

21 JUNE 2019, PLATINUM WEEKLY, 50 Marais Street, Tel: 014 592 3257, Fax: 011 252 6669, E-mail: ads@platinumweekly.co.za p 07

# HEINEKEN SA SOWS SEEDS FOR GREATER ECONOMIC PARTICIPATION THROUGH BARLEY FARMING

By 2021, HEINEKEN South Africa intends to reduce their South African malt imports significantly, as the barley that the local HEINEKEN brewery requires will be locally grown, through the company's Barley Emerging Farmers Economic Development (BE-FED) project.

Moreover, the BE-FED initiative also aims to promote the participation of commercial black farmers in the barley production supply chain within South Africa.

This project forms part of HEINEKEN's global strategy, Brewing a Better World which advocates for responsible, local sourcing of raw materials as one of their key focus points.

HEINEKEN plans to develop a supply chain that improves quality of life for local communities, protects the environment and ensures a consistent supply of raw materials for the industry.

Through Brewing a Better World, the company has set forth the commitment to have 60% of agricultural raw materials used in Africa to be sourced locally within the continent.

The BE-FED project is an initiative of the local HEINEKEN team, in partnership with barley and malting specialists Malteries Soufflet, the Dutch

government through the Dutch NGO ICCO Cooperation and local farming organisation Buhle Farmers' Academy. After launching in pilot phase in 2016 with five farmers, the project has grown to include 30 farmers over the following two years. In 2019, the initiative contracted 44 farmers from across South Africa.

Amongst other benefits, these farmers received an interest-free loan, insurance to protect their crops, the seeds they require, at no cost, as well as invaluable training, advice and ongoing mentoring provided by Buhle Farmers' Academy. Mentoring forms a vital part of the project, because barley is a highly sensitive crop.

"In order to ensure that we reached and supported the right farmers for this project, who were established, had a track record of success and could make the project commercially viable, we worked with the local Leading Edge, which is an organisation providing developmental support to emerging farmers through its partnership with the provincial department of agriculture and other corporate funders," said Werner Vogt, head of procurement at HEINEKEN South Africa.

"Our aim is to widen the participation net to

additional commercial farming partners to help assist the business in delivering complete local sourcing of barley. To that end, we have already committed a significant investment of more than R2,8 million in 2018 alone, in order to support our participating commercial farming partners with interest-free loans," added Vogt. "We are pleased to announce that 2018 was

a huge success, as 97% of farmers that were trained and mentored, were able to meet the specifications needed for malting barley. The barley yields were also good, as all farmers that planted could repay their loans within a year period. Furthermore, our selected commercial farming partners for 2019 have already started planting," said Arno van der Hoff, farm enterprises manager at Buhle Farmers' Academy.

These commercial farmer partners possess a combined 750 hectares of farming land on which they will produce

around 3,750 tons of barley during 2019 alone. HEINEKEN South Africa is a key player in the beer and cider industry in the country, with an impressive portfolio of brands, including Heineken®, Sol, Windhoek, Miller Genuine Draft, Amstel, Strongbow, Soweto Gold, and Tafel.

HEINEKEN press release, 19 June 2019



## DINE AT THE VULTURE RESTAURANT, WITH BIRDLIFE RUSTENBURG

**Rustenburg** – BirdLife Rustenburg will host a very interesting outing on 22 June – to the Nyoka Ridge Vulture Restaurant in the Hekpoort area.

It is situated at the foot of the Magaliesberg Mountain in the Hekpoort vicinity. It is a private feeding station for the endangered Cape Vulture, managed by Birdlife Harties. This outing is a rare opportunity to see and photograph these interesting birds feeding and flying upclose. Other birds that can be expected to view in the area are raptors such as the African Harrier Hawk, Little Sparrow Hawk, White-backed, and Lappet-faced Vultures. Bushveld and grass-veld birds such as the Rufous-naped Lark, Cape Longclaw and much more. BirdLife Rustenburg will meet at BP Mall at 07:00 and should be back in Rustenburg at about 14:00. Everyone is welcome and non-members must pay R20.00 per person.

Feel free to contact BirdLife Rustenburg chairperson, Shaun McGillewie, on 083 702 1462 for more information.

If you need help with the identification of a bird, send a picture!



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