

MAXIMISING AFRICA'S AGRI-CULINARY HERITAGES FOR HEALTH AND WELL BEING



Making Travel and Wellness Markets Work for Food and Nutrition Security

A WILD Feast Dinner-Dialogue

October 12, 2023

SUMMARY REPORT



ACKNOWLEDGEMENTS

The organising institutions wish to thank Minister Thokozile Didiza, DALRRD; Dr. Babagana Ahmadu, FAO; panellists Ms. Mary-Jane Morifi, Professor Ndomelele Ndiko Ludidi, Ms. Elrita Venter, Ms. Sipamandla Manqele, Ms. Sipiwe Sithole, Ms. Petru Fourie, Dr. Maneshree Jughmohan-Naidu, Ms. Nombulelo Guliwe, Ms. Rebone Ntsie, Dr. Menghestab Haile, Mr. Kurt Ackermann, Mr. Michael Daiber, Ms. Nunke Kadimo, Chef Werlise Rautenbach, Sommelier Charles Whittington, the rest of the staff at !Khwa ttu, other guests, and the organising institutions' staff for their contribution to a successful Dinner-Dialogue.

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ACRONYMS

| | |
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| DALRRD | Department of Agriculture, Land Reform and Rural Development (South Africa) |
| DSI | Department of Science and Innovation |
| DTIC | Department of Trade Industry and Competition |
| FAO | Food and Agriculture Organization |
| SADC | Southern African Development Community |
| SCI | The Sorghum Cluster Initiative |
| VAT | Value-Added Tax |
| WFP | World Food Programme |
| WILD | Wholesome, Indigenous, Local, Diverse |

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“My intention [is] to indicate that indigenous foods and crops have potential to contribute to food security and we must upscale our efforts to create a space for them in the food and tourism sector.”¹



“The profile of the traveller has changed. From a destination marketing perspective, we need to rebrand sorghum as a superfood linking it to strategies around wellness tourism.”²

¹ Minister Thokozile Didiza, DALRRD, opening remarks at the WILD Feast Dinner-Dialogue, October 12, 2023

² Ms. Nombulelo Guliwe, Interim CFO and Acting CFO, South Africa Tourism, panellist, WILD Feast Dinner-Dialogue, October 12, 2023



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A WILD FEAST DINNER-DIALOGUE

A. Background

Objectives

1. The objective of the WILD Feast Dinner-Dialogue was to use the platform to advance on-going discussions among public and private sector stakeholders on market opportunities for sorghum.
2. Within this context the Dialogue aimed to:
 - (i) increase awareness and generate discussion among stakeholders on key market opportunities for sorghum in the travel and wellness sectors, as a means to contribute to South Africa’s food and nutrition security goals;
 - (ii) identify key policy and program interventions to mitigate challenges and maximise these market opportunities; and
 - (iii) identify opportunities for outlining a pilot project to advance the agenda.

“I am particularly pleased with the focus of the Dialogue.” **Minister Thokozile Didiza, Department of Agriculture, Land Reform, and Rural Development (DALRRD)**

“The objectives of this Dinner-Dialogue are also aligned with FAO’s mandate and strategic country program framework for South Africa. For the most part of the next three to four years [we] will be focusing on, among other things, promoting indigenous food crops.” **Dr. Babagana Ahmadu, South Africa Country Representative, FAO**

Rationale

3. One of the rationales guiding the Dinner-Dialogue is that access to dynamic growth markets is fundamental to realizing the potential of indigenous foods to contribute to the food and nutrition security agenda and other sustainable development goals. But

to be sustainable, indigenous food value chains – including the sorghum value chain – must be governed by inclusive, fair trade, and environmentally friendly practices.

Audience

4. A range of stakeholder representatives linked to the food value chain participated in the Dinner-Dialogue. Minister Thokozile Didiza from the Department of Agriculture, Land Reform, and Rural Development provided opening remarks virtually. Other government sector representatives were from the departments of health and science and innovation, and South African Tourism. The international development organisations were represented by the United Nations Food and Agriculture Organisation (FAO) and the World Food Programme (WFP). Other stakeholders came from civil society, academia, and the private sector.

