



## The People Centric Smart Market of the Future

### ECONOMIC VICTIM OF COVID-19 RE-INVENTS HIMSELF THROUGH JOBURG MARKET

March 2021

Lehlohonolo Mphaka, 29, a Professional Chef runs a take-away-food outlet in Dube, Soweto. He has nine-years experience working as a Chef for top restaurants in Sandton and Midrand. When the restaurant industry became affected due to COVID -19, he was retrenched.

"I didn't know what to do. I saw my world crumbling, just when I had recently got married, and my career flourishing. I was enjoying this trade of cooking meals for people, then COVID-19 came. We were told to pack-and-go, and once payment from the Unemployment Insurance Fund (UIF) came through we would be informed..."

"After the hard-lockdown I used my package to venture on my own, and started by buying a wendy -house, cooking equipment and a fridge. I set up shop and it is now five month, running well.

**I buy 16 bags of Potatoes, 3-4 bags of Tomatoes, Onions and Luttice weekly at the Joburg Market.** I sell Burgers, Chips, Dagwoods, Kotas (bunny-chow), Worsrolls, Chicken, Ribs, Salads, etc, on a take-away basis."

"The business is doing well, and his busiest days are Fridays and Saturdays when queues become long, well into late-evenings. My wife assists me



Lehlohonolo Mphaka, Chef and Take-away Food Outlet Owner in Dube, Soweto.

on those busy days, so we are growing. I now feel this was a blessing-in-disguise. **I rely on Joburg Market** so much such that when I am unable to come myself to buy I ask a nearby fresh-produce trader to stock for me because I am always busy at this joint," concludes Lehlogonolo.

### THE SUDDEN PRICE-INCREASE OF TOMATOES EXPLAINED



In a video on *Landbou.com* Dr Johnny Van der Merwe, MD of agricultural information group Agrimark Trends (AMT), said that a record price of R16.82 per kilogram was reached on the market by mid-March, while high -

quality tomato prices breached R30/kg.

This has resulted in a supply shock, pushing tomato prices higher by 47% in a single week by mid-March.

This was due to very scarce supplies given the "high and constant rainfall" in the northern parts of South Africa, which caused damage to harvests.

In an interview with 702, Clive Garrett, Marketing Manager of

the tomato producer ZZ2, also said their farms in Polokwane and Moeketsi were mostly affected water damage, which contributed to the short supply of carrots, with prices rocketing to R5.89 per kilo by mid-March.

Some production areas received more rain in January and February this year than they usually would in a year.

Source: [www.supermarket.co.za](http://www.supermarket.co.za)

## CEO MESSAGE



Colleagues, this edition introduces a young SMME called Lehlohonolo Mphake, who turned his life around after being devastated by the effects of COVID-19. He had to salvage himself from the brink of unemployment by venturing into entrepreneurship, as millennials should do, through tapping into the Joburg Market as a resource for livelihood and operating in the food industry.

We are also introducing the newly-appointed Board of Directors for the Joburg Market, and the new Company Secretary.

We trust that we will continue to grow and improve in all our efforts and interactions towards making the Market a truly [#Greatplace-to-work](#).

I re-iterate that compliance with COVID-19 protocols must be adhered to 100%, at all times.

I hope you have and had a lovely and **Safe Good Friday & Easter** long-weekend with your families and friends !

## THE NEW JOBURG-MARKET BOARD OF DIRECTORS



Dr Murunwa Makwarela, Board Chairperson



Dr Thembi Xaba—Board member

ARC Chairperson



Virginia Magale—Board member

ARC member



Thandiwe Shezi - Board member

REMSEC member



Zama Xalisa—Board member  
REMSEC member



Sherray Petersen—Board member  
REMSEC member



Leanne Williams - CEO and Executive Director



Nokuzola Moilola—Board member  
REMSEC member



Dr Zanele Ngwepe  
IAC member



Mzwandile Hleko—Board member  
REMSEC Chairperson



Dr Moffat Dyasi—Board member  
REMSEC member



Boy Ngubo . CFO



David Johane—Board member  
ARC member



Lorraine Maclare—Board member  
REMSEC member



Aubrey Mokwena  
IAC member



Victor Chipape  
IAC member



Moroka Phalane  
Board member  
ARC member

**THE NEWLY-APPOINTED JOBURG MARKET COMPANY-SRECRETAY, KEERAN SINGH**



**KEERAN SINGH**

Keeran comes from a Finance background, got an opportunity for a career change when he got into corporate governance at JM as the Assistant Company Secretary. He has been Acting as the Company Secretary for the past three and half years prior to final appointment as Company Secretary.



#Great-place-to-Work

## COJ'S DEPARTMENT OF ECONOMIC DEVELOPMENT (DED) LAUNCHES OPPORTUNITY CENTRE AT THE JOBURG MARKET

The Opportunity - Centre based at the Joburg Market was launched on the 9th March 2021, during an event presided by Member of the Mayoral Council, Cllr Lawrence Khoza, who stood in and unveiled the plaque on behalf of the Executive Mayor Geoff Makhubo.

Local business people, youth formations and members of political parties attended the event. It occurred in compliance with COVID-19 regulations of being small-scale, with sanitisation, and the wearing of masks and social distancing prescribed.

The launch was welcomed by the ward Councillor, Cllr Faeza Chame, for Ward 57 in Region F.

Guests had fanfare with a robust engagement session after the speeches whereby a significant number were requesting further services to be rolled out by the government.

The attendees were served with coffee, tea, sandwiches during intervals of the launch, and lunch-packs on departure.



Attendees of the Opportunity Centre launch.

## COMING SOON ... The New Mandela Market (Currently in Construction on the JM premises )





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The people-centric Market for the future.

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**STOP THE SPREAD**

