



A Fairer, More Equal Food System in South Africa

Electronic Media Kit

Updated March 2021

ABOUT FEED

We bring together people and organisations to take up the challenge of creating a better food system.

While South Africa appears like a food-secure country at national level, hunger and malnutrition on the ground is of major concern, even more so due to the COVID pandemic. Food Equity, Equality and Democracy (FEED) looks at the entire food system to build practical solutions that help bridge the gaps.

Using a combination of entrepreneurial innovation and deep sector knowledge, we work towards a food system that is more equitable, enables greater equality and is democratic in its nature.

A Fairer, More Equal Food System In South Africa

Our vision is simple: that of a fairer, more equal food system for all in South Africa. While it is simple, it is also a monumental and worthy task, one that we can attain if we work together towards it.

NICOLA COUNDOURAKIS

Chief Strategy Officer / Co-Founder

*BA Hons in Critical Discourse Analysis, University of the Witwatersrand
PDM Public and Development Management, Wits School of Governance*

Nicola is an experienced social researcher and entrepreneur who values the use of data and systems thinking to drive sustainable and meaningful change. She is focused on addressing some of the world's most pressing problems through community-centric and co-operative methodologies, integrating innovation with participation. Nicola's experience in grassroots organising, activism and stakeholder engagement has led her to co-found FEED, a project that brings together her passions for people and the planet through the lens of food.

Having previously established Pledger Africa and been involved in local and global social projects over the past ten years, Nicola currently holds professional associations with: [UN SDSN Youth Local Pathways Fellowship](#) [Lucha Lunako](#), [Simanye](#), [LGiU](#), and [Sustainability Institute](#).



KEVIN NAIDOO

Chief Technology Officer / Co-Founder

BSc Computer Science, University of Kwazulu-Natal

Kevin has spent many years as an entrepreneur, exploring how business, technology and culture could be used as mechanisms for change. This included time in sectors as varied as financial services (working predominantly with under- and un-served communities), software development and technology (particularly in financial services), agribusiness, the food and beverage industry, the creative industries (with a primary focus on the music industry) and the social enterprise/non-profit space (particularly with social entrepreneurship and indigenous knowledge); with exposure throughout the African continent.

With an understanding that a healthy and secure food system is necessary for a healthy planet and a healthy humanity, Kevin has moved focus primarily into the food value system, culminating in the co-founding of FEED. FEED brings together many experiences, learnings, and projects in the food value system space and beyond.





Food is not just about sustenance it is about home, culture, love, joy and experience. Therefore it needs to be the first step in healing humanity.



THEMATIC AREAS

Urban Agriculture

All who live in Johannesburg and other urban and peri-urban areas share a vision of a city and surrounds enabling residents to enjoy enhanced food security and greater social cohesion. Collaboration and engagement between all participants in the food value chain is needed to build a resilient food system. This requires urgent intervention.

Farmer Enablement

We foster engagement between farmers to build their ability to share best practice and advice, to increase productivity and income streams, and to enable greater security of urban and peri-urban farms. We will use online engagement with small farmers for sharing of experiences, peer learning, and on-the-ground programmes including community gardens.

Agri-entrepreneurship

By fostering social entrepreneurship in the sector, sector players large and small are able to impact productivity and create new pathways at local and regional levels. For example, co-operation is key to the success of the food system in the country, with some of the most successful and largest agriculture ventures in the country having started as co-operatives. We catalyse the development of a range of food chain players, including to share logistics services and acquisition of inputs.

Technological Innovation

Technology is a key enabler of change in the sector. We focus on internet and mobile technologies to build food security eco-systems. We are also involved with various hydroponic and vertical farmers.

ACTIVITIES

We have found ourselves actively involved in a number of strategic projects, particularly since the COVID-19 pandemic started. These are some of the activities we are currently busy with:-

Jozi Luhlaza - the project looks at public spaces in the City of Johannesburg and advocates for using urban farming to create safer, more integrated and more vibrant environments for communities.

