izindaba Zokudla Living Lab
- Access to finance
- Access to Market
- Products & Produce
- Green technology - green economy principles

Integrate Initiatives

- AgriHub network
- AgriHub will be a connection point with the Living Lab
- Satellites could include
- West Rand Mega Park

Way Forward - ongoing

- Identify people to include in further discussions
- Look at business opportunities to focus on initially
- Look at identifying priority action areas
- Proposal prepared and being updated

City Deep AgriHub Entity and Brand

- Establish a formal arrangement
- Presentation to the City
- How to refer to area: City Deep AgriHub
- Adding value through the integration and collaboration of all elements of the urban agricultural value chain
- Location: City Deep Ext 29

Involve Stakeholders

- Legend
- Agriculture
- Aquaculture
- CBO/NPO/FBO
- Corporate
- Culinary
- Digital platforms
- Education and training
- Energy
- Funding partners
- Livestock
- Logistics
- Production and Processing
- Research and Development
- Support industries
- Waste
- Water

Engage authorities

- Municipalities
- GDARD
- Department of Agriculture, Land Reform and Rural Development (DLALRRD)