



## DRIVING FOOD SYSTEM TRANSFORMATION IN SOUTH AFRICA VIA AGRITOURISM MARKETS

A country's cuisine is widely recognized as a key ingredient in its worldwide attractiveness. This cultural asset can play a key role within South Africa's tourism sector strategy while being a catalyst for promoting initiatives and practices crucial for redefining its food systems.

UN Food Systems Summit 2021  
An Independent Dialogue – South  
Africa

# UN FOOD SYSTEMS SUMMIT 2021

## AN INDEPENDENT DIALOGUE – SOUTH AFRICA

<b>TOPIC</b>	<ul style="list-style-type: none"> <li>▪ <b>Driving Food System Transformation in South Africa via Agritourism Markets</b></li> </ul>
<b>RATIONALE</b>	<ul style="list-style-type: none"> <li>▪ Transforming food systems require multi-tracked strategies. To date, discussions typically focus on the supply side issues such as the need for improving production capacities. While this is crucial, usually less emphasized is the role of markets/market demand in driving change in global food systems</li> </ul>
<b>PROPOSITION</b>	<ul style="list-style-type: none"> <li>▪ The Agritourism market is a dynamic growth sub-sector<sup>1</sup> that can contribute to transforming Sub-Saharan Africa food systems on all three dimensions/measures of food system sustainability – economic, social, and environmental through the following pathways: <ul style="list-style-type: none"> <li>○ Promoting relevant and innovative agriculture and tourism related enterprises (at the national and regional levels)</li> <li>○ Creating on- and off-farm jobs along the higher end of value chains, particularly in the services sector and for the youth and women</li> <li>○ Increasing local production and marketing of diverse and nutritious food products</li> <li>○ Reshaping public sector policies and messaging on food safety/hygiene and nutritious food consumption</li> <li>○ Engendering conducive policy and business ecosystems</li> <li>○ Promoting regenerative agricultural practices and environmental conservation</li> </ul> </li> </ul>
<b>OBJECTIVES</b>	<ul style="list-style-type: none"> <li>▪ The dialogue will present practical case studies of agritourism activities to: <ul style="list-style-type: none"> <li>○ Increase awareness and generate discussion among stakeholders on key market opportunities in the agritourism sub-sector to support all dimensions of food systems sustainability including food security &amp; nutrition, sustainable job creation, and environmental conservation.</li> <li>○ Identify key policy and program interventions to support maximizing agritourism market opportunities for transforming South Africa's food system.</li> <li>○ Generate interest in establishing an informal AgriTourism Food Systems network for continued dialogue and action beyond the Summit.</li> </ul> </li> </ul>
<b>EXPECTED OUTPUTS &amp; OUTCOMES</b>	<ul style="list-style-type: none"> <li>▪ The discussions are expected to produce at least 3 outputs, which will be critical in advancing the agritourism and food systems transformation agenda: <ul style="list-style-type: none"> <li>○ A policy-brief</li> <li>○ An outline of at least 2 concrete business ideas for follow-up action</li> <li>○ Endorsed Terms of Reference for establishing an informal AgriTourism and Food Systems network</li> </ul> </li> <li>▪ The conclusions of the dialogue will be formally submitted to the UN System as contribution to the 2021 Food Systems Summit and the global conversation towards sustainable food systems of the future.</li> </ul>

<sup>1</sup> Drivers of growth include rapidly increasing consumer consciousness at the national, regional, and international levels re health and wellness, ethical sustainable tourism and food practices, and engagement with local experiences/culture.

JUNE 9, 2021  
SOUTH AFRICA

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## UN FOOD SYSTEMS SUMMIT 2021: AN INDEPENDENT DIALOGUE

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DRIVING FOOD SYSTEM TRANSFORMATION IN SOUTH AFRICA VIA AGRITOURISM MARKETS

### AGENDA

**FACILITATOR:** DR. SIFISO NTOMBELA, NATIONAL AGRICULTURAL MARKETING COUNCIL (NAMC)

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**JUNE 9 13:00 – 13:30 WELCOME & SETTING THE STAGE**

**Facilitator:** Dr. Ntombela, Chief Economist, Trade and Economic Modelling, NAMC

13:05– 13:15 **OPENING REMARKS**

**Speakers:** Dr. Tshilidzi Madzivhandila, CEO, FANRPAN

Ms. Phindiwe Dingle, International Relations and Trade, DALRRD

13:15– 13:30 **CONCEPTUAL & OPERATIONAL FRAMEWORKS**

*This presentation provides an overview of agritourism markets and the key drivers of market demand in this sub-sector. It also outlines the food system lens framework to highlight the potential of agritourism markets to contribute food systems' sustainable transformation.*

