



# Gouda entrepreneurs celebrate the winds of change

2 August was a celebratory day in Gouda in the Western Cape, as two new piggery businesses were launched and 9 new students registered to start their journey as pig farmer entrepreneurs. The Wind Energy Facility wasn't established in Gouda for no good reason – the winds of change are starting to blow in this community.

The Gouda Wind Energy Facility drives economic development and upliftment within the community they operate within. The facility tasked ELI Development Services to develop an agricultural project to assist with these objectives. ELI delivers skilled entrepreneurs, develops small businesses and supports those small businesses to become sustainable in targeted agricultural industries. A study was performed to establish what types of agricultural activities would be feasible in the Gouda area, and it was recommended that a pork value chain be developed.

With the support provided by ELI, three small businesses were in operation at the beginning of 2021, with another two being incubated. The three businesses were established on existing farms, where infrastructure and the genetics of the herd was improved. The two businesses that were incubated, The Salvin Piggery and REEM Piggery, are based at Pride Piggeries Gouda, established by ELI to support the learning and incubation processes.

At a function on 2 August, The Salvin Piggery and REEM Piggery received the proverbial keys to their pig production units! The Salvin Piggery had already generated its first significant income when 32 animals were sold to a large, well-known meat distributor at a great profit. REEM Piggery welcomed their first piglets in their new production unit and are ready to grow them. In addition, the next budding entrepreneurs were introduced, with the registration of 9 new students on the programme.



*Mr Johannes Thomas of the Gouda Wind Energy Facility addressing entrepreneurs and students*

Mr Johannes Thomas of the Gouda Wind Energy Facility delivered an inspiring keynote address, encouraging the entrepreneurs and new students to persevere, work hard, and make a success of the opportunity that has been afforded them. With a strong focus on community development, he challenged the audience to think about the long-term success they can and should create for themselves and others.

Evan Peters, one of the directors of REEM Piggery:

"We are grateful for the opportunity and we seize the opportunity with both hands. We know it will not be easy, because farming is hard work. We are willing to put everything in to make our business a success."



*From left to right: Johannes Thomas (Gouda Wind Energy Facility), the Directors of The Salvin Piggery Irvin Dias, Eric Bezuidenhout, Salwa Dias, and Daan van der Merwe (ELI)*

The project objective is to train 60 people, establish 10 small businesses and to support the businesses to produce in excess of 6,000 pigs per year. To date, 10 people have been trained, 9 new students have been registered, two businesses have been established and more than 100 pigs have been produced over a continuous rotational production system. The objective over next two seasons is to develop the businesses towards producing 500 pigs per year. Benchmarks of feed conversion ratio, the cost to produce a kilogram of meat and market movements have been developed and although the businesses are still small, commercial benchmarks are being met. The vision is that each small business will be sustainable and contribute to job creation and economic development in the community.

Salwa Dias, one of the directors of The Salvin Piggery:

*"We are extremely grateful to the Wind Farm and ELI for going above and beyond for us. This business opportunity will be allowing us to financially support our families and create employment for the Gouda community by employing staff to work at our piggery."*



*One of the new residents at REEM Piggery*

Candidates from Gouda and surrounding areas are recruited to form part of the piggery business development programme. Students complete a skills course with a focus on the technical aspects of pig farming as well as business management skills. Students that demonstrate commitment, tenacity and complete their modules are selected to be empowered to run their own businesses.



*From left to right: Johannes Thomas (Gouda Wind Energy Facility), REEM Piggery shareholders Elesten Engelbrecht and Roselien Koopman, Director Evan Peters, shareholders Marisha Koopman and Cohun Davids, Director Cheswin Fransman, and Daan van der Merwe (ELI)*

Here's to The Salvin Piggery and REEM Piggery starting their journey towards becoming profitable entities, and the new group of students following in their footsteps.

Acciona is a global group that develops and manages sustainable infrastructure solutions, especially in renewable energy. The first wind energy facility installed by Acciona in South Africa is located in Gouda. They are committed to contributing to the economic and social development of the communities in which they operate. The wind farm is owned by Acciona (54.9%), Royal Bafokeng Holdings (25.1%), Soul City (10%) and the Gouda Wind Energy Community Trust (10%).

ELI was founded in 1996, as provider of training and development services within the agricultural sector. ELI is a specialist at developing people and businesses into agricultural supply chains for corporates, government programmes and corporate social investment clients. ELI believes that Small, Medium and Micro Enterprises (SMMEs) can be drivers of economic growth, innovation and job creation. If your business wants to invest in enterprise development, ELI has a proven model that works.

Contact:  
Christine Bombal | [christine@eli.co.za](mailto:christine@eli.co.za) | 0829251551