



Final assessment day for the class of 2017, Letsitele.

CITRUS BUSINESS MANAGEMENT

DIE JOERNAAL VIR DIE VRUGTEBEDRYF IN SUID-AFRIKA

In 2012 the Citrus Grower Development Chamber undertook a survey amongst the about 120 emergent citrus growers in South Africa, with the goal of gathering essential information about their operations and identifying the most pressing challenges they faced.

It emerged that a lack of business management skills rated among the most immediate challenges, being seen as a factor that hampered the progress of many enterprises.

In response, the Citrus Academy initiated the development of the Citrus Business Management programme in 2014. The programme is based on the New Venture Creation NQF4 qualification, registered with the Services SETA. This qualification is used to develop the entrepreneurial skills in a wide range of fields. The Citrus Academy contextualised the content for citrus enterprises.

The programme comprises the following modules:

Think Like an Entrepreneur, Plan Your Business: Financial Aspects, Launch and Grow Your Business, Manage Your Business: The Basics, Manage Your Business: Finance for Agri-business Managers, Manage Your Business: Human Resources, Manage Your Business: Sales and Marketing, Improve Your Business Performance.



P.O. Box 461, Hillcrest, 3650

Tel: (031) 765-3410

Fax: 086-546-7808

learnmore@citrusacademy.org.za

From September 2014 to April 2015 the programme was piloted in the Kat River Valley in the Eastern Cape, in partnership with Scientific Roets, an accredited learning provider that operates from Kokstad and that has NVC programme approval from the Services SETA. The AgriSETA funded the implementation of the programme. Seventeen learners were enrolled in the programme at the start of which twelve finished the qualification successfully. A second learnership programme was implemented in the Letsitele and Hoedspruit area from January 2017 to October 2017. Eighteen learners completed the programme successfully.

The programme has proven to be particularly useful for succession planning, with many growers choosing to send a family member or employee who have been earmarked for promotion in the business. The programme will be rolled out further as funding becomes available, with the Sunday's River Valley as the next possible implementation site.