



agriculture, forestry & fisheries

Department:
Agriculture, forestry & fisheries
REPUBLIC OF SOUTH AFRICA

DAFF FEMALE ENTREPRENEUR AWARDS 2016/17 – 2018/19

CRITERIA FOR NOMINATION OF CATEGORIES

1 Best Female Worker in the Sector

This category is intended to acknowledge the fact that most people, especially women who do basic work in agriculture, forestry and fisheries, that the nature of the job they do is physically demanding, subjects them to extreme conditions at times and offers very limited exposure to development opportunities.

To this end, this category is only open to people who do mundane operational work. The nominated workers must demonstrate that they have grown within the structures of the farm, forestry or fisheries operations.

Farmers and farm owners; foresters and forestry companies; fishers and fishing companies nominate the best worker for entry. The nominated worker must have been employed for a period of two years and longer.

- 1.1 The worker must not be related to the farmer, forester and fisher.
- 1.2 Male-owned farms, forest and fishery companies are also allowed to nominate the best female worker.
- 1.3 There must be a clear profile for nominations reflecting the following:
 - Teamwork qualities (ability to function independently and as part of the team, interpersonal skills, ability to motivate and encourage others and extent of providing feedback on work-related matters);
 - Quality of work (knowledge and understanding of enterprise activities, ability to adhere to set targets);
 - Conduct (punctuality, absenteeism, working relations);
 - Creativity and innovation (suggestions on ways of improving work methods);
 - Flexibility (extent to which the worker accepts responsibility beyond her own job description and willingness to learn).

2 Best Subsistence Producer in the Sector

The category refers to self-sufficiency production in which the producer focuses on producing enough to feed themselves and their families. The output is solely for own consumption with little or no surplus for trade.

This category caters only for beginners who can demonstrate that they have been involved in subsistence activities and with or without entity registration for at least a period of two years within the sector. In the event of a group of entrants, the percentage of women who participate (in ownership, management and decision-making aspects) should not be less than 80%. The agricultural, forestry and fisheries activities should only be for own consumption.

- 2.1 Demonstrate innovation and creativity in improving production (diversification and intensification).
- 2.2 Have a commitment to care for and ensure sustainability of the natural resources, including understanding of adaptation and mitigation to climate change.
- 2.3 Demonstrate responsible use of production inputs, e.g. pesticides, fertilizers, vaccines, etc.
- 2.4 Demonstrate an understanding of improved farming methods, including Indigenous Knowledge Systems (IKS).
- 2.5 The producer should demonstrate the ability to manage limited resources in the production of goods which are necessary to sustain the household livelihood.

3 Top Entrepreneur in the Sector: Smallholder

Smallholder producers are defined as producers who "produce food for home consumption, as well as sell surplus produce to the market", meaning that earning an income is a conscious objective, as distinct from "subsistence/resource-poor producers" who produce mainly or entirely for own consumption, as well as from "commercial producers" who are defined as large scale (Strategic Plan for Smallholder Support).

The category refers to producers who operate according to commercial norms but who have not reached the threshold at which they are obliged to register for VAT or personal income taxes (annual turnover exceeds R1 million in a twelve month period). These smallholders tend to be capable all-round entrepreneurs; they often command large amounts of support from government by virtue of the fact that they tend to be mobile and vocal, but in reality often have the capacity to sustain themselves and even grow on their own, not least by means of loan finance. (Some producers who appear to be in this category are, in fact, commercial-scale producers who do not wish to be liable for taxes; this attitude is understandable, but for the sake of fairness, government must seek ways of easing them into the tax net.) This category would also include practicing or retired professionals who have access to resources to produce at a commercial level.

The enterprise/entrants must demonstrate the actual activities which have been in progress with entity registration for at least a period of two years. The enterprise must be registered in the entrant's

name; in the event of the enterprise/entity including men, women must be in the majority by 80% and they must also be involved in the ownership, management and decision-making aspects of the entity.