B. Dinner-Dialogue Overview

Dinner

5. The Dinner-Dialogue was hosted at !Khwa ttu Heritage Centre, a tourist destination that promotes food offerings made from local and indigenous ingredients. The [menu](#) was curated to reflect the versatility of indigenous foods, notably sorghum, and the potential for fostering business linkages with local, smallholder farmers and food and beverage processors to promote indigenous products. In addition to sorghum, other indigenous ingredients included madumbi and a variety of Western Cape flora and fauna. All the ingredients for the menu were sourced from !Khwa ttu's garden or from farms and retail shops in the community. The sorghum was sourced from a small start-up based in the Gauteng province, headed by a young female CEO.

Dialogue

6. The dialogue was conducted within two panel sessions (see Annex I for program agenda). The first panel, comprised of the private sector and academia, provided an overview of the benefits of sorghum, its demand and supply in food markets, and challenges in responding to market demands. The second panel, comprised of representatives from the Sorghum Cluster Initiative, government, civil society, and development organisations, discussed activities that are taking place in their institutions to promote sorghum and other indigenous food crops (see Annex II for an overview of the guiding questions posed to panellists).

C. Discussion Highlights – Panel I

Relevance of sorghum to Africa’s food and nutrition security and other sustainable development goals

7. Discussions reiterated messages around the relevance of sorghum that were highlighted in the last dialogue³, namely that sorghum has stronger nutritional and climate resilience traits, compared to other crops including maize. These traits make it significantly beneficial to the human diet and a crop that needs to be part of Africa’s climate change adaptation strategy.

“A unique feature of sorghum, it has a load of antioxidants that are very useful in terms of disease prevention. The levels are higher than those found in grapes, especially the red sorghum....There isn’t a single maize variety that can survive drought” Professor Ndomelele Ludidi, University of the Western Cape.

8. It was also noted that investments in cultivating indigenous crops, such as sorghum can not only enhance food and nutrition security but also stimulate the local economy and promote employment in poor rural communities.

“...these crops offer opportunities to address several of the Sustainable Development Goals, such as SDG 1 – no poverty; SDG2 – Zero hunger; SDG 3- good health and well-being; SDG15 – life on land” Minister Didiza, DALRRD.

Market demand & supply for sorghum

9. The global, regional, and national demand for sorghum continue to grow while supply at the Africa regional and national levels lags in response⁴. South Africa imports most of its sorghum needs from outside the region. Some small-scale traders import sorghum from other countries in southern Africa. It was acknowledged that the key market driver of sorghum demand is the increasing health consciousness of consumers.

Priority challenges

10. Issues identified as priority for action by the panellists, if market opportunities are to be maximized, include the need to have:
 - i. Access to improved cultivars. The current cultivars used produce poor yields.
 - ii. Access to seeds by smallholder farmers. There was indication that support from the government in seed distribution does not include sorghum seeds.

³ Summary report of the March 2023 WILD Feast Dialogue found: https://agriluxemarketing.com/wp-content/uploads/2023/03/WILD-Feast-Dialogue_March-2-2023_SUMMARY-REPORT.pdf

⁴ Despite data showing a decline in sorghum consumption in South Africa within the last two decades or so there was consensus that globally and within Africa a robust demand market exists for sorghum with potential for market growth

- iii. An environmentally friendly solution to the birds (queleas), which eats about a third of each hectare of sorghum cultivated⁵.
- iv. A removal of the value added tax (VAT) applied to sorghum meal, which is not applied to competitor products, such as maize.
- v. Access and affordability of sorghum foods by the poor, who are extremely price sensitive.
- vi. Increased efficiencies in the sorghum value chain, particularly if export markets are targeted. Compliance with public sector regulations, such as food safety and phytosanitary standards, and competitive private sector certification schemes, such as organic, fair trade, and other sustainable agricultural practices, are crucial.

Box 1. To Bougie or not to Bougie

Despite its cultural significance, its nutritional benefits, and its resilience to climate change in South Africa and other African countries, the perception that sorghum is a food for the poor remains an issue both in terms of it being a deterrent to increased consumption by the very population group that needs it and how the product is marketed.

Desiring to be healthy should never be perceived as a “bougie” aspiration. Having reliable access to sufficient affordable and nutritious food is the core of being food secure. The South Africa Constitution recognizes that everyone has the right to have access to sufficient food. An important question therefore is how to democratize health and nutrition⁶. Educating consumers, particularly those who are not familiar with the product, about the “goodness” of sorghum is key. Appropriate marketing that educates consumers of the powerful heritage of sorghum and reconfigures the “colonial narratives that have denigrated these foodstuffs as ‘backwards’ and not modern in popular culture⁷” is also needed. Additionally, improvements in the packaging and placement of sorghum products targeted to lower-income groups will help change attitudes, perceptions, and increase demand.

