

Retailer's Market Day creates unique opportunity for emerging farmers

Small-scale farmers from more than 60 community food gardens across Southern Africa will have a unique opportunity to sell their fresh, organically grown produce directly to customers at selected Shoprite and Checkers supermarkets at the retailer's Market Day on 3 April 2025.

By providing a direct route to market, Market Day helps emerging farmers generate an income, develop critical business and retail skills and engage directly with local customers. The initiative is a key part of the retail group's ongoing commitment to supporting sustainable hunger relief and food security efforts.

"Market Day continues to grow each year, unlocking more opportunities for community food gardens to bring their produce directly to customers," says Sanjeev Raghubir, Chief Sustainability Officer at the Shoprite Group. "Beyond generating an income, it equips farmers with valuable retail experience and encourages climate-resilient farming methods that are essential for long-term food security."

Through its [Act For Change](#) programme, the Shoprite Group supports over [260 community food gardens](#) and 4 000 home gardens, positively impacting the lives of more than 80 000 people.

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Notes to the editor

The gardens that will participate in Market Day include:

Botswana:	<ul style="list-style-type: none">• Adams Eden – Shoprite Gaborone• Sharodan Farms – Checkers Airport Junction Centre, Gaborone
Eastern Cape:	<ul style="list-style-type: none">• Intambanana Farming and Multipurpose Coop – Shoprite Mdantsane City• Phawu Agripak Cooperative – Shoprite Dutywa• Silverdale Womens Development NPC – Shoprite Gillwell Mall, East London• Varhoyi & Mgodleni Co-op – Checkers Metlife Mall, King Williams Town• Wathint' Abafazi – Shoprite Ziyabuya, Gqeberha• Yizanazo Co-operative – Checkers Vincent, East London
Free State:	<ul style="list-style-type: none">• Community Working Programme – Usave Koffiefontein• Dikonyana Community Based Care Center – Shoprite Heidedal, Bloemfontein• Free State Rural Women Assembly Agroecological Hub – Shoprite Botshabelo Mall• Hola Le Rona Integrated Educare Centre – Shoprite Harrismith• Ntoanatsatsi Community Garden – Shoprite Setsing, Phuthaditjhaba• Qholaghwé Garden Project – Shoprite Mandela Park, Phuthaditjhaba• Realeboga Bakubung Training & Development Agency – Shoprite Thaba Nchu
Gauteng:	<ul style="list-style-type: none">• Carroll Shaw Memorial Center – Checkers Tambotie Mall Randfontein• LeanoAgri Food Garden – Checkers Greenstone Hill, Edenvale, Johannesburg• Mahata Mmoho Agricultural Cooperative – Checkers Hyper Vanderbijlpark• Mmakgomo Agricultural Cooperative – Checkers Pretoria North• NOSA Early Learning Orphans and Vulnerable Children's Centre – Checkers Wonderpark, Pretoria

	<ul style="list-style-type: none"> • Tholakele Centre of Hope – Checkers Selcourt Towers, Springs, Johannesburg • Winnie Mabaso Foundation – Checkers The Glen, Gleneagles, Johannesburg • Vukasechaba Massive Fresh Produce Primary Co-Op - Checkers Mall Of The South
KwaZulu-Natal:	<ul style="list-style-type: none"> • Eyesihlahla Farms 94 – Shoprite Eshowe • Iqabungelihle Community Garden – Checkers Durban North • Khula Nathi – Checkers Davenport, Durban • Kunothile Agricultural Primary – Shoprite Amanzimtoti • Okwemvelo Food Garden - Checkers FX Amanzimtoti • Siyaphambili Womens Hub – Checkers Hyper Galleria, Amanzimtoti • Siyakhula Community Project – Shoprite Gingindlovu • Velemseni Farming Group – Shoprite Estcourt • Yenzanathi Community Upliftment Project – Checkers Watercrest, Pinetown
Lesotho:	<ul style="list-style-type: none"> • Action Lesotho – Shoprite Leribe, Lesotho
Limpopo:	<ul style="list-style-type: none"> • Khenso Farming Co-Operative – Shoprite Namakgale, Phalaborwa • Marubini Multi-Purpose Women's Primary Cooperative – Checkers Makhado Crossing, Louis Trichardt • Ratanang Agricultural Cooperative Limited – Shoprite Mankweng, Polokwane • We Can Women's Development Co-op – Shoprite Paledi, Polokwane
Mpumalanga:	<ul style="list-style-type: none"> • Ekuqaleni Genesis Farm – Checkers Hyper Klipfontein, eMalahleni • Ploughs and Feathers Co-operative Ltd – Checkers New Hazyview Junction, Hazyview • Phumelelani Savings Scheme – Checkers Hyper Secunda Mall • Sibonile Agricultural Co-operative – Shoprite Acornhoek Mall • Too Fresh Produce Cooperative – Checkers Ermelo • Timbavati Garden – Shoprite Acornhoek Plaza
Namibia	<ul style="list-style-type: none"> • Groot Aub Fresh Producers – Shoprite Lafrenz, Windhoek
Northern Cape:	<ul style="list-style-type: none"> • Agape Community Upliftment Projects – Shoprite Postmasburg • Bomajakatha Garden Project – Shoprite Postmasburg • Matlhwareng A Rona Co-Operative Limited – Checkers Kuruman • SARAG Development Agency - Food Security and Environment Program – Shoprite Kimberley
North West:	<ul style="list-style-type: none"> • Bakgatla ba Mosetlha – Shoprite Temba • Dirang Batswana Greenery Project – Shoprite Mini Koster • Kopanelo Projects – Shoprite Mahikeng Mall • Nthabiseng Skills' Training Centre For The Disabled – Checkers Hyper Rustenburg • Mama Ruby Primary Co-operative Limited – Shoprite Lethlabile, Brits • PatCathy & Projects Co-Operative – Shoprite Potchefstroom • The Visionaries – Checkers Rustenburg
Western Cape:	<ul style="list-style-type: none"> • Our Garden – Checkers Protea Heights, Brackenfell • Khuphukani Food Security Garden – Checkers Robertson Quarter, Robertson • Lentegeur Food Garden – Shoprite Home Office, Brackenfell • Mhani Gingi – Shoprite Home Office, Brackenfell

	<ul style="list-style-type: none">• Mthimkhulu Community Development Programme – Shoprite Kleinmond• Hopi Agri – Checkers Langverwacht, Kuilsriver• Vulamasango – Checkers Weltevreden, Mitchells Plain
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