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Joburg|Market



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JOBURG MARKET INSIDER



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Message from the ACEO

Dear Valued Stakeholders,

As Acting Chief Executive Officer of Joburg Market, I am excited to introduce the first edition of our external newsletter, a platform designed to keep you informed of the latest developments, achievements, and opportunities within our market. Joburg Market is not just the largest fresh produce market in South Africa; it is a pillar of growth, transformation, and sustainability in the agricultural sector. Allow me to take you through some key highlights that will be showcased in this first edition of our Joburg Market Insider.

Joburg Market Board of Directors

We are proud to announce the appointment of a dynamic and diverse Board of Directors, bringing together industry expertise and innovative thinking to lead the Joburg Market into its next phase of growth. Their strategic leadership will be pivotal in reinforcing our position as a leading hub in the agricultural value chain while ensuring we maintain sound governance practices.

Meet Our Executive Team

Our executives, each with years of dedicated service and a wealth of experience in various fields, are the backbone of Joburg Market's continued success. Together, they guide the implementation of key projects that aim to advance our strategic vision, expand our reach, and meet the evolving needs of our customers and partners.

Operation Phendula: Transforming JM with Strategic Upgrades

One of the most ambitious projects currently underway is Operation Phendula, a transformative program that aims to enhance our infrastructure, technology, and services. From improved customer experience through digital platforms to state-of-the-art facilities for traders and buyers, these upgrades are designed to keep us at the forefront of market operations while ensuring long-term sustainability.

Joburg Market Turns 50 Years

This year, we proudly celebrate 50 years of Joburg Market's existence at its City Deep Location. Reaching this milestone reflects the hard work of those who came before us and the ongoing contributions of our team, stakeholders, and partners. We have a full calendar of activities planned to celebrate this momentous occasion, and we look forward to sharing these events with you as we honour our rich heritage.

Tshiamo Market: A Beacon of Hope for Informal Traders

The opening of Tshiamo Market marked a significant milestone in our commitment to uplifting informal traders. This initiative provides a safe, regulated, and supportive environment for small traders, empowering them to contribute to the local economy



while ensuring their livelihoods are safeguarded. Tshiamo Market is a testament to our vision of inclusive growth, and we are confident it will become a beacon of hope for informal traders.

Could Your Produce Be Doing More? Learn How to Seamlessly Supply the Market

We encourage all farmers and producers, whether large-scale or emerging, to consider the opportunities available at Joburg Market. With our vast network of buyers, advanced logistics, and support programs, your produce could reach even broader markets. This section of the newsletter will provide insights on how to simplify the process of supplying to the market, helping you grow your business while supporting our goal of providing fresh produce to the nation.

Quarter 1 Report – Events & Milestones

The first quarter of this financial year has been busy, marked by significant engagements and milestones. We hosted the Mozambique Embassy delegation, participated in the International Fresh Produce Association (IFPA) Conference, inducted our new Board, welcomed students from the University of Johannesburg for a Botany Honours Student Tour, and celebrated Women's Day with the City of Johannesburg (COJ). Additionally, we were proud to attend the Vereeniging Market Agri-Summit as well as participating in the Youth Development Program, furthering our commitment to developing future agricultural leaders.

In conclusion, Joburg Market is on a trajectory of growth, transformation, and community empowerment. This newsletter will be your gateway to understanding our journey, staying updated on our projects, and exploring new opportunities within the market. Thank you for your continued support, and we look forward to sharing more milestones with you in the coming months.

Warm Regards,

Sello Makhubela
CEO (A)
Joburg Market

Joburg Market Board of Directors



Mzikayise Ndlovu -
Board Chairperson



Noxolo Sicam - REM-
SET Chairperson &
Board Member



Refilwe Kgomo - ARC
Chairperson & Board
Member



Enos Sithole - SOC
Chairperson & Board
Member



Nomveliso Mpongo -
Board Member



Nomabali Kapiyana -
Board Member



Godfrey Tsotetsi -
Board Member



Vuyiswa Gumede -
Board Member



Vincent Masoga -
Board Member



David Xaba -
Board Member



Timothy Ramabulana -
Board Member



Keeran Singh -
Company Secretary

Joburg Market Executive Team



Sello Makhubela -
Chief Executive Of-
ficer (A)