At the same time, innovating and producing high value-added nutritional sorghum products and gourmet culinary experiences create additional market options for consumers, farmers, food processors, and others in the food value chain. Sorghum products created for the “bougie” allow modern consumers to enjoy tasty, nutritious foods without the hassle of intensive preparations, which their grandmothers undertook. It also creates opportunities for smallholder farmers and other sorghum food producers to tap into markets that offer premium prices for higher quality, locally produced grains, and related foods.

⁵ Feedback from farmers interviewed by Tiger Brands

⁶ Mary-Jane Morifi, panellist, WILD Feast Dinner-Dialogue, October 2023

⁷ “Follow the Ting: Sorghum in South Africa”; Laura M Pereira, 2021

D. Discussion Highlights – Panel II

Creating an enabling environment for successful market access

11. This session was intended to highlight the mandate and activities of institutions in promoting an enabling environment to support sorghum industry stakeholders to maximise market opportunities in the travel and wellness sectors.

Sorghum Cluster Initiative

12. The Sorghum Cluster Initiative (SCI) was recently established, based on the recommendation of the 2021 Department of Science and Innovation funded “*Study to Establish Market Opportunities for Sorghum in South Africa.*” The study proposed that the objectives of the sorghum cluster should be to
 - i. encourage strategies that create closer market linkages,
 - ii. improve supply chains, and
 - iii. foster cooperation among value chain participants (both vertical relationships among suppliers, producers, processors, buyers, and retailers and horizontal relationships between processors and farmers).
13. To date, the following key progress have been made:
 - i. A Memorandum of Incorporation has been signed.
 - ii. A Board of Directors has been set up. This currently comprise of members of the Sorghum Trust, commercial producers, and an “emerging” farmer. It was indicated that additional stakeholders will be identified to complete the Board.
14. The SCI aims to establish a working group of experts, who will be responsible for assessing technical industry issues and preparing proposals for research and other interventions to address them.
15. The SCI is working closely with DALRRD to advance actions on the qualeas challenge faced by farmers. Initiatives involving repellents and drone technology are expected to be tested in the current planting season. SCI is also working with relevant departments on the removal of the VAT on sorghum.

Box 2. Sorghum VAT Update

It has been acknowledged that the VAT on sorghum is the biggest limiting factor for the industry. The director generals of the DSI, DALRRD, and the Department of Trade Industry and Competition (DTIC) have sanctioned actions to be taken. All documentations for application of the VAT removal have been prepared. A meeting between the DSI, DALRRD, and the DTIC, which will be chaired by DSI, is scheduled to take place in late October 2023 to prepare for a formal presentation of the application to the Treasury. It was noted that 2023 being designated the International Year of the Millet has helped to refocus attention on this issue.

Source: Dr. Maneshree Jugmohan-Naidu; Ms. Petru Fourie, panellists, WILD Feast Dinner-Dialogue, October 2023

Department of Science and Innovation

16. The Department of Science and Innovation (DSI) is guided by a new 10-year Plan, in response to the Department's White Paper on Science, Technology and Innovation. One of the foci of the Plan is making modern technologies available to optimize solutions for stakeholders in the agriculture sector. In this context, the DSI is currently working to identify where to source the best germplasm to breed the necessary sorghum cultivars adapted to South Africa's environment. The Department is currently working on an MoU with CIMMYT – the International Maize and Wheat Improvement Centre based in Kenya – on a cultivar initiative.

