

Research Report RESEARCH METHODOLOGY (RMET8429):

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Brand: Food Forward South Africa

Title: An exploration of Food Forward SA's impact on the South African food waste market economy.

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Abstract

The purpose of this research was to explore the link between Food Forward SA and food waste in order to determine the extent to which Food Forward SA can be considered a meaningful brand. However, with limited information linking Food Forward SA to food waste, it was difficult to determine the extent to which Food Forward can be considered a meaningful brand. In light of this, the study aimed to explore how the contributions of this organisation impacted the social, economic and environmental communities they operate in in order to determine if they are an effective long term solution. As a result, a limited sample of industry professionals were interviewed and allowed for a general overview of the state of the industry. 5 semi-structured (30 - 45 minute) interviews were conducted to obtain direct data. The purpose of the interviews were to help find key insights into the relationship Food Forward SA has with its donor/beneficiary organisations as well as to gain a holistic view on their impact in the industry. The findings reflect that the core question of this study, *to what extent can food forward be considered a meaningful brand*, is slightly nuanced. On the one hand, from a capitalist perspective, the brand can be understood as a holistic brand. On the other hand, a holistic view of the industry reflects that the brand can only be considered meaningful to a limited extent. This is due to the fact that the Food Banks are an unsustainable band aid solution to mitigating food loss and food insecurity. This is because food banks aim “to meet the needs of the green economy” (Warshawsky, 2018: 4) and the government, along with business owners, purposely create scarcity to maintain the market price. As a result their existence prevents people from having access to food- making it unsustainable. At the same time, the main incentive of the existence of food banks is to maintain food market prices. Therefore their primary goal is profit driven. Thus, Food Forward SA can be understood to be a meaningful brand to a limited extent due to the issues explored above.

Chapter 1

Introduction

1.1 Introduction:

It is estimated that one-third of the world's food supply is wasted within the global food system. Food waste describes the phenomenon in which “any food, and inedible parts of food, removed from the food supply chain to be recovered or disposed of” (Oelofse, 2019). On the one hand, a large portion of the food waste occurs in retail markets, with 95% of the waste being due to large scale retail companies, including the Shoprite Group, Pick n Pay, and Woolworths (Reddy, 2020). In an attempt to mitigate food waste, many large retailers have looked to food banks as a catch all solution to food waste. Food banks are non-profit organisations that collect surplus food from “donors such as producers, manufacturers, retailers, government agencies, individuals and other organisations” (Warshawsky, 2011: 6) to distribute to food-insecure communities. Many retailers such as Woolworths, looked to Food Forward SA as a solution to improving their food waste management systems

Food Forward SA is a non-profit organisation that helps companies to donate surplus food to increase “an organisation's capacity to re-distribute the edible, surplus food it collects from producers, manufacturers, wholesalers and retailers” (Woolworths, 2022). The organisation was established in 2009 and they aim to combat hunger “by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward South Africa, 2022). Moreover, the organisation develops a network of beneficiary organisations to help extend its reach across the country. While Food Forward is seen as a catch all solution to combating food waste, there is limited information available to support that.

The idea for this study was conceived after watching a BBC news documentary about tackling food waste in South Africa at the start of the COVID 19 Pandemic (see- Tackling Food Waste in South Africa, Pumza Fihlani, 2021). While watching this, the organisation had been brought to my attention and, through further research I found that the organisation had worked with Woolworths and other large food retail companies (Woolworths, 2022). During the pandemic, they had run large scale campaigns asking businesses and consumers alike to redirect their surplus foods to their organisation in order for it to be redistributed among destitute people.

When tasked to do a study on food waste in South Africa, I decided to explore the link between South African food bank organisations and food waste but to my surprise, there is limited information on the topic. Despite this, businesses such as Woolworths have noted that Food Forward have made a significant difference to their food waste managing systems (Source Woolworths). Additionally, the task required us to understand the extent to which a brand (i.e Food Forward) can be described as meaningful in the context of food waste management. However, with limited information on food banks in South Africa, it is difficult to determine to what extent Food Forward SA can be considered a meaningful brand.

While many organisations have looked to food banking as a catch-all solution to combat food waste, there are limited studies that prove this. Therefore, the purpose of this research is to explore the link between Food Forward SA and food waste. In light of this, the study aims to explore the extent to which Food Forward can be considered a meaningful brand. With limited information linking Food Forward SA to food waste, it is difficult to determine the extent to which Food Forward can be considered a meaningful brand.

On the one hand, research has shown that organisations such as Food Banking South Africa saved 5.6 million tonnes of food waste in 2011(Warshawsky, 2011: 14). At the same time, a study by Green Cape found that Food Forward South Africa has redirected 7215 tonnes of surplus food in Cape Town and saved the city from emitting 8592 tonnes of greenhouse gases into the atmosphere (Green Cape, 2021: 6). However, these studies tend to hyper-focus on the organisations rather than link the impact these organisations have on the overall food waste phenomena in the country. On the other hand, researchers have also highlighted that there are barriers that prevent food waste organisations from operating effectively. Food banks in South Africa have limited impact due to structural issues such as lack of funding, limited distribution and weak infrastructure that prevent the organisations from distributing the food effectively (Warshawsky, 2018). Scholars have done limited studies exploring the impact Food Forward has had on businesses, communities and the environment, they neglect to explore the overall impact the organisation has on reducing food waste. This information is key to identifying the extent to which the brand can be considered meaningful. Therefore, this shows that there is more research that needs to be done to explore the relationship between Food Forward and food waste in order to determine the extent to which the brand can be considered healthy

Therefore, this study will draw from an article titled How healthy is your brand? Cook et al (2010) in order to determine the extent to which the brand can be considered meaningful. At the same time, this study will use Warshawsky's 2018 article that explores the extent that Food Forward and other food banking organisations have on food waste. While food banks have been understood as a catch-all solution to food waste, Warshawsky's (2018) arguments reflect that there is little to no research to prove this. Furthermore, this study will explore the relationship between food forward and their beneficiary organisation and draw from a case study done by the Impact Amplifier (2021). A study done by Impact Amplifier (2021) found that there is a lapse in the relationship between Food Forward South Africa and beneficiary organisations. This underdeveloped relationship resulted in Food Forward South Africa only reducing general food waste by 0,07%. This disappointing statistic reflects that more research that links food banks to food waste organisations still needs to be explored. In light of this, the question then becomes: *With limited information that links Food Forward to food waste, to what extent can the brand be considered meaningful?* Therefore, the topic of this study will be Food Forwards impact on food waste.

1.2 Problem statement

While these scholars have done limited studies exploring the impact Food Forward has had on businesses, communities and the environment, they neglect to explore the overall impact the organisation has on reducing food waste. This information is key to identifying the extent to which the brand can be considered meaningful. Therefore this study will explore the impact Food Forward has on mitigating food waste in South Africa by examining the impact it has on the economy, the environment and society. This study will primarily focus on the Food Forward through exploring their relationship with businesses, the environment and the communities they serve. Therefore, the core problem of this study becomes: *While Food Forward has positioned themselves as a catch-all solution to food waste, there is limited information available to support this claim.*

1.3 Research Goals and Questions

In light of this, the core question then becomes: *With limited information that links Food Forward to food waste, to what extent can the brand be considered meaningful?*

To address this question, the following sub- questions will be explored:

1. To what extent can Food Forward be considered a meaningful brand?
2. How does the organisation positively/negatively impact the social, economic and environmental communities in relation to food waste?
3. How do food banks help reduce food waste in South Africa?