Nkosinathi Baloyi - Chief
Financial Officer



Charles Park - Chief Op-
erations Officer (A)



Phindile Shabalala -
Chief Risk Officer



Phoebe Nimmerhoudt
- Executive Manager:
Corporate Services



Cedric Nephawe -
Executive Manager;
Core Operations (A)



Noxolo Mabuza -
Executive Manager:
Strategy & Transfor-
mation (A)



Operation Phendula: Transforming JM with Strategic Upgrades



The Joburg Market, a critical hub for fresh produce in Johannesburg, embarked on a transformative journey with the launch of Operation Phendula on May 1, 2024. This ambitious project was designed to revitalize and upgrade key infrastructure across the market, ensuring the smooth operation of market activities and enhancing the overall experience for both vendors and customers. Over the past few months, significant progress has been made, with each month bringing new developments.

May 2024: Laying the Groundwork

The first phase of Operation Phendula focused on addressing some of the most pressing infrastructural issues at the Joburg Market. The spotlight was on fixing potholes and refurbishing platforms—a crucial step toward ensuring the safety and efficiency of market operations. Key areas identified for these improvements included the northern side of Hall 3 & 4, Hall 1 & 2, and the Tshiamo Market.



In addition to pothole repairs, the operation included vital upgrades to the ramps at Hall 2 near the Bubbles Shop and other locations like 532, 432, 601, 632, and 732. The area in front of stalls 301, 314, 325, 329, 401, 415, and 429 also saw significant repairs.

Further upgrades included the renovation and extension of the security checkpoint at the main entrance, painting the perimeter wall, installing double burglar doors at the water tanks (sprinklers), and repairing the containers used by cooking vendors. Additionally, essential repairs were made to an underground water pipe in the watermelon area, the toilets between Hall 4 and 5 North were renovated, and some roofs around the market were waterproofed.

June 2024: Expanding the Scope

June 2024 saw the continuation of Operation Phendula with a broader focus that included both infrastructural and aesthetic improvements. One of the standout projects was the horticulture initiative, which involved the trimming and cutting of trees across the market, enhancing both safety and aesthetics.

Significant repairs were made to the banana ripening facility, including the installation of new doors and the refurbishment of the offices. The pavement at the complex opposite the Tshiamo Market was also upgraded, and the staff parking gate was repaired, improving accessibility and safety for market employees. Other critical upgrades included fencing behind the Gen-Farm area, revamping the forklift charging rooms, and painting the roads.



Operation Phendula: Transforming JM with Strategic Upgrades contd.



To further bolster the market’s functionality, the lights at the cold rooms and streetlights around the market were repaired, generators were also serviced, ceilings and lights were installed at the forklift charging rooms, and the paving and curbing at the shops adjacent to the Vegetable Hall were completed. These enhancements contributed to a more efficient and visually appealing market environment.

July 2024: Strengthening the Infrastructure

By July 2024, Operation Phendula continued to make notable progress with a focus on strengthening the market’s infrastructure. One of the key projects in this month was the installation of drain covers at the Unity Market and surrounding areas, addressing a critical need for improved drainage. Market and surrounding areas, addressing a critical need for improved drainage.

These efforts are part of a comprehensive strategy to modernize the Joburg Market, ensuring it remains a premier destination for fresh produce in the region.

Additionally, manholes around the market were uplifted, kerbinet repairs were carried out, and transformers between Halls 5 and 6 were upgraded from 500 kVA to 1000 kVA, ensuring a more reliable power supply to the market. The perimeter wall was repainted, and new light boxes were installed, further enhancing the market’s security and ambiance.

Other notable upgrades included the repainting and repairing of the main gate guardrails, the revamping of the counting house, and improvements to the market agents' changing rooms in Halls 2 and 3.

Other notable upgrades included the repainting and repairing of the main gate guardrails, the revamping of the counting house, and improvements to the market agents' changing rooms in Halls 2 and 3. These efforts are part of a comprehensive strategy to modernize the Joburg Market, ensuring it remains a premier destination for fresh produce in the region.

