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Foreword by the Member of the Mayoral Committee (MMC) for Economic Development Cllr. Nomoya Mnisi



It gives me great pleasure to present the publication of the Joburg Market Newsletter, which reflects the steady progress, growth, and transformation taking place within one of the City of Johannesburg’s flagship entities.

As we continue along the 2025/26 financial year, the Joburg Market has demonstrated strong leadership, resilience, and operational excellence. The appointment of the new Chief Executive Officer, Mr. Sello Makhubela, marks a significant step forward in driving renewed strategic focus and accountability within the organisation. His proactive approach, including stakeholder roadshows and engagement sessions, has reinforced the Market’s commitment to transparency, collaboration, and innovation.

Our first quarter performance showcased encouraging results, underpinned by strong financial performance, sound governance, and impactful transformation initiatives. The launch of the “Farm to Market” campaign reflects our collective vision to empower farmers and SMMEs by bridging the gap between production and market access, a critical step toward inclusive growth and sustainable development within the agricultural value chain.

The Joburg Market’s 2025/26 Business Plan continues to embody our City’s transformation agenda, focusing on enterprise development, training, socio-economic upliftment, and maintaining world-class infrastructure. Ongoing repairs and maintenance projects, including the installation of new cold rooms, chiller plant servicing, emergency exit upgrades, and the introduction of temperature monitoring systems, are tangible examples of our investment in safety, quality, and operational efficiency.

I am also proud to note the Market’s active participation in the Agricultural Transformation Lekgotla in partnership with Food for Mzansi, as well as the recognition it has received for teamwork and innovation, achievements that underscore the dedication and professionalism of our leadership and staff.

As we look ahead to the next quarter, we remain committed to driving excellence through transformation, supporting smallholder farmers, and ensuring that the Joburg Market continues to serve as a hub of food security, job creation, and economic opportunity for all residents of Johannesburg.

Let us continue to build on this momentum as we work towards a future where our markets are not only centres of trade but also engines of inclusive growth and innovation.

Cllr. Nomoya Mnisi
Member of the Mayoral Committee for Economic Development
City of Johannesburg





VIEW FROM THE TOP

By the Chairperson of the Joburg Market Board



The first quarter of the 2025/26 financial year marks an important period of renewal and consolidation for the Joburg Market. As the Board, we are encouraged by the steady progress made in strengthening governance, driving transformation, and improving operational efficiency across all business areas.

Our Q1 performance reflects a solid foundation built on financial discipline, improved internal controls, and a shared commitment to service excellence. The successful implementation of the 2025/26 Business Plan continues to align with the City of Johannesburg's broader transformation agenda, focusing on enterprise development, preferential procurement,

The appointment of Mr. Sello Makhubela as Chief Executive Officer has brought fresh energy and focus to the organisation. His early engagements with stakeholders, farmers, and industry partners, underlined by the "Farm to Market" campaign, reaffirm our strategic intent to empower SMMEs, promote inclusive participation, and enhance value creation throughout the agricultural supply chain.

Equally noteworthy are the repairs and maintenance projects currently underway, from new cold rooms and chiller plant repairs to transformer servicing and the enhancement of emergency exit infrastructure. These investments demonstrate our determination to maintain world-class facilities that ensure safety, reliability, and business continuity for all market users.

As a Board, we take pride in the recognition Joburg Market continues to receive for teamwork, innovation, and leadership excellence. Our executives' active participation in key industry events and transformation platforms, such as the Agricultural Transformation Lekgotla in partnership with Food for Mzansi, signals the entity's growing influence and leadership within the agricultural sector.

Looking ahead, our focus remains clear: to uphold good governance, strengthen partnerships, and accelerate transformation that benefits farmers, traders, consumers, and the broader Johannesburg economy. With capable leadership and a motivated workforce, the Joburg Market is well-positioned to sustain its upward trajectory and continue delivering value to all stakeholders.

Mr. Mzikayise Ndlovu
Chairperson: Joburg Market Board



CEO's Message

Chief Executive Officer, Joburg Market

It is an honour and privilege to serve as the newly appointed Chief Executive Officer of the Joburg Market, an institution that remains a cornerstone of food security, agricultural trade, and economic development in our city and across the country.