In light of this, this study **aims** to:

- Explore the extent to which Food Forward can be considered a meaningful brand
- Explore how Food Forward's contributions impact the social, economic and environmental communities they operate in.
- Explore whether Food Forward's contributions are an effective long term solution to food waste in South Africa.

1.4 Conclusion

While Food Forward is seen as a catch all solution to combating food waste, there is limited information available to support that. At the same time, the aim of this study is to examine the extent to which Food Forward can be considered a meaningful brand. However, with limited information exploring the ways in which Food Forward impacts food waste, it is difficult to determine the extent to which Food Forward can be considered a meaningful brand. Therefore, the paper explores the varying ways in which the organisation impacts the economy, environment and communities they serve through their efforts in combating food waste.

Chapter 2

Literature Review

2.1 Introduction

It is estimated that one-third of the world's food supply is wasted within the global food system. Food waste describes the phenomenon in which "any food, and inedible parts of food, removed from the food supply chain to be recovered or disposed of" (Oelofse, 2019). On the one hand, a large portion of the food waste occurs in retail markets, with 95% of the waste being due to large scale retail companies, including the Shoprite Group, Pick n Pay, and Woolworths (Reddy, 2020). In an attempt to mitigate food waste, many large retailers have looked to food banks as a catch all solution to food waste. Food banks are non-profit organisations that collect surplus food from "donors such as producers, manufacturers, retailers, government agencies, individuals and other organisations" (Warshawsky, 2011: 6) to distribute to food-insecure communities. Many retailers such as Woolworths, looked to Food Forward SA as a solution to improving their food waste management systems. Despite this, there are very limited studies that connect the effects of food waste to food banks. Warshawsky argues that there "are no studies that connect the development of food bank systems to reduced food waste or lower levels of food insecurity" (Warshawsky, 2018: 3). Therefore, this research aims to explore the relationship between food banks and food waste to understand the impact these organisations have on food waste.

More specifically, scholars have done limited studies exploring the impact Food Forward has had on businesses, communities and the environment, they neglect to explore the overall impact the organisation has on reducing food waste. This information is key to identifying the extent to which the brand can be considered meaningful. Therefore this study will explore the impact Food Forward has on mitigating food waste in South Africa by examining the impact it has on the economy, the environment and society. This study will primarily focus on the Food Forward through close analysis of their relationship with businesses, the environment and the communities they serve. While Food Forward has positioned themselves as a catch-all solution to food waste, there is limited information available to support this claim.

2.2 Who is Food Forward SA?

Food Forward SA is a non-profit organisation that helps companies to donate surplus food to increase “an organisation’s capacity to re-distribute the edible, surplus food it collects from producers, manufacturers, wholesalers and retailers” (Woolworths, 2022). The organisation was established in 2009 and they aim to combat hunger “by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward South Africa, 2022). Moreover, the organisation develops a network of beneficiary organisations to help extend its reach across the country. As a result, the organisation was able to rescue 7 215 tonnes of food in the year 2021 (Food Forward SA, 2022: 11). Green Cape found that the organisation saved the city of Cape Town 8 592 tonnes of greenhouse gases and has assisted donors in recovering R20.9 million in tax rebates. These studies reflect the impact that the organisation had on the *green economy*. At the same time, Green Cape’s study reflects a brand that is committed to its purpose which is to “reduce hunger in South Africa by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward SA, 2022). Therefore, Food Forward can be understood as an social conscious organisation that aims to improve the lives of underprivileged South Africans.

2.3 Can Food Forward be considered a healthy brand?

A healthy brand is an organisation that aims to bring value to their consumer (Cook et la, 2010). They aim to increase profits through making their products or services valuable to the consumer. There are 7 characteristics that determine the extent to which a brand can be considered meaningful and those will be explored below:

1. A healthy brand have a particular and meaningful purpose

A meaningful brand is defined by its purpose. Food Forward’s mission is to redistribute surplus foods from food retailers and consumers alike to community organisations that serve the poor. As a result, the brand is not profit driven and instead is committed to enhancing the communities their beneficiary organisations supply for. At the same time, the organisation states

that its purpose is to “reduce hunger in South Africa by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward SA, 2022).

2. A healthy brand purpose is served in all that the brand does.

A large portion of the food waste occurs in retail markets, with 95% of the waste being due to large scale retail companies, including the Shoprite Group, Pick n Pay, and Woolworths (Reddy, 2020). Food Forward collaborates with these large scale companies, among others, in order to secure cost effectively collect surplus foods that can be redistributed to their beneficiary organisations (Food Forward SA, 2022). It is also important to note that the primary drivers in retail food waste “relate to retail store management behaviour and customer behaviour” (Jere, Parker, Sikobi, Jones, Mason, 2021: 97). To mitigate this, Food Forward has developed programs to educate businesses and consumers alike to educate them on food waste in hopes to improve their systems (Green Cape, 2021). As a result, the brand is serving its purpose through acting as a solution to businesses' food waste management systems while also educating them to explore further solutions.

Additionally, the brand extends their primary purpose by empowering the communities they serve. More specifically, the brand empowers communities through internship programs that “upskills youth in supply chain management” (Green Cape, 2022: 6). The brand also acts as a catalyst for social change through providing nutritious food to school children and patients with HIV/AIDs and TB. According to Green Cape (2021), the Food Forward's efforts to supply nutritious food allows “HIV/AIDS and TB to take their medication more regularly and incentivise youth to attend skills development programmes, resulting in improved employability for the youth” (Green Cape, 2021: 6). In other words, the organisation serves its purpose through empowering communities through offering them opportunities that would help them become effective members of the economy, ultimately empowering them with the skills to ensure that they can escape poverty.

3. A healthy brand must have a distinctive identity

While purpose is fundamental to a brand's existence, identity is what helps it stand out and survive in the market. Food Forward is one of the leading food donation organisations in South Africa. In fact “FoodForward SA is Africa's only certified member of the Global FoodBanking Network” (Green Cape, 2021: 5). Their colour pallets are made up of shades of green alluding

to the organisation's environmental efforts. At the same time, the colour alludes to fresh and healthy foods. At the same time, the logo encompasses the shape of an apple with hands reaching out to each other. This reflects the collaborative nature of the brand as it is working together with businesses and consumers alike to reduce hunger in South Africa. This colours and logos of the organisation perfectly matches the social justice efforts and is effective in helping them attract donors. The brand has grown significantly since its inception and that is partly due to the distinctive identity built by the brand.

4. A healthy brand must be an engaging, authentic and coherent communicator

It is important for brands to effectively communicate on every interaction to ensure that “there is shared meaning” (Cook et al, 2010: 14) between users and the brand. At the same time, it ensures that the purpose of the brand is understood across all operations in the business. According to Cook et al, a healthy brand ensures that “the communication is honest and authentic and represents the delivered brand experience” (Cook, 2021: 14) and this is true for Food Forwards. According to Green Cape, Food Forward “has been able to overcome many of the risks and barriers associated with food banking through a number of targeted and deliberate initiatives” (Green Cape, 2021: 5). This includes a rigorous donation policy to maintain food quality, strong governance structures to secure donor confidence, transparent reporting systems and protocol to demonstrate meaningful impact and virtual platforms to ensure constant engagement between beneficiary organisations and retail stores. As a result, Food Forward and their users understand the brand's purpose across all operations in the business. Therefore, the organisation can be understood as an engaging, authentic and coherent communicator.

