



destea

department of
economic, small business development,
tourism and environmental affairs
FREE STATE PROVINCE

MEDIA STATEMENT

FREE STATE FOOD VENDORS PUTTING THEIR CULINARY SKILLS TO TEST

Passion, dedication and a rigorous training could just be the right ingredients to propel fifty (50) food vendors in the Free State to profitability.

These survivalist enterprises will benefit from DESTEA's enterprise development programme in collaboration with Mars Food Company. The enterprises could earn a distribution contract as a micro distributor of Royco products and probably a stint on one of the Mzansi cooking programmes on television.

This Programme will be presented in 3 phases with the first phase being the 22 days training of beneficiaries starting in September 2019 focusing on the following subjects; how to develop a business plan; financial management; customer service and how to expand a business. Training will be followed by the enterprises pitching their business plans that were developed throughout the training to a panel of judges.

The final stage of the programme is the cook off planned to take place in November 2019. This will be a grand event where beneficiaries will be expected to showcase their culinary skills. Before that, beneficiaries will be trained on how to incorporate Royco products into their cooking by Siphokazi from a well know TV Show, Cooking with Siphokazi on DSTV channel 161.

To ensure the relevant and effectiveness of planned interventions, Small Enterprise Development Agency (SEDA) will conduct business assessment of all participants. The most successful food vendor in this programme will win a mobile kitchen.

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