

Food Security Localisation Commercialisation



WHO WE ARE

U Can Grow is a transformative organisation dedicated to reshaping the agricultural industry by adopting and promoting sustainable and regenerative farming practices. Our mission revolves around three core elements: Grow, Can, and U.

- **Grow:** We equip aspiring farmers with the tools and knowledge necessary to cultivate land effectively and sustainably. This includes providing seed boxes and a precision growth model that educates farmers on improving crop yields while regenerating the land. Emphasising biodiversity, water conservation, and climate resilience, we use nature's processes to foster growth.
- **Can:** We empower individuals, families, and communities by providing training and resources that foster a deeper understanding of regenerative farming practices. This empowerment helps farmers transition from outdated and harmful agricultural methods to more sustainable practices.
- **U:** At the pinnacle of our model is the focus on sustainable profit. We aim to cultivate a new generation of farmers who are successful and contribute positively to their communities and the environment. This underscores the creation of sustainable businesses that grow the economy while nurturing the planet and its people.

U Can Grow positions itself as a "safe pair of hands" in the agricultural sector, leapfrogging small-scale farmers toward success by bypassing detrimental farming techniques and focusing on ecological restoration and innovative practices like landrace seed cultivation. Our holistic approach aims to transform the entire ecosystem associated with agriculture, creating more affordable value chains and ensuring safe, dignified livelihoods for future generations.





Building a Community-Centered Culture of Agriculture

- **Integration of Indigenous Knowledge**
 - Incorporates wisdom from traditional leaders and elders
 - Connects modern agricultural practices with ancient traditions
- **Focus on Tourism and Immersive Experiences**
 - Promotes community-based tourism as a source of income
 - Encourages immersive activities that celebrate local culture and landscapes
- **Support for a Range of Livelihoods**
 - Creates opportunities through events, festivals, and gatherings
 - Engages local communities in greening initiatives and other activities
- **Reinforcing the Changing Culture of Agriculture**
 - Events and gatherings help foster a deeper connection with the land
 - Encourages interaction and collaboration among community members
- **The Invisible Mycelium**
 - Represents a network of interconnected communities
 - Supports a broader vision for sustainable and community-driven agriculture
- **Community-Driven and Sustainable**
 - Relies on the unique characteristics of each biome
 - Promotes shared learning and collaboration
- **Building Resilient Communities**
 - Cultivates a future where agriculture is more than just farming
 - Aims to create a thriving environment with strong community ties.

ROI: Financial & SDG!!!



Job creation (scouts, casual workers) for up to 100,000 people



Regenerative farming initiatives for subsistence and commercial farming



Revenue for community development (healthcare, nutritional food, livelihoods)



Revenue for community development (education, environmental education, experiential learning)



Targeting women to work as scouts and promote integrated unit with role models for all



Improved water security and reduced dependency on rains



Community ownership of tourism/wildlife conservation revenue and commercialisation



Development of pioneering and sustainable community-based conservation and commercial enterprise



Equal business opportunities for all community members and indigenous groups



Rural sustainable community-based conservation and community projects



Fair and respectful working conditions



Opening areas of land up for rewilding and reforestation through optimised land use



Re-establishment of grasses, trees and soil bio-diversity



Major focus on good governance and community stewardship



Multi-stakeholder partnerships for win-win-wins



SUSTAINABLE DEVELOPMENT GOALS

YouTube Video's

- UCanGrow Country:
 - <https://youtu.be/UU8ea1luvTk?si=QM5sGS2aFpdyJDyc>
 - <https://youtu.be/6Ts375j9mEs?si=zgr4OI9I3bPe0owU>
- U Can Grow Packshed & outgrowers:
 - https://youtu.be/aC5ostNDL_o?si=blRmvXcVPAAAYRGW6
 - <https://youtu.be/6Ts375j9mEs?si=zgr4OI9I3bPe0owU>
- U Can Grow: Regenerative farming:
 - <https://youtube.com/shorts/PxxXIHfYLC0?si=SLQmiPaZTnYSYnL8>
 - <https://youtube.com/shorts/fMENidtW9ng?si=CF9jCFieo9MmU0y1>
 - https://youtu.be/MOF0rOIeSAI?si=76vBhN_ip3HAaaC3
 - <https://youtube.com/shorts/3AJw76Q5-vg?si=01WwRcGCJ6gqGmCq>



Our Hub

Our flagship initiative, the Livelihoods Sustainability Programme, addresses the dual challenges of waste management and job creation.