Stepping into this role at such a pivotal time presents both an opportunity and a responsibility to build on the Market's strong legacy while accelerating transformation, modernisation, and growth. The first quarter of the 2025/26 financial year has demonstrated the collective strength and resilience of our organisation, marked by a strong financial performance and renewed operational momentum.



From my first days in office, I have prioritised engaging directly with our stakeholders farmers, traders, industry partners, and employees, through a series of stakeholder roadshows. These interactions have reinforced our shared vision: to position the Joburg Market not only as a trading hub but also as a driver of empowerment and inclusion across the agricultural value chain.

Our "Farm to Market" campaign is a practical demonstration of this vision, aimed at empowering farmers and SMMEs with access to markets, business development support, and exposure to industry networks. We will continue to foster partnerships that unlock value for emerging producers while strengthening the competitiveness of our market.

In alignment with our 2025/26 Business Plan, we are implementing key initiatives underpinned by the City's transformation pillars, enterprise development, governance, socio-economic upliftment, and infrastructure renewal. The ongoing repairs and maintenance projects, including the installation of new cold rooms, chiller plant servicing, transformer upgrades, and temperature monitoring systems, speak to our commitment to maintaining world-class facilities that support efficiency, safety, and sustainability.

I am also proud of the recognition the Joburg Market has received for teamwork and innovation, and of our leadership's active participation in platforms such as the Agricultural Transformation Lekgotla, where we continue to champion inclusive growth and industry transformation.

As we chart the road to my first 100 days in office, my focus remains on reinforcing accountability, enhancing stakeholder confidence, and ensuring that every initiative contributes to long-term value creation for our community, our city, and our economy. The success of the Joburg Market is built on collaboration, with our staff, board, stakeholders, and the City of Johannesburg. Together, we will continue to position this entity as a world-class market of choice, driven by excellence, innovation, and transformation

Mr. Sello Makhubela
Chief Executive Officer
Joburg Market



CONGRATULATIONS

Joburg Market proudly congratulates Mr Sello Makhubela on becoming the new CEO of Joburg Market

Your leadership will be key in driving transformational, supporting small-scale farmers and positioning the Joburg Market as a World-Class hub of fresh produce and inclusive economic growth



MR. SELLO MAKHUBELA

CHIEF EXECUTIVE OFFICER

**JOBURG MARKET
(JM)**





JM CEO Hits the Road Running with Stakeholder Roadshows

Strengthening Partnerships with Market Agents

Newly appointed Joburg Market CEO, Sello Makhubela, has wasted no time in setting a bold tone for his tenure, launching a Stakeholder Roadshow aimed at cementing trust and collaboration with market agents. Recognizing their central role as the link between farmers and buyers, Makhubela stressed the importance of partnership in building a sustainable and transparent fresh produce market system.

“Market agents are the heartbeat of Joburg Market,” Makhubela noted. “Without them, our farmers lose access to buyers, and our people lose access to food. Strengthening this relationship is not optional, it is essential.”

High-Level Breakfast Engagement Session

The roadshow kicked off with a strategic breakfast session on the 11th of September 2025 at the RSA Boardroom.



In attendance were some of members of the Joburg Market Executive Team, including Chief Risk Officer Phindile Shabala, Acting Chief Operations Officer Charles Park, Chief Information Officer Sivuyisiwe Gwebani, and Acting Senior Manager: Marketing & Communications Tshegofatso Maakwe, alongside RSA CEO Jaco Oosthuizen and Chief Financial Officer Johan Koen. The meeting provided a platform for candid discussions about the state of South Africa’s fresh produce markets, the challenges faced, and opportunities for growth.

“South Africa’s commission-selling model is one of the most advanced in the world,” said RSA’s CEO, Jaco Oosthuizen. “But if we are to remain competitive, we must adapt, modernizing systems that keep supporting farmers, and keeps buyers engaged in the process.”

Addressing Critical Issues

Key concerns raised during the engagement included:

- **Food prices and fair trade:** Ensuring greater transparency in pricing to protect both farmers and consumers.

- **Technology upgrades:** Modernizing outdated systems and improving data governance for efficiency and reliability.
- **Farmer and buyer support:** Training emerging farmers and improving access to information while strengthening service delivery to buyers, including previously disadvantaged communities like Soweto.