5. A healthy brand adds value to the lives of people

Cook et la (2010) also state that it is important for brands to establish that value in its purpose. As Food Forward's purpose is “ reduce hunger in South Africa by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward SA, 2022), it is also important that the brand aims to reduce hunger through empowering the communities they serve. As stated above, the brand not only distributes nutritious foods to those in need, they also empower them through education programs and skills that will improve their employment opportunities. At the same time, the organisation helps businesses improve their waste management systems, collect tax returns and assist in reducing the overall carbon

footprint on the nation (Green Cape, 2021). Therefore, the brand adds value to their donors and users.

6. A healthy brand builds sustainable relationships by never taking more than it gives

According to Cook et al (2010) , healthy brands understand their value exceeds money and therefore are committed to ensuring that their purpose for existing protects people and the environment. More specifically, healthy brands adopt holistic business approaches that can balance the need for “economic growth, environmental protection and social equity” (Cook et la, 2010: 14). Food Forward aims to reduce food waste through their revolutionary efforts of collecting surplus food to be redistributed amough communities that need them. As a result, the company is taking more than it gives as it effectively seeks to distribute products that would have been thrown away. In turn, their efforts have a positive effect on the environment (Green Cape, 2021). At the same time, Food Forward is seen as a catch-all solution to mitigating food loss by organisations such as Woolworths (Woolworths, 2022) as their efforts help reduce the carbon footprint while feeding a nation that experiences high levels of food insecurity.

7. A healthy brand demonstrate that profit is not the driver, but a consequence of all of the above

Lastly, a healthy brand demonstrates that the growth of the company is from its purpose and not profit. More specifically, the growth of health brands “recognises the impact of a clear and unique purpose that adds value to the lives of people” (Cook, 2010: 14) Therefore, Food Forward can be understood as a healthy brand as they are committed to delivering the promises stated in its core values and its purpose. Through their upskills programs to lift people out of poverty, the benefits to businesses such as tax returns and impact on reducing the carbon footprint in South Africa.

Ultimately, food banks are beneficial to corporations as they “provide a place for food waste while improving corporate image” (Warshawsky, 2018: 6). These organisations are vital in the food system as they are a reliable solution for businesses with surplus foods and they help feed communities. As a result, these organisations transform the food value system into a circular economy that helps protect the interests of businesses, the environment and people. In other words, food organisations are vital to business as it helps them maintain a healthy brand image. Thus, food banks are seen as a viable solution to improve businesses' food waste management

systems. However, scholars have done limited studies exploring the impact Food Forward has had on businesses, communities and the environment, they neglect to explore the overall impact the organisation has on reducing food waste. This information is key to identifying the extent to which the brand can be considered meaningful. Therefore, more studies need to be done that effectively link food forward to food waste in order to determine if the organisation can be considered a catch-all solution to food waste as there is limited information available to support this claim.

2.4 Are food banks an effective long term solution to food waste?

Researchers have referred to food banks as a “corporate market correction mechanism” (Warshawsky, 2018: 4) as their missions are aimed “to meet the needs of the green economy” (Warshawsky, 2018: 4). Researchers have also criticised the industry for depoliticising food waste as food banks do little to address the underlying issues created by this phenomenon (Caraher and Furey, 2017). According to The Council For Scientific and Industrial Research, high levels of food loss are largely contributing to food insecurity “as the cost of the wastage gets factored into the prices of food, making food unaffordable for poor people” (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). As “food banks are more focused on institutional self-perpetuation than the reduction of food insecurity and food waste” (Warshawsky, 2018: 4) they indirectly perpetuate these issues by neglecting the underlying issues. As a result, they fail to fulfil the purpose of their organisation as their very existence keeps others within a system that chooses to exclude them.

Additionally, it is important to note that food banks exist within a capitalist economy that prioritises profits over people and the environment. As capitalism prioritises business interests, researchers argue that food banks also have limited contributions to mitigating food waste as their efforts are largely influenced by the corporations that fund them. A case study done by Warshawsky found that “the state and corporate food businesses have had a significant impact on the institution's mission and development” (Warshawsky, 2018: 6). More specifically, the study highlights that the funders tend to micromanage the way these organisations play a vital role in the impact that food banks can have on mitigating food waste. As capitalism relies on exclusivity, food waste is factored into their daily business plans. As a result, businesses will give food banks a limited amount of waste in an attempt to protect their business interests. In light of this, it is important to explore if food banks make a difference in mitigating food waste in South Africa and how significant is that impact.

These studies neglected to explore the relationship between Food Forward South Africa and their beneficiary organisations. A study done by Impact Amplifier looked at the relationship between Food Forward SA and small, medium and large beneficiary organisations. This study found that 75% of the beneficiary organisations do not receive enough food from Food Forward SA to effectively run their food donation programs (Impact Amplifier, 2021). At the same time, 70% of the organisations stated that they could continue without the help of Food Forward SA. This study reflects that there is a lapse in the relationship between Food Forward SA and their beneficiary organisations. The issue limits the impact of the organisation's ability to combat food waste. Furthermore, this study also reflects there is a gap in food waste research that neglects to investigate the impact that food banks have on reducing food waste.

2.5 Conclusion:

While food banks, such as Food Forward, are hailed as a catch-all solution to food waste, there is limited information to support this. Scholars have done limited studies exploring the impact Food Forward has had on businesses, communities and the environment, they neglect to explore the overall impact the organisation has on reducing food waste. This information is key to identifying the extent to which the brand can be considered meaningful. Therefore, this shows that there is more research that needs to be done to explore the relationship between Food Forward and food waste in order to determine the extent to which the brand can be considered healthy.

Chapter 3:

Research Methodology

3.1 Introduction

Research methodology refers to the overall strategy that provides cohesive direction to collecting data that links to the research problem. Essentially, the research design aims to translate the “research problem into data for analysis so as to provide relevant answers to research questions” (Asenahabi, 2019: 77). As this research is concerned with exploring the extent to which Food Forward SA can be considered a healthy brand, the research used qualitative methodology which was drawn from du Plooy-Cilliers Davis, C and Bezuidenhout’s *Research Matter* (2014). 5 in-depth 30 minute semi-structured interviews were conducted among 2 groups- each of them were asked 6 questions in relation to food forward, food bank and food waste. Group A consisted of Pick and Pay workers who work closely with Food Forward SA. Whereas Group B consisted of food security activists based in Cape Town. For the purpose of this study, the research methodology and data analysis was based on the research by Kivunja and Kuyini (2017) and Linneberg and Korsgaard (2019). The control variables chosen for the study were according to Mackenzi and Knip (2006), and comprise the most common variables used in the literature review above.

3.2 Research Approach:

Research refers to an investigation that aims to “advance the frontiers of knowledge” (Walliman, 2011: 22). Essentially, researchers aim to uncover new or interesting insights through using certain methods or techniques that help them to systematically explore their findings. The practice of research has become more complex overtime due to paradigm shifts that redefine the meaning of knowledge. A paradigm can be described as “a loose collection of logically related assumptions, concepts, or propositions that orient thinking and research” (Mackenzie & Knipe, 2006: 2). Research paradigms are categorised by their ontology, epistemology, and methodology. Prior to exploring the research approach, the definitions of these terminologies must be explored.