To successfully support entrepreneurs and agripreneurs, it is necessary to establish a comprehensive program that is connected to various hubs. These hubs are designed to start as small operations and have the potential to expand, offering opportunities for different types of entrepreneurs such as those in products and service industries, water, plastic, hair and beauty, and bakery industries, to name a few.

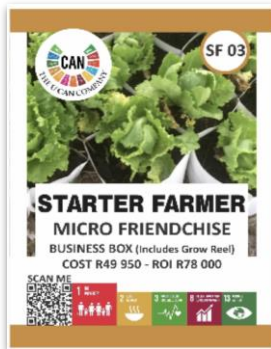
At the heart of our program is the Hub which serves as a key component of the U Can Grow module. One aspect of the Hub involves providing training, farming materials, tracking and tracing, and the aggregation of harvests. On the other side, the Hub will handle the grading, packaging, and distribution of products to off-take clients, ensuring that all products are sold.





1 Million Livelihoods

We are committed to creating 1 million new livelihoods.



We provide a four-tiered business model to help entrepreneurs enter the business industry and create sustainable livelihoods.

Our approach includes (1)The Beginning for small businesses, (2)Starter Pack, Business in a box for small-mid businesses, (3)Micro Friendchise for medium-sized businesses, and (4)Boza for large businesses.

We believe that by using these business models, we can assist individuals build successful businesses while also having a positive impact on their communities.



The Beginning Phase:

- Aspiring entrepreneurs start their farming journey with minimal financial input.
- U Can Company provides vital support, including grow reels, seeds, and resources.
- A mere R650 investment kickstarts their farming businesses, fostering personal growth and community impact.

Starter Pack Phase:

- Entrepreneurs who complete The Beginning phase progress.
- U Can Company offers tools, financing, and mentorship.
- A R1000 investment unlocks resources, equipment, and sustainable farming knowledge.
- Empowers small farmers to generate annual incomes of R30,000 to R50,000.

Micro Friendchise Phase:

- Entrepreneurs can expand their businesses with U Can Company's support.
- They can open multiple stores, diversify services, or offer franchise opportunities.
- A R49,950 investment unlocks resources and scaling guidance.
- Creates employment opportunities and sustainable income sources, contributing to community development.

Boza Phase:

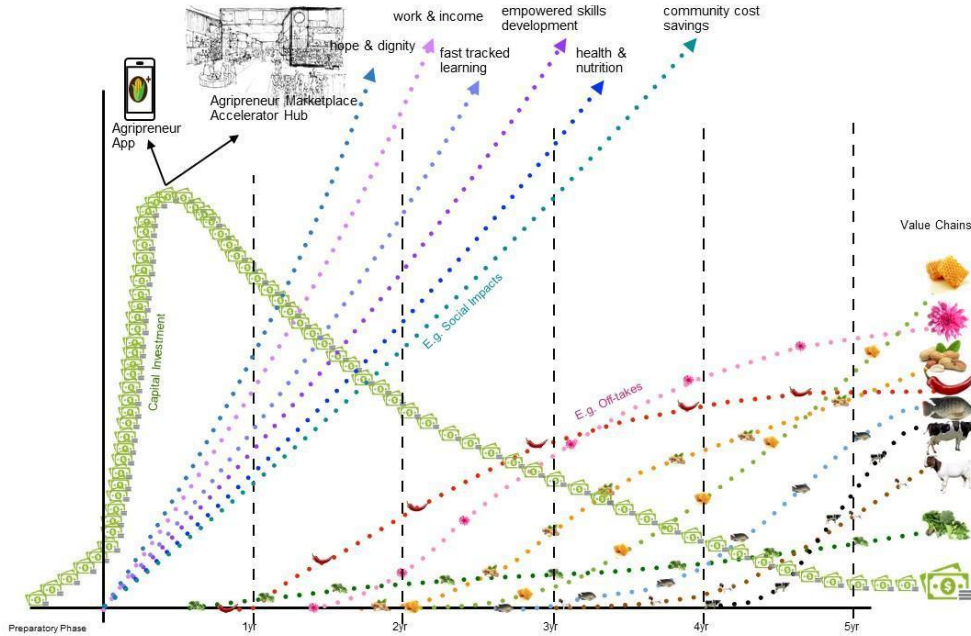
- Entrepreneurs gain access to advanced resources and market expansion plans.
- A R250,000 investment fosters substantial personal and financial growth.
- Contributes to socio-economic development by creating an ecosystem of support and upliftment, transforming livelihoods and fostering sustainable change.