“Credit management and transparency are challenges we cannot ignore,” said RSA CFO, Johan Koen. “But through collaboration, we can unlock new solutions that make the market more efficient and fair for everyone.”

Charting a Global Vision

Looking ahead, the meeting emphasised the vast potential of positioning Joburg Market as a global player in fresh produce trade.

“Expansion into global markets is not just about exports,” Oosthuizen explained. “It’s about showcasing the resilience of our farmers, the strength of our systems, and ensuring that South Africa remains a key player in global food security.”

Building Trust, Driving Growth

The breakfast session reaffirmed that the path forward requires collaboration, innovation, and shared vision. By addressing market agents’ concerns directly, Joburg Market is laying the groundwork for a more resilient agricultural sector.

“Together, we can modernize, expand, and create opportunities that will benefit farmers, buyers, and consumers alike,” concluded Makhubela.





Joburg Market Kicks Off with Farm to Market Campaign Aimed at Empowering Farmers and SMME's



The Joburg Market successfully hosted its first Farmer's Products Awareness Session, Market Access & Product Standards Training on Tuesday, 30 September 2025, at Braam Park in Braamfontein, Johannesburg.

The training brought together farmers, agricultural SMMEs, and stakeholders to strengthen awareness of JM's market access requirements, trading processes, and compliance standards.

Representatives from JM's Commercial Business, Quality Assurance, and Marketing & Communication departments shared insights on their roles and services, ensuring participants gained a holistic view of the fresh produce market ecosystem.

Facilitated by JM's ACOO, Mr. Charles Park, and Executive Manager for Strategy, Planning & Transformation (A), Ms. Noxolo Mabuza, the session equipped producers with vital knowledge in grading, packing, handling, certification standards, and post-harvest management. Speaking at the event, Ms. Mabuza emphasized JM's ongoing transformation agenda: "Our vision is to create a fair, accessible, and transparent marketplace where farmers and small businesses can thrive while meeting world-class standards."

Farmers also benefited from real-life experiences shared by market agents such as Neony Market Agent and Green Tree, as well as voices from the Food Resilience Program. A highlight came from Mr. Brian Ndau, a farmer who supplies to Joburg Market, who shared: "Supplying to JM has been a journey of growth for me. At first, I struggled with meeting standards, but over time I've learned what the market needs. Now I'm proud to see my produce on the floor, knowing it reaches thousands of households every day."

This initiative forms part of JM's "From Farm to Market" Campaign, aimed at strengthening the agricultural value chain and fostering inclusive growth for farmers, SMMEs, and informal traders. By empowering producers with practical skills and industry knowledge, Joburg Market

Joburg Market reaffirms its role as Africa's largest fresh produce market and its commitment to enterprise development and sector transformation.





Joburg Market Delivers Strong Q1 Performance for 2025/26

The Joburg Market has kicked off the 2025–26 financial year on a high note, recording impressive results across several key performance areas. For the first quarter, the Market achieved a turnover of R2.779 billion, supported by a dedicated team of 469 employees and maintaining an outstanding 0% staff turnover rate. Overall KPI performance reached 75%, reflecting steady progress towards strategic goals.

Employment equity remains a priority, with the workforce comprising 48.12% males and 51.8% females, demonstrating Joburg Market’s commitment to gender balance. Financial performance also remained strong, with 100% of valid invoices paid within 30 days, a healthy capital expenditure of 16.47%, and a market share of 46.86%. The Market’s liquidity position of 2.1:1 and solvency ratio of 3.5:1 both surpassed norms, while cash coverage of 660 days far exceeded the standard 30-day benchmark highlighting excellent financial management and stability.

In addition to these achievements, Joburg Market continues to invest in people and communities. The quarter saw the creation of 22 SMME opportunities, alongside ongoing staff development with 39 employees benefiting from training programmes valued at R153,882 and 26 beneficiaries supported through subsidised study assistance worth R620,350.

These results reflect the Market’s strong foundation and ongoing commitment to operational excellence, financial prudence, and empowerment setting the tone for another successful year ahead.