Department of Health

17. The Department of Health, South Africa has several platforms and policies, including the South Africa Food Dietary Guidelines and the National Food and Nutrition Security Plan, which speak to the need for healthy food consumption and include language encouraging the use of whole grains, locally available and indigenous foods. However, sorghum is not specified in any of these policies. Given that the Government identified sorghum as a crop of interest and is a priority crop in the DSI's Agricultural Bio-economy Innovation Partnership Programme, it was acknowledged that the departments should be more intentional in promoting sorghum in their policies and guidelines. The need for effective inter-department coordination and promotion to increase local sorghum production was clear, as it was pointed out that being intentional about promoting sorghum consumption would require assurance of its supply. To advance the agenda on promoting sorghum, there was agreement to include specific language and information on sorghum in some key initiatives where the Department plays a significant role:
 - i. The review and update of relevant guidelines
 - ii. Future health awareness campaigns
(and in areas where sorghum is culturally acceptable or part of the staple foods)
 - iii. National school nutrition programs
 - iv. Early Childhood Development programs
 - v. Hospital menus

"The profile of the traveller has changed. Our travellers are looking for new experiences. They want to connect with communities...with the story behind the food." **Ms. Nombulelo Guliwe, Interim CFO and Acting CEO, South Africa Tourism**

South African Tourism

18. South African Tourism recognises the trends in the tourism sector that create market opportunities for agriculture, indigenous foods, and, more specifically, sorghum. The

agency has a business unit that is “consistently and continuously” looking for opportunities to brand South Africa’s tourism products and services aligned to evolving traveller trends. In this context, they view consumers’ shift in social and environmental consciousness and the global recognition of sorghum as a “superfood” as opportunities to brand and promote local, sustainably produced sorghum and related products and services, linked to strategies around wellness tourism.

World Food Programme

19. The World Food Programme’s offices from 12 countries in southern Africa were represented at the Dinner-Dialogue. They are currently assisting farmers in Madagascar to grow sorghum. Given its school feeding programs, the United Nations agency is seen as a potential end market for smallholder sorghum producers in South Africa.

South African Urban Food and Farming Trust

20. The Food Dialogues is an initiative of the South African Urban Food and Farming Trust. The Food Dialogues, which is being rebranded as Food Indaba, is a platform for fostering a food system that is more healthy, resilient, and just. It brings together a diversity of voices, particularly from extremely vulnerable communities, using a diversity of approaches, including conferences, workshops, walking food tours, chef-led cooking demonstrations, art exhibitions, and webinars. An invitation has been extended to include discussions and activities on sorghum in next year’s program, which will take place from 22 July-4 August 2024.

“If we are going to have sustainable livelihoods, should we not be promoting small-scale farmers to be able to produce these [sorghum] products?” Ms. Mary-Jane Morifi, Chief Corporate Affairs and Sustainability Officer, Tiger Brands.

Box 3. Voices of Small-Scale Farmers – The Imperative of Inclusion

South Africa’s food system is dominated by an elite few. This is not sustainable in the long-term.

The country’s agriculture sector is dualistic. It consists of a well-integrated, highly capitalized, commercial sector comprised of about 35, 000⁸ white farmers, who holds over 70% of farmland. In contrast, about 2 million small-scale⁹ black producers, farm around 4% of agricultural land. Their farming activities are characterized, among others, by low yields, a lack of mechanization, and a lack of financing solutions¹⁰. As these challenges persist, many households are abandoning crop farming. According to Statistics South Africa, more than half a million households in the country’s former homelands disengaged from farming between 2011 and 2016. This should be cause for concern for at least the following reasons:

- Research has shown, that given the right support, small farms are more productive than large commercial farms. Small, sustainable farms can help in the fight against climate change and provide important ecosystem services. They are a reservoir for biodiversity and are less vulnerable to pests, diseases, and environmental shocks.
- Despite the dominance of large commercial farms, they have not been able to produce and distribute enough crops and the right mix of food crops to address the high levels of hunger, malnutrition, and undernutrition that persist in South Africa.

Small-scale farmers have an important role to play in ending hunger, malnutrition, undernutrition, and environmental conservation, but they continuously face barriers to profitability. Empowering these farmers to participate in commercial value chains is therefore crucial. This is important not only for food, nutrition, and environmental security but also for job creation, economic stability and for mitigating chances of food riots and other forms of social unrest.

If small-scale farmers want to be profitable or to become part of commercial value chains, they should be empowered by facilitating their linkages to input and output markets, logistics, and by enhancing their capacities to form market-oriented cooperatives. Industry associations should also be proactive in creating substantive spaces in their structures for their voices to be heard and for their meaningful participation.

⁸ “Understanding the smallholder farmer in South Africa: Towards a sustainable livelihoods classification.” Louw Pienaar & Lulana Traub, 2015

⁹ In South Africa “small-scale” is generally used to refer to the total number of farmers or households participating in any agricultural production. According to the National Department of Agriculture, Forestry, and Fisheries (2012), this broader group should be sub-divided in to emerging farmers and smallholder farmers. The former represents those who sell their produce in the market while the latter refers to the rest who produce for only for household consumption (subsistence farmers).