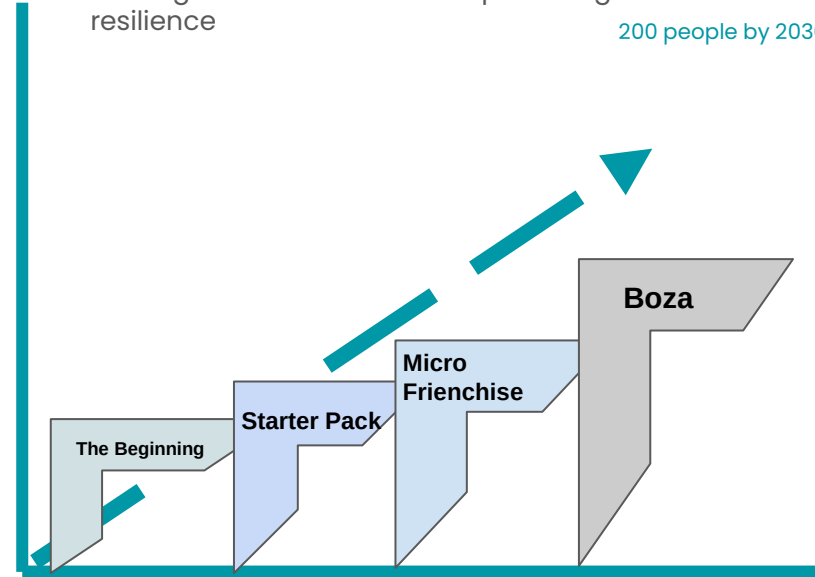


Our Model



Tearing farmers to farm cheaper and grow resilience

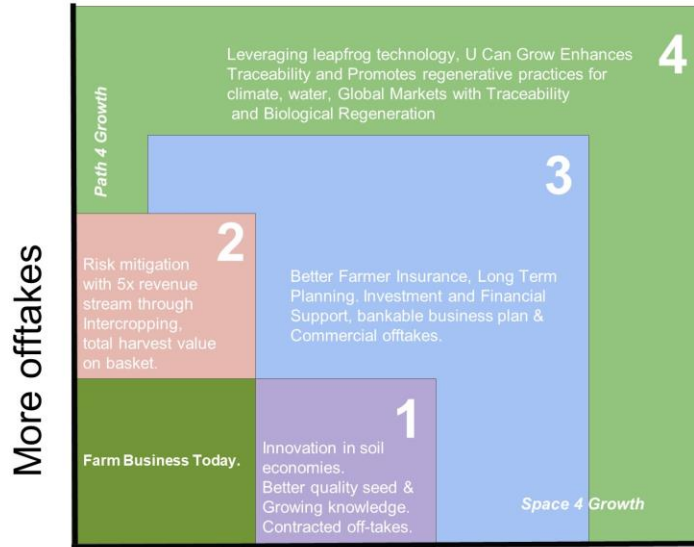
200 people by 2030



Growing Agripreneurs for a resilient future

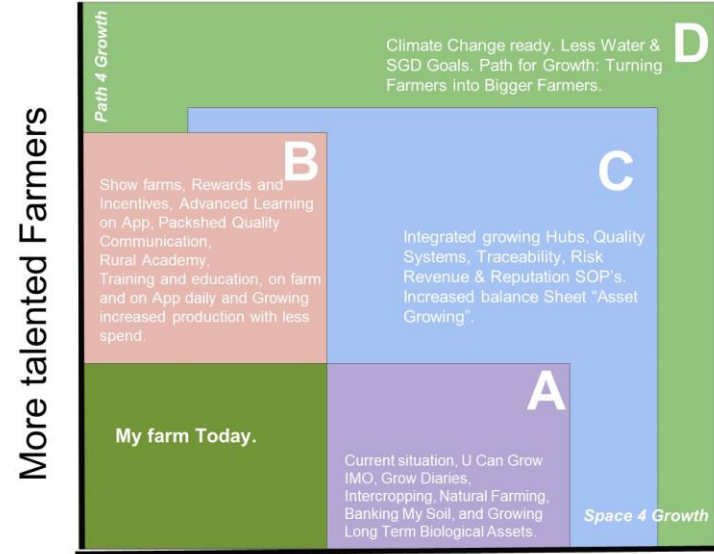
The Precision Growth Model for farming: *The Path for growth & Creating Room for growth*