According to Mackenzie and Knipe, interpretivism is rooted in the understanding of hermeneutics(Mackenzie & Knipe, 2006: 4). Historical- hermeneutic sciences aim to gain an

“in-depth understanding of a phenomenon” (Bezuidenhout, Davis and Du Plooy-Cilliers, 2014: 21). As a result, the philosophy of this paradigm is to “to understand the subjective world of human experience” (Mackenzie & Knipe, 2006: 4). At the same time, interpretivists believe that multiple realities can be true and inform knowledge. Therefore, the ontology of interpretivists believes “that those realities can be explored and meaning made of them or reconstructed through human interactions” (Kivunja & Kuyini, 2017: 33). The metatheoretical position of interpretivist paradigm aims to explore relationships to gain an in-depth understanding of the social context. Subsequently, the methodology used by using qualitative methodology through analysing discourses and conversation with the researcher acting as a participant observer (Kivunja & Kuyini, 2017: 33). Its axiological position is rooted in the idea of developing unique realities.

As the problem of this research is concerned with the lack of research that links food banks to food waste, the study will be employing the interpretivist approach in order to find varying degrees in which food banks reduce food waste. More specifically, the research will explore the extent to which food banks work with businesses and communities in order to reduce food waste. Therefore the epistemology of the research will be founded on the idea of hermeneutics as it aims to gain an in-depth understanding of the relationship between food banks and food waste. At the same time, this study aims to reflect the varying perspectives of food banks, specifically food forward, the organisations that work with them and the communities that they service. As interpretivists believe that multiple realities can be true and inform knowledge, the ontological position of this study believes that the multiple realities of the groups mentioned above will be explored in order to understand the link between food banks and food waste.

Furthermore, this study aims to explore relationships to gain an in-depth understanding of this relationship in order to understand the context of the phenomenon. As a result, the theory that this study will be drawing from is Corporate Responsibility Theory. According to Crowther and Aras (2008) Corporate Responsibility theory is concerned with “the relationship between corporations and its stakeholder” (Crowther & Aras, 2008: 10). Essentially, the theory can be broken up into two parts. Firstly, the responsibility for business to ethically and sustainably make money. Secondly, the business must play a positive role in improving the lives of the community it serves. As this study seeks to explore the extent to which Food Forward can be considered a healthy brand, the focus of this study will be exploring the relationship the brand has with key members within their business model: their agricultural donors, their retail donors and public donors. These varying perspectives will be instrumental in determining the extent to

which the brand can be considered healthy as it will reflect different ways the organisation is impacting the environment, the economy and society at large.

Subsequently, the methodology used in this study will be qualitative methodology and will be achieved through analysing discourses and conversation between myself and the participants. Additionally the axiological position of this study is rooted in the idea of developing unique realities. More specifically, the study aims to develop new insights by exploring the link between food banks and food waste.

This approach is appropriate for this study as it will be useful in identifying key themes and attitudes. More specifically, this approach synthesises the data by highlighting key themes and patterns within the data as “they tend to see theory as deriving from data collection and not as the driving force of research” (Rehman, 2016: 56). As a result, the data collected is generally “verbal instead of statistical” (Rehman, 2016: 56) such as a “varying degrees of structure (standardised open-ended interviews, semi-standardized open-ended interviews, and informal conversational interview), observations, field notes, personal notes [and] documents” (Rehman, 2016: 56). It is important to note that some interpretive studies do collect quantitative data to help them gain an in-depth understanding of a phenomenon. However, some interpretivists believe that quantitative data in an interpretive study can be unreliable (Rehman, 2016: 56). This is because interpretivism rejects the idea of collective consciousness and believes there are varying truths influenced by the complex realities of individuals. As a result, this research paper will be using qualitative data to gain an in-depth understanding of the link between food waste and food banks. Additionally, quantitative data will be used for this investigation to measure the impact that food banks have on combating food loss. By using this approach, this study will be able to identify key themes between the relationship consumers and businesses have with food waste. As a result, the findings of the research will be able to portray the varying ways that food banks assist to combat the food waste phenomena in South Africa.

While this approach will allow for an in-depth understanding of how food bank organisations combat food waste in South Africa, there are limitations to their findings. Some researchers agree that interpretivism research is not objective as all the information expressed in the data is subjective to the experiences of the respondents. More specifically, researchers express concern about varying perspectives as it limits the study's ability to generalise the findings to a

larger population. At the same time, as the research aims to reflect varying perspectives, it is sometimes “incapable of yielding theories that could be generalised to larger populations” (Rehman, 2016: 56). Positivists argue that the data collected in interpretivism research is unreliable due to “the involvement of the researcher with participants which leads to lack of objectivity” (Rehman, 2016: 56). However, this is because positivists do not value subjective data, whereas interpretivists do. At the same time, interpretivist researchers argue lack of objectivity is not an issue in their research as they use rigorous and systematic methods to ensure that the data is presented in an honest way (Rehman, 2016 : 56). Moreover, using an interpretive approach is relevant to this study as the study aims to investigate a social phenomenon that uniquely affects different parts of society.

In conclusion, this study on food waste will be using an interpretivist approach to explore the relationship between food waste and food banks. Food waste is an increasingly troubling phenomenon in South Africa. This issue negatively affects the economy, the environment and people. In an attempt to combat this issue, the South African government has collaborated with food industry organisations to develop legislation and goals that would help reduce the effects of food waste. Many have looked to food bank organisations as a catch-all solution to the food waste problem. While food bank organisations have released reports on their impact on the communities they serve, there is limited research that links food banks to reducing food waste. Therefore this paper will be exploring the effects of food bank systems by exploring the relationship between food banks and food waste. Qualitative data will be used to gain an in-depth understanding of the link between food waste and food banks. As the study aims to investigate a social phenomenon that uniquely affects different parts of society, using mixed methods will adequately display the research. At the same time, it will help to identify key themes between the relationship consumers and businesses have with food waste. While this approach will allow for an in-depth understanding of how food bank organisations combat food waste in South Africa, the research will not be objective as all the information expressed in the data is subjective to the experiences of the respondents. Another limitation of this research will be the varying perspective reflected in the research that prevents the findings to be generalised to a larger population. Nevertheless, this research aims to gain an in-depth understanding of the effectiveness of the food donations system in combating food waste in South Africa. More specifically, this study aims to explore existing scholarly research in order to explore the impact Food Forward has had on businesses, communities and the environment. Previous studies neglect to explore the overall impact the organisation has on reducing food waste. This

information is key to identifying the extent to which the brand can be considered meaningful. Therefore this study will be using interpretive methods to explore the aim. This study will primarily focus on the Food Forward through close analysis of their relationship with businesses, the environment and the communities they serve. While Food Forward has positioned themselves as a catch-all solution to food waste, there is limited information available to support this claim.

3.3 Data Collection

Semi-structured Interviews:

6 open ended questions/ 30-45 min sessions

	Organisation:	Purpose:	Dates:
Group A: <i>Small scale farmer</i>	• Umtentweni Farm	• Relationship with Food Forward SA. • Identify limitations/benefits of the relationship	18 July
Group B: <i>Third Party Organisation/ Food Waste Researchers/ Activists</i>	• MaleFactor	• Relationship with donors • Understand food waste management system • Identify limitations	15 July

Annexure E: Summary of data collection process

As this research is concerned with exploring the extent to which Food Forward SA can be considered a healthy brand, the research used qualitative methodology. This was achieved through analysing discourses and conversation between myself and the participants. As there was a limited time to pursue this study, a limited sample of industry professionals were interviewed and allowed for a general overview of the state of the industry.