¹⁰ *The Conversation Africa*, October 2022

E. Next Steps

21. Based on the discussions both at the Dinner-Dialogue and other stakeholders pre- and post-event, the following 3 next steps are being highlighted:
 - i. Establish an informal e-working group on sorghum, whose key purpose will be to share data, ideas, and networking information to support formal structures operating in the sector, including the Sorghum Cluster Initiative.
 - ii. Follow up with Food Dialogues/Food Indaba to explore a framework for including the sorghum agenda in next year's Indaba program.
 - iii. Outline a concept note for a pilot project to support sorghum cultivation among smallholder farmers. Some preliminary discussions have been started on this. The aim is to have a draft concept note ready by the end of the year to share for input before finalizing. Once finalized, the intent is to discuss with a wider range of stakeholders, including DALRRD and FAO, to decide on further next steps. The objective of the pilot project will be to test the conditions under which smallholder farmers can profitably participate in sorghum cultivation in terms of sustainable:
 - a) methods of production (to address sorghum quality, aqualea challenges, and soil management),
 - b) linkages with markets (particularly output markets both within the agriculture and tourism spaces); and
 - c) community impact, particularly the school community and local businesses
22. Regarding iii (a)-(c), some of the selection criteria in considering location of the pilot project will include, a province/community already involved in sorghum cultivation; with significant numbers of small-scale ("emerging") farmers; available land; and noteworthy cultural/tourism assets.

ANNEX

I. Agenda

WILD FEAST DINNER-DIALOGUE

AGENDA 17:00 – 20:00

HOSTESS: Ms. Nunke Kadimo, Tour Guide, !Khwa ttu San Heritage Centre
FACILITATOR: Ms. Jeanette Sutherland, Founder, AgriLuxe Marketing (ALM)

17:00-17:30 TOUR OF THE WAY OF THE SAN MUSEUM

Welcome drinks made of indigenous flora and fauna will be served. Guests to be seated in the restaurant at 17:30

17:30-17:45 WELCOME & OPENING REMARKS

Mr. Michael Daiber, Managing Director, !Khwa ttu San Heritage Centre
Dr. Menghestab Haile, Regional Director, World Food Programme (WFP)
Dr. Babagana Ahmadu, Country Representative, FAO (Virtual)
Honourable Minister Thoko Didiza, Department of Agriculture, Land Reform, and Rural Development (DALRRD) (Virtual)

17:45-18:15 PANEL DISCUSSION I: MAXIMIZING MARKET OPPORTUNITIES IN THE TRAVEL AND WELLNESS SECTORS FOR INDIGENOUS CROPS/FOOD PRODUCTS.

Dr. Ndomelele Ludidi, Professor of Biotechnology, University of the Western Cape
Ms. Mary-Jane Morifi, Chief Corporate Affairs and Sustainability Officer, Tiger Brands
Ms. Sipamandla Manqele, CEO, Local Village Foods
Ms. Siphwe Sithole, CEO, African Marmalade Farms
Ms. Elrita Venter, CEO, AgriEdge

18:15-18:20 MENU OVERVIEW

Chef Werlise Rautenbach, !Khwa ttu San Heritage Centre
Sommelier Charles Withington, The Darling Wine Shop

18:20-19:50 MENU FEASTING

19:20-19:50 PANEL DISCUSSION II: RESPONSE TO PANEL DISCUSSION I

Mr. Kurt Ackermann, CEO, South African Urban Food and Farming Trust
Ms. Petru Fourie, Agricultural Economist & Convenor of the Sorghum Cluster Initiative
Dr. Maneshree Jughmohan-Naidu, Director, Agricultural Biotechnology, Department of Science and Innovation
Ms. Nombulelo Guliwe, CEO, South Africa Tourism
Ms. Rebone Ntsie, Director, Nutrition, Department of Health
Dr. Menghestab Haile, Regional Director, WFP

19:50-20:00 CLOSING REMARKS

Ms. Mary-Jane Morifi, Chief Corporate Affairs Officer, Tiger Brands
Dr. Menghestab Haile, Regional Director, WFP
Ms. Jeanette Sutherland – Founder, AgriLuxe Marketing