- 3.1 Demonstrate existence of contract agreements with local businesses, markets and a good sense of record/bookkeeping.
- 3.2 The group/individual should have defined membership and roles within a properly constituted entity which is registered legally.
- 3.3 Demonstrate a degree of innovation and creativity in improving farming methods and deliver products of high quality and adequate produce attractive to consumers.
- 3.4 Illustrate commitment to care for, and ensure the sustainability of natural resources (including understanding of adaptation and mitigation of climate change), as well as demonstrate responsible use of production inputs.
- 3.5 Demonstrate an understanding of improved farming methods, including IKS.

4 Top Entrepreneur in the Sector: Processing

In order to avert confusion with the "Processing" category DAFF has adopted the following definition: "Processing" entails changing the form of a product, while "value addition" implies addition of value to a product "after which a buyer is willing to pay a price for the product that more than compensates for the cost of the inputs used in the process". Value can be added to products without changing their physical form, for example cleaning, grading or labeling. To an extent that a product undergoes some process, say grading, then value addition does involve processing, even though the physical form of the products does not change (Staatz, 2010).

Entrepreneurs are allowed to enter even if they are not producing what they are processing. However, they must demonstrate the actual processing activities which have been in progress with entity registration for at least a period of two years. The enterprise must be registered in the entrant's name; in the event of the enterprise/entity including men, women must be in the majority by 80% and they must be involved in the ownership, management and decision-making aspects of the entity.

- 4.1 Produce is sold locally/nationally/internationally to enhance economic growth.
- 4.2 Demonstrate a degree of innovation and creativity in improving processing methods and deliver a consistent supply of products of high quality and quality attractive to consumers through adherence to phytosanitary and health requirements.
- 4.3 Have a commitment to care for, and ensure the sustainability of natural resources (including Understanding of adaptation and mitigation of climate change), as well as demonstrate responsible use of production inputs.
- 4.4 Demonstrate a good sense of financial management and record/bookkeeping.

- 4.5 Create and retain permanent jobs in the enterprise. (The enterprise/entity must demonstrate that people employed within the enterprise have legal status to live and work in the country.)
- 4.6 Add value to the communities.
- 4.7 Demonstrate contribution to employee well-being and capacity development.
- 4.8 Adhere to industry standards and regulations (e.g. UIF, occupational health and safety, leave records, pay slips and employment contracts).
- 4.9 Produce relevant documents of the property where processing is carried out, whether owning or renting
- 4.10 Demonstrate an understanding of improved processing methods, including IKS.
- 4.11 The participation and exposure in the entity of youth and people with disabilities will be an added advantage.
- 4.12 Adding value to the processed product will be an added advantage.

5 Top Entrepreneur in the Sector: Commercial

The enterprise must demonstrate the actual activities which have been in progress with entity registration for at least a period of two years. The group/individual should have defined membership and roles within a properly constituted and registered entity. The enterprise must be registered in the entrant's name; in the event of the enterprise/entity including men, women must be in the majority by 80% and they must be involved in the ownership, management and decision-making aspects of the entity.

- 5.1 Demonstrate the existence of contract agreements and transactions with local/national and/or international businesses, markets and a good sense of record/bookkeeping.
- 5.2 Produce and sell to local and national markets to enhance economic growth and manage an organised storage facility for produce.
- 5.3 Demonstrate a degree of innovation and creativity in improving farming methods and deliver a consistent supply of products of high quality and quantity attractive to consumers through adherence to phytosanitary and health requirements.
- 5.4 Illustrate commitment and compliance to care for, and ensure the sustainability of natural resources, including understanding of adaptation and mitigation to climate change, as well as demonstrate responsible use of production inputs.
- 5.5 Create and retain permanent jobs in the enterprise and add value to communities. (The enterprise/entity must demonstrate that people employed within the enterprise have legal status to live and work in the country.).
- 5.6 Demonstrate contribution to employee wellbeing and capacity development.
- 5.7 Adhere to industry standards and regulations (e.g. UIF, occupational health and safety, leave records, pay slips and employment contracts).
- 5.8 Demonstrate an understanding of improved farming methods, including IKS.
- 5.9 The participation and exposure in the entity of youth and people with disabilities will be an added advantage.