With each passing month under the Operation Phendula initiatives, the market moved closer to its goal of becoming a state-of-the-art facility that meets the needs of both vendors and customers alike. The upgrades achieved thus far are a testament to the market's dedication to continuous improvement, and there is much anticipation for what the future holds.





Joburg Market Operation Phendula Highlights





Joburg Market's Energy Diversification Projects: Leading the way in the Fresh Produce Industry



In light of the ongoing energy crisis in South Africa, Joburg Market continues to set a high standard for the fresh produce industry. As a key player in ensuring food security, the market has implemented several energy diversification projects to maintain operational efficiency and business continuity during load shedding and power outages.

Generation Farm Project

The Generation Farm Project, launched on the 17th of June 2022, is a vital part of Joburg Market's energy strategy. The Gen-Farm supports critical infrastructure such as the market, ammonia plant, and market agents' cold rooms, which are vital for preserving the freshness of produce.

With six generators providing a total capacity of 7.89 MVA, this project ensures uninterrupted operations during load shedding or power outages. The generators operate sufficiently at a load capacity below 70% equating to 5.52MVA which is the capacity that can be utilized at full load.

Furthermore, these generators automatically activate when needed, maintaining the market's efficiency and reliability.

The generators are strategically placed to cover the entire market's power needs.

Ring feed Project

To guarantee the uninterrupted operation of the market, Joburg Market is connected to a ring feed from both the Moffat and Wemmerspan Substations. This dual-source system operates like a ring, providing power from two City Power sources. The older source from Wemmerspan Substation, which currently serves as a backup feed to the market, also powers nearby areas. Meanwhile, the new source from Moffat Substation is dedicated exclusively to Joburg Market.

This setup ensures that if one source fails, the other can seamlessly take over, maintaining a steady power supply throughout the entire market.

Solar Energy Project

In partnership with City Power, Joburg Market has embarked on a solar energy project targeting a section of the cold store facility, which has the highest power consumption on the premises. This project, which began in October 2023 and concluded in June 2024, features 1,900 solar panels, each generating 1 megawatt (mw). The system includes inverters, batteries, and wiring to complete the setup.

The primary goals of this solar initiative are to reduce the strain on the City Power grid and lower Joburg Market's monthly electricity bill. During daylight hours, the panels generate power to supply a section of the connected area while batteries provide backup power at night, ensuring continuous functionality even during power outages.

Through these innovative energy diversification projects, Joburg Market not only addresses the challenges posed by South Africa's energy crisis but also sets a benchmark for sustainability and resilience in the fresh produce industry. These efforts underscore Joburg Market's commitment to operational excellence and food security, ensuring that it remains a reliable and efficient hub for fresh produce in the region.



Could your Farm be Doing More? Learn how to Seamlessly Supply the Market



Fresh Produce sold at the Joburg Market

Ready to turn your farm's hard work into profit? Supplying the Joburg Market is your ticket to success, but the key lies in mastering the process. Here's an exciting, step-by-step guide to help you supply the market like a pro, stress-free!

1. Find Your Perfect Market Agent

The first step to success is teaming up with the right Market Agent who specializes in your produce. Dive into the Market Agents Directory found in our Producers Guide, find your match, and connect with a salesperson that is just as passionate about your produce as you are.

2. Ace the Product Requirements

Get ahead by understanding exactly what the Joburg Market expects in terms of quality, packaging, and size. You can find more detailed information in our Producers Guide.

3. Get the Inside Scoop - Visit the Market

Make a trip to the Joburg Market and explore the trading halls. This is not just a visit - it's your chance to see how the market works, meet your salesperson, and gather insider knowledge to boost your success.

4. Seal the Deal with Essential Details

Connect with your salesperson and exchange all necessary information, from your farm's name to

your banking details. This step locks in your spot as a trusted supplier.

5. Gear Up with the Right Tools

Secure a threefold delivery note book with serial numbers to document your deliveries. This simple tool is your key to seamless transactions.