As there was a limited time to pursue this study, a limited sample of industry professionals were interviewed and allowed for a general overview of the state of the industry. The population included Umtentweni Farm in KwaZulu Natal, a small scale farm that has experience working (donor) with Food Forward SA, and Malefactor Group, a small group of food insecurity activists in the Southern Suburbs (Cape Town). These organisations were broken into two groups and asked two different sets of questions to gain different perspectives on the industry. This method

ensured generalisations can be made on the industry and ensured that the data was saturated. More specifically, gaining a holistic view of the industry helped determine the primary question of the research: to what extent Food Forward can be considered a healthy brand?

As a result, 5 semi-structured (30 - 45 minute) interviews were conducted to obtain direct data. In light of the limited time that this study took, 3 participants were able to attend an in person interview while the remaining two had to be interviewed over Zoom. The purpose of the questions was to guide the conversation and allow the interviewee to talk freely on the topic. At the same time, the purpose of the questions aimed to answer key questions:

Group A:

- Relationship with Food Forward SA.
- Identify limitations/benefits of the relationship

Group B:

- Identify key limitations in the industry
- Explore the extent Food Forward could be considered a meaningful brand

As a result, the interview consisted of 6 open ended questions “to trigger and stimulate the participant” (Lopez & Whitehead, 2013: 7) while also allowing for elaboration if required. The questions that will be asked were as follows:

A. Questions for donors:

1. Can you explain your role in the company?
2. Can you please take us through your food waste management efforts.
3. I understand your organisation works closely with Food Forward SA as an integral part of your food waste management systems, can you please explain how a typical donation is sent to Food Forward SA.
4. In what ways has Food Forward SA played a large role in effectively improving your food waste management systems?
5. From my research, it is clear that there are limitations to food donation programs, what limitations have you experienced?
6. Do you think Food Forward SA is an effective way to combat food waste?

B. Questions for third party organisations:

1. Please may you explain what your organisation does.
2. May you please explain why your organisation decided to write/advocate on food waste in South Africa?
3. In your view, in what ways are the current food distribution laws impact the social, environmental and economic landscape of South Africa?
4. Have you heard of Food Forward SA?
5. Do you think food banks are an effective way to combat food waste?

3.4 Population:

The population for this study included players within the food production industry. More specifically, the population included an organisation that has worked with Food Forwards and a class of Activists advocating for food security in Cape Town. As a result, the population included Umtentweni Farm in KwaZulu Natal, a small scale farm that has experience working (donor) with Food Forward SA, and Malefactor Group, a small group of food insecurity activists in the Southern Suburbs (Cape Town). These organisations will be segregated into Group A and Group B and asked a different set of questions in order to ensure the data is saturated. Group A intended to include donors in the agricultural sector that make up Food Forward SA's business model. The organisation that was chosen to fill this category was Umtentweni Farm. Umtentweni Farm is a small scale farm based in Port Shepstone, KwaZulu Natal. The farm produces food for the community of Umtentweni and donates surplus food to organisations in need in partnership with Food Forward SA to a local old age home (a beneficiary of Food Forward SA). The purpose of interviewing this organisation is to gain a deeper understanding in the relationship between Food Forward and their donor/beneficiary organisations. At the same time, the purpose of this interview is to identify key limitations to these organisations' relationship with Food Forward. Group B included a third party organisation called Malefactor Group, a small group of food insecurity activists in the Southern Suburbs, Cape Town. The organisation is made up of two PostGraduate students and one PHD student all majoring in sociology. Moreover, the activists have done extensive research regarding food insecurity and how current food waste management systems are impacting the environment, the economy and the society at large.

Their perspective will be instrumental in saturating the data and providing a holistic view to the research. The organisation aims to educate people on food insecurity in South Africa, while linking readers to potential organisations or causes to support. Malefactor discreetly shares their zine among party goers in Cape Town with the hope that their causes gain more attraction. The aim of the interview was to identify limitations in the industry and to explore the core question of the research: to what extent can Food Forward SA be considered a meaningful brand.

3.5 Sampling:

According to Sharma (2017), sampling is a technique used by researchers to “systematically select a relatively smaller number of representatives” (Sharma, 2017: 749) to extract information that will be relevant to the research. More specifically, sampling helps researchers “obtain reliable, valid and accurate results” (Sharma, 2017: 749) through strict pre-selection criteria. There are two types of sampling techniques, probability and nonprobability sampling. Probability sampling is a sampling scheme “in which the probability of choosing each individual is the same” (Sharma, 2017: 750) and includes sampling methods such as random sampling, systematic sampling, stratified sampling and cluster sampling methods. Nonprobability sampling can be described as a technique that is “totally based on judgement” (Sharma, 2017: 750) and includes quota sampling, purposeful sampling, self selection sampling and snowball sampling methods.

This research paper used nonprobability sampling techniques by employing purposeful sampling methods. Purposeful sampling can be described as a sampling strategy that aims to “provide information-rich cases for in-depth study” (Lopez & Whitehead, 2013: 7). More specifically, this method requires a population with “status or experience, or are known to possess special knowledge to provide the information researchers seek” (Lopez & Whitehead, 2013: 7). As a result, purposeful sampling relies on the “judgement of the researcher when it comes to selecting the units (e.g. people, case/organisations, events, pieces of data) that are to be studied” (Sharma, 2017: 751).

As this study aims to explore the extent to which Food Forward SA can be considered a meaningful brand, it was important to include an organisation that has first hand experience with Food Forward SA. Furthermore, it was important to include third party experts, such as the MaleFactor group, to gain a holistic view on the industry and to ensure that the data is

saturated. The preselection criteria for the study included two parts. Firstly, the sample includes organisations that have incorporated Food Forward as a part of their food management system, through a long term partnership with the organisation. Secondly, the sample includes third party specialists who have done extensive research regarding food insecurity and how current food waste management systems are impacting the environment, the economy and the society at large. While the sample size of 5 may be considered small, the varying perspectives ensure that the data will be saturated to ensure detailed exploration of the topic. These members are key players in Food Forward's business model and will be able to provide professional and rich data that will be relevant to the research. This sample has a long history with Food Forward SA and, as a result, can give detailed information about their relationship with the brand. At the same time, the sample can provide detailed insight into the overall industry due their long history working in the food waste and food donation industry.

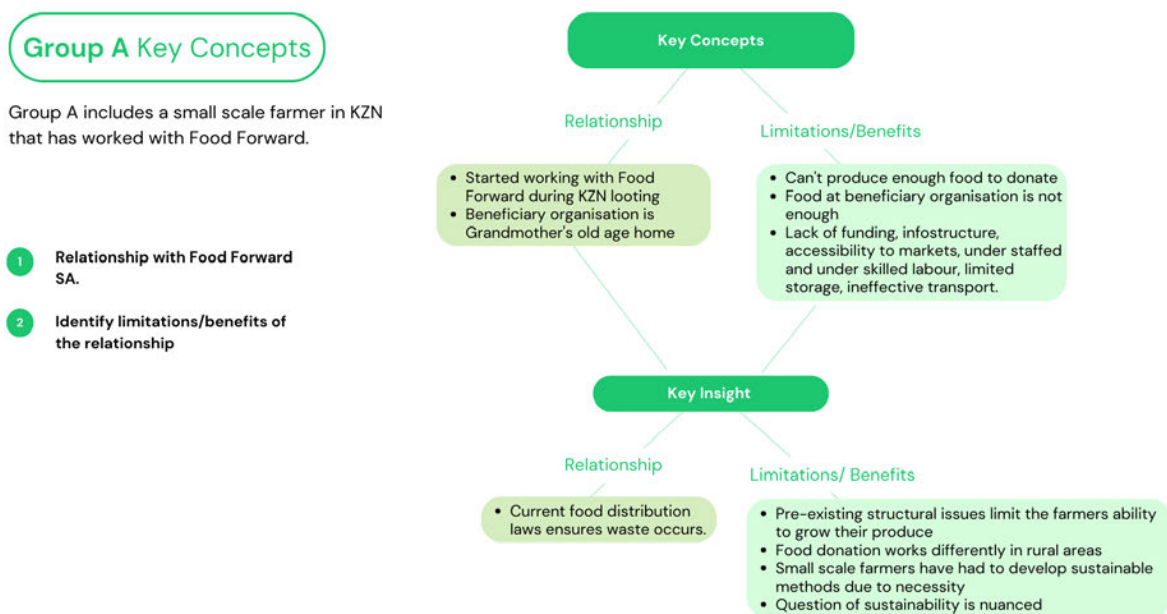
As there is limited time to pursue this study, a limited sample of industry professionals will be interviewed and will allow for a general overview of the state of the industry. These generalisations can offer a holistic view of the industry and help determine to what extent Food Forward can be considered a healthy brand. At the same time, "qualitative research designs can involve multiple phases, with each phase building on the previous one" (Sharma, 2017: 751). In light of this, purposeful sampling allows for the researcher to build on the information obtained from each participant.