6 Top Entrepreneur in the Sector: Export Markets

The enterprise must produce for export markets (products distributed beyond borders of RSA). The enterprise must demonstrate the actual activities which have been in progress with entity registration for two years and longer. The enterprise must be registered in the entrant's name; in the event of the enterprise/entity including men, women must be in the majority by 80% and they must be involved in the ownership, management and decision-making aspects of the entity.

- 6.1 At least 60% of the business should be exporting produce and there must be proof of the transactions, contract agreements and/or an export certificate.
- 6.2 Demonstrate a good sense in financial management, record keeping and audited financial statements.
- 6.3 Demonstrate a degree of innovation and creativity in improving existing systems (storage, handling and packaging) and deliver a consistent supply of products of high quality and quantity attractive to consumers with compliance to phytosanitary and health requirements.
- 6.4 Demonstrate a highly diversified marketing strategy to enhance economic growth.
- 6.5 Illustrate commitment and compliance to care for, and ensure the sustainability of natural resources, including understanding of adaptation and mitigation of climate change, as well as demonstrate responsible use of production inputs.
- 6.6 Create consistent seasonal and retain permanent jobs in the enterprise and add value to the communities. (The enterprise/entity must demonstrate that people employed within the enterprise have legal status to live and work in the country.).
- 6.7 Demonstrate a contribution to employee wellbeing and capacity development. Adhere to industry standards and regulations (e.g. UIF, occupational health and safety, leave records, pays slips and employment contracts).
- 6.8 The participation and exposure in the entity of youth and people with disabilities will be an added advantage.

7 Ministerial Special Award

The agriculture, forestry and fisheries sectors have historically excluded women and the visibility of youth and people with disabilities was (and still is) even more pronounced. This award category offers an opportunity for the Minister and MECs to acknowledge the contribution of young women and women with disabilities who are entrepreneurs or are employed in operational activities of the sector. Young women to be considered for the nomination should be between the ages of 18 and 35 years (not older).

- 7.1 For National Awards the Minister of Agriculture, Forestry and Fisheries has the sole discretion in selecting the recipients of awards and the MEC has the same prerogative at provincial level.
- 7.2 Provinces must submit profiles of young women and women with disabilities for the Minister's consideration. Profiles that have to be submitted to DAFF should be selected from the entrants of the

competition at provincial level even though the entrant recommended did not win at provincial level.

- 7.3 At provincial level provincial coordinators must encourage young women and women with disabilities to enter the competition. People to be considered for the receipt of the Ministerial Award must be selected from the list of people who have entered the competition.
- 7.4 In the event of a woman with a disability or a young woman entering a competition as part of the group/project/cooperative that person qualifies for consideration for the Ministerial Award as an individual. The winnings, however, must be used for the benefit of the group/project/cooperative.

8. Overall Winner

- 8.1 The following criteria will be used to assess the recipient of the award:
- Strength and determination. These elements will look at the journey that has been undertaken to achieve goals despite the challenges experienced. (Aspects such as challenges overcome, perseverance, endurance, resilience, self-starter attributes, initiatives taken to mobilise resources, including funding and acquiring knowledge to set up and or develop the enterprise/entity, will be considered.)
 - Demonstration of the extent of contribution to the empowerment of others and sharing of knowledge (e.g. giving motivational talks, etc.).
 - Adaptability and humanity. Ability to swiftly adapt efficiently to changing circumstances while being steered by values of working towards a greater good.
 - Vision and growth focus. Demonstration of future achievable goals that will contribute towards sustained operation in the sector, as well as proof of execution for the development and empowerment of people employed by the enterprise/entity.
 - Contribution to community development (social responsibility) is compulsory.
 - Excellence. Focus will be on the quality of the results produced by the enterprise/entity. This includes assessing the gradual increase of production, turnover, profits and jobs created over time, the quality of products and innovative business management practices.
- 8.2 The extent to which youth, people with disabilities have been encouraged to participate in the enterprise/entity.