**Presenter:** Ms. Jeanette Sutherland, Founder & CEO AgriLuxe Marketing

**13:30 – 16:15 STAKEHOLDERS' VOICES**

**Facilitator:** Dr. Ntombela

13:30 – 14:30 **PLENARY SESSION I: CASE STUDIES**

*Examples of agritourism initiatives will be presented. Each case study will highlight specific aspects of food system sustainability to which its operation contributes. It will also highlight key opportunities and challenges for scaling up activities within South Africa and the region, as applicable.*

**Case Study 1:** Mr. Michael Daiber, General Manager, !Kwa ttu (displacing multinational food corporations with local, healthy food service options, promoting local food-related SMEs/local economic development)

**Case Study 2:** Ms. Retang Phaahla, Director, Setšong African Tea Crafters (Indigenous products & services)

**Case Study 3:** Henry Mathys, Senior Manager, Social Impact, V&A Waterfront (strengthening small-scale farmers' role in the value chain)

14:30 – 14:45 **OPEN DISCUSSION**

An opportunity for dialogue through Questions and Answers

14:45 – 15:30 **PLENARY SESSION II: TWO INTERDEPENDENT PANEL INTERVIEWS**

*This session allows for feedback from representatives of selected stakeholders<sup>2</sup> in the agritourism value chain on their views of agritourism's potential in transforming food systems, opportunities and challenges. They will also provide feedback on the role they are playing or could play in promoting agritourism as a catalyst for healthy and sustainable food systems. The session will be conducted in two parts. **Part A – The Chefs' Manifesto** will feature a discussion around the role of chefs in fomenting the value-chain relationships between agritourism and sustainable food systems; the importance of sourcing and using ingredients responsibly; and the potential for transforming local, indigenous, nutritious ingredients into competitive South African fine cuisine. **Part B – Innovation & Education** will focus on the importance of innovation in educational*

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<sup>2</sup> This is not an exhaustive list of stakeholders. Due to time constraints, attempts have been made to target core stakeholders, whose roles could be catalytic in promoting agritourism initiatives. However, there are planned outreach to other stakeholders within the framework of a related on-going case study "Making Agri-Tourism Markets work for Sustainable Food Systems in Sub-Saharan Africa," undertaken by AgriLuxe Marketing & FANRPAN

*programs to respond both to consumers' food demands, which are driving agritourism markets, and the need for more sustainable food systems. In both panels, particular emphasis will be placed on the implications for farmers and the rural space and challenges related to food accessibility and affordability.*

#### **Panelists – The Chefs' Manifesto**

Chef Mokgadi Itsweng, Food Activist, & Member of the UN SDG-focused Chefs' Manifesto

Chef Pinky Maruping, Culinary Experience Advisor at Unilever Food Solutions SA, Director of South Africa Chefs Association, & Member of Chefs' Manifesto

Chef Ska Mirriam Moteane, Cookbook Author, Recipes for Change Ambassador for Africa for the International Fund for Agricultural Development (IFAD), & Member of Chefs' Manifesto

**Moderator:** Chef Lorna Maseko

#### **Panelists – Innovation & Education**

Ms. Ntuthu Mbiko-Motshogoa, Head of the Women Desk, African Farmers Association of South Africa

Dr. Hema Kesa, Director of the Food Evolution Research Laboratory and Senior Lecturer at the School of Tourism & Hospitality, University of Johannesburg

**Moderator:** Prof Olaniyi Fawole, Post-Harvest Research, Botany & Plant Biotechnology, UJ

#### **15:30 – 16:00 PLENARY SESSION III: A PANEL INTERVIEW**

*Stakeholders in this session will provide feedback on their institution's response to some of the critical factors for success, namely access to finance, land, and efficient cross-sector coordination/leadership*

##### **Panelists**

Mr. Xolile Brukwe, Head, Stakeholder Relations, National Development Agency

Ms. Keneilwe Nailana, Sr. Manager, Agribusiness, Standard Bank

Dr. Brave Ndisale, Food and Agriculture Organisation (FAO) Country Representative