Chapter 4

Findings

4.1 Data Analysis

As interviews we conducted in the data collection process, inductive coding was used to analyse the data. This was achieved through the principle of triangulation. Therefore, the data will be analysed alongside the core themes explored in the literature review and documents suggested by the respondents.



Annexure C: Data Coding Process of Group A with Summary

As explained above, Group A intended to include donors in the agricultural sector that make up Food Forward SA's business model. The organisation that was chosen to fill this category was Umtentweni Farm. Umtentweni Farm is a small scale farm based in Port Shepstone, KwaZulu Natal. The farm produces food for the community of Umtentweni and donates surplus food to organisations in need in partnership with Food Forward SA. The interview took place on Zoom for just under 30 minutes. The interview included two representatives from the farm however,

only one representative spoke during the course of the interview. During the interview, we explored the organisation's relationship with Food Forward SA and limitations/benefits of this relationship. As a result, the organisation explained that they first started working with Food Forward during the 2021 looting in Durban where R 8 million damage occurred in the Food Forward SA warehouse in Durban (Gilili, 2021). Subsequently, the farm gathered produce to donate to Food Forward in order to ensure the 125 000 people who depend on Food Forward in KZN still receive food. The representative stated that the experience was difficult as there was not enough food to distribute among the community. Despite this, the organisation still continues to work with Food Forward by donating surplus produce to the organisation and partnering with one of their beneficiary organisations- which also happens to be one of the respondents grandmother's old age home.

Additionally, we also explored key limitations and benefits to the organisation's relationship with Food Forward SA. The respondents reported that they struggle with low productivity which not only impacts the organisation's ability to grow, but also their ability to donate to Food Forward SA. At the same time, the respondents also noted lack of funding, infrastructure, skills, storage, transport and lack of access to key markets as key factors limiting their personal growth and their relationship with Food Forward. As a result, the key insights identified in the interviews are as follows:

- **Lack of infrastructure and access to markets limit small scale farmers produce.**

Subsequently, this insight explains the relationship between Food Forward and their beneficiary organisations which was neglected in the study done by Impact Amplifier (2021). A study done by Impact Amplifier looked at the relationship between Food Forward SA and small, medium and large beneficiary organisations. This study found that 75% of the beneficiary organisations do not receive enough food from Food Forward SA to effectively run their food donation programs (Impact Amplifier, 2021). At the same time, 70% of the organisations stated that they could continue without the help of Food Forward SA. This study reflects that there is a lapse in the relationship between Food Forward SA and their beneficiary organisations. My research on Umtentweni Farm reflects that pre-existing structural issues are impacting donors from providing adequate supply to the beneficiary organisations. At the same time, the respondents also stated that *'there is not enough food'* to share among the community. The Borgen Project estimated

that 11% of South Africans are food insecure and those numbers are expected to rise due to rising economic instability in the country (The Borgen Project, 2022). With limited produce and increasing food insecurity, it becomes harder for food banks and donors to supply enough produce for the demand. At the same time, insufficient storage, lack of comprehensive transporting networks, lack of skills and funding are contributing to low production. In turn, this limits the organisation's ability to provide adequate supply of food for the increasing demand. As a result, issues such as lack of infrastructure, storage and production networks ultimately limit a small scale farmer's ability to be a reliable donor to an organisation such as Food Forward.

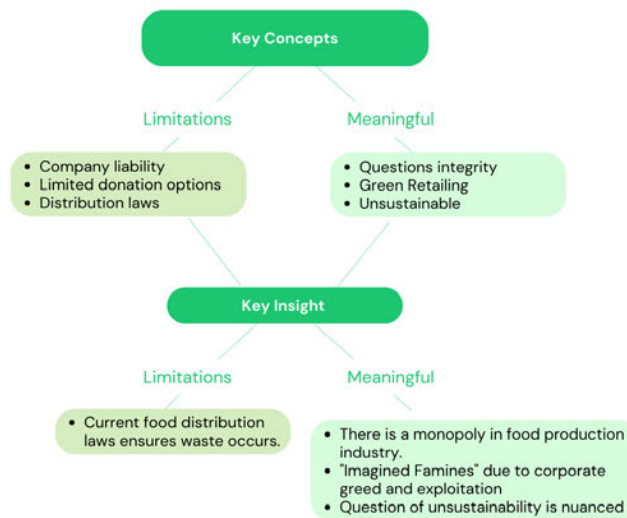
- **Food donation works differently in rural areas**

Despite the organisation's ability to be a reliable donor, they also explained that food donation in rural KZN works differently. According to a study by The University of Pretoria's Institute for Food Nutrition and Wellbeing (IFNuW), found that most households in KwaZulu Natal rural areas grow their own food (Hendricks, 2016). In fact, the communities tend to share produce through their community gardens, where they also share resources such as water. The respondents attribute this community led operation as a necessity born out of circumstances. In fact, the respondents attribute their sustainable farming methods as a means of survival stating that *'a lot of us in this community are sustainable farmers, not necessarily because we chose to, or because of our stance on the environment'* but because they had limited access to resources to be able to perform their job effectively. As structural issues prevented rural communities from getting access to food, the communities have developed systems to strengthen food security in their environment. Additionally, lack of infrastructure also contributes to the lack of access large scale donors like Food Forward have to these communities. Like the grievances from organisations in the Impact Amplifier study (2021), the lack of infrastructure in rural communities excludes beneficiary organisations and donors from receiving adequate support from the government and food banks. As a result, they have had to create new networks in order to sustain themselves. Therefore, the question of *'are food banks sustainable'* becomes more nuanced as their existence in rural South Africa is almost nonexistent. The communities that need them most receive less support. Subsequently, this complicates the extent to which Food Forward SA can be considered a meaningful brand as this issue is not the fault of the organisation but the government.

Group B: Key Concepts

Group B included third party organisations, i.e Activists, within the food industry. Below are the key questions I aimed to explore through the interview.

