

**Final Technical Report for  
Promoting & Marketing Flower Valley Conservation Trust  
Project Dates: April 2003 - March 2004  
Date of Report: July 22, 2004**

This report will be presented in 2 sections. This structure reflects the division of activities relating to this project between the FVCT and its partner FYNSA.

As the Activities were outlined in the CEPF Progress Report, this report will focus on Outcomes.

1. Outcomes relating to objectives 1,2 & 4 and deliverables 2 & 3 – FYNSA
2. Outcomes relating to objective 3 and deliverable 1. – FVCT

## **Section 1**

Outcomes relating to Objectives:

1. A set of marketing and promotional tools are developed to promote the Cape Wildflower & Foliage brand:
3. Networking FVCT with similar like-minded small biodiversity-based businesses on a local, regional and international scale.
4. Exposure of local, regional, and international markets for cut flowers to the environmental costs of production associated with conventional commercial outlets, compared to biodiversity management-based approaches.

### **1.1 Marketing and Promotional Outcomes**

The set of marketing and promotional tools developed with CEPF funding have been invaluable in the promotion both of the FVCT, its partnership with FYNSA and the products produced by FYNSA.

Relationships have evolved with organisations such as SHELL and BAT that have both a donor element and an undertaking to support commercial products through an ethical procurement policy.

The Partnership Agreement between FVCT & FYNSA outlines shared conservation & community objectives and expectations. By operating within the scope of this agreement the company can target the growing market for products produced according to triple bottom line principles (people, planet, profit).

The partnership has established relations with the organisations listed below as a result of the marketing and promotions campaign. The list represents a diverse range of corporate, NGO's, government organisations and supermarkets.

However all support the objectives of the partnership through the ethical procurement policies they follow regarding corporate gifts, conference material or products for retail.

This market segment can be broadly divided into organisations supporting the Triple Bottom Line concept and those supporting Ethical Trade.

Conservation & Community (Triple Bottom Line)	Ethical Trade (FLP)
Shell BAT IUCN CAPE WCNCB Eden Project David Bellamy Cape Town Tourism W.Cape Premiers Office	Kaufhof Karstadt Dunns Roberts Sunflor Axfood M&S Tesco Coop One World Shops Corporate Gifts with Conscience Tigers Eye Woolworths

### 1.3 Networking with like minded biodiversity businesses

The partnership is involved with numerous other farms and communities on the Agulhas Plain and the broader Cape Region. One farm, Nuiwwedam, has been certified by the FLP and another farm, Waterford, was informally audited by FLP.

A farm staff-training program is also underway – see Section 2.

The role of FYNSA is to market the products of these like-minded businesses. Products from Nuiwwedam made up shipments to the supermarkets Kaufhof & Dunns. The coming flower season (Sept – Dec) is an opportunity to widen this network to at least 5 other farms.

The Sustainable Harvesting road show that the SA Protea Producers & Exporters (SAPPEX) has planned for later in the year will also be a useful networking opportunity.

Outside of the flower industry, the partnership is co-operating with the Biodiversity Wine initiative to broaden awareness of biodiversity business in the Cape Floral Region.

#### **1.4 Exposure of markets for cut flowers to the environmental costs of production associated with conventional commercial outlets, compared to biodiversity management-based approaches.**

FVCT has been instrumental in turning the attention of the industry body, SAPPEX, to sustainable harvesting. The result is a CEPF funded road show and harvesting booklet to raise awareness amongst farmers of this issue.

FVCT has also made the international flower industry certification body, Flower Label Program (FLP), aware of the sustainable harvesting issues in the flower industry worldwide. FLP is lobbying the International Flower Council (IFC) on this issue.

Increasing restrictions on water and energy consumption in the production of flowers means that the certification schemes are favouring less intensive production techniques.

Shell, of the stakeholders listed in 1.1, is likely to be instrumental in raising consumer awareness of this issue. Planning is in process to put branded Flower Valley stands on Shell forecourts in SA and the UK by the end of 2004.

The Flower Valley approach and sustainable harvesting concept will be on the stands and every bunch sold.

## **Section 2**

### Flower Valley Conservation Trust Adult Education activities January 2003 – December 2004

The Flower Valley Conservation Trust facilitated the following adult learning activities as part of a capacity building and community development programme that aims to enhance skills in the Fynbos export industry.

#### **Training: January 2003 – December 2004**

<b>Learning activity</b>	<b>Number of learners</b>
English Language learning	14
Basic computer literacy	5
Flower export and business skills	1
Learners licence tutu ion	8
HIV/AIDS awareness programme	All staff
Basic conservation fire fighting	6
Parenting life skills:	
Relating to our teenagers	14
The development and stimulation of the infant /toddler	14
Child of the alcoholic	14
Organic gardening	4

Personal life skills:	
- Developing of self- image	All staff
- Decision making in our personal and professional lives	All staff
- Communication and morality	All staff
Early Childhood development practitioner learning:	
- Children with special needs	1
- Foundation phase numeracy in the curriculum	1
- Child nutrition and menu planning	1
Herbicide operator, first Aid, Health and safety	9
Children's life skills workshop	12
Workplace skills plan workshop	1

This training took place on the Flower Valley Farm. Before the sale of the business to FYNSA.

Subsequent developments:

Training and Capacity building toward management systems development and certification and Environmental education programmes for children and adults continues to be a priority for the FVCT. The trust acts as a facilitator between the employer and the training service provider.

The FVCT is working with the Primary Agriculture Education and Training Seta (PAETA) in order to conduct skills development and Adult Basic Education and Training in the primary agriculture sector focusing on the Fynbos industry. This activity operates in conjunction with The Agulhas Biodiversity initiative as part of the goal of fynbos conservation and community development on The Agulhas Plain.

Four fynbos farms have to date been involved in the capacity building and training initiatives. These include: Flower Valley Farms (FYNSA) Waterford farms, Niewedam Farms and Sandberg fynbos reserve and flower farm.

**Training; May 2004 – August 2004**

<b>Learning activity/ Unit standard</b>	<b>Number of Learners</b>
Maintain personal hygiene, health and presentation	59
Communicate effectively in teams	59
Describe and discuss issues relating to HIV, AIDS TB and sexually transmitted illnesses	59
Perform basic life support and First Aid	15
Develop personal conservation Ethics	31
Apply Basic safety principles in the concept of conservation	44
Understand the nature and importance of conservation	7
Understand nature conservation issues	31
Control and extinguish a fire in a conservation area	8
Supervise a work unit	10
Basic understanding of labour legislation	10
Identify and keep records	10
Handle Chemicals safely	9
Combat soil erosion	9

Combat problem plants	9
Perform quality checks	10
Control of stock	10
Use a tractor to tow various construction implements and attachments	6
Operate and perform routine maintenance on equipment and tools	6
Early Childhood Development practitioner training: Numeracy in the curriculum Literacy in the curriculum	1
Adult basic education and training ABET	30

The FVCT currently in the planning phase with Protea du Cap (Fynbos export company) in order to facilitate a skills development programme that is said to start in January 2005. The FVCT will continue to encourage other farms to enrol their workers in this skills development programme.

In addition to this the FVCT is in the process of developing the training materials and curriculum for a certified training programme that will train persons involved with the harvesting of wild flora on the Agulhas Plain. This training programme will build the capacity of persons including Flower Pickers, landowners and contract pickers in the practice of sustainable harvesting.

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