46 COUNTRIES
4 CONTINENTS
12,500+ STORES
The B5 Rural Hub project, as it’s known, is focused on the establishment of Fresh Assembly Points (FAPs), which are strategically located near farmers, rural retailers and consumers.

This has helped to ensure that produce travels shorter distances between FAPs and retailers, reducing costs and preserving the freshness of produce. This further benefits consumers as they have the opportunity to buy better quality produce at a more favourable price.
The SPAR Rural Hub Model

**Nutrition**

- FAP shared ownership (to include both producers and retailers)
- **Rural Hub**
  - Fresh Assembly Point (FAP)
  - Geographic area up to 200km radius
  - Dedicated technical assistance and agricultural know-how, financial loans and access to inputs for farmers.

**Sustainable Local Sourcing**

- Smallholder farmers currently trading within loose value chains
- Safe, fresh, nutritious food
- Pack house facilities
- Quality control
- Pricing benefits
- Shorter delivery period

**Consolidate Supply / Demand**

**Access to Local Markets**

**Food and nutrition security:**

- **Availability**
- **Access**
- **Use**
Three Rural Hubs

- Mopani Hub – Limpopo Province
- Ikwhezi Hub – Mpumalanga Province
- Mnothopansi Ndumo Hub – KwaZulu-Natal Province
Customer Baseline Survey & Results

Surveyed Audience
- Women shopping at SPAR stores (200 per store)
  - 18-49 years old
  - Lived within radius of 30km of SPAR store
  - Household Living Standard Measure (LSM) 4 or lower

Overarching Results
- Few food markets at a community level
- Dietary diversity & intake of fruit and vegetables insufficient among women of reproductive age living in low income households
- Need for improved availability of fresh fruit and vegetables
- Households have little income to spend on food
  - Allocation of food disadvantages women
Collection of information on food sources and preferences
• 250 households Surveyed
• Collected by 200 School Children from 4 Secondary Schools
Mopani Hub – Mechanisation Equipment
Mechanisation Equipment Impacts
Leydah Sekgobela

Growing Programme 2017
• 8.5 Hectares
• Cabbage, Butternut, Baby marrow, Beans
• First Produce Harvest in July 2017
Edward Monyela & Nodia Mhangwana

Edward Monyela (Left)
• Growing Programme 2017
  • 11 Hectares
  • Cabbage, Butternut, Baby marrow, Beans
  • First Harvest July 2017

Nodia Mhangwana (Right)
• Growing Programme 2017
  • 14 Hectares
  • Cabbage, Butternut, Baby marrow, Beans
  • First Harvest July 2017
Mopani Hub
Mopani Hub - Packing line

- Safe, fresh, nutritious food
- Pack house facilities
- Quality control
- Pricing benefits
- Shorter delivery period
Produce Packaged Through the Rural Hub
Cabbage from Giyani
LOCALG.A.P Certifications
Thank you!

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