JOBURG MARKET 2025-26 Q1 PERFORMANCE HIGHLIGHTS



- R2.779 billion Turnover
- 469 employees
- 75% Overall KPI performance
- 0% Staff turnover
- Employment equity: 48.12% males and 51.8% females
- Percentage of valid invoices paid within 30 days of invoice date: 100%
- Subsidised study assistance expenditure: R620 350 for 26 beneficiaries

- 22 SMME opportunities
- 46.86% market share
- Capital Expenditure: 16.52%
- JM has cash coverage of 660 days, well above the norm of >30days
- Solvency ratio: 3.5:1 above the norm of 1.5:1
- Liquidity position is at 2.2:1 against a norm of 2:1
- 39 employees benefited from training interventions valued at R153 882





Delivering Excellence Through Transformation: The Joburg Market 2025/26 Business Plan

A Market in Motion: Building on Africa’s Fresh Produce Legacy

As Africa’s largest fresh produce market, Joburg Market continues to affirm its central role in South Africa’s food security and economic development. Entering the first quarter of the 2025/26 financial year, the Market has begun translating the ambitions of its Business Plan into tangible progress anchoring its operations on transformation, innovation, and service excellence.

The Q1 implementation period marks the transition from planning to action, demonstrating Joburg Market’s alignment with the City of Johannesburg’s Government of Local Unity and the Mayoral Priority to “Reimagine Johannesburg through the Eyes of the Residents.”

The Market’s strategic initiatives are actively shaping a smart, clean, and competitive trading hub that promotes inclusive economic growth, sustainability, and equitable access.

A Vision Rooted in Cleanliness, Innovation, and Accessibility

In Q1 2025/26, Joburg Market has continued to uphold its mission: to maintain a clean, hazard-free, and technologically advanced trading environment. Through its values of transparency, service excellence, innovation, integrity, and accountability, the Market continues to position itself as both a commercial and social asset to Johannesburg’s residents and traders.

The Market’s transformation journey is well underway, with the Q1 rollout of several technology-driven systems designed to improve traceability, automate transactions, and enhance user experience.

Delivering on Impact: Tracking the New KPIs

The five new Key Performance Indicators (KPIs) introduced in the 2025/26 Business Plan are now in active implementation. Each represents Joburg Market’s social, economic, and governance ambitions.

Q1 Highlights:

- Issuing rights to occupy to black market agents: The process of issuing and verifying new rights to occupy has begun, supporting transformation and inclusion in the trading ecosystem.
- Capacity-building programs for small-scale farmers and SMMEs: The first round of workshops and training sessions commenced, equipping participants with business, compliance, and marketing skills.
- Reduction of cash transactions: The Market’s digital payment systems are being piloted to improve transparency, reduce risk, and streamline operations.
- Creation of EPWP job opportunities: Q1 saw the onboarding of EPWP workers to support cleaning, logistics, and maintenance functions, advancing both service delivery and local employment.

Stakeholder engagement activities: The first-quarter stakeholder forum successfully gathered insights from traders, agents, and farmer representatives to inform ongoing improvements.

These milestones reflect Joburg Market’s commitment to measurable progress in economic inclusion, governance excellence, and service innovation.

Financial Overview: Early Performance and Strategic Investment

Joburg Market entered Q1 2025/26 on a stable financial footing. The projected operational income for the year stands at R734 million, with an anticipated surplus of R124 million, positioning the entity for sustainable growth and reinvestment.

Quarterly financial trends indicate:

- Steady revenue growth, primarily driven by commission income, which continues to trend toward the forecasted R607.7 million by 2026/27.
- Targeted operational expenditure, aligned with the phased implementation of infrastructure, digital systems, and personnel investments.
- Strategic reinvestment in maintenance and technology to improve operational reliability and customer experience .

The Market remains committed to sound financial management, ensuring that all expenditure supports its transformation and service excellence goals.





Delivering Excellence Through Transformation: The Joburg Market 2025/26 Business Plan Cntd.

Governance Excellence: Sustaining Clean Audits and Managing Risk

Joburg Market closed the previous year (2024/25) with a 100% audit resolution rate and has maintained strong compliance standards through Q1 2025/26.

