

Management Training for Women in Agriculture and Rural Development

Empowering
Women Entrepreneurs
in South Africa



A Collaborative Initiative

In the rural areas of South Africa, women form the backbone of economic activity. Yet many woman-owned agribusinesses lack the managerial and technical training to enter the market and to compete successfully in domestic and international markets. Commercial viability in agriculture as highlighted in the Transformation Charter demands sustained productivity, skilled entrepreneurs, and long-term commitment from organizations offering support, resources, and training. To tackle this interrelated set of challenges, Women in Agriculture and Rural Development (WARD) has joined forces with the National Agricultural Marketing Council (NAMC) and Market Matters Inc. (MM Inc) to offer a course specially designed for woman entrepreneurs.

Empowering Women Entrepreneurs in South Africa



Workshop Objective

The workshop offers training in marketing, financial and strategic management to assist South African women entrepreneurs in building successful and thriving businesses.

Targeted Participants

The program has been designed for woman-owned agribusinesses in WARD. However, participation is open to any businesses owned by women and engaged in on- and off-farm production and services and in the entire value chain of natural products and food and agricultural products.

Benefits to Participants

The benefits of attending the program will include:

- i.) Training in fundamental business management areas such as Marketing, Cash Flow Management, and Financial Analysis within the context of small agricultural and rural businesses.
- ii.) Practical illustrations of business principles through relevant case studies.
- iii.) Exposure to international speakers and facilitators with extensive experience working with entrepreneurs in emerging markets.

Course Content

The workshop will cover the following topics:

- Marketing management
- Financial management
- Strategic management
- Cooperatives

Each topic will be supported by relevant case studies and practical examples that speak to emerging agribusinesses.

Collaborators

National Agricultural Marketing Council

The National Agricultural Marketing Council (NAMC) is a state-owned marketing and agricultural economic research institution. It was established through the Marketing of Agricultural Product Act (Act No. 47 of 1996) to advise the Minister for Agriculture and Land Affairs on matters relating to the marketing of agricultural products. The institution was created in 1997 after the abolition of marketing boards.

Women in Agriculture and Rural Development

Women in Agriculture and Rural Development (WARD) is a non-profit group established by the Ministry of Agriculture and Land Affairs to support the development of women entrepreneurs in agriculture.

Market Matters Inc.

Market Matters Inc. (MM Inc.) is a nonprofit organization with offices in the USA and South Africa. The organization's mission is "to improve the strategies of small and medium-sized enterprises in emerging markets so they can enhance the standard of living in their respective communities." MM Inc.'s programs in emerging markets focus on capacity building through business development services and network creation.





National Agricultural
Marketing Council

WOMEN in AGRICULTURE
WARD
and RURAL DEVELOPMENT


**Market
Matters**
INC.



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