II. Panel Questions

A. Context

1. Global sorghum markets, based on type/application can be assessed in 4 categories:
 - i. Grain sorghum (primarily for food & beverage)
 - ii. Forage sorghum (livestock feed)
 - iii. Biomass sorghum (biofuel)
 - iv. Sweet sorghum (forage, silage, sweet syrup)
2. For the purposes of this discussion, focus is on grain sorghum. Although brief references can be made to the other categories to signal the range of market segments and therefore the increased market opportunities for investing in the crop.
3. However, particular focus is based on market opportunities within the travel and wellness spaces, based on increasing health and environmental consciousness of travellers, which influences their purchasing decisions. Tourism industry reports are showing this health and environmental consciousness among travellers are significant market drivers for indigenous foods. Additionally, research shows that indigenous knowledge and food systems are intrinsically linked to healthy lifestyles, biodiversity, and environmental conservation. Indigenous foods such as sorghum, has already been labelled a “superfood” in the wellness space, which augurs well both for market opportunities for local businesses and positive health outcomes for consumers.

B. Panel I

4. The objectives of Panel I:
 - i. Highlight market opportunities in the tourism and wellness sectors for indigenous food products, particularly sorghum.
 - ii. Critical success factors for maximizing identified market opportunities.
 - iii. Challenges to maximizing these opportunities.
 - iv. Identify at least 3 priority actions for concrete follow-up.

The following questions are posed to some of the key stakeholders¹¹ in the sorghum food value chain:

5. University of the Western Cape ⊥ **Academia**

¹¹ Given limited panel time, stakeholder availability, and/or the focus of discussions, the panelists represent only a selective type of stakeholder that would support a competitive food value chain.

- i. Myth or fact? What are the genetics of the crop that provides its nutritional and climate resilience values.
 - ii. Range of food/beverage products that are/can be marketed?
 - iii. Advanced technologies that would give South Africa/Africa a competitive edge in the indigenous foods/sorghum markets? What are some of the key social, economic, environmental trade-offs (if any) in applying modern technologies?

- 6. Tiger Brands. Local Village Foods. African Marmalade Farm ⊥ **Food & Beverage Manufacturing Company** ⊥ **Exporter** ⊥ **Trader** ⊥ **Farmer**
 - i. What does the global, regional, national demand markets for indigenous foods/sorghum products look like in general and, more specifically (as relevant), for your company?
 - ii. What is driving demand?

- 7. Tiger Brands. Local Village Foods. African Marmalade Farm ⊥ **Food & Beverage Company** ⊥ **Exporter** ⊥ **Trader** ⊥ **Farmer**
 - i. What does the global, regional, national supply markets for indigenous foods/sorghum looks like in general and, more specifically (as relevant), for your company?
 - ii. What are key supply chain challenges?

- 8. AgriEdge ⊥ **Farm** ⊥ **Exporter**
 - i. What are critical success factors for tapping into intra- and extra-regional markets, particularly market segments that would allow a premium price for indigenous crops and related food products such as sorghum, which is viewed as a “superfood”?

- 9. All Panellists
 - i. What could inclusive, sustainable investments scenarios to promote South Africa/African indigenous foods/sorghum look like? What advice do you have for policy makers and development organizations in terms of priority actions for follow-up?

C. Panel II

- 10. The objective of Panel II is to provide some responses to issues raised in Panel I. Some of the issues raised are expected to be those that are highlighted in the 2021

Department of Science and Innovation (DSI) funded "[Study to Establish Market Opportunities for Sorghum in South Africa](#)." The panellists are stakeholders primarily from the public sector, whose institutions are responsible for providing the relevant enabling environment for food value chains to be competitive. The following questions are posed to the stakeholders¹².

11. The Sorghum Cluster Initiative (SCI). One of the recommendations of the 2021 DSI funded study highlights changes to the industry structure as one of several requirements for upgrading the sorghum value chain. The establishment of the Sorghum Cluster Initiative (SCI) was one of the recommendations that was acted upon and for which commendation should be given. The study proposed that the objectives of the sorghum cluster should be to (i) encourage strategies that create closer market linkages, (ii) improve supply chains, and (iii) foster cooperation among value chain participants (both vertical relationships among suppliers, producers, processors, buyers, and retailers and horizontal relationships between processors and farmers).