The hybrid risk management framework introduced in the new Business Plan is now operational, integrating the MFMA and King IV corporate governance principles into day-to-day management practices.

Internal controls, risk registers, and performance monitoring tools are being utilized to enhance accountability, transparency, and operational resilience.

Strategic Capital Projects: Investing in the Future of Trade

Q1 2025/26 marked the initial implementation phase of several Capital Expenditure (CAPEX) projects designed to improve market infrastructure, enhance accessibility, and promote sustainability.

- New ablation facilities and pack-houses for emerging farmers
- Upgrades to banana ripening and cold storage facilities
- Investment in alternative energy systems
- Extension of trading halls and other operational buildings
- In-sourcing of cleaning services for efficiency and employment creation

These initiatives demonstrate Joburg Market's proactive approach to modernization and inclusivity in the trading environment.

Driving Mayoral Priorities and Social Impact

Through its Q1 actions, Joburg Market has continued to align closely with the Mayoral priorities of:

- **Food security**
- **Informal sector development**
- **Sustainability**

Infrastructure renewal

By supporting EPWP job creation, empowering emerging farmers, and promoting black-owned enterprises, the Market has positioned itself as a key driver of Johannesburg's developmental agenda. Its role extends beyond trade, it is an engine for community upliftment, enterprise growth, and socio-economic resilience.



Looking Ahead: Strengthening Momentum

As Q1 closes, Joburg Market stands firm in its pursuit of excellence. The implementation of its 2025/26 Business Plan has begun to yield visible results, demonstrating progress in digital transformation, governance, inclusivity, and infrastructure renewal.

Conclusion: A Market Reimagined

The Joburg Market Q1 2025/26 Business Plan Report captures the Market's journey from vision to implementation.

Through integrity, innovation, and inclusivity, Joburg Market continues to reimagine its role, not only as Africa's largest produce market but as a model of urban transformation, governance excellence, and community empowerment.

As the City of Johannesburg evolves, so too does its Market dynamic, accountable, and determined to serve through progress and partnership.





Joburg Market Sets New Benchmark in Public Sector Risk Management



Technology and Training: The Next Frontier
 While Joburg Market's current risk framework is well-established, the path to Level 4 maturity ("Managed and Integrated") will focus on leveraging technology and enhancing human capital. The independent report recommends transitioning from manual Excel risk registers to a dedicated digital risk management platform, which will improve data accuracy, timeliness, and transparency. Equally important is the emphasis on ongoing risk training and cultural development. The organisation is preparing to roll out structured, tiered training programs tailored to different employee categories from new recruits to senior management ensuring that risk awareness becomes second nature across all levels.

Innovating for Sustainable Growth
 The ERM assessment also recognises Joburg Market's readiness to evolve beyond compliance towards strategic risk management. Future initiatives include:

- Developing a Combined Assurance Framework to align risk, audit, and compliance activities.
 - Introducing Key Risk Indicators (KRIs) and data analytics for more proactive decision-making.
 - Implementation of Risk Appetite and Tolerance level to risk monitoring and reviews.
 - Enhancing disclosure of risk management activities in the Annual Report to strengthen stakeholder confidence.
 - Conducting risk culture surveys and workshops to continually assess and improve the organisational mindset.
- These steps align seamlessly with Joburg Market's strategic growth agenda, which aims to position the entity not only as Africa's largest fresh produce market by volume and value but also as a benchmark for good governance and corporate resilience

Confidence in the Future
 The findings from the 2025 ERM Maturity Assessment reinforce a compelling message: Joburg Market is not merely managing risks, it is mastering them. Through disciplined governance, strong leadership, and a commitment to continuous improvement, the organisation is ensuring the sustainability of its operations and the security of South Africa's food supply chain. As the Market continues to innovate and grow, its stakeholders, from farmers and traders to the City of Johannesburg can take confidence in knowing that robust systems, skilled professionals, and a culture of accountability stand guard over its future. "Our journey doesn't end at compliance," Ms. Shabalala said. "It's about building resilience and ensuring that every risk decision contributes to Joburg Market's long-term sustainability and service excellence while pursuing opportunities." With a clear roadmap to achieving Level 4 maturity, Joburg Market is poised to cement its standing as a leader in enterprise risk management and strategic governance, a shining example of how public sector entities can balance growth, good governance and integrity.