Inqola FEED Innovation Prize - we place a high value on technology in helping to bring about positive change in the food system. We created the Prize to highlight impactful innovation in South Africa.

C19 People's Coalition - during the lockdowns in South Africa, we helped to connect food, particularly from smallholder farmers, to organisations on the ground distributing food to those in need.

Co-operatives - from our experiences, we believe that a greater chance of success can be created by people coming together. But getting people together is a science in itself. We currently engaging in pilot projects working with co-operatives, with the aim of creating a showcase for how to do this successfully.

Urban Farming - we have a urban rooftop farm in the inner city of Johannesburg. The farm is currently dormant but we are reviving it together with a local school.

Advocacy - we have a vision for a fairer and more equal food system in South Africa - and we are championing our cause by speaking to people, by participating in various initiatives to create change, by contributing to high-level and practical policy initiatives.



AFRICA BUSINESS GROUP

Half Past Herbs

Asepsis Waste Management Solutions

Agroecology

South Africa (AESA)

movement



WAGONO

FEED PARTNERS



paets
PROCESS ENERGY & ENVIRONMENTAL
TECHNOLOGY STATION



Seriti
Institute



SOUTHERN AFRICA
FOOD LAB

ASELUKHANYO
LINKING FARMERS TO MARKETS



RESEARCH & CASE STUDIES

#stokveltofranchise: THUD, an entrepreneurial incubator, is piloting a co-operative model in restaurant ownership in SA. Find out more about how and why they have taken this approach, and where they plan to go:

<https://www.youtube.com/watch?v=NZwRSG87m9s>



THUD
connect | engage | contribute



Community Supported Agriculture (CSA)

is one of the ways to develop closer relationships between farmers and consumers as well as fostering enhanced local value chains and other social outcomes. Read more about the ILO COOP 100 Symposium panel that Nicola Coundourakis participated in:

https://www.ilo.org/global/topics/cooperatives/events/WCMS_761454/lang--en/index.htm

INDUSTRY ACCOLADES

The launch of the Food System Vision Prize in 2019 was auspicious in that it brought together much of our thinking and planning around the South African food system. We had specifically been exploring a bottom-up, collaborative, system-thinking approach and the Prize gave us the opportunity to crystallise our thinking around the model.

In responding to the Prize, we were taken through a series of workshops including asking for a longer-term point of view (i.e. 2050), looking at what needed to change already from 2020 to work towards this vision. This proved to be a useful lens, especially when tracking backwards all the steps necessary for success. We were also encouraged to use a design thinking approach to our project, which has helped shape our own thinking in how we integrate the perspectives and experiences of multiple food system stakeholders from the bottom up. FEED's approach and methodology is therefore centred around giving people a voice that is not drowned out by the thoughts of the interviewer, researcher or anyone else putting projects together.

We were shortlisted to one of 79, from 1,315 participants who originally applied for the Prize.



CONTACT INFORMATION

We would love to hear from you!

E: info@feed.org.za

C: +27 76 170 9805

W: www.feed.org.za

A: Kensington, Johannesburg, 2094

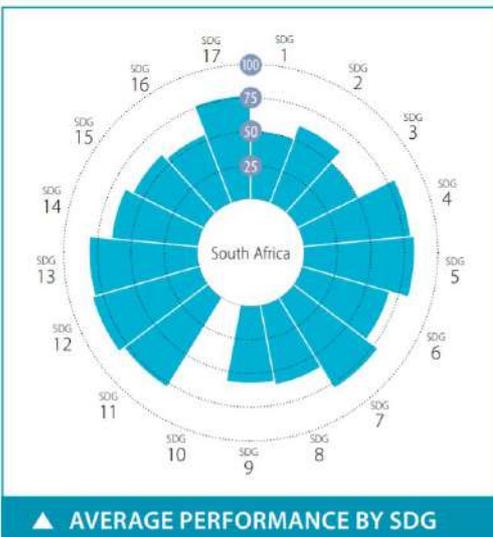


INFORMATION & LINKS

- [View our Food System Vision Prize submission](#)
- [Disrupt your thinking about the SDGs through an urban food lens](#)
- [Watch the panel, 'The Contours of a New Food System are Emerging'](#)
- [Watch the webinar, 'Civic Tech for Food Security'](#)
- [Youtube link: Food Equality, Equity & Democracy - Turn Gold to Green Video](#)

