



## Press Release:

December, WED 1<sup>st</sup> , 2021

Future Farmers and Food Producers International (FFFPI) and SmartAgriIoT have signed a large rural development investment agroforestry program with the Switzerland based Asjeba Group.

The Swiss humanitarian foundation “Asjeba Planting Your Future” is pleased to announce planting of trees in over 235,000 ha of degraded land initially in 3 Provinces in South Africa, the development of Agro processing business for local and exports, the delivery of carbon credits over the next 10 years to be generated by an efficient use of the degraded land. The project will be managed by the Swiss Management team as they have the experience with these kinds of large projects.

Asjeba’s philosophy is to achieve sustainable soil management while creating at the same time an environment for local populations to have a better future for themselves and their children. The fundamental five-pronged approach include: rehabilitating degraded soils; making use of organic fertilizers only; promoting soil carbon enrichment; selecting only areas that are affected by or at risk of soil degradation; and promoting land-use planning and landscape-based approaches. Asjeba places people at the epicentre of its processes and consensus-building and planting will be done in cooperation with agricultural universities to achieve practice-oriented and applied research. Decarbonisation, soil activation, water saving, biodiversity, infrastructure-, social development based on the UN-SDG’s are main driver of Asjeba projects. [www.asjeba.com](http://www.asjeba.com)

### **Hisko Baas, Chairman and CEO of Asjeba Group**

*“This is a turning point for Asjeba Group. We decided to heavily invest in underlying projects and go beyond advisory and trading services. Our impact is thus reinforced as we help projects to take off from the ground and materialize with our upstream financial commitment. We are excited to ADD South Africa as an investment destination in Africa”*



## **Jabulani Madlala, Chairman And Co-Founder of SmartAgriIoT**

*“A breakthrough for the rural development community and for the women in farming across South Africa. SmartAgriIoT, an Agritech owned and managed by women, offering 5<sup>th</sup> generation, artificial intelligence based solutions that utilize satellites in the monitoring and management of the land for Agriculture, Forestry, Fisheries. Smart AgriIoT is a cloud-based digitization and farm management platform for farmers to promote precision agriculture solutions, including data gathering by satellites and drones, weather information and soil sensors as well as other data-driven farming practices. We aim to build a world with no poverty or hunger by providing low-cost solutions that enable smallholder farmers to meet the needs of their direct and broader communities. SmartAgriIoT was the 1<sup>st</sup> runner up when it was selected among many African startups in 2020 in an African competition that was organized by ZASpace of South Africa, South African National Space Agency, and others. (<https://spacetech.africa>) We are happy to partner with the ASJEBAGROUP in the implementation of this huge project, bringing the largest investment that was initiated and raised by the ordinary people and not by the capital raising companies or the government as it is always the case. The use of the needed technologies together with regenerative practices will have a major impact to the communities. With this project, we will see many youth, women, and unemployed in the rural villages of South Africa gaining access to 4<sup>th</sup> Industrial revolution technologies and also to gain access to local and foreign markets. Many rural communities will be better positioned to participate in the reduction of soil carbon, reduced methane from the livestock in their communities and also benefit from the carbon offsets – This will be the first for the Agriculture, Forestry And Fisheries sector and targeting rural villages and farmers in South Africa. We are at the very heart of carbon finance being a tool to boost low carbon projects and help avoid Greenhouse gases like the carbon and the Methane. Although the project will commence in the Eastern Cape, KwaZulu-Natal, and the Limpopo Province, the impact will be felt throughout the country. The government in all spheres, non profit groups, co-operatives, and the communities need to embrace as they are to mostly be the sole beneficiaries. The project will see the creation of so many new Micro, Small, And Medium enterprises in the delivery. With the unemployment in the rural areas being above 50%, this project will absorb many unemployed, develop new skills. The application of Earth Observation (EO) for forest monitoring can support decision making in reversing deforestation/ degradation. EO data has the capacity to support forest monitoring in Africa. The satellites can give a more complete picture of forests located in geographically inaccessible locations. Having more comprehensive forest information means countries can better implement national policies and international Conventions to reduce deforestation and degradation.”*



## **Zakhele Mabaso, National President Future Farmers And Food Producers International (FFFPI)**

*“Indeed this is a major milestone that is critically needed in our country considering over 7 decades underdevelopment of our previously designated rural areas. The Asjeba Concept project objective is turn around the degraded land, mostly in poor rural of South Africa and to overhaul the entire Agricultural Sector, Modernise ,Commercialize and Industrialize most of our Rural Areas that are predominantly occupied presently by our TRADITIONAL LEADERSHIP. The Investment is targeting these Suboptimal Degraded land in our country through mass plantation of Agri-forestry and inter cropping . By totally eliminating the use of fossils –i.e. COAL-FIRE WOODS-COMBUSTION ENGINES etc that are the major contributing agents to the devastating climate change that we are witnessing today , that result in catastrophic weather change patterns such as excessive hit waves-droughts-wild fires-hail , flooding etc-As a result of CARBON EMISSIONS.*

*This Swiss Foundation investment will not only COMBAT CARBON EMISSIONS that contribute to Damaging the Ozone Layer in the atmosphere- but will drastically reduce such damages over years through application of- -Smart and Renewable Energy -Organic Farming and application of Internationally Acceptable Farming practices to preserve our Ecosystem-In the process create massive jobs and wealth for our rural communities in the main being WOMEN -YOUTH AND PEOPLE LIVING WITH DISABILITIES--By further providing sustainable livelihoods for thousands of our rural households- By providing dignified Modern housing Development for all our beneficiaries in the affected areas-- Including sanitation-Decent education for our children-Technology -civilisation and modern living that all humans aspire for-The investment will further contribute massively to the stimulation and development of SME's in the entire Agriculture Food Value Chain and allied industries ,Including earnings of hard currencies as most of the output from this project is destined for exports where off-takes thereof are already secured. It is now for the government from all spheres – (National – Provincial – Local) to support this great initiative through GRANTS that will go directly to the communities, improve the approval processes required for the project to move to the next stage”*

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