Joburg Market, has once again demonstrated its position as a model of governance and strategic foresight. The recently concluded Enterprise Risk Management (ERM) Maturity Assessment revealed remarkable strides in strengthening the organisation's risk culture, positioning it firmly at Level 3.2 on the ERM Maturity Scale, a rating that reflects defined and integrated risk practices and a solid foundation for future growth. The Market improved from a self-assessed rating outcome of a 1.6 maturity level in 2023/2024 financial year. Conducted by independent auditors and guided by globally recognised frameworks such as ISO 31000, COSO, and King IV, the assessment covered the period from July 2024 to June 2025.

"Joburg Market has one of the best risk management functions within the public sector," noted one executive during the assessment interviews. "There's visible leadership, structure, and a real sense of ownership in how risks are managed."

Building Strength Through Structure
 At the heart of this success is a well-defined risk management framework, approved by the Board and aligned to the City of Johannesburg's governance standards. The report highlights several core strengths:

- This structured approach ensures that both strategic and operational risks are identified, assessed, monitored, and reported consistently, a testament to the organisation's maturity and control environment.
- Leadership Driving a Risk-Aware Culture**
 The assessment commended the leadership of Chief Risk Officer Ms. Phindile Shabalala, whose stewardship has transformed the function into a centre of excellence. Colleagues described her leadership as "outstanding" and credited her with evolving the department into a proactive, forward-thinking unit.





Joburg Markets Commitment to Excellence: Maintaining World Class Facilities



At JM, we believe that well-maintained facilities are the foundation of operational excellence. Our commitment to quality extends beyond products and services, it includes ensuring that every part of our infrastructure operates safely, efficiently, and reliably. To achieve this, JM continuously invests in repairs, upgrades, and preventative maintenance to keep our facilities performing at their best and aligned with industry standards.

Over the past few months, our Repairs and Maintenance team has been hard at work on several key projects aimed at improving functionality, safety, and efficiency across our operations. These projects demonstrate our proactive approach to infrastructure management and our dedication to creating an environment that supports both productivity and safety.

Among the current initiatives is the installation of new cold rooms, which will expand our storage capacity and enhance temperature control to preserve product quality. The chiller plant is also undergoing a full service and repair programme to ensure optimal performance and energy efficiency. In our ripening facilities, the banana ripening doors are being repaired and serviced to maintain consistency and quality, while new watermelon sections are being developed to improve handling and workflow.

Safety remains a top priority, with the addition of cold storage guard rails and the servicing of main building emergency exit doors to ensure compliance with safety standards. On the power front, our transformers,

generators, and UPS systems are receiving comprehensive maintenance to guarantee stable and uninterrupted power supply. Furthermore, the introduction of upgraded temperature monitoring systems will allow for more accurate, real-time tracking and control within our cold storage areas.

To support all these projects, JM has also been actively sourcing high-quality infrastructure materials, ensuring that the work being done today contributes to long-term reliability and performance.

These initiatives reflect JM's ongoing commitment to excellence, not just in what we do, but in how we do it. By constantly improving our facilities, we are building a stronger, safer, and more efficient foundation for the future.





Joburg Market Champions Change by Actively Participating in the Agricultural Transformation Lekgotla in Partnership with Food for Mzansi

The Food for Mzansi Agricultural Transformation Lekgotla, held at Batter Boys in Pretoria, brought together leading voices in South Africa's agricultural industry to address pressing challenges, explore solutions, and advance inclusivity within the sector. Joburg Market's Acting CEO, Sello Makhubela, moderated a key panel, reaffirming the Market's role in driving transformation. Joburg Market Board Members and executives were also in attendance, showing strong organisational support for the sector's growth agenda.

The panel featured APAC's Francois Knowles, Grow CEO Hendrik Eksteen, NEF's Nhlanhla Nyembe, Joburg Market's Board Member Dimpho Xaba, and Competition Commission Deputy Commissioner Hardin Ratshisusu. Eksteen encouraged aspiring market agents to learn from established agents, stating, "The only requirement to become a successful market agent in South Africa is to have a good relationship with farmers." The Lekgotla reaffirmed the shared commitment of government, industry bodies, financial institutions, and National Fresh Produce Market's like Joburg Market in an effort to transform South Africa's agricultural landscape.