- i. How does the structure of and strategic plan for the recently SCI ensure that these 3 proposed objectives for the sorghum cluster will be realised?
- ii. What measures are in place to ensure that smallholder farmers and food processors are equitably included in the value chain both in terms of (a) their representation and decision-making influence in the SCI and (b) policies for which the SCI will advocate to enable them to compete against larger players within the industry (eg is the introduction of a pricing mechanism feasible?) and in other industries (eg the issue of VAT added to sorghum meal products and not to meal of its competitor product- maize)?

12. National Department of Science and Innovation (DSI). The study highlighted some very practical recommendations for supporting the sorghum industry vis-à-vis (a) food product development and (b) development of a SADC sorghum advance germplasm development program. How can DSI use its leverage to:

- i. Facilitate partnerships between research institutions, university food scientists, and food manufacturers in South Africa to develop and promote new food applications for sorghum to modernize the health benefits of sorghum based foods?
- ii. Promote action on the proposed SADC sorghum advanced germplasm development program?

¹² Given limited panel time, stakeholder availability, and/or the focus of discussions, the panelists represent only a selective type of stakeholder that would support an enabling environment for competitive food value chains.

13. **National Department of Health.** Despite the increasing number of health and environmentally conscious consumers globally, the rates of undernutrition, malnutrition, and non-communicable diseases remain high and continue to rise in South Africa. Given that there is a significant body of research that links diet and lifestyle to these negative health outcomes:

- i. What are the types of policies promoted by the Department of Health that support investments in increasing production of indigenous crops, particularly sorghum?
- ii. What additional policy initiatives can be/are being supported by the Department (particularly those that would increase consumer awareness of the value of indigenous foods)?
- iii. What practical mechanisms can the Department enact to support stronger coordination/collaboration with the agriculture and tourism sectors to promote indigenous crops, such as sorghum?

14. **South Africa Tourism.** The National Tourism Sector Strategy 2016-2026 highlights the need to: (a) continually seek out competitive options, new products, and market development to maintain SA as a relevant and desirable destination and (b) take into account emerging trends, such as interest in green, sustainable, and ethical tourism, to identify, adapt, and take advantage of relevant opportunities. Within this context, as a response from Panel II:

- i. How has the tourism sector positioned and/or is positioning itself to take advantage of this growing trend among travellers/tourists (both domestic and international) opting for healthier, local, tasty food experiences?
- ii. Is agritourism a specific strategic objective in South African Tourism's portfolio?
- iii. If no, why not. If yes, what practical mechanisms can the tourism sector enact (or are already enacting) to support stronger coordination/collaboration with DALRRD to promote indigenous crops, such as sorghum to support the healthy, local, nutritious food related demands from travellers/tourists?

15. **World Food Programme (WFP)/SADC.** One of the important initiatives WFP is known for is the procurement of foods for school feeding programs and humanitarian crisis relief. WFP is also collaborating with SADC to strengthen and/or establish national grain reserves. Further, it is currently supporting research on promoting indigenous foods within southern Africa.

- i. What are some of the initial findings of the research?

- ii. School feeding and national grain reserves programs offer market outlet opportunities for smallholder farmers and food processors. How can these potential opportunities be maximized by WFP and SADC through public-private sector partnerships?
- iii. How can WFP/SADC use its leverage to support national and regional policy reforms and implementation for promoting competitive sorghum value chains?

16. South African Urban Food & Farming (SAUFF) Trust. One of the initiatives of the SAUFF Trust is Food Dialogues, an annual food program of talks and events that focus on local food systems and a range of stakeholders to find ways to work together in creating a better food future. Dialogues are often regarded as nothing more than talk shops. Assuming that some of the fundamental constraints to maximizing market opportunities for indigenous foods are lack of (i) awareness/understanding of some of the dynamic growth markets that can serve as incentives for investing in indigenous crops/food products (ii) efficient coordination/collaboration within and between government departments (particularly agriculture, tourism, health) to provide an enabling environment for businesses (especially SMEs) to compete/take advantage of these markets; (iii) strategic partnerships between the public and private sectors; and (iv) appreciation for the high and diverse returns on investments in indigenous food systems (social, economic, and environmental):

- i. What role does the Food Dialogues play in mitigating these 4 constraints and what are some examples of concrete follow-up actions that resulted from the dialogues?
- ii. What are some critical success factors to ensure that dialogues are much more than talk shops?