



agriculture,  
forestry & fisheries

Department:  
Agriculture, Forestry and Fisheries  
REPUBLIC OF SOUTH AFRICA



**MEDIA RELEASE: Immediate effect 29 August 2010**

### **FEMALE ENTREPRENEUR OF THE YEAR 2010**

The Female Entrepreneur of the Year 2010 Awards was hosted by the Department of Agriculture, Forestry and Fisheries in conjunction with the Total SA, the platinum sponsor at Mentors Country Estate in Jeffreys Bay, Eastern Cape Province, on 28 August 2010.

Minister Tina Joemat-Pettersson, said the main objective was to encourage and recognise the participation of women in the agricultural, forestry and fisheries sectors. The event rewarded efforts in the contribution to food security by women and young people.

The function was also attended by the first lady, Ma Khumalo, who is also the patron of food security in South Africa. She encouraged young people to venture into agriculture. On the same breath, she told the gathering that people must not be lazy to work. "It is only through our labour that we can be able to feed this country".

The winners were awarded in the seven categories. Under Best Female Worker in the forestry sector, the winner was Ms Grace Hlatshwayo of Mpumalanga. In category 2, Best Subsistence Producer in the agriculture sector, the winner was Mogogakgomo Project of North West. In the Fisheries sector, the winner was Ms Dolie Patricia Mthembu of KwaZulu-Natal. In category 3, Top Young Entrepreneur in the agriculture sector, the winner was Ms Serena Vivashe of Northern Cape. In category 4, Top Entrepreneur: Smallholder in the processing subcategory, the winner was Ms Nerne van der Merwe of Free State. In category 5, Top Entrepreneur: Commercial in the Horticulture and Crops, the winner was Emmanuel Haven Farm of the Eastern Cape. In the Livestock subcategory, the winner was Ms Karin Pretorius of Gauteng. While in the Processing subcategory, the winner was Ms Mavis Mogasie Mathabatha of Limpopo. In Category 6, Top Entrepreneur: Export Market in the Fisheries sector, the winner was Ms Adele Hattingh of the Western Cape. The overall winner, 2010 Female Entrepreneur of the Year was Ms Mavis Mogasie Mathabatha of Limpopo.

For female entrepreneurs to be eligible for the competition, they must have their own businesses. In the case of groups, ownership by women should be 80% and companies must be registered in their names. In the case of a trust, 80% of the trustees must be women and they must be active. In instances where management is in the hands of many people, a business establishment will be entered as a legal entity collectively representing the group and winnings must be shared equitably.

For more information, please contact:

Steve Galane  
Director: Communications  
012 319 7312  
083 635 7346  
[DAIS@daff.gov.za](mailto:DAIS@daff.gov.za)

Or

Priscilla T. Sehoole  
Head of Communication: Ministry  
Ministry of Agriculture, Forestry and Fisheries  
+27 12 319 6042/6879  
+27 12 319 7858  
+27 83 265 8728  
[HCM@daff.gov.za](mailto:HCM@daff.gov.za)