- 1 Identify key limitations in the industry
- 2 Explore the extent Food Forward could be considered a meaningful brand



Annexure D: Data Coding Process of Group B with Summary

Group B included a third party organisation called Malefactor Group, a small group of food insecurity activists in the Southern Suburbs, Cape Town. The organisation is made up of two PostGraduate students and one PHD student all majoring in sociology. The organisation aims to educate people on food insecurity in South Africa, while linking readers to potential organisations or causes to support. Malefactor discreetly shares their zine among party goers in Cape Town with the hope that their causes gain more attraction. I had met with the organisation in their home in Salt River. The aim of the interview was to identify limitations in the industry and to explore the core question of the research: to what extent can Food Forward SA be considered a meaningful brand. The key concepts that were explored during the course of the interview surrounded current food distribution laws that maintain that waste occurs. More specifically, the respondents noted that internal company laws, at times, prevent surplus food from being donated. The respondents are referring to section 61 of the Consumer Protection Act which imposes “costly liabilities on participants in the food production, distribution and retailing chain” (Mosupi, 2016) donors. More specifically, the law affects the labelling on food packages, namely the ‘sell-by’ and ‘use-by’ dates. Organisations that donate food beyond their labelling date, regardless of if the food is still edible, could face legal action. While some experts dispute this issue as a way to protect the consumers, Malefactor suggests otherwise. Like Warshawsky,

the activists state that food banks are a “corporate market correction mechanism” (Warshawsky, 2018: 4) as their missions are aimed “to meet the needs of the green economy” (Warshawsky, 2018: 4). In fact, the activists shared many ideas with Warshawsky such as stating that food banks do little to address underlying issues created by food waste. Therefore, the key insight from the interview can be summarised by the following:

- **There is a monopoly on production leading to purposeful scarcity**

The organisation coined a term for food scarcity as ‘imagined famines’. According to them, due to capitalism, the food industry has been monopolised by large retail giants. As stated in the research above, these giants contribute to 95% of all food waste in South Africa. With this in mind, the group questions the integrity of these organisations and their work with food banks such as Food Forward SA. The activists explain that capitalism relies on exclusivity therefore food waste is factored into their daily business plans. As a result, businesses will give food banks a limited amount of waste in an attempt to protect their business interests. In other words, if businesses were to donate all the waste, this would greatly impact the economy as scarcity will not be influencing the price of the produce. This insight echoes the same study by The Council For Scientific and Industrial Research who found that high levels of food loss are largely contributing to food insecurity “as the cost of the wastage gets factored into the prices of food, making food unaffordable for poor people” (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). Therefore, the activists coined the term ‘imagined famines’ to explain how large organisations purposely waste food in order to maintain the market value through scarcity. As a result, “food banks are more focused on institutional self-perpetuation than the reduction of food insecurity and food waste” (Warshawsky, 2018: 4) they indirectly perpetuate these issues by neglecting the underlying issues. Thus the group unanimously stated that food banks are unsustainable as businesses give food banks a limited amount of waste in an attempt to protect their business interests and not the interest of the people they claim to provide for. This then limits the extent to which Food Forward SA can be considered a meaningful brand.

4.2 Findings

Interviews were conducted in an attempt to gain direct data from these organisations. Inductive reasoning was used to analyse the data and a broader breakdown of this process can be seen in annexure C and D. This was achieved through the principle of triangulation. Therefore, the

data will be analysed alongside the core themes explored in the literature review and documents suggested by the respondents.

Umtentweni Farm, a small scale farm based in Port Shepstone, was instrumental in adding additional information regarding the lapse between Food Forward SA and their beneficiary/donor organisations. From the findings it is clear that lack of infrastructure and access to markets limit small-scale farmers' produce and as a result, food donation in these communities works differently. The respondents reported that they struggle with low productivity which not only impacts the organisation's ability to grow, but also their ability to donate to Food Forward SA. At the same time, the respondents also noted lack of funding, infrastructure, skills, storage, transport and lack of access to key markets as key factors limiting their personal growth and their relationship with Food Forward. At the same time, the respondents also stated that *'there is not enough food'* to share among the communities in need as the numbers of insecurity continue to rise with economic instability. Subsequently, this insight explains the relationship between Food Forward and their beneficiary organisations which was neglected in the study done by Impact Amplifier (2021). A study done by Impact Amplifier looked at the relationship between Food Forward SA and small, medium and large beneficiary organisations. This study found that 75% of the beneficiary organisations do not receive enough food from Food Forward SA to effectively run their food donation programs (Impact Amplifier, 2021). At the same time, 70% of the organisations stated that they could continue without the help of Food Forward SA. This study reflects that there is a lapse in the relationship between Food Forward SA and their beneficiary organisations. From my research on Umtentweni Farm reflects that pre-existing structural issues are impacting donors from providing adequate supply to the beneficiary organisations. At the same time, the respondents also stated that *'there is not enough food'* to share among the community. The Borgen Project estimated that 11% of South Africans are food insecure and those numbers are expected to rise due to rising economic instability in the country (The Borgen Project, 2022). With limited produce and increasing food insecurity, it becomes harder for food banks and donors to supply enough produce for the demand. At the same time, insufficient storage, lack of comprehensive transporting networks, lack of skills and funding are contributing to low production. In turn, this limits the organisation's ability to provide adequate supply of food for the increasing demand. As a result, issues such as lack of infrastructure, storage and production networks ultimately limit a small scale farmer's ability to be a reliable donor to an organisation such as Food Forward. Additionally, lack of infrastructure also contributes to the lack of access large scale donors like Food Forward have to these

communities. Like the grievances from organisations in the Impact Amplifier study (2021), the lack of infrastructure in rural communities excludes beneficiary organisations and donors from receiving adequate support from the government and food banks. As a result, they have had to create new networks in order to sustain themselves. Therefore, the question of '*are food banks sustainable*' becomes more nuanced as their existence in rural South Africa is almost nonexistent. The communities that need them most receive less support. Subsequently, this complicates the extent to which Food Forward SA can be considered a meaningful brand as this issue is not the fault of the organisation but the government.

Group B included a third party organisation called Malefactor Group, a small group of food insecurity activists in the Southern Suburbs, Cape Town. This group was instrumental in giving an outsider perspective into the industry. This is important as it allows for the data to be saturated and helps give a holistic view of the industry. The findings reveal that There is a monopoly on food production leading to purposeful scarcity. The group referred to this phenomenon as '*imagined famines*'. The activists explained that scarcity is created and maintained in capitalism as scarcity determines the market value of a product. This insight echoes the same sentiments as a study by The Council For Scientific and Industrial Research who found that high levels of food loss are largely contributing to food insecurity "as the cost of the wastage gets factored into the prices of food, making food unaffordable for poor people" (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). As a result, the activists reveal that businesses give food banks a limited amount of waste in an attempt to protect their business interests. In turn, food banks exist to sustain food insecurity as their main purpose is to be a quick corporate correction mechanism. While the group unanimously agreed that food banks are unsustainable, it is also important to link that insight to the perspective of Group A. The findings in group A reveal that the question of '*are food banks sustainable*' becomes more nuanced as the issues preventing them from being sustainable is not the fault of the organisation but the government. However, Group B highlights that there is a monopoly on food production that purposely creates the issues highlighted by the issues raised by Group A. In an article titled "*Law starving the poor*," Mosupi explores the laws that limit organisations ability to donate surplus food (Mosupi, 2016). While some experts dispute this issue as a way to protect the consumers, Malefactor suggests otherwise. Like Warshawsky, the activists state that food banks aim "to meet the needs of the green economy" (Warshawsky, 2018: 4). In other words, the organisations work alongside the government in order to ensure that scarcity is maintained in the market. As a result, '*imagined famines*' are

created as a way to ensure the market value of food is maintained. Therefore, food bank organisations are created in a “corporate market correction mechanism” (Warshawsky, 2018: 4) as their existence makes food “unaffordable for poor people” (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). This insight further complicated the question *‘to what extent can Food Forward SA be considered a meaningful brand?’*

A healthy brand is an organisation that aims to bring value to their consumer (Cook et al, 2010). They aim to increase profits through making their products or services valuable to the consumer. There are 7 characteristics that determine the extent to which a brand was explored in Chapter 2. However, through the insights gained in the findings, it has become difficult to determine the validity of 3 characteristics when looking at the organisation holistically.

