



THE FOOD FOR MZANSI STORY

BUILDING AN AFRICAN DIGITAL NEWS BRAND THROUGH





Best Digital News Start-up
Runners-up: Best Social Media Engagement
AFRICAN DIGITAL MEDIA AWARDS 2019

SOMETIMES IT TAKES 20 YEARS TO BECOME AN

OVERNIGHT SUCCESS
Our story is not the success story
The road less traveled

- The agricultural niche found us
- Result of tough media lessons in 20+ years
- It pays to be outsider in linear media world
- We only do business with kindred spirits

CARVING A NICHE WHERE

NO ONE ELSE WAS Project partners LOOKING

Discovered SA's most profitable agri company in rural town. First client bought name sponsorship. Raised enough money in 6 months to be profitable from day 1.

Niche lay barren

Complacency, legacy business models as well as ego caused traditional agri media to miss (and dismiss!) the niche. Considerable growth & investment in agriculture. Overoptimistic government targets for job creation.



VKB, a relatively unknown agricultural company, signed a three-year partnership agreement with Food For Mzansi.

NOVEMBER 2018

THE ZEITGEIST CREATED AN APPETITE FOR PARTNERSHIPS **Behind the smiles...**



Two farmers were sentenced to prison after they kidnapped and assaulted a farm worker. They forced him in a coffin and threatened to set him on fire.

OCTOBER 2017

The world's most unequal country
116th in World Happiness Report
Journalism is facing a crisis of confidence
Politics of rage in a deeply divided society
Blacks own 1% of rural land, & 7% of property
Agriculture is at ground zero
Also a divided agricultural sector

WE BUILT A DIGITAL SOLUTION TO A REAL-LIFE PROBLEM

- We reflect the hopes and dreams of most South Africans
- To feature, you don't have to be successful. You just have to try
- We offer a much broader view of agriculture today
- We actively debunk agricultural myths
- We champion the cause of up-and-coming farmers



7.5 million social media and website impressions
280 000 unique users
15 000 targeted social media followers

But don't involve us with the bloody CPI and pay-per-click battle...

OUR PARTNERS INVEST IN THE FUTURE

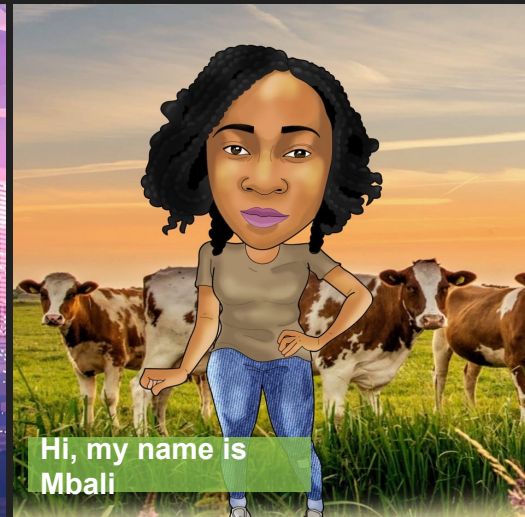
OF SOUTH AFRICA AND

Social contribution as added value

Our partners invest in improving lives by helping us to tell inspiring, true stories, celebrating the doers

We charge premium to agri-companies who want share our vision for South Africa

Nomsa and Mbali don't need another media watchdog. They need hope and advice on how to overcome despair and helplessness.



Together with our partners we reach the nation through Nomsa and Mbali. South Africa needs Nono and Mbali for sustainable food security.



NATIVE ADVERTISING AND JOB LISTINGS



THOUGHT LEADER DISCUSSIONS



NATIONWIDE SCHOOLS PROGRAMME



WORKSHOPS FOR AGRI NEWCOMERS

MULTIPLE TOUCHPOINTS TO MAXIMISE DIGITAL REVENUE

- Understanding our audience is key
- We're obsessed with Nomsa and Mbali
- Audience insights = revenue opportunities
- Agri companies bridge digital divide
- We don't mind co-creating with partners

MULTIPLE TOUCHPOINTS TO MAXIMISE DIGITAL REVENUE



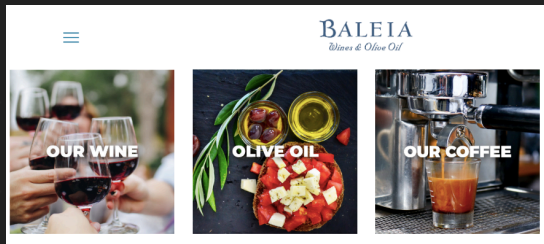
**WEEKLY AGRIPRENEURSHIP
PODCAST**



WEEKLY VIDEO CONTENT



CONTENT PARTNERSHIPS AT EVENTS



WEBSITE DEVELOPMENT & DESIGN SERVICES FOR FARMERS

**WEARING UNDERWEAR?
IT COMES FROM
A COTTON FARM.**

 **#LOVEYOURFARMER**
WWW.FOODFORMZANSI.CO.ZA


TOOK FIRST STEPS IN E-COMMERCE

Set against the backdrop of our heated land reform debate, this book proves that farming is often a labour of love. – Gloria Serobe

**FOR THE
LOVE
OF THE
LAND**

BEING A FARMER IN SOUTH AFRICA TODAY



Ivor Price & Kobus Louwrens



BRAND-NEW BOOK JUST RELEASED

MULTIPLE TOUCHPOINTS TO

MAXIMISE DIGITAL REVENUE

<p>WATCH</p>  <p>Sernick Emerging Farmers in conjunction with the Jobs Fund The Sernick Group just announced assistance to 660 emerging Free State farmers.</p> <p>WATCH</p>	<p>LISTEN</p>  <p>AFASA conference focuses on economic plans for future Neo Masithela on Before Dawn - the agriculture show on OFM.</p> <p>LISTEN</p>
<p>Technology</p> <p>Tech trends to watch while you work Mzansi's agripreneurs are embracing technology innovation like never before. They know very well</p> <p>READ MORE ></p> <p>Innovative solutions needed as water scarcity prevails Farmers in South Africa have noted that innovative solutions were crucial in... curbing the effects of</p> <p>READ MORE ></p>	

WEEKLY NEWSLETTERS TO FARMERS

Affiliate marketing partnership

App to help local farmers sell directly to public

- Display farmer's branding, product range, prices
- Orders placed via app, WhatsApp, social media

Other revenue opportunities

- We can make up to 7% of all orders placed

Market for emerging farmers to sell produce

Monetising WhatsApp subscriptions

2020: CRAFTING NEW TERRITORY AS A DIGITAL NEWS PUBLISHER



www.FoodForMzansi.co.za

ivor@foodformzansi.co.za

kobus@foodformzansi.co.za