



HandPicked

Empowered by JumpStart



Growing a greener future



HandPicked is the greenest addition to Mr Price Foundation's JumpStart skills development programme. The six-month work readiness programme is shaping a new generation of sustainable agripreneurs and homegrowers.

How does vertical farming work?

- 🌱 It's a hydroponic system.
- 🌱 Crops are planted in towers of vertical African Growers.
- 🌱 The growing medium is coconut coir.



What are the benefits of the programme?

- 🌱 Communities and youth are shifted from consumers to producers.
- 🌱 Youth and homegrowers are equipped to become self-sufficient food producers or agribusiness owners.
- 🌱 Vertical farming uses less water and less space than traditional methods of growing in soil
- 🌱 Maximises scarce resources in urban and rural settings.
- 🌱 Stimulates local jobs and community food production.
- 🌱 Tackles food insecurity and supports sustainability.

What do growers learn?

- ☐ Life skills
- ☐ Crop growth production
- ☐ Farming management
- ☐ Agriculture management
- ☐ Agriculture economics
- ☐ Agribusiness

Who are the beneficiaries?

- 🌱 South African unemployed youth who have completed an agriculture qualification with any accredited higher institution of learning.
- 🌱 Homegrowers and subsistence farmers.
- 🌱 Youth between the ages of 18 and 33.

We thank our partners

- 🌱 Mr Price Group
- 🌱 African Grower
- 🌱 Fresh Life Produce
- 🌱 Veldskoen
- 🌱 Chep



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