In his keynote address, Department of Agriculture Director-General Mooketsa Ramasodi highlighted persistent disparities, calling for greater infrastructure investment, the inclusion of women and youth, and accelerated implementation of initiatives like Operation Phakisa, a 2014 initiative aimed at boosting growth, creating jobs, and reducing inequality.

The second panel, led by Joburg Market's ACEO, explored compliance, market agent requirements, and strategies to empower emerging participants in the fresh produce value chain as well as delved into the competition commission findings on national fresh produce markets.



Joburg Market Celebrates Prestigious Award for Teamwork and Innovation

Joburg Market has once again positioned itself as a leader in ethical and sustainable procurement after winning the coveted “Best Collaborative Teamwork Project” award at the CIPS Africa Conference and Awards 2025 .

The annual event, held under the theme “*Connect & Engage*”, brought together top procurement and supply chain professionals to discuss critical issues shaping the future of the industry.

For Joburg Market, the award is more than just a trophy, it is a recognition of the organization's deep commitment to collaboration, integrity, and good governance. The accolade highlights the outstanding work being done internally to ensure that procurement processes are not only efficient, but also ethical, inclusive, and sustainable.

“We are proud that our collaborative approach has been recognized at a continental level, and we remain committed to driving good governance in everything we do,” said Boitumelo Lephadi, Senior Manager SCM (A).



The CIPS award, regarded as one of the top honors in procurement excellence, demonstrates that Joburg Market is not only a key player in Johannesburg’s economic and food security landscape but also a standard-bearer for ethical business practices across Africa.

As Joburg Market celebrates this milestone, it remains focused on its mission: to create a resilient, inclusive, and sustainable supply chain that benefits all stakeholders, from farmers and suppliers to consumers across the city.



Know Your Market: Know Your Market

Wholesaler - New Tenants



Joburg Market is delighted to announce the opening of one of our newest tenants, Nyama 2 Nyama Butchery, which officially began trading on 13 October 2025. This exciting addition to our tenant family brings premium-quality meat products, friendly service, and a fresh new energy to our market community.

This addition reflects our continued focus on empowering local entrepreneurs and enriching the shopping experience for everyone who visits the market. With a passion for excellence and a commitment to serving the community, Nyama2Nyama truly captures the spirit of our 2025/26 focus, The Year of the Customer.

Nyama 2 Nyama

Managed by Hannah Emad, Nyama2Nyama is committed to offering customers a diverse range of meat options that cater to every taste and budget. Hannah expressed her enthusiasm about joining the Joburg Market family, saying, *"I'm very excited to be part of this dynamic environment. It's a great opportunity to bring more diversity to the products available at the market and to connect with customers who value quality and choice."*

The arrival of Nyama2Nyama strengthens our vision of creating a vibrant, inclusive space where local entrepreneurs can thrive and customers can enjoy a truly comprehensive shopping experience. Their focus on quality, freshness, and customer care aligns perfectly with our 2025/26 theme: "The Year of the Customer."

At Joburg Market, we believe that every new tenant adds unique value to our ecosystem, helping us grow as a marketplace that supports innovation and community development. We are proud to welcome Nyama2Nyama Butchery and look forward to seeing their contribution enrich the Joburg Market experience for all our customers.





Executive Members Panelists in Key Industry Events

In an effort to expand the reach of Joburg Market and its executives, the Joburg Market leadership team has recently participated in a series of prestigious industry events aimed at strengthening stakeholder relations, sharing insights, and promoting transformation within the agricultural sector. Through their involvement, the executives continue to position Joburg Market as a leading voice in the fresh produce value chain and a critical driver of agricultural development and food security in South Africa.



Among the notable engagements, Joburg Market executives represented the entity at the **W&RSETA Forum**, where discussions focused on skills development, youth employment, and capacity building within the wholesale and retail sectors. Their contribution underscored Joburg Market's commitment to fostering partnerships that promote education, entrepreneurship, and sustainable growth opportunities for emerging players in the industry.