**Moderator:** Dr. Ntombela

#### **16:00 – 16:15 OPEN DISCUSSION**

*An opportunity for dialogue through Questions & Answers*

#### **16:15 – 16:45 BREAK OUT SESSIONS: BRAINSTORMING**

*Based on feedback from a consumer perception survey<sup>3</sup>, the case study presentations, and the goal of food systems transformation, there will be four break-out groups based on targeted themes. Participants in each group will be asked to (a) broadly outline an initiative, based on the theme; (b) indicate how it contributes to strengthening food systems; and (c) identify indicators of sustainability, namely regarding (i) scalability, (ii) economic feasibility; and (iii) political feasibility. In so doing, participants will identify key opportunities and challenges to realizing the proposed initiative and propose measures needed to maximize the opportunities and mitigate the challenges. Participants will also be asked to identify at least one concrete action they will commit to post-dialogue to contribute to advancing the proposed initiative. See Boxes 2 & 3 in Annex for more details and suggestions for generating discussions in the groups, overall and based on the thematic focus.*

##### **Break-out Group 1: Themed Food Festivals**

**Lead Discussant:** Ms. Absie Pantshwa, Business Development Director, African Culinary Library

**Moderator:** Ms. Jeanette Sutherland, AgriLuxe Marketing

##### **Break-out Group 2: Indigenous Food Tours for the Health & Culture-Conscious Traveller**

**Lead Discussant:** Ms. Retang Phaahla, Director, Setšong African Tea Crafters

**Moderator:** Dr. Tshilidzi Madzivhandila, FANRPAN

##### **Break-out Group 3: Fine & Healthy Dining of Authentic South African Cuisine**

**Lead Discussant:** Vusi Ndlovu, Culinary Director, African Culinary Library

**Moderator:** Chef Mokgadi Itsweng

##### **Break-out Group 4: Farm Fresh – The Next Generation**

**Lead Discussant:** Dr. Olayini Fawole, University of Johannesburg

**Moderator:** Dr. Sifiso Ntombela, NAMC

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<sup>3</sup> A recent global consumer perception survey undertaken by AgriLuxe Marketing, found (i) food festivals; (ii) fine dining at restaurants serving nutritious, authentic, local cuisine; and (iii) indigenous food tours to be the top three agritourism offerings preferred by respondents, beating out wine tours and other farm tours.

**16:45 – 17:30 PLENARY SESSION & CLOSING**

**Facilitator:** Dr. Ntombela

**16:45 – 17:20 PLENARY SESSION: REPORTING & VALIDATION**

*This session will be used to report from the break-out groups, validate issues and proposals to be reflected in the policy brief and business proposal/solutions, and to indicate interest in establishing an informal AgriTourism Food Systems network. Based on the issues and proposals agreed on by stakeholders, the policy and proposal briefs will be drafted and circulated via email to Dialogue participants for final input/feedback before the documents are finalized and submitted to the UN system.*

**17:20 – 17:30 CLOSING REMARKS**

*This session will provide a summary of next steps and vote of thanks*

Dr. Tshilidzi Madzivhandila, CEO, FANRPAN

Ms. Jeanette Sutherland, Founder & CEO, AgriLuxe Marketing

**Box 1: Guiding Questions for Plenary Sessions**

<i>June 9, 2021</i>	
<b>CASE STUDIES</b>	<ul style="list-style-type: none"> <li>▪ What defines your business operation as an agritourism initiative?</li> <li>▪ How do activities in your operation impact on/contribute to any or all of the following: <ul style="list-style-type: none"> <li>○ Diversity, availability, accessibility, affordability of foods that contribute to healthy &amp; sustainable diets?</li> <li>○ Environmental conservation?</li> <li>○ Job creation, particularly for young persons &amp; women?</li> <li>○ Local economic development?</li> </ul> </li> <li>▪ What innovation or technology do you currently use, or that you would need to use, which is/are fundamental to the success of your operation?</li> <li>▪ Based on your assessment on the growth of agritourism markets, what role would you like for your operation to play in the food system in the next 5-10 years?</li> <li>▪ What are the top 3 challenges you face in your current operation and/or envision for any future expansion plans?</li> </ul>
<b>STAKEHOLDERS' VOICES I</b>	<ul style="list-style-type: none"> <li>▪ What role does your company/organization play in the agritourism sub-sector? If none, do you envision a role for your company/organization (if so, specify)?</li> <li>▪ How is your role (current or envisioned) in agritourism contributing to healthy and sustainable food diversity, availability, accessibility, affordability?</li> <li>▪ What type of collaboration, if any, do you have with other stakeholders in the agritourism value chain to promote healthy and sustainable food systems? If none, what type of collaboration do you think is needed?</li> <li>▪ What action/s do you or can you take to motivate producers and consumers to make informed, healthy, safe, and sustainable food production and consumption choices?</li> <li>▪ What are three key opportunities and challenges to invest in agritourism as a means to catalyze transformation in South Africa's food system?</li> <li>▪ What are three priority public policies and private sector interventions that are required to address these challenges and take advantages of these opportunities?</li> </ul>
<b>STAKEHOLDERS' VOICES II</b>	<ul style="list-style-type: none"> <li>▪ How does agritourism and food systems promotion align with your program agenda?</li> <li>▪ What opportunities are there for responding to some or all the opportunities and challenges highlighted during this dialogue?</li> <li>▪ Additionally, given your respective roles, would you also address the issue of access to finance and land?</li> <li>▪ Limited and/or poor coordination among stakeholders in the public sector and between the public and private sectors are often seen as a greater challenge to success in any development initiative rather than scarce or limited resources. How can the coordination failure be effectively addressed to maximize opportunities afforded by agritourism markets to transform South Africa's food system development objectives? Any volunteers to be a champion?</li> </ul>

