



# NA KE MANG MONGA MOKGWATSHIBETSO WA DIJO TSA RONA TSA MEHLA LE MEHLA?

**Batho ba Afrika Borwa ba ja dilofa tsa borotho tse ka bang 28 bilyone, mme ka ho lekanya, motho ya mong o ja 100kg ya poone le dihlahiswa tse amanang le poone selemo le selemo – koro le poone ke tsona dijo tse tlwaelehileng haholo ka hara naha.**

Ke dikhampani tse mmalwa tse laolang letoto la mesebetsi ya bohlokwa ya koro le poone – e leng leeto le tlohang masimong a borapolasi ho ya malwaleng, suphamaketeng le ho ya fihla ditafoleng tsa rona letsatsi le letsatsi.

Dikoporasi tsa polokelo tsa nakong e fetileng tse jwalo ka Senwes, NWK le Afgri, tse ileng tsa thehwa ka nako ya aparteiti, di laola 74% ya dibaka tse bolokang poone, ha Tiger Brands, Premier Foods, Pioneer Foods le Foodcorp di laola indasteri ya tshilo ya koro le poone ekasitana le borotho le mmaraka wa kgwebo ya poone.

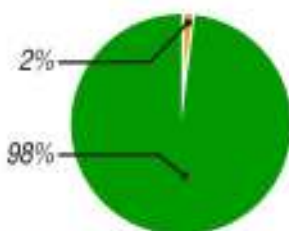
## NA HONA HO ETSAHETSE JWANG?

Mebaraka ya tshilo le mabenkele a maholo a ne a le tlasa taolo e kgolo ya melao tlasa puso ya aparteiti; athe ka mora selemo sa 1994 ho ile ha qalwa ho tloswa melao e etsang hore dikhampani tse ding di kgone ho kena mmarakeng, di kgone ho hlophisana le ho theosa ditheko. Hona ha ho eso etsehe.

Dikhampani tse ntseng di le teng di ile tsa thibela hona haholo mme tsa laola mebaraka ya tshilo le kabo, ekasitana le mokga wa borotho ka ho reka dikhampani tse nyenyane le ho thibela hore dikhampani tse ding di kene.

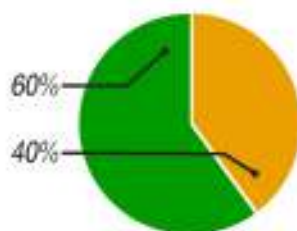
Bareki jwale ba lefa haholo bakeng sa poone le koro, ha balemirui bona ba fumana tjelele e nyenyane ho feta nako e fetileng, ha dikhampani tse tsona di fumana e ngata – dibaka tsa polokelo, tshilo, kabo le dikhampani tsa kwebo di etsa dipolelo tse hodimo haholo.

Tshilo ya Poone e Tshweu



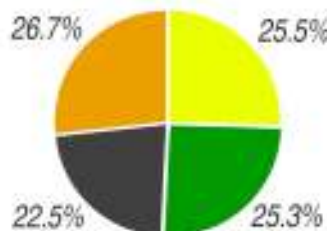
Ho hong  
Tiger Brands  
Premier Foods  
Pioneer Foods  
Foodcorp

Tshilo ya Koro



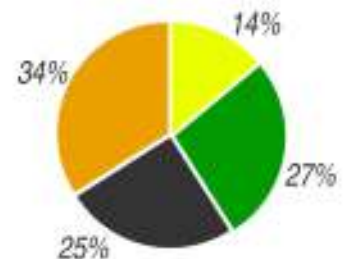
Ho hong  
Tiger Brands  
Premier Foods  
Pioneer Foods  
Foodcorp

Bong ba mmaraka wa phofo ya poone (2013)



Foodcorp LE TSE DING  
Premier Foods IWISA IMPALA NYALA  
Tiger Brands ACE  
Pioneer Foods WHITE STAR

Bong ba mmaraka wa borotho (2013)



Tse ding SUPERMARKET BAKERIES  
Premier Foods BLUE RIBBON  
Tiger Brands ALBANY  
Pioneer Foods SASKO & OUEMS



# NA KE MANG MONGA MOKGWATSHEBETSO WA DIJO TSA RONA TSA MEHLA LE MEHLA?

## KE MANG MONGA MOKGA WA MABENKELE A MAHOLO?

Hodima moo, dikhampani tse hlano di laola mmara wa kgwebo ya dijo. Dikhampani tsena ke Shoprite Holdings, Pick n Pay Retail Group, Spar Group, Woolworths Holdings le Massmart.



