

# SWEET POTATO COMMERCIAL FARMING IN RSA

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# WHAT MAKES A COMMERCIAL FARMER SUCCESSFUL?

- ◉ The way you think.
- ◉ The way you do.
- ◉ What is your focus?
- ◉ Are you serious about your goals?



# WHAT IS MY FUTURE VISION?

- ◉ Where do I want to be 5 years from now?
- ◉ If I keep doing what I'm doing - Will it change my situation?
- ◉ If not - Why do I continue what I'm doing?
- ◉ SET UP A 5 YEAR PLAN

# COMPONENTS OF A BUSINESS

## THE 6 M'S

- 1 ) Management
- 2) Marketing
- 3) Money
- 4) Man Power
- 5) Machinery
- 6) Materials

# 1 MANAGEMENT

## ◉ Strategy:

- Business plan
- Goals
- Action plan

# HOW DO I DO THIS??

- ◉ Evaluate your current position.
- ◉ What am I capable of?
- ◉ What resources do I have?
  - What assets do I have?
  - What support can I get?
- ◉ I do a **SWOT** analysis of my situation.
  - **S**trong and **W**weak points
  - **O**pportunities and **T**hreats

# STRONG POINTS

- ◉ I can work hard
- ◉ I have well trained staff
- ◉ My staff have bought into my goals
- ◉ Financial support
- ◉ Technical support



## WEAK POINTS

- ◉ I'm not good at marketing
- ◉ My tractors are old (breakdown time)
- ◉ Maintenance costs are high
- ◉ I have no high tech equipment
- ◉ My production is low



# OPPORTUNITIES

- ◉ I have a window in the market
  - Low supply and high price
- ◉ Grants from government on new development
  - Create new jobs

# THREATS

- ◉ Logistics, strikes in the harbour
- ◉ Labour legislation
- ◉ High labour costs (35% of total costs)
- ◉ Crime is high
- ◉ Corruption
- ◉ Weak infrastructure, roads, railway

## 2 MARKETING

- ◉ The customer is always right
- ◉ What pays best and where??
  - Packaging
  - Sizing
  - Colour
  - Varieties
  - Yields
  - Nutritional value
- ◉ GLOBALGAP Accreditation

### 3 MONEY

- ⦿ Cash flow (enough cash)
- ⦿ Financial records of previous crops
- ⦿ Financial discipline
- ⦿ With shortages get financial support

# SUCCESS

- ◉ If you fail to plan, you plan to fail
- ◉ Great things are not done by impulse, but by a series of small things brought together (Vincent von Gogh)
  - Stamina
  - Perseverance

# PLANNING IN ACTION

- ◉ **Co-ordinate:**

- Man power
- Materials
- Machinery

# SOIL PREPARATION

- ◉ SOIL PREPARATION