Furthermore, the team took part in the **EmpowaWomen in Agriculture Summit**, which celebrated women's contributions to the agricultural economy while addressing persistent challenges such as access to funding, market opportunities, and mentorship. Joburg Market's participation highlighted its ongoing efforts to empower women farmers and entrepreneurs through initiatives like the Farmer's and SMME Day and targeted transformation programmes.



At the **Young Farmers Indaba**, the executives engaged with aspiring and established farmers, offering valuable insights into how the Joburg Market serves as an enabling platform for small-holder farmers to access broader markets and improve their profitability. This engagement not only strengthened the relationship between Joburg Market and the farming community but also reinforced the organisation's ongoing transformation agenda, particularly its support for youth participation in agriculture.

Through these strategic engagements, the Joburg Market executives continue to elevate the organisation's profile across the agricultural landscape, champion inclusive economic participation, and advocate for innovation and collaboration across all levels of the value chain.



Road To 100 Days in Office

Joburg Market has entered an exciting new era under the leadership of Mr. Sello Makhubela, who has officially begun his journey as Chief Executive Officer. His first 100 days in office mark a period of focused engagement, performance enhancement, and renewed commitment to ensuring Joburg Market remains a world-class fresh produce market.

Connecting with Stakeholders

Mr. Makhubela's leadership journey began with a stakeholder roadshow, aimed at engaging directly with the farmers, agents, traders, and partners who drive Joburg Market's success. The engagements have provided valuable insights into stakeholder experiences and priorities, reinforcing Joburg Market's commitment to collaboration, transparency, and sustainable growth.



Centred on the theme *"From Farm to Market, Enhancing Market Access"* the day showcased Joburg Market's commitment to empowerment, inclusivity, and community development. It also served as a reminder of the Market's vital role in supporting local food systems and economic growth.

A Journey of Purpose

As Mr. Makhubela's Road to 100 Days unfolds, Joburg Market is poised for a period of renewed energy and focus. Through engagement, operational improvement, and a clear strategic vision, Joburg Market continues to move confidently toward a future defined by excellence and shared success.

Q1 Performance: Building on Solid Foundations

The first quarter of the 2025 financial year has provided a strong platform for Joburg Market's new leadership. The Market achieved stable revenue, enhanced operational efficiency, and continued progress in governance and accountability.

In addition to these achievements, maintenance and infrastructure improvements have become a key focus of the CEO's early projects. Several upgrades are underway to ensure Joburg Market's facilities and systems meet the highest standards of safety, cleanliness, and functionality. These improvements are part of a broader plan to modernise operations and deliver a better experience for all stakeholders.

Focus areas going forward include:

- Upgrading systems to improve operational efficiency and traceability.
- Reinforcing compliance and governance practices.

Strengthening support for small-scale farmers and emerging traders.

Celebrating Farmers and SMMEs

A major highlight in recent weeks was the successful hosting of the Annual Farmers and SMMEs Day, held on Thursday. The event brought together producers, traders, and entrepreneurs to celebrate excellence, share knowledge, and strengthen relationships across the agricultural value chain.

JOBURG MARKET QUARTER 1 HIGHLIGHTS

2025



Joburg Market took part in the Flourish Forum hosted by Agriseed Capital in Nigel.



Joburg Market was proud to once again host students from Ekurhuleni Agricultural College as part of their annual immersion into the fresh produce industry.



The Joburg Market team visited Ngatane Farm in Walkerville, where five hectares of fertile land are being transformed into a promising agricultural venture.



The Joburg Market was proud to be part of the Mpumalanga Farmers Day, at Standerton in support of the Seriti Institute.



The Joburg Market welcomed Agriculture students from the University of Venda for an eye-opening Market Tour.



As the leading hub for buyers and farmers alike, we had the honour of hosting members of SACAU (Southern African Confederation of Agricultural Unions) for a special tour of Africa's largest fresh produce market.



Joburg Market proudly joined the AgriSETA EmpowaWomen in Agriculture Leadership summit in Randburg



The Joburg Market successfully hosted the first Farmer's Products Awareness Session – Market Access & Product Standards Training.



Joburg Market was proudly represented in the keynote speakers at the Young Farmer Connect Expo in Soweto.

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