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MEDIA STATEMENT

TO: THE MANAGER/ EDITOR/ REPORTER

DATE: 31 JANUARY 2020

SUBJECT: MARKET DAY CONDUCTED SUCCESSFULLY

On the 31st January 2020, Ntinga O.R. Tambo Development Agency SOC Ltd in partnership with Tsolo Agriculture and Rural Development Institute (TARDI) as well as Department of Rural Development and Agrarian Reform (DRDAR) and other relevant stakeholders conducted Market Day at Kei Fresh Produce Market (KFPM).

It was a great day for the O.R. Tambo Farmers as people were buying various products in bulk that are produced by the local farmers. Vegetables and fruit products were sold at lowest prices. The aim of this great initiative was to ensure local economic development by opening the market for local farmers.

Eastern Cape Department of Rural Development and Agrarian Reform; O.R. Tambo District Municipality and other relevant stakeholders took a decision to establish Kei Fresh Produce Market (KFPM) which works hand in hand with the local farmers, SMME's, Retail stores and hawkers so as to improve the local economy.

KFPM has the responsibility to support local farmers and ensure that O.R. Tambo farmers have the market for their products. It also has the responsibility to market and promote the products of the local farmers thus the entity is conducting programs of this nature.

"Small businesses cannot succeed where there is no market. As the entity we are committed to ensure that people of O.R Tambo District have access to the market. The biggest challenge faced by the SMME's is access to market thus we are making efforts to open the market for our stakeholders. Our people need to know where their products will be sold" said Head Trading Enterprise Mlungiseleli Zilimbola.

Ntinga O.R. Tambo Development Agency SOC Ltd: A Municipal Entity of the O.R. Tambo District Municipality (Reg. 2016/272582/30)
Directors: Mr. S.E. Mase (Chairperson); Prof. L.Y. Majova-Songca; Ms. U.N. Mkize; Mr. M. Msiwa; Dr. L.L. Ndabeni; Ms. N.S.N. Bam; Dr. N.T. Ndudane;
Ms. N.D.A. Ngewu; Mr. M.M. Pupuma; Mr. P.K. Pongwana (CEO)
Company Secretary: Ms. C. Mfana

He further articulated that the entity wants to assist the subsistence farmers to bridge the gap between the primary and commercial business chain. Local farmers must be able to get to the commercial side of the farming.

“People can do the farming but the challenge is the business side of it. We are looking forward to ensure that the local farmers produce quality products because we do not want the market to be used as the dumping site. It is also our interest as entity to work close with all sector departments so as to ensure that our people buy quality products” said Zilimbola.

Speaking during the market day Nosizile Jozana who is the member of Hlongwana Cooperative based in Libode expressed words of gratitude. She commended the entity for making strides of opening the market to them as SMME’s. She also highlighted that young people are still reluctant to be part of development.

The importance of Small Enterprise development is recognised by Ntinga O.R. Tambo Development Agency. All the local farmers, retail stores, hawkers as well as young people in business are encouraged to make use of Kei Fresh Produce Market (KFPM). For more information about KFPM services kindly contact Market Master Mr. Xhanti Jikwana on 047 495 0526/ 0738125379 or xhantij@ntinga.org.za

Issued by the Office of the CEO, Communications and PR Unit: 047 531 0346/064 900 8392.

Prepared by:



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Date

31/01/2020
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Mr S. Tikana

Communication and PR Officer

Approved by:



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Date

31/01/2020
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Ms N. Mpendu Maswazi

Manager: Office of the CEO