

SOUTH AFRICA



Goedverwacht

EcoWin is a community-driven initiative to empower the residents of Goedverwacht to produce unique products in an eco-friendly way. EcoWin works closely with the Goedverwacht Tourism Development Forum to advance the development of the community and promote it as an agritourism destination.

Map

The initiative is situated at Goedverwacht in the Piketberg area, in the West Coast District Municipality of the Western Cape Province. Goedverwacht is a former mission station, established by Moravian missionaries in 1889. The village and adjoining agricultural lands lie along the Platkloof River, which originates in the Piketberg Mountains to the north.

Goedverwacht is a community of some 1 700 residents, many of whom migrate out of the community on a weekly basis to work as farm workers or artisans in the surrounding areas.



Context



All farming land in the Western Cape Province is privately owned, and virtually all is in the hands of white farmers, whilst the labour for their agricultural enterprises is provided by descendants of the pre-colonial peoples and colonial-era slaves, very few of whom have access to land on which to grow crops. Goedverwacht is one of the exceptions to this rule, and even though the people do not own the land, they have secure access to productive soil and irrigation water.



Description

The **Moravian Church** owns the entire Goedverwacht valley, including people's homes and all of the agricultural lands. Residents have **use of the land** to produce crops on the basis of **birth right**, but they do not have formal written contracts, **hindering** their development.

The **Goedverwacht** valley has good **horticultural soils**, good **quality irrigation water** and a good **microclimate** for agriculture.

The members and associates farm primarily with **vegetables** and also produce rooibos **tea**, **citrus fruits** and **herbs**, including buchu, wildedagga and kankerbos. They also keep cattle, sheep and pigs. Most of the inputs used in producing the crops are **locally produced** or obtained, like **seeds** that are kept from a previous season. Chicken and cattle manure, biodegradable kitchen waste and fire ash produced by the producers are used to make **compost** to fertilise the soil.

The initiative, started in **2013**, is centred around a **collective business** that **buys** and **sells** the **agricultural products** of its members and provides them with support and advice to produce their products organically. The initiative is **diversified** in that it focuses on agriculture as well as **farm-based tourism**.

The **Goedverwacht Tourism Development Forum** coordinates activities in the community and promotes it as an agritourism destination. It is the community-based organiser of the annual "**Snoek en Patat**" **Festival**: snoek fish and sweet potatoes, traditional foods of the territory, are prepared in the traditional way for visitors. This event attracts thousands of visitors to the community each year.



4 women and 2 men
are employed by the
business



Onions, sweet potatoes, potatoes,
maize, spinach, carrots, guavas,
peaches, melons...



Results and Benefits



12 producers are directly supplying via EcoWin and are **benefiting from the initiative** through regular sales of diverse farm products sold to restaurants, direct customers and through brokers at fair prices.

The livelihoods of **800 people** from the **120 households** have been improved through the initiative. The sales figures reflect that **demand** is still **rising** and certain products are regularly selling out, resulting in shortages.



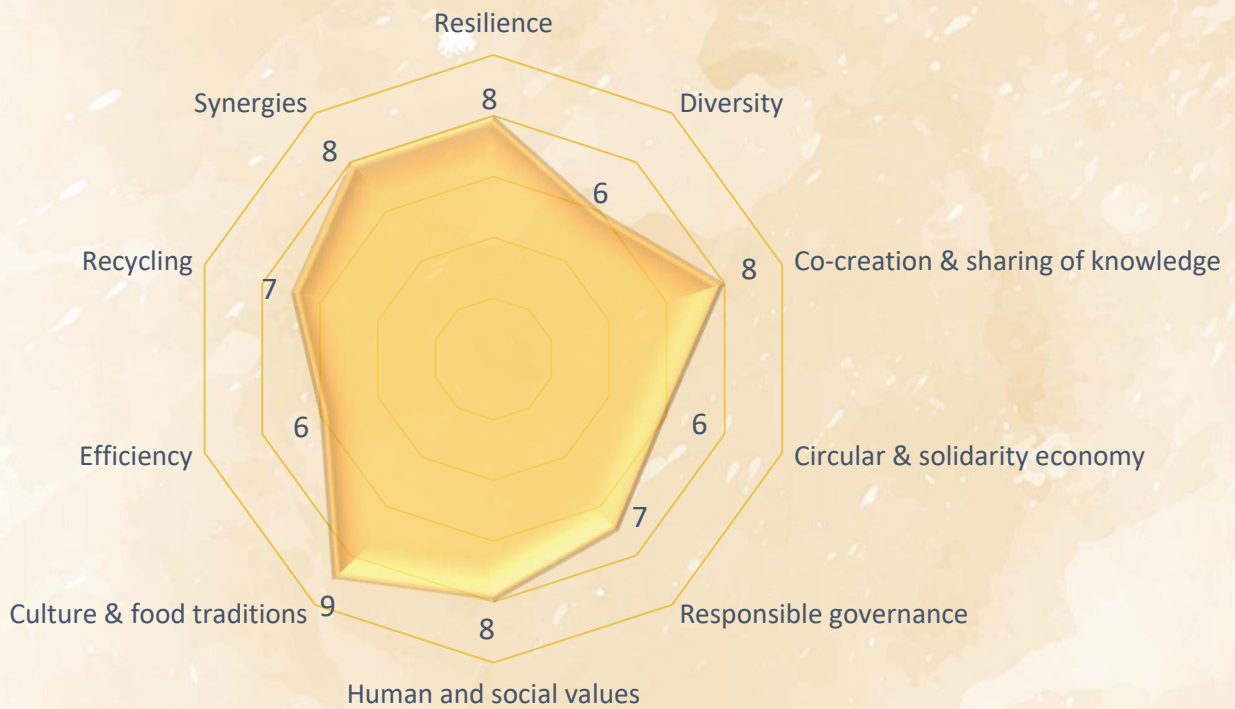
The initiative is evolving in a **constructive** and **purposeful** way. Plants that were not previously producing an income-generating product are being used to create **natural fences**, for example planting fences of **fennel**, which not only create effective barriers but also provide better insect control and produce a marketable product. Fences grown from wild dagga attract **bees**, resulting in better pollination. These diversifications all enhance sustainability.

