



## **Reviving Rural Development - where ordinary rural people become extraordinary sowing and reaping the fruits of their labour**

Kohwa is on a mission to bring food security and lift up millions of people from being outsiders in the economy and shifting their position to be owners and partakers in the economy!



Breaking new ground for and with the rural  
people

# Kohwa Holdings

*A company passionate about making a difference in agriculture  
across the globe.*



# Strategic Intent

Reviving Rural Development across Africa – we begin in South Africa - on a scale that matters

*unlocking real broad-based rural development and empowerment*

*creating jobs and feeding our people*

*sharing knowhow and experience*

*underwriting economic advancement*

including models, structures, products, solutions, dependencies, resources



# Problem Statement

The acute need by the South African government to drive economic transformation has created great opportunities for our people – with **the growth in produce demand and a need for reliable and experienced suppliers.**

The National Development Plan sets **steep targets for job creation** – agriculture as a sector is able to absorb many of the people.

**Private Sector sourcing is experiencing challenges to meet the procurement policy of government**

The Land Reform programme of Government though intended to create a stable and a growing new breed of farmers has not quite delivered on this promise – **what is missing is an implementation agency in the agriculture sector that is able to provide a unique integrated solution** that meets the dreams and aspirations of the nation to grow.



# Kohwa's Business Philosophy

## Key Partners

- Internationally renowned greenhouse partner – with over 50 years experience in the industry - in place
- Off take agreements with major retailers – in progress

Local traditional leaders  
- for direct access to the communities where they are - signed long term leases

Local municipality  
- For infrastructure development

## Key Activities

- Assist with existing farms to scale up – expansionary drive
- Assist farms that need to turnaround
- Assist new farmers – they need our expertise

## Key Resources

- Access to experts in various crop types
- Marketing with retailers and off take agreements
- Capacity building and training

## Value Propositions

- Source to Market Solution for the farmer
- Organised markets
- Organised Support for a duration of 5 years or until the repayment of loan
- Governance
- Facilities Management
- Better labour practises
- Localised empowerment no matter what background

## Client Relationship

Direct – over 5 to 10 years

## Client Base

- New farmers
- Existing farmers - expansionary vision
- Struggling farmers – need a turnaround strategy

## National Benefits

- Real on the ground empowerment – meeting communities where they are
- Reduce the number of people dependent on the grants
- Increase current under-utilised land
- Create jobs from primary agriculture in line in NDP
- Meet both national and international demand

## Integrated Services Provided by the kohwa team

- Kohwa to provide Technical Management systems to clients and offer advise on crop variations based on region and need
- Set up the off take agreement systems - farmer simply plugs into the system
- Provide Operations and administration support for the farmers – consolidated support is cheaper than individual farm support
- Training, education, compliance – for the clients to be able to look after their farms within 5 years
- Assist clients with leveraging Funding – through the investor education and mentorship programme



# The Executive Management Team

## **Founder and Executive Chairman :** Mr Trevor Tshuma

Trevor is the visionary behind Kohwa Holdings. He is an award winning Entrepreneur with a solid business acumen and broad business experience in the agriculture sector. His other expertise lie in local economic development, business development facilities management, sales and marketing.

## **Chief Executive Officer :** Mrs Gugu Dlamini

Gugu is a business strategist who worked both in the public and the private sector leading various organisations in the same position. Her expertise is more pronounced in business turnaround, change management and the opening up of new markets. She has been named in the top 200 leaders in South Africa.

## **Chief Operating Officer :** Mr Greg Gross - Mitchelle

Greg is the driver of Project and Operations within Kohwa holdings. He has been a leader in project management assignments over a period of 20 years with specific focus on business reengineering systems and processes. His experience has enabled him to manage a large portfolio of projects.



# The Second Tier Management Team

**Ms Hlambisa Munde ( CA):** Financial Manager

**Mr Stephen Fosteras:** Pack House Quality Manager

**Mr Bonke Bashe:** Compliance Manager

**Mr Khanyisa Sigadla:** Agronomist and Farm Manager

**Mr Micky Gouws:** Agronomist and Farm Manager

**Mr Tapiwa Mutsawu:** Agronomist and Farm Manager

**Nontuthuko Ngobeni:** Training & Skills Development Manager



# Conclusion & Contact Details

Thank you for the opportunity to make this presentation

## Contact Details

Executive Chairman

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## Why Kohwa Holdings – Our Track Record Speaks For Itself

- **Kohwa** has spent the last two years **investing its own resources** – ( in excess of R5m) in the implementation of this business model and testing it for applicability in the South African Environment.
- **Kohwa** built and operated a 1000 m<sup>2</sup> greenhouse, located in the area called Vulamehlo local council under the Ugu District, South Africa
- **Kohwa** ensured that Local supply agreements with neighbouring shops and clients were put in place.
- **Kohwa** ensured that an agreement with the chief of the area was put in place.
- From start to finish the project was built by the local people with support from Kohwa's strategic technical partners - creating jobs in the area.
- **Kohwa** has a strong and experienced management team in the sector and in running large operations in general.



# Why Kohwa Holdings – Our Track Record Speaks For Itself?

Local team working on site



Strictly Private & Confidential

The Umbumbulu pilot site  
Quality harvest 30 October 2013



Strictly Private & Confidential