

From local supplier to exporter: Small scale Angolan farmer reaches new heights with support from Shoprite

Since being onboarded as a supplier to Shoprite Angola in 2021, small-farmer Vida Fresh has grown exponentially, enabling them to not only supply produce locally, but also export to Shoprite's Namibian and South African retail operations.

Located in Caxito within the Bengo province of Angola, the farm has created employment opportunities for 250 people and now covers 123 hectares, of which more than 60 hectares are used to produce a healthy and high-quality yield of bananas for export to Shoprite stores.

It is just one of many success stories that is testament to Shoprite Angola's commitment to promoting local agriculture through its growing programme – an initiative that connects small-scale farmers with the opportunity to supply fresh produce to the retailer's 25 stores across Angola and its retail operations in other countries.

Through the programme, 88 local farmers have benefited from Shoprite's detailed guidance on seasonal crop selection and volume requirements. This not only helps farming businesses like Vida Fresh manage their budgets for vital inputs, such as fertilizer and seeds, but also ensures consistent quality and supply.

As a result, farmers are provided with a stable market and consistent demand, while Shoprite's shelves are stocked with fresh, locally sourced products.

END