



AgriCulture South Africa (AgriSA)

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Press release

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Feast of Purpose Event - Spotlight on “Ugly” Produce

The Feast of Purpose event, hosted at The Ground Venue in Muldersdrift on 15 March 2024, brought together stakeholders from across the agricultural value chain to address the critical issue of food waste and promote responsible production and consumption practices. Hosted by AgriCulture South Africa in partnership with AVBOB, McCain Foodservice, and OneFarm Share (a programme powered by Standard Bank Group in partnership with HelloChoice), an initiative aimed to raise awareness about the broader implications of our food choices and inspire action towards a more sustainable future.

The event showcased the innovative culinary talents of Chef Clayton from The Ground Venue. He demonstrated how "ugly" produce can be transformed into culinary delights, proving that imperfection does not diminish the quality or taste of food. Dr Tracy Ledger, a food systems expert, shared insights on how a shorter food value chain, e.g. facilitating direct purchase of fresh produce at the farm gate, can mitigate high food prices and make nutritious ingredients more accessible. This approach addresses affordability concerns, particularly among vulnerable populations, while also alleviating malnutrition and the related stunting in children.

Angus Robinson, Strategist, from OneFarm Share, inspired guests by sharing remarkable case studies achieved through their integrated agri-impact program. At its core, OneFarm Share acts as a digital matchmaker, matching food requests from registered charitable organisations with available fresh produce from producers. Since its inception in 2021, OneFarm Share has channeled over 21 555 tonnes of fresh produce to those in need, equating to an astounding 86 million meals for hungry South Africans in just over three years. Beyond hunger relief, OneFarm Share is empowering smallholder and small-scale commercial farmers by providing them with reliable access to markets, market-related prices for their produce, and increased access to essential agronomy and business support.

The impact of OneFarm Share extends to the reduction of food waste, benefiting commercial farmers and produce markets by providing an accessible platform to donate or discount surplus or sub-specification produce. This collective action and purpose-driven initiative exemplifies the strides being made towards the world with #ZeroHunger, one meal, and one partnership at a time.

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Executive Director: JF Kotzé



AgriCulture South Africa's Disaster Relief Foundation remains committed to driving positive change in the food ecosystem and invites stakeholders to join hands in creating a more sustainable and equitable future.

For more information regarding AgriCulture South Africa's Disaster Relief Foundation's efforts, please contact Shané Rudolph at shane@agrisa.co.za.

For enquiries about OneFarm Share, please reach out to Melissa Guthrie at melissag@hellochoice.co.za.

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