**Box 2: Guiding Issues to be Addressed in Break-Out Groups**

<b>Subject</b>	<b>Description</b>
1. Name	<ul style="list-style-type: none"> <li>Suggest a name for proposed Initiative</li> </ul>
2. Brief Description	<ul style="list-style-type: none"> <li>In a sentence or two describe the proposed initiative</li> </ul>
3. Brief Feasibility Assessment	
(a) Impact	<ul style="list-style-type: none"> <li>Indicate briefly the contributions of the proposed initiative to strengthening/transforming South Africa's food system, in any or all of the following measures: availability, affordability, food security &amp; nutrition; job creation (particularly for youth and women); and environmental conservation</li> </ul>
(b) Scalability	<ul style="list-style-type: none"> <li>Identify some indicators that suggest this initiative can be scaled-up from an initial pilot phase</li> </ul>
(c) Economic Feasibility	<ul style="list-style-type: none"> <li>What are some indicators that suggest the proposed initiative will be economically viable?</li> </ul>
(d) Political Feasibility	<ul style="list-style-type: none"> <li>How likely will it be to get political commitment for the proposal?</li> </ul>
(e) Innovation	<ul style="list-style-type: none"> <li>What is innovative about this business proposal or what innovation will be used compared to what is already existing?</li> </ul>
4. Recommendations	<ul style="list-style-type: none"> <li>Identify at least 3 top opportunities and 3 top challenges to making the proposal a reality (most likely to have been identified during discussion on 3 (a)-(d)</li> <li>Identify &amp; prioritize concrete measures to take advantage of the opportunities and mitigate the challenges or threats</li> </ul>
5. Commitment	<ul style="list-style-type: none"> <li>Identify 1 action that you will take to promote the proposed initiative</li> </ul>

**Box 3: Some Considerations for Identifying Market-Maximizing Business Solutions**

<b>Group</b>	<b>Group-specific considerations.</b>
1. Themed Food Festivals	<ul style="list-style-type: none"> <li>What are opportunities to develop festivals around the seasonality of SA's crop cultivation?</li> <li>What are opportunities to develop festivals around Indigenous food?</li> <li>What are opportunities for developing festivals around a regional/ continental brand?</li> </ul>
2. Indigenous Food Tours for the Health & Culture-Conscious Traveler	<ul style="list-style-type: none"> <li>What lessons can be applied from the SA's wine industry development strategy, particularly re mapping of wine routes?</li> <li>What are opportunities to develop commercial products &amp; services around stories, indigenous knowledge that are almost forgotten?</li> </ul>
3. Fine & Healthy Dining of Authentic South African Cuisine	<ul style="list-style-type: none"> <li>What are opportunities for establishing stronger partnerships with smallholder farmers and local food processors and service providers?</li> <li>What are opportunities for promoting systematic cultivation of indigenous and more diversified crops?</li> </ul>

	<ul style="list-style-type: none"> <li>• What are opportunities for promoting inclusion of nutrition in the syllabus of SA culinary training institutions?</li> </ul>
<p>4. Farm Fresh – The Next Generation</p>	<ul style="list-style-type: none"> <li>• What are opportunities to equip the next generation of South African entrepreneurs (farmers, processors, business managers, tourism &amp; hospitality professionals etc) to respond to the market opportunities in the agriculture sector?</li> <li>• What are opportunities to influence the curriculum of schools and other educational institutions?</li> <li>• What are opportunities to raise awareness among the SA population, in general, and domestic and international travelers to eat nutritious, locally produced food?</li> </ul>