35% Shoprite  
27% Spar Group  
27% Pick n Pay  
8% Woolworths  
2% Massmart

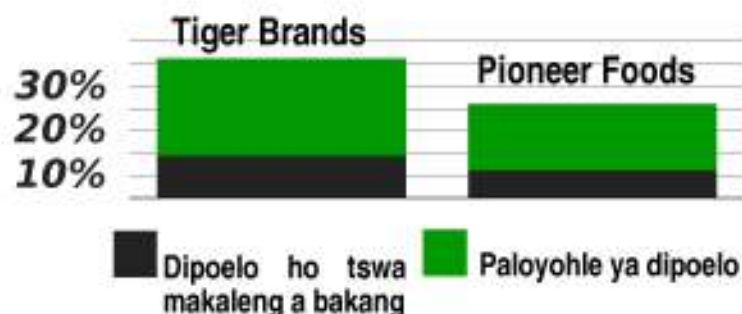
## Kaofela ba lekunutung la ho tlatlapa bareki...

Ka hodima tsena, ho na le dikamano tse yang ka nqa tsohle pakeng tsa bao ba laolang malwala, dibaka tsa polokelo le kabo ya poone le koro le bao ba di rekisang jwalo ka dihlahiswa tse phethahetseng.

Mohlala, Christo Wiese, monga dishere tse ngata le ho feta tsa Shoprite Holdings, ke yena monga dishere tse ngata ho Brait SA, eo hape e leng monga dishere tse ngata ho Premier Foods.

## SELEKANE SA DIKHAMPANI TSE KGOLO TSE ETSANG DIPOELO TSE HODIMO: NA BA FUMANA BOKAE?

Diraporoto tsa ditjhelete ho tswa dikhampaning tse jwalo ka Tiger Brands le Pioneer Foods di bontsha hore dikhampani tsena di etsa dipolelo tse hodimo haholo ho tswa dikarolong tsa tsona tsa ho baka, persente e hodingwana ho feta tshebetso tse ding tsohle tsa bona.



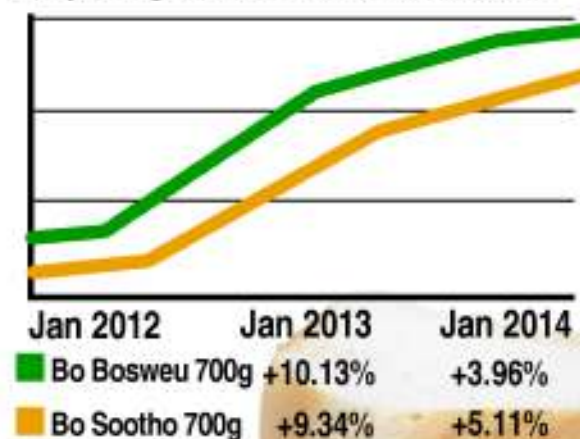
Dipoelo tse entsweng ho tswa makaleng a bakang 2012

## KAOFELA HA RONA RE QETELLA RE LEFILE BAKENG SA HONA!

Tshebetso ya ho kopanya (bong ba indasteri ke dikhampani tse mmalwa) ho utluisa bareki bohloko mmoho le borapolasi ba banyenyane le beng ba mabenkele, ho kenyelletswa le diketekete tsa beng ba mabenkele a di-spaza.

### Mofuta ona wa bong:

O bolela hore dikhampani tse kgolo e ka ba tsona tse behang ka tsela e seng molaong ditheko tsa dijo tse jwang ka mehla le mehla ke batho.



Nyollo tsa ditheko tsa borotho

• Ha o kenyelletse borapolasi ba banyenyane le borakgwebo ho tswa mmara ka ha ba sakgone ho hlophisana le dikhampani tse kgolo tse sebedisang boholo ba tsona ho lefa theko tse tlase bakeng sa dihlahiswa le ditshebeletso.

