



# MASDT

MOBILE AGRI SKILLS  
DEVELOPMENT & TRAINING (NPC)

NEWSLETTER AUGUST 2015

## LYNETTE ADDRESSES THE AFRICA SOCIO-ECONOMIC, RURAL DEVELOPMENT & COMMUNITY INDABA

The annual Africa Socio-economic, Rural Development and Community Indaba was held at the prestigious Park Inn Hotel in Sandton at the end of July. The Indaba provided a platform where both the public and private sectors could have a chance to take part in conversations that addresses the challenges faced in the global and local economy. This year's platform unleashed opportunities for both investors and practitioners with the theme being "funding Local Economic Development projects as engines for community transformation and innovation".

The event was designed to bring together development practitioners, investors, researchers, socio-economic development professionals, government, donors and stakeholders from all the corners of the country. The aim was to establish partnerships and integrated approaches to economic development, and ways needed for innovation and modernizing the rural economy. The new Comprehensive Rural Development programme and its mandates were also discussed.

Our very own MD - Mrs. Lynette Bezuidenhout - was invited as one of the distinguished keynote speakers and conveyed the main aim of MASDT – to take Agri supporting services to the rural areas - and the response was amazing. In doing so, she not only voiced the plight of the rural farmer for support, but also highlighted the problems that occur in this area that need attention from all sectors in order for rural subsistence farmers to transform into successful Agri businesses. She also highlighted the need for the prioritizing of rural development. Various institutions and companies like SALGA (South African Local Government Association) and the 'Private Sector Competitiveness & Economic Diversification Project' showed positive interest and areas as far as Lesotho are keen to learn more of our modus operandi. MASDT were also approached by the University of Mpumalanga and we are looking forward to collaborate with them in the near future. All in all the Indaba was a great success and we cannot wait for the next one to see what transformation has taken place concerning socio- economic development.





# MASDT DOES A POTJIEKOS COMPETITION



August has started off with quite a bang at MASDT. As you all know, we like to support good causes that focus on improving the betterment of the community, not only in our business, but also in our everyday life. So we have decided to enter the 1st Annual Potjiekos competition held by The Lapa Pub & Bistro in conjunction with Nelspruit Concerned Citizens and the Rotary Club of Nelspruit.

The proceeds of the day went to the Nelspruit Concerned Citizen's group – a group of ordinary community members who do neighborhood watch and -support and who is really making a difference in our community's safety. The event was held at Canary Walk Business Park and the MASDT squad came out in full force! Out of the eighteen teams that entered, not only did they win 3rd place with their tripe and potatoes potjie, but the "MASDT Afvals Kraal Trop" also won prizes for their dancing and for the brightest dressed team! You see, at MASDT we are not only colleagues, but a tightly knit family that like to keep the spirit of Ubuntu high. I think a special mention has to go to Sakkie du Toit for his amazing braaipap- the perfect companion to our potjie.

The day was full of fun filled events complete with famous actor Ben Kruger judging the winning potjies and offering some hilarious anecdotes, while other live acts like Ettiene Smook and Steyn Alive productions kept the patrons and competitors entertained from morning until late.

## INCUBATION DAY

The incubation information day was held on August 6, 2015 in Acornhoek, Bushbuckridge - Mpumalanga and we had a very positive turn out with +- 70 existing clients along with several new, prospecting farmers attending. Dr. Sello Maboe and Ms. Phakade Mqadi from ELANCO joined us and gave a detailed presentation about production efficiencies and their products on offer. Because most of MASDT's clients in that area are broiler producers, the focus was on broiler production. The day was also filled with various other constructive workshops hosted by ELANCO, which included feeding efficiencies, disease identification, -prevention and -control, as well as hygiene in and around the broiler houses, bio security measures within the broiler houses and administering medications and vaccines. MASDT's BDM – Inocent Makuwaza – then gave an introduction about MASDT's operations and services to the new prospecting clients. All in all the day was a huge success and the clients were thankful and said that they have learned a great deal from the representatives from ELANCO. We would like to take this opportunity to thank Dr. Maboe and Ms. Mqadi who travelled far to join us on this day.



## UPDATE: COLLEN GOES TO NWU

The day has finally come that Collen Mashigo has so long been waiting for – the commencement of his training in the mobile laboratory at the Potchefstroom campus of the North West University (NWU). Collen, the Mobile Lab truck and Johanne Lusenga, the driver, will begin their journey on August 17, but they won't be going alone. Joining him is our Managing Director, Lynette Bezuidenhout and IT expert, Pieter Jordaan. The University will welcome them at a dinner event and will also be attended by MASDT's Chairman, Dr. Mathews Phosa.

The Mobile Lab will form part of a Science and Engineering expose hosted by the university. This is bound to be a show stopper where new innovations will be showcased and we will cover it thoroughly in our September newsletter. Although Collen has to leave his family behind for the week, he is very excited and is set to take the world by storm. Collen kufisela inhlanhla!