The Business of Farming

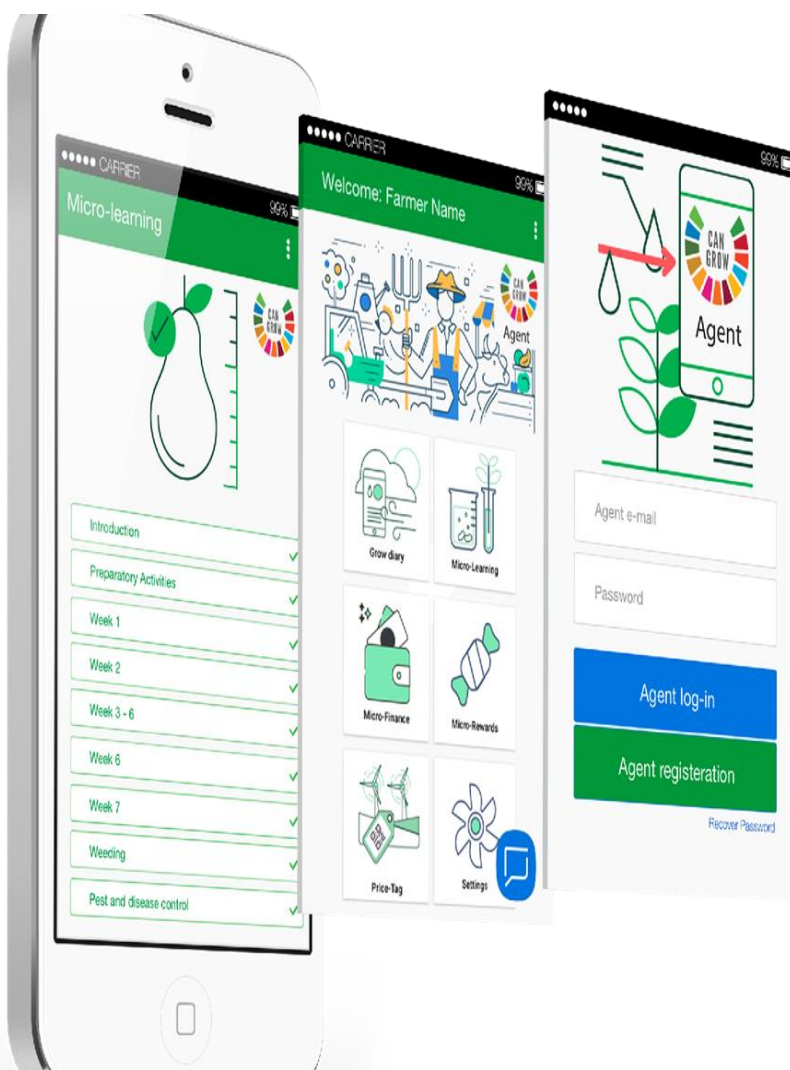


More money for each offtake

Regenerating My Farm



More productivity of each field

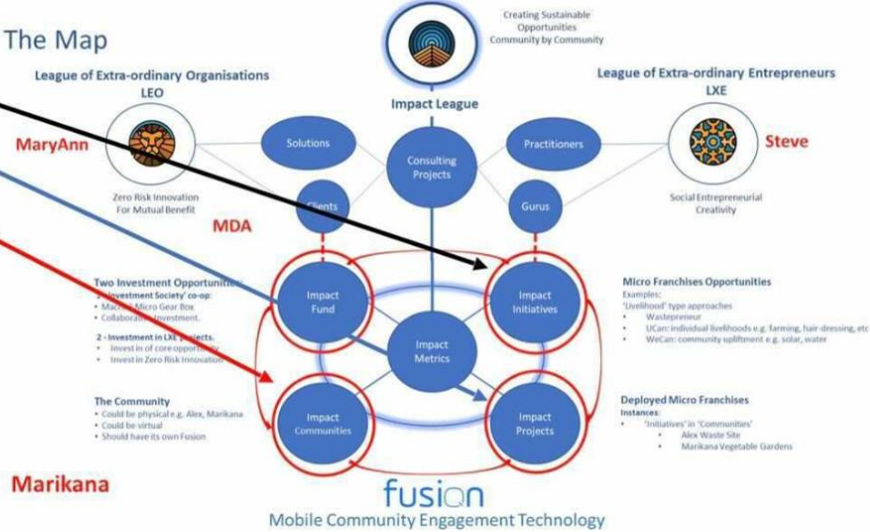


Our Technology

Fusion Platform

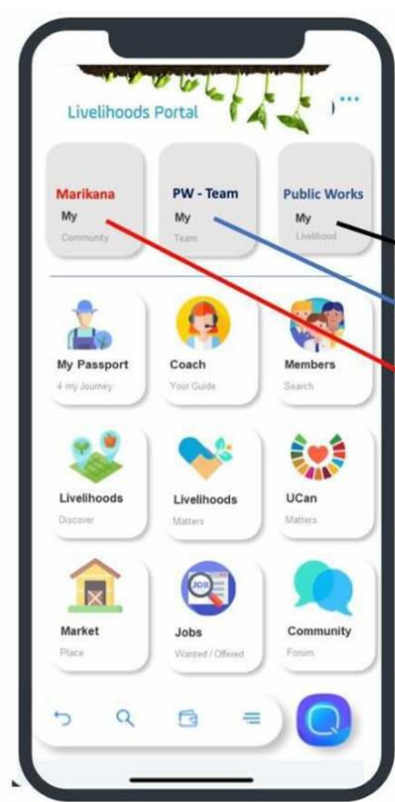


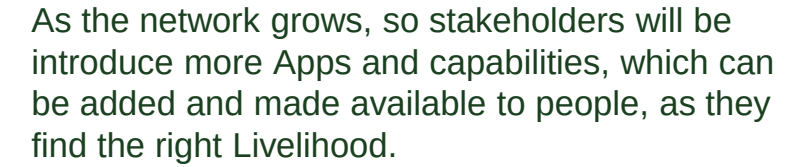
The Map



Our Livelihoods program on the Fusion platform drives multiple livelihoods that fit into an ecosystem, integrating farming, multiple local economies, and waste management to create a land with little waste.

This is the ultimate resilient transformation story, using digital disruption to create street smart universities on a phone with micro franchises that allow families and communities to create their own micro-businesses linked and aligned with pathways for entrepreneurial champions. Together, our approach de-risks both large business and government, providing tailored solutions that uplift communities and create a brighter future.





Every person entering the Livelihoods Fusion world has their own aptitude, skill set and passion.

This platform allows for each person to go through an assessment and evaluation layer, to direct them to the Livelihood opportunity most suited to them.