## DIKHAMPANI TSE KGOLO TSE BOPILENG SELEKANE SE MPE: DI ETSA LEKUNUTU LA HO TLATLAPA BAREKI KA THEKO YA BOROTHO LE POONE Tiger Brands, Pioneer Foods, Premier Foods le Foodcorp...

ka makgetlo a mangata, di ile tsa dumellana ka tsela e seng molaong ho nyolla theko ya borotho. Ka 2006, dikhampani tsena tse nne di ile tsa dumellana ka ho nyolla theko ya borotho ka disente tse 30-35 ka beke pele ho Keresemese mme pakeng tsa 1999 le 2007 moo di ileng tsa kopana le ditshilo tse ding tsa dumellana ka lekunutu la ho tlatlapa bareki le ho beha ditheko

tse seng molaong tsa koro le dihlahiswa tsa poone e tshweu ka dinako tse itseng, mme hona ho beha theko e tshwanang bakeng sa bareki bohle ba bona. Khomishene ya Ditlhodisano e ile ya ba fumana ba le molato wa ho beha ditheko ka tsela e seng molaong tabeng tsa borotho le bakeng sa tshebedisano e seng molaong tabeng tsa koro le poone e tshweu.

Ba Premier bona ba ile ba tshwarelwa mme ba se qoswe ka ho thusa khomishene ho hlahisa boholo ba taba, ha ba Tiger Brands le bona ba ile ba sebedisana le khomishene ho etsa hore ba fokoletse faene hore e ye tlase ho R98 miliyone. Pioneer Foods e ile ya faenwa R1 billyone.





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## MAHLABISA DIHLONG A TLALA MONA AFRIKA BORWA

Karolo ya (27) ya Molaotheo wa Afrika Borwa e bolela hore “E mong le e mong o na le tokelo ya ho fihlela dijo le metsi a lekaneng” mme o beha boikarabelo hodima mmuso hore o nke mehato e utlwalang, ka ho sebedisa mehlodi ya thuso e leng teng, hore o fihlele ditokelo tsena.

## Re lapile

- Ke halofo feela ya batho ba Afrika Borwa ba nang le dijo tse sireletsehileng hobane ba kgona ho fihlela “dijo tse lekaneng, tse bolokehileng, tsa phepo e ntle bakeng sa ho boloka bophelo bo botle le bo mafolofolo”.
- Batho ba Afrika Borwa ba lapile hobane ha ba kgone ho lefela kapa hona ho fihlela dijo, e seng hobane ho se na dijo tseo tse lekaneng.

Dipalopalo tsa batho ba Afrika Borwa ba 50 miliyone



*Ke taba e potlakileng ya hore re kgaole selekane se mpe sa dikhampani tsena tse kgo lohadi tse etsang hore bareki ba ma-Afrika Borwa, haholoholo ba futsanehileng le ho feta, ba dule ba kganngwe ke taba ena, mme hona re ka ho etsa ka taolo ya dijo tsa rona tse pedi tsa mehla le mehla – poone le borotho. Ho na le mokgatlo wa baahi o ntseng o hola ka potlako mona Afrika Borwa o batlang hore ho be le mokgwatshebetso o fapaneng bakeng sa naha ya habo rona – mokgwatshebetso wa dijo o tla kgona ho tswela pele, o lokileng mme o hlaisang dijo tsa bophelo bo botle. Mokgwatshebetso o ketekang kabelo ya banka-karolo ba banyenyane mme o ba dumella hore ba kgone ho fihlela mmara.*

## DITHEKO TSA DIJO DI DULA DI NTSE DI NYOLOHA

E batlile e ba 70% ya dijo tsohle tse rekwang disuphamaketeng. Mafutsana ke ona a utlwanng nyollo ya ditheko haholo hobane ba sebedisa palo e ka etsang 34% ya kuno ya bona selemo le selemo dijong (persente ena e nyoloha selemo le selemo) – mme 35% ya palo ena e borothong le phofong ya poone. Nyollo efe kapa efe ya ditjeho tsa dijo, ho kenyelletswa le tseo ditheko tsa tsona di behwang ka tsela e seng molaong, di senya bokgoni ba ho fepa ba malapa a bona.

Theko ya Manki wa DiJo



Source: <http://www.pacsa.org.za>

- E ka ba batho ba Afrika Borwa ba 12 miliyone (24%) ba robalang ba sa ja.
- Ba ka bang 13 miliyone (26%) ba sa tsebing hore na ba tla ba le dijo tse lekaneng hosane.
- Ke feela ba 28 miliyone (50%) ba nang le dijo tse lekaneng tsa ho ja.