*Thulani  
Graduates*

Thulani Tshobole did his internship with MASDT after finishing his degree in Agricultural Management. He started working with MASDT in 2014 and has since graduated. As of July 1st, he is a permanent employee and a qualified, fully fledged BDO!

Welcome to the family Thulani!



## EMPLOYEE FEATURE

### Meet Wilson Nkosi

Wilson Nkosi is a face that many clients associate with the name MASDT. He has after all served literally thousands of happy clients. Wilson has been with the company since the very beginning as the first facilitator back in 2006, but has been in the agricultural business for about 25 years. Wilson is a born and bred Lowvelder and resides in Kanyamazane with his wife of 24 years – Smangele – and his four children and one grandchild. This humble man is always ready to greet with a friendly smile and is very much respected in his community. His knowledge about agriculture is enormous, and one can sit with this man for hours, listening to his pearls of wisdom. He is certainly a gem in our ranks and we have been lucky to have him for this long!



**a) What do you do at MASDT**

I'm a facilitator and now business development officer

**b) How long have you been with the organisation?**

10 years

**c) How long have you been working in corporate and what did you do before you joined MASDT?**

I have been working in the agricultural sector since 1990. Ever since i started working 'I've done nothing else either than agriculture.

I worked in the following areas

·1990 -1992 Spelanyana Breeding Scheme where I was introduced in cattle breeding

·1992-1999 Boskop Agricultural Training Centre. This is where I was extensively trained in Animal and plant production. After training I worked as a facilitator for animal production where I was dealing mostly with Poultry, Cattle Management including beef care and milking. My job was mainly on farms and in communities.

· 2000 -2003 I worked for LTK as a facilitator in agriculture

· 2004- 2006 I worked was self employed and became a consultant in agriculture where most training companies used to outsource my services in agriculture

· 2006 to date I'm working for MASDT as a facilitator and bussiness Development Officer. I have been introduced to many faculties like Abattoir, Management courses, trained as an assessor and many more.

**d)What is your experience like at the organisation?**

I have learned to work with different people from different backgrounds. I am a Swazi man but I have found myself having to teach people of different languages like Tswana, Sipeedi, Tsonga and many more languages of which through that experience I have now learned to communicate in those languages. I have also been exposed to formal and informal settings of trainings

**e) What's the best part about your job?**

Customer satisfaction. I become very proud when my clients are satisfied with my services and I try my best to ensure that my clients get the best services that I can afford them

**f) What are your hobbies?**

Soccer

**h) What do you enjoy for relaxation?**

Soccer, listening umbhaqanga , gospel music and radio.

*Happy Birthday*

Caryn-Leigh Lombard (20th)

Lynette Bezuidenhout (23rd)

Thulani Tshobole (29th)



# SUCCESS STORY:

## MOODY BLUES TRADING AND INVEST 17

Our dreams and ambitions are what drive us to succeed. So it is with a man called Elliot Ngomane. Elliot obtained a farm between the beautiful mountains of Low's Creek in Mpumalanga, where he started trading as 'Moody Blues Trading and Invest 17' in 2005. He planted sugarcane on his 13ha of land, but due to the fact that cane is only harvested once a year, he struggled to keep the farm afloat during the rest of the year. Life was tough and he decided that nothing will stop him from achieving his dream, and to look for help. He approached MASDT in 2012 and was included into the incubation program.

After meetings and close deliberation with our client, it was decided that he will plant vegetables such as cabbage and tomatoes to supplement the farm's income. MASDT helped Mr. Ngomane with the development of a business plan, which he submitted to the Department of Rural Development and Land Reform (DRDLR). The Department subsequently granted him the amount of R 2.1 million, with which he purchased more land and increased his property to 49ha! It was such a joyous day for the Ngomane family, their tearful gratitude have touched our hearts and will never be forgotten.



*Cabbage production*



*After cutting*



*Tomato production*

Then the intensive training and mentorship started. The program included training from vegetable planting and production to administrative duties to name a few. Working closely with MASDT, the farmer also benefitted by purchasing production materials and essentials on discounted prices.

As a result of the bigger land and better planning methods, the farm could increase its sugarcane yield from 13ha to a staggering 40ha, and with the assistance of our Procurement Program, Moody Blues Trading has secured a market for their product through TSB.

With the extra funding and increased scale of production, Moody Blues Trading could employ more workers, hiking the number from four permanent employees up to seven. The business went from strength to strength. The turnover escalated from R800 000.00 in 2013-2014, to almost R1.4 million in 2014-2015!

Moody Blues Trading is a business that we are proud of. MASDT helped someone who had drive and passion but lacked valuable agricultural knowledge and funds. Moody Blues Trading is one of the incubatees set to graduate this year, and we are happy to say that this is one business to look out for as it has already taken the market by storm with our guidance. We are confident that they will keep on building on their success without us, and MASDT waits in anticipation to see what the year 2016 have in store for them.