Each person entering the Livelihood Fusion App will be invited to answer the profile of questions, which over time will enable the measurement of the impact of the programs in terms of the SDG goals.



Our Partners





While the country is a net exporter of agricultural products, it still depends heavily on imports for certain ingredients used in processed foods. The need for transforming South Africa's food value chains to include emerging and small-scale farmers and reduce import dependency is recognised as a significant opportunity.

To address these challenges, IDH and TUCC have initiated the Southern African Food Systems Transformation Alliance. The main commitment of this alliance is to ensure that 80% of viable sourcing comes from the SADC region by 2033. Sixteen companies have already signed the covenant commitments to join the alliance.

Key activities include establishing governance structures for the alliance, recruiting new member companies, fundraising for the alliance's operationalization and the Investment Development Hub, coordinating alliance activities, and developing a pipeline of investment cases with alliance partners. Additionally, there are sub-projects focused on contract farming, AgriHubs, township economy development, and rewilding and regenerative farming to support agricultural transformation.

The alliance aims to promote sustainable agriculture, create economic opportunities, and improve livelihoods across South Africa's value chains, while also addressing climate resilience in the agricultural sector.



Our Stories





Transforming And Building Resilience

We believe that Africa can produce excellence in the Global challenge of climate and food security. We have the tools and solutions that can impact and leapfrog African families who grow and produce for global families.





Planting the Seeds of Success: The Power of Seed Boxes:

At the heart of U Can Grows' magic are the innovative seed boxes. These self-contained units equip aspiring farmers with everything they need to start their own vegetable gardens, offering not just food security, but dignity, self-reliance, and a pathway to a brighter future.



U Can Grow's impact extends far beyond individual gardens. It fosters a diverse tapestry of entrepreneurial ventures under the umbrella of U Can Company, from waste-to-cash initiatives to the inspiring success of Joseph, a young farmer who found his footing with the Ugly Vegetable Company.



Marikana Students



They hungered for soil, not just theory.

These Marikana UCG graduates craved real world lessons. So, we met, experience nurturing green dreams. A 500-square-meter plot became their classroom, bursting with life. Tharisa witnessed their passion, expanding their horizons to 2 hectares! Today, their vibrant vegetables paint Marikana's future with hope.



Miners to Masters: Growing Hope in Marikana The Zama Zama Chilli Story



Ex-miners, once strangers to soil, found new purpose in U Can Grow's training. Starting small, they tested their green thumbs in a humble garden. Zama Zama Chili isn't your average hot sauce—it's got a story as fiery as its flavour! Made by farmers who traded in their mining helmets for farming hats, this sauce is all about turning darkness into deliciousness. 'Zama Zama', meaning 'those who take a chance' in our local lingo, now stands for courage and positivity!

Mixing the best of South Africa, this sauce is a flavour explosion! It's not just a sauce; it's a symbol of hope, made with love by people who turned their lives around through farming and hard work.



1 Million Livelihoods

We are committed to creating 1 million new livelihoods in regenerative agriculture and new go-to-market innovation strategies.



Our story of generosity, we respect biodiversity and our target is to have 1000 plant varieties in botanicals across southern Africa, rewilded and protected. We are focused on creating seed banks and new landrace nutritious vegetable seeds for Africans enhancing nature and nutrition.



The story of emancipation is about empowering women. We want to bring support to at least 600,000 women in farming and in livelihoods, by 2030.



The story of respect for the planet is all about reducing waste and turning trash into cash. Our 2030 target is 100% recycled with 100% owned stores using recycled plastics in all of our pack sheds.



The story of talent and where to shine is the celebration of craftsmanship for makers and creators and all of our produce and all harvest packages. This will promote artisanal skills and promote artisans in all of our stores from food to theatre to video makers to documentary makers etc.



The story of vision is caring for the dreams and the prosperity through our Growth Fund and Impact Fund for farmers and new entrepreneurs.



The story of fairness: The story of fairness is 100% fair trade with all of our direct producers and farmers and we support farmers specifically new emerging farmers and women.

FOOD SECURITY

LOCALISATION

COMMERCIALISATION

