

# Project Fruitful Living

Fruitful Living is a Benoni-based enterprise aimed at equipping, encouraging and empowering women with entrepreneurial skills, which enables them to start business ventures that will decrease the unemployment rate in the area while also addressing the food waste and food insecurity problems. This project was started by the Enactus University of Pretoria (UP) team.

## Description of the department

Enactus University of Pretoria is a global non-profit organisation (NPO) that comprises students, academics and business leaders that are focused on using entrepreneurial action to bring about positive change in surrounding communities and it is one of 27 teams in South Africa. Alongside Dr Rina Wilken, alumni and the Business Advisory Board, the team of 67 members is working on six projects that are focused on addressing the United Nations (UN) sustainable development goals.

## Impact

When we practice acts of kindness, we build a better community for

everyone and become more aware of challenges faced by vulnerable communities. Students learn to become socially conscious and active citizens. In so doing, we make today and every day matter in someone's life.

## Opportunity description and impact

Our innovative members started project Fruitful Living to aid in the fight against food insecurity and hunger. We saw a need to reduce the food waste and food insecurity in the country and decided to start at home by partnering with Francois Knowles, the director of the Tshwane Fresh Produce Market. This market produces a jaw-dropping seven tons of waste annually and uses pre-waste, which is fruit and vegetables that are past their shelf life but are still safe for human consumption. As a result of no longer being market worthy, the pre-waste eventually becomes waste.

With the help of Antoinette Nel, a preserves entrepreneur and creator, our beneficiaries, 11 unemployed women from a local church in

Benoni, are trained to make orange marmalade, strawberry jam, apricot chutney, vegetable atchar, chili sauce and lemon cordial using her recipes. The women sell the preserves they make and we continue to empower them with the necessary skills to run a sustainable enterprise that continues to employ people in their region.

The next step in our business is to start franchises of the business in other areas of the province. This will improve the economic, environmental as well as social livelihoods of the communities at large. We are currently looking for eager people who would love to learn how to make and sell preserves and to join Fruitful Living. We are not only teaching them to make preserves, but also financial literacy skills and other skills necessary to run and sustain a profitable business.

## Contact person:

Name: Siyanda Guma  
(Enactus UP President 2018/2019)  
Contact number: 084 867 1760  
Email: siyandaguma4@gmail.com

