

■ INVESTMENTS

Farmers' products can yield an income

STAFF REPORTER

FEDGROUP'S Impact Farming initiative allows investors to earn an income as a sideline business by investing in agricultural products with start-up capital from as little as R300.

The crowd-farming initiative enables asset owners to generate income from selected agricultural products and renewable energy.

Currently, the choice of assets consists of blueberry bushes, beehives where honey is produced, and urban solar farms which can generate regular income.

To kick-start an investment in impact farming, entrepreneurs need to download the Fedgroup app to select the asset or mix they wish to invest in.

They can start by making a purchase for just R300, which includes insurance and maintenance, as well



as the harvest and sale of the produce.

Grant Field, Fedgroup chief executive, said the company was excited to bring this innovation to South Africa.

"We believe that Impact Farming will create additional revenue streams for our asset owners and play a meaningful role in the growth of the agricultural and renewable energy sector. The beauty of the app, which is the first of its kind in South Africa, is that it can be used to generate extra income while



keeping your day job and allow those who want to diversify their investment portfolio a platform to do so."

He said impact farming also appealed to a new generation of socially conscious investors, predominantly comprising millennials, who wanted their money to make a positive impact in the world, while realising a fair return on their investment.

Field said asset owners could expect increased returns over time, in line

with inflation or energy price increases and in the case of blueberries and beehives, there was also an increase as the bush or colony matured.

He said solar panel owners earned an income every month, while blueberry and beehive owners were paid twice a year, after the harvest seasons.

"Entrepreneurs who invest in Impact Farming have peace of mind in the full knowledge that their assets are housed on accredited farms and managed by an experienced team.

"To build on this offering, the company is considering adding other agricultural products in the future and creating a secondary market where investors can trade their assets. Those who invest in beehives will help to increase local honey production by adding over 500 beehives to the country's bee population."

To find out more, visit www.fedgroup.co.za/impactfarming.