6. Register and Rock

Register with Consignment Control - either in person, via email, or through a quick chat with a supervisor. Complete the Producer Information form and get your Producer Code Number - your golden ticket to entering the market.

7. Nail Your Delivery Notes

Before your produce hits the market, ensure your delivery notes are flawless, capturing every detail about your products. Follow these steps, and you're not just supplying the Joburg Market - you are dominating it!

For more information, consult Joburg Market's Producers Guide through the link attached below:

<https://joburgmarket.co.za/jhbmarket/wp-content/uploads/2023/09/Joburg-Market-Producers-guide-on-trade-2022-NewLayout2.pdf>



Fresh Produce sold at the Joburg Market

Tshiamo Market: A Beacon of Hope for Informal Traders

Tshiamo Market was established to expand Joburg Market's support for historically disadvantaged individuals in the fresh produce trade industry. It has become a significant platform for informal traders to grow their businesses. This empowerment zone caters to start-up fresh produce businesses, providing them with the exposure needed to thrive.

Previously, 71 traders operated at the then Mandela Market. With the establishment of Tshiamo Market, this number has increased to 150, with all 154 stands now occupied. The market charges a fixed nominal rental fee of R700 a month, significantly lower than commercial leasing rates, enabling traders to operate with minimal overhead costs.

Mr. Mqhele Mlotshwa, JM's Senior Manager: Property (A), says the affordable rental fee aims to help traders grow their businesses and become self-sufficient. "Once traders have achieved that goal, they can then expand their operations beyond Tshiamo."

The expansion of Tshiamo Market has created opportunities for 83 new people in the fresh produce retail sector, supporting 83 families. "Unlike in the trading halls, all products at Tshiamo are under one roof, enhancing the buyer experience and accommodating Joburg Market buyers who prefer cash payments," says Mlotshwa.

Ms. Elisa Mavuso, a Tshiamo trader selling ginger, potatoes, onions, and garlic, typically starts trading at 04:30am to cater to early morning customers. "The early hours are our busiest as we serve customers rushing to work," says Mavuso, who employs three assistants.

Mr. Elias Machitje, another trader selling tomatoes, expressed gratitude for the opportunity at Tshiamo. "I make approximately R5 000 a week and can support my family and two children, as well as pay wages to my two assistants," he says.

After one year, Tshiamo Market has successfully integrated former Mandela Market traders and new entrants. The market aims to formalise



Informal Trader at Joburg Market's Tshiamo Market

onboarding and incubation processes, enhance partnerships with government departments for training and empowerment, and assist traders in formalising their businesses. This will create opportunities for growth and expansion beyond Tshiamo.



Joburg Market's Tshiamo Market



JOBURG MARKET'S
50TH
ANNIVERSARY

Joburg Market celebrates 50 years of providing services to all fresh produce Stakeholders here at City Deep and will continue to strive to provide service excellent for generation to come.

#Growing Together





Joburg Market Quarter 1 Events

2024



14 June 2024: Joburg Market Executive Management convened a meeting with IMASA Market Agents



05 July 2024: Joburg Market hosted Mozambique Embassy Representatives on a tour of the Market



18 July 2024: Joburg Market and MMC Mnisi bring hope to the Meadowslands Elderly on Mandela Day



05 August 2024: Joburg Market ACEO along with some of the Executives attended the IFPA Conference



14 August 2024: Joburg Market held an induction for the newly appointed Board



21 August 2024: Joburg Market hosted a group of students from the University of Johannesburg's Faculty of Plant & Biotechnology on a tour of the Market



02 September 2024: Joburg Market attended the Annual Agri-Summit hosted by the Vereeniging Market



02 September 2024: Joburg Market attended a Youth Empowerment Program hosted at the People's Centre in Soweto



11 September 2024: Joburg Market hosted representatives from the Ntinga O.R Municipality on a tour of the Market





Joburg Market Quarter 1 Events contd.



23 September 2024: WUWM Delegates conducted a site visit in preparation for Africa's largest conference set to take place in May 2025



04 October 2024: Joburg Market Employees celebrated Heritage month and embraced cultural diversity



04 October 2024: Joburg Market celebrated 50 years of providing services from its City Deep location



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