



The People Centric Smart Market of the Future

FROM DREAM TO REALITY, THE SUCCESS STORY OF AN INFORMAL ENTREPRENEUR AT THE MARKET

February 2021

We introduce Ms Alice Mbcane, an informal trader at the Mandela People's Market at the Joburg Market. She has been selling a variety of fruits such as lemons, paw-paws, guava, naartjies, grapes, oranges, banana as her specialisation, since 1999. Her stall operates six days a week.

This enterprise has enabled to raise her five children, acquire a house in South Hills, and another one in Smamaile, Limpopo province. Alice is disabled on her leg, following a car accident in 1999, in the Eastern Cape. Two of her children are currently at university.

One of them, Bonga, is 24 years old and currently studies part-time for his third year at the University of Johannesburg, majoring in Accounting, whilst working assisting his mother as a full-time Stocker at the trading halls for the past four years.



Alice Mbcane, informal trader at the Joburg Market.

Alice also has 5 staff members assisting her daily. "I remain grateful and committed to trading in fresh-produce and look forward to a bright future here at the Market", concludes Alice.

STONE-FRUIT PROMOTIONS AT JOBURG MARKET TRADING HALLS



Honey mango

Promofresh Agency, run by Ruth Behr, a BSc in Nutrition graduate, supported by MangoesSA Association, hosted a promotional

campaign focused on ramping up the sales and consumption of mangoes at the JM. Food advisors accompanying her brought information kiosks and made presentations to the buyers on Tuesdays, Thursdays and Fridays. Different mango cultivars were displayed with insightful demonstrations of their varieties. They reported having met approximately 900 traders

during the Dec/Jan period of 2020-2021. The Market Agents have confirmed that such activities do have positive impact on their sales figures.



Keit mango



Kent mango



Tomy Atkins mango

**MEETING
SPARROW'S
HUNGER NEEDS
DURING
DECEMBER
2020 PERIOD**



JM DONATES FRESH-PRODUCE TO SPARROW HIV/AIDS VILLAGE

**MMC FOR
SOCIAL
DEVELOPMENT
JOINED THE
EFFORT,
MARKING IT AS
AN ALL-COJ
'HANDS ON
DECK'.**



MMC Lawrence Khoza, MMC Eunice Mgcina, Rev Corine McClintock and CEO Leanne Williams.

Sparrow Village received a much-needed donation of fresh fruit and vegetables on 9 December 2020. “We are the pillar of food security in South Africa and we felt it is our duty to assist,” said Joburg Market CEO, Leanne Williams. The MMC for Economic Development, Lawrence Khoza, added, “It is difficult to celebrate with our families and not care about the destitute. There can be no greater privilege than investing in the betterment of others.” The MMC for Health and Social Development, Eunice Mgcina echoed this message and commitment to a lasting relationship with Sparrow Village, saying “We welcome this with both hands.” Taking them through the journey since the village’s inception, Reverend Corine McClintock all the peaks and troughs of the last three decades they have travelled. “God is in control. Without Him we could never have survived. Sparrow Village is the Phoenix rising from the ashes.” This article was reprinted from the *Roodepoort Chronicle* newspaper, 9 December 2020. *Roodepoort Chronicle* is a Caxton Group publication.

MMC KHOZA'S SPEECH TO JM MANAGEMENT ...(SUMMARISED)



MMC for Economic Development Lawrence Khoza

You cannot be running an institution which regularises historical injustice.

We expect the Market to continue leading, to be bolder about the things to be done. There is no point in raising 4IR perspectives when the basics are not in place. Let's see more innovation. Start imagining the fresh-produce of the future. Utilise the office of the MMC, especially with regard to other entities, and intergovernmental relations issues.

Remember it is difficult to build a world class organisation but it is easy to destroy that organisation. Don't relax on the excellent work you are doing.

Food Security is important for the country and society. Research has shown that historically people do not eat the right food. Vegetables are critical for health...If you do not deliver good service people will walk away. If you don't deliver great service the market will die. Every leader is concerned with and ponders on how can they make services better. The HR issues should be addressed...the challenge of today's companies is how to deal with multiple stakeholder-interests. The executives should run the organisation. For us as politicians when you do well you create challenges. We want to see Transformation across the value-chain.



MMC Khoza and CEO Williams visiting the JM operations site.

NEW APPOINTEES AT JOBURG MARKET



Rabelani Mphephu,
Supervisor: Internal Auditing.



Jones Longwe: Acting Cashiering
Manager.



Lesego Moroeng, Bid
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A people-centric Market for the future.

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STOP THE SPREAD**