STATUS QUO

View the latest key statistics on the South African food system:



SDG2 – Zero Hunger

Prevalence of undernourishment (%)	6.2	2017	● ↑
Prevalence of stunting in children under 5 years of age (%)	27.4	2016	● →
Prevalence of wasting in children under 5 years of age (%)	2.5	2016	● ↑
Prevalence of obesity, BMI ≥ 30 (% of adult population)	28.3	2016	● ↓
Human Trophic Level (best 2–3 worst)	2.3	2017	● →
Cereal yield (tonnes per hectare of harvested land)	5.6	2017	● ↑
Sustainable Nitrogen Management Index (best 0–1.41 worst)	0.5	2015	● →

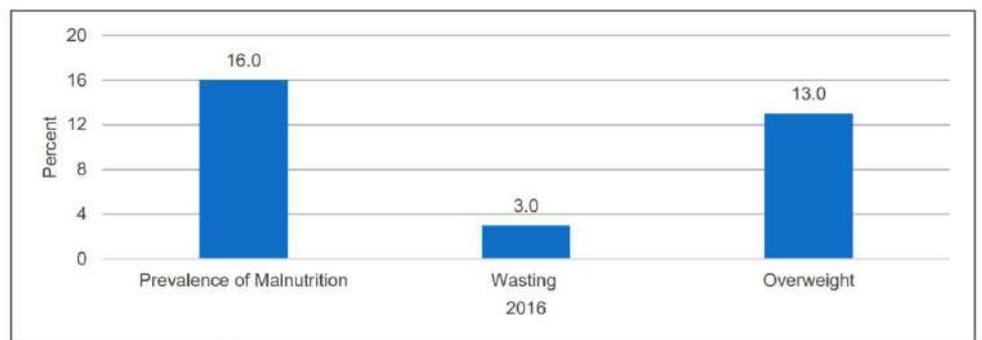
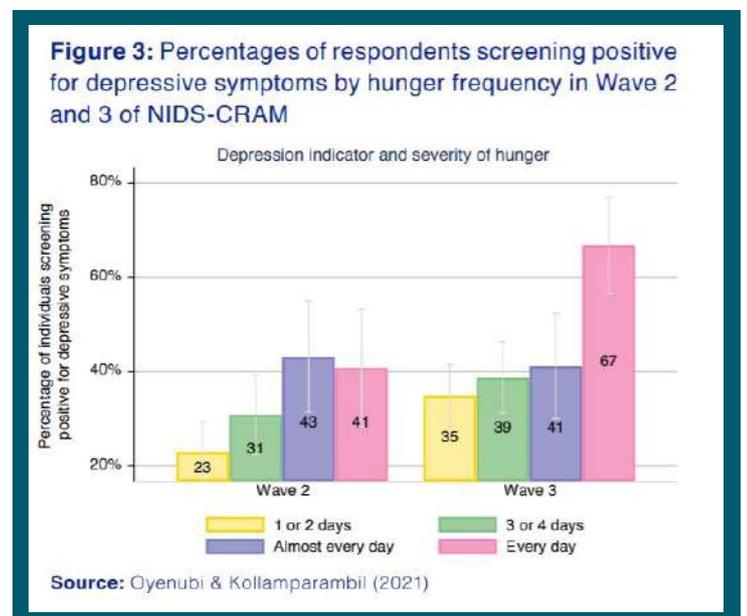
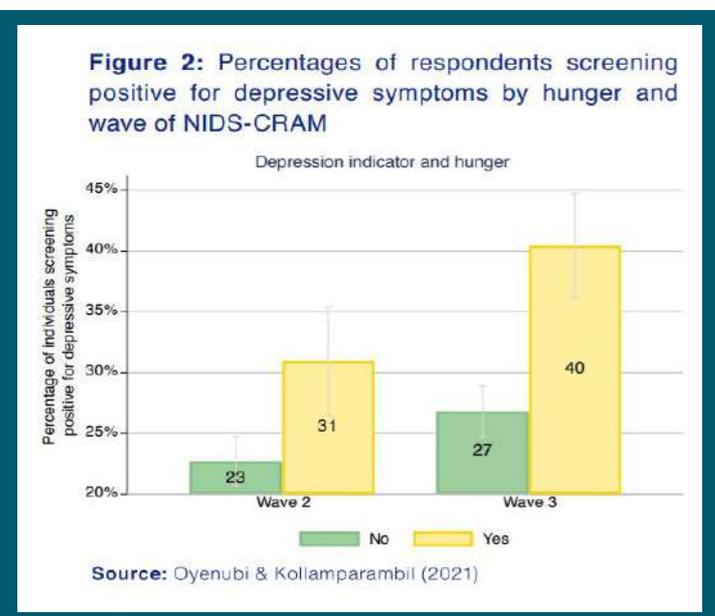