The initiative is **forging links** with the South African Organic Sector Association (SAOSA) to gain access to Participatory Guarantee System (**PGS**) training and establish its own PGS.



The production system is more resilient than in the past because it is **better organized**, with **better administration** and **marketing**. It is more **sustainable**, and many new opportunities are becoming more accessible. For example, more companion plantings are being incorporated into the crop rotation program, which brings the benefit of better insect and disease control and therefore also more income.

Lessons learned & reflected FAO principles



Resilience: 7

The people are more self-sufficient and create incomes for themselves. By participating in a larger initiative, they have helped create a more beautiful town and environment. The people of Goedverwacht have become more confident and able to solve their own problems. They have supported each other during the current COVID-19 pandemic.

Human & social values: 8

The initiative builds on the values already commonly held in the community, and seeks to strengthen them. People in respect each other, their handiwork and their property.

Diversity: 6

Diversity is promoted in all farming activities. For every season and for each piece of land a crop rotation plan is followed. Following the principle of diversity, farmers grow different products to supply the business, which markets basket sfull of different products.

Culture & food traditions: 9

This is a community with strong cultural food traditions that are strengthened by the initiative. Food is eaten fresh from the garden and cooked in traditional ways. The initiative hosts an annual "Snoek and Sweet Potato Festival" which also creates opportunities for other forms of local tourism.

Co-creation & sharing of knowledge: 7

Local knowledge is applied to all aspects of farming. Sharing of knowledge has resulted in the production of new products that were not planted before to diversify the baskets of vegetables that are sold to customers. Producers learn new techniques and ways of doing things from one another.

Efficiency: 6

Crop rotation and intercropping are practiced on small pieces of land that are planted with several beds next to each other make optimal use of the land. Soil is prepared by hand using hand tools before planting. Everyone's products are marketed, packaged and transported together, which reduces expenses.

Synergies: 8

Goedverwacht is also known as Kosland ("Food Land") because of the food production traditions of the community, planting sweet potatoes and other vegetables to sell in surrounding west coast villages. EcoWin and the Tourism Forum demonstrate synergies in action, promoting sustainable food production and sustaining local culture.

Responsible governance: 7

Ecowin is a company and its leadership consists of 3 board members. An administrative office is staffed and meetings of the members are held on a regular basis. The Goedverwacht Tourism Development Forum is the community-based body that organises the festival and links community members to visitors.

Recycling: 7

Compost heaps are made from kitchen waste and other local inputs and used to build up soil fertility. The use of manure from farm animals (chicken manure, cattle manure) is part of the fertilization program. Natural sprays are made from herbs and other strong-smelling plants and keep crops healthy and free of pests.

Circular & solidarity economy: 6

The initiative connects producers and consumers via its sales and deliveries. Pricing of produce is fair, in that customers are willing to pay a higher price for agroecologically produced artisanal produce.

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The AVACLIM project aims to create the necessary conditions for the deployment of agroecology in arid areas.

For more information : www.avaclim.org

Financial partners:



FONDS FRANÇAIS POUR
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