



Abalimi Bezekhaya Farmer Festival Briefing

Abalimi Bezekhaya is turning 40 years, so to celebrate this we are planning an educational farmer festival with expo and talks. This serves as a briefing document for service providers.

Date: Saturday, 23rd April 2022

Time: 9am up to 4pm

Venue: Zola Senior Secondary School in Bhongweni (Site C) Khayelitsha.

Attendees: Maximum 2000.

Purpose and format: The event is aimed at educating our farmers about several ways of improving their organic farming. There will be food vendors selling different foods and drinks at an affordable price. No alcohol or sale of alcohol will be permitted. There will be entertainment in between the several presentations and 1 hour of entertainment during lunch.

Access control: There will be tickets issued for free at our garden centres beforehand for access control and people will exchange their tickets with a wristband. All children under the age of 16 will require parental supervision. Children under the age of 4 will not require a ticket, from 4 years and older each person will require a ticket for entrance.

We are anticipating hosting not more than 2000 people as outlined below:

- 1500 micro-farmers from the community in Khayelitsha, Nyanga, Gugulethu, Crossroads, Philippi and surrounding areas - they will all get a voucher before the event
- 300 support staff and exhibitors
 - 80 exhibitors (40 stalls)
 - 50 vendors (10 stalls with 5 people max each)
 - 20 speakers
 - 20 Abalimi staff
 - 30 Event volunteers
 - Additional will be security, marshalls, medics and traffic as required.

Parking: There are two access points and three parking areas available. The main visitor entrance will have on-site parking for about 30 cars, while the vendor entrance at the back of the school will have

additional on-site parking for 60 cars. A third parking area will be arranged for buses at the church across the road from the school.

