



**CONCORDIA CARE**

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**Community Food Security Project**

## Company statement

"To ensure a nutritious and balance diet for vulnerable (Children , Disabled and old age) and other citizens of Concordia on a sustainable way"



# OUR MISSION

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## To make sure there is:

- **Availability :** We will identify and introduce students subsistence and small scale farmers to produce vegetables continuously at all times through all seasons.
- **Access:** Communities will have access to the local stores and flee market, they can even buy directly from farmers
- **Utilization:** Healthy and nutritious vegetables would be provided to the community
- **Stability:** Through training, vertical farming and proper mentorship programs we will ensure there is vegetables available at all times throughout all seasons.



# MEET THE TEAM

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Facilitators : Leon October



Facilitator: Marco Engelbrecht



Students:

Danwill Engelbrecht  
Antheola Engelbrecht  
Greg Titus  
Mavrick Osborne  
Jovani van Den Heever  
Dillon Witbooi  
Gregory Cloete

Lorico Beukes  
Dean Cloete  
Machery Esau  
Zachary Cloete  
Warrick Ramsden  
Keanu Majiedt  
Leonice October

Jimry Bonn  
Danwill Augus  
Luwenn Rhone Cloete  
Joden van den Heever  
Linique Benson  
Ricquin van den Heever

## Guidance Counsellors / Advisors:

Eugene Cloete

Anrich Osborne

Breyton Saal



## DESCRIPTION OF THE BUSINESS IDEA

### Why it is innovative and sustainable?

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Concordia Care main focus will be vertical farming and open field food production as well as to demonstrate and introduce a hydroponic livestock system to rural farmers and students of Concordia. We will further introduce farmers and students to modernize technology and innovations within the agricultural sector. Through training sessions in the Seed4 Africa program, our students and farmers will get the exposure to learn new things and will apply these new learnings in our farming practices. In our project we want to make use of the traditional farming practices and combined it with some of the new technology to ensure sustainable food production and also secure a smooth transition. Our projects will also be partly research, food security and profitable driven. We will also put huge emphasis on the fact that we have to farm in harmony with our resources and environment to make sure that we conserve especially our natural resources for our future generations. The results of this project is to ensure a healthy community, empowered youth and farmers, who can stand their ground in a ever changing world order.



# Project Visual Demonstration



# CROP GROWING SWOT ANALYSIS

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## Strengths:

Experienced mentor assistance.

A competent and qualified facilitators.

Limited available recourses

Availability of learners

Climate conditions

## Weaknesses:

Lack of funds to start and maintain the new business expansion.

Limited Infrastructure

Situated in a semi desert area

Ownership ( Communal system )

## Opportunities:

Ensure sustainable foodsecurity

Establish markets

limited competition

Improve entrepreneurial skills

Competent Entrepreneurs

## Threats:

Hail

Theft

Recessions

Drought



# MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS

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**Quality Assurance:** by using specialized agricultural advisors in the project, we will ensure our crops are of high quality. Consistency in quality builds trust with customers and keeps them coming back.

**Branding:** In our myth, we have capacity to develop a strong brand identity for our project produce. This includes a memorable name, logo, and possibly a slogan or tagline that sets us apart from competitors.

**Online Presence:** We will create a website or utilize social media platforms to showcase our crops. Share information about our farming practices, product availability, and any special promotions or events.

**Local Markets and Events:** We will participate in farmers' markets, food festivals, and other local events where we can directly interact with customers. This allows us to build relationships and receive immediate feedback.

**Community Engagement:** We engage with our local community through workshops, farm tours, or educational programs. This not only promotes our crops but also fosters goodwill and trust among consumers and ensure good relationships.







Thank you!