

# Carrot production in Southern Africa

Africa's Favourite Carrot

Vincent Sequeira



Greenway Farms – Vincent Sequeira

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## Africa

- Status
  - Food shortage
    - Historical reasons
    - Weather
    - Population
    - Urbanization
    - Infrastructure
- Challenges
  - Political instability
  - Lack of technology
  - Lack of support
  - Lack of innovation
- Opportunities



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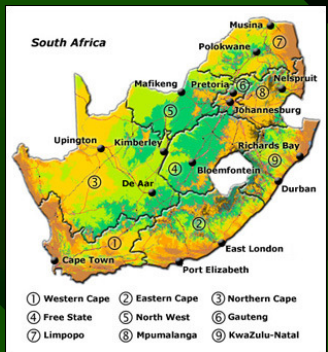
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## South Africa

- **Geography**
- Topography
- Climate
- Vegetation
- Agriculture



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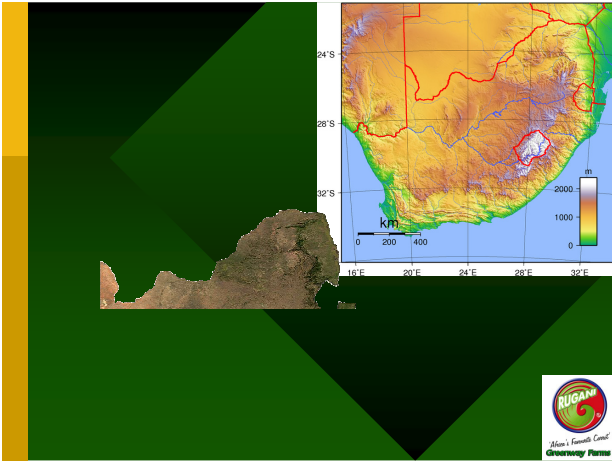
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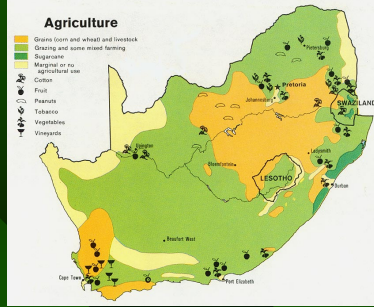
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## Greenway Farms – Humble beginning

- Greenway Farms is the result of a merger between the two farms of Vito Rugani and Vincent Sequeira in 1992
- General vegetables growers
- Specialization in 2000 (mentorship)
  - Fresh market carrots
  - Cultivars
  - Mechanical harvesting
  - Hydro-cooling
  - Marketing

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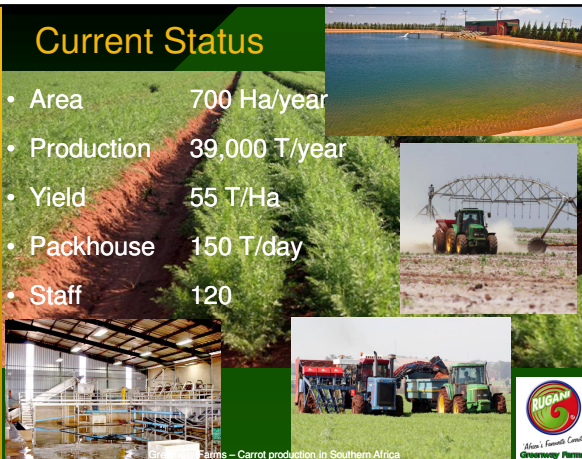
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## Current Status

- Area 700 Ha/year
- Production 39,000 T/year
- Yield 55 T/Ha
- Packhouse 150 T/day
- Staff 120



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## Greenway Farms – Production base

- Location
  - Tarlton (Gauteng)
  - Bokpoort (Limpopo)
- Climate
- Crop rotation
  - Production seasons



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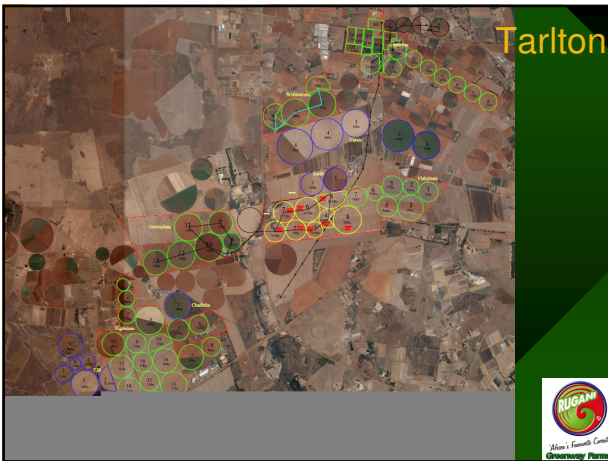
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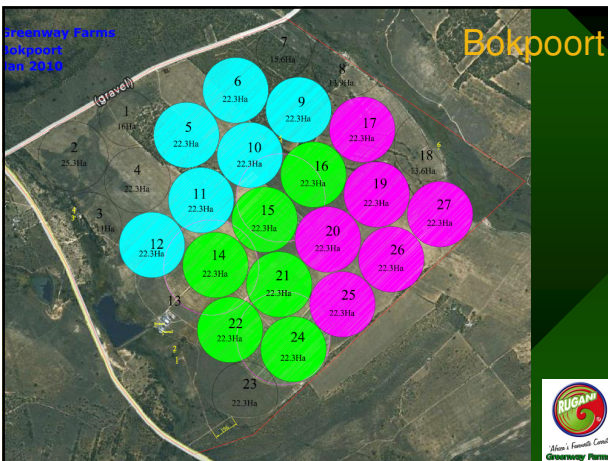
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## Greenway Farms - production

- **Field preparation**
  - Leveling
  - Drainage
- Cultivars
- Irrigation systems
- Fertilizer programs
- Harvesting methods
- Packhouse
  - Innovations



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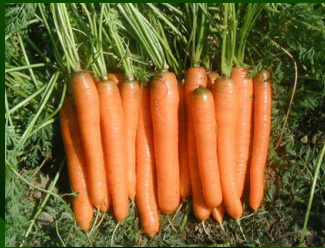
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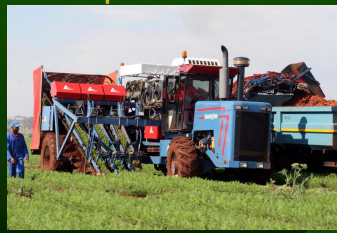
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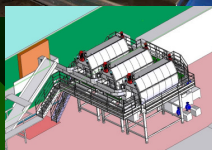
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## Sales & Marketing

- “The Brand”
- South Africa
  - Supermarket Chain-stores
  - National markets
  - Wholesalers
  - Retailers
  - Processes
- Export



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## Future plans

- Expansion (rental)
- Biological/Natural practices
- Technological advances
- Export
- New generation mentorship



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## Challenges

- Sustainable
- Pests
- Diseases
- Climate
- Labour
- Transport
- Economic climate



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**Questions?**

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