Figure 19: Prevalence of malnutrition among children below 5 years in South Africa
Data source: SADHS 2016, DoH, Stats SA, SAMRC and ICF



For more information on how South Africa is faring on their Sustainable Development Goals see link: [Stats SA.gov](https://www.stats.gov.za)



The above snapshot was taken from a Survey February 2021 -Read more here: [NIDS-CRAM WAVE 3 Report](#)



Reasons

For hosting the competition

The Inqola FEED Innovation Prize (IFIP) was created to highlight ideas and solutions that have the potential to create meaningful impact in the food system. Globally, we are finding an ever-increasing use of technology to drive change in the food system. Innovators are finding new methods of farming, including in the harshest conditions or in urban environments, finding new pathways for food to reach people, or new ways to decrease or re-utilise waste generated from food. We are seeing revolutionary applicability for innovation right now.

FEED has created the Prize to encourage innovators in South Africa to join the revolution, and to highlight that their ideas, expertise, and work can have a significant and positive influence on the South African food system and the lives it affects.



Inqola FEED Innovation Prize Story

Behind the name

Inqola means ox wagon or shopping cart in Zulu, and we see the symbolism of how technological innovation can pull the agricultural sector into the future. We love the word's interplay of old and new technologies; and it is a reminder that technology has always played a role in our quest for food, from a bow and arrow, to a plow, to a wagon to carry and distribute food, to the use of higher yielding varieties of crops and refrigeration. The Prize asks contestants to stake their claim in the history of feeding our country.

WHO

Should Enter

The Prize is primarily focused on attracting technology professionals and innovators to create internet-based solutions* for the food system space. It also serves to highlight and reward existing internet-based solutions* in the space. We expect that a number of competitors would be youth, particularly those who are at university or have recently completed their studies. We also expect entries from existing food system players, like NGOs and organising bodies, who might see this as an opportunity to gain traction on ideas they might have had or have started. This might interest social entrepreneurs as well, we believe solutions for the food system could have a massive impact on South Africa. *i.e. applications, websites and other online platforms

PRIZES

We will provide the Winner and Runner-Up the opportunity to showcase their solutions, connect them with enabling organisations and people in the industry that can help drive their projects to success. This will include media coverage to celebrate their innovations as well as R150,000 in Prize money, with R100 000 going to the Winner and the Runner-Up receiving R50 000.

MORE INFO & LINKS

[Pre-Registration Link](#)

PROJECT PARTNERS



Food Equity, Equality & Democracy