A healthy brand have a particular and meaningful purpose

Food Forward’s mission is to redistribute surplus foods from food retailers and consumers alike to community organisations that serve the poor. At the same time, the brand is not profit driven and instead is committed to enhancing the communities their beneficiary organisations supply for. While the organisation states that its purpose is to “reduce hunger in South Africa by safely and cost-effectively securing quality food, and making it available to those who need it” (Food Forward SA, 2022), insight gained from the findings complicates this notion. This insight explains the relationship between Food Forward and their beneficiary organisations which was neglected in the study done by Impact Amplifier (2021). A study done by Impact Amplifier looked at the relationship between Food Forward SA and small, medium and large beneficiary organisations. This study found that 75% of the beneficiary organisations do not receive enough food from Food Forward SA to effectively run their food donation programs (Impact Amplifier, 2021). Like the grievances from organisations in the Impact Amplifier study (2021), the lack of infrastructure in rural communities excludes beneficiary organisations and donors from receiving adequate support from the government and food banks. As a result, they have had to create new networks in order to sustain themselves. Therefore, the question of *‘are food banks sustainable’* becomes more nuanced as their existence in rural South Africa is almost nonexistent. The communities that need them most receive less support. However, the insights reflected in Group B suggest that the issues experienced by small scale farmers are intentional.

More specifically, food banks aim “to meet the needs of the green economy” (Warshawsky, 2018: 4) and government, along with business owners purposely create scarcity to ensure that food is “unaffordable for poor people” (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). It could be argued that Food Forward SA enables food insecurity, effectively going against their purpose. Therefore, the brand can only be considered meaningful to a limited extent as its only purpose is “to meet the needs of the green economy” (Warshawsky, 2018: 4).

A healthy brand builds sustainable relationships by never taking more than it gives

According to Cook et al (2010) , healthy brands understand their value exceeds money and therefore are committed to ensuring that their purpose for existing protects people and the environment. More specifically, healthy brands adopt holistic business approaches that can balance the need for “economic growth, environmental protection and social equity” (Cook et al, 2010: 14). While the organisation donates surplus food collected from donors, it could be argued that the organisation does not take more than it gives. However, the existence of food banks aim to sustain food insecurity as their main purpose is “to meet the needs of the green economy” (Warshawsky, 2018: 4). As a result of this, ‘imagined famines’ are created and they ensure that food continues to be “unaffordable for poor people” (Department Of Environment, Forestry and Fisheries & The Council For Scientific and Industrial Research, 2021: 2). Therefore, the brand can only be considered meaningful to a limited extent as its existence prevents people from having access to food. In turn, it could be argued that the organisation takes more from low income than it gives back.

A healthy brand demonstrate that profit is not the driver, but a consequence of all of the above

Lastly, a healthy brand demonstrates that the growth of the company is from its purpose and not profit. More specifically, the growth of health brands “recognises the impact of a clear and unique purpose that adds value to the lives of people” (Cook, 2010: 14). On one hand, Food Forward can be understood as a healthy brand as they are committed to delivering the promises stated in its core values and its purpose. Through their upskills programs to lift people out of poverty, the benefits to businesses such as tax returns and impact on reducing the carbon footprint in South Africa. On the other hand, the organisation can be understood as “corporate

market correction mechanism” (Warshawsky, 2018: 4) as their missions are aimed “to meet the needs of the green economy” (Warshawsky, 2018: 4). As a result, the organisation can be understood as one that is profit driven as the main incentive for its creation can be attributed to the tax returns. Warshawsky and Group B both share the sentiments that food banks only exist as a function of capitalism. Therefore, the brand can only be considered meaningful to a limited extent as their primary objective is to make money by satisfying the needs of the green economy (i.e Investors).

4.3 Conclusion

The findings above reflect that the core question of this study, to what extent can food forward be considered a meaningful brand, is slightly nuanced. On the one hand, from a capitalist perspective, the brand can be understood as a holistic brand. On the other hand, a holistic view of the industry reflects that the brand can only be considered meaningful to a limited extent. This is due to the following:

- Food banks aim “to meet the needs of the green economy” (Warshawsky, 2018: 4) and the government, along with business owners, purposely create scarcity to maintain the market price.
- It’s existence prevents people from having access to food- making it unsustainable.
- The main incentive of the existence of food banks is to maintain food market prices. Therefore their primary goal is profit driven.

Ultimately, Food Forward SA can be understood to be a meaningful brand to a limited extent due to the issues explored above.

Chapter 5

Ethical considerations, limitations and trustworthiness

5.1 Ethical consideration

Ethical considerations can be understood as “the protection of the participants’ rights, obtaining informed consent and the institutional review process” (Klopper, 2008: 71). Consent forms were sent out to all potential participants. As participants were informed that they have the option of opting out of the research, some did so. Despite this, the remaining participants agreed to continue with the study and signed copies of their consent can be found in the annexure J. The consent forms were sent out along with a short summary of the study and the interview questions. This was to ensure full transparency between the participants and myself as well as to give them time to think about their answers before the interview date. All participants were given a flexible schedule to ensure that my study does not inconvenience their daily operations. The participant rights were respected and they were treated fairly.

According to Klopper (2008) “qualitative research introduces special moral and ethical problems that are not usually encountered by other researchers during data collection” (Klopper, 2008: 71). This is due to the methods that are popular in qualitative research. More specifically, qualitative research relies on data collection methods such as interviews, observations or focus groups that largely rely on the participants’ opinions. While the participants of this study shared perspective biased towards their organisations, purposeful sampling helped ensure that the data was collected among a group of experts in their industry. On the one hand, Group A helped highlight the relationship beneficiary and donor organisations have with Food Forward SA. While Group B helped establish a holistic view of the industry. These two perspectives ensured that the data could be saturated and assisted in developing interesting insights that answered the question *to what extent can Food Forward SA be considered a meaningful brand?*

5.2 Limitations of the study

While this study has attempted to reflect the complexities of the food donation industry in South Africa, there are some limitations that affect the validity of the study. The primary limitation to this research was time. Due to the limited time of the research, the sample size of the research had to be limited. Despite this, purposeful sampling was used to ensure that the data collected from reliable sources. However, due to the limited sample size this resulted in over generalisations of the data which would affect the reliability of the research. Researchers seeking to further explore this topic should seek to gain more insights from a larger sample size of industry experts in order to strengthen the validity of their research. At the same time, it was difficult to get in contact with Food Forward SA which limited the validity of the research as the theories derived from the findings could not be tested against a representative at Food Forward SA. Despite this, this study did attempt to use existing documents made available by Food Forward SA to ensure that their perspective is present in the research as well. Additionally, it was difficult to get into contact with large players in Food Forward SA's business model as some declined the opportunity to be a part of this study while others simply did not have enough time. This was a disappointing limitation to be faced with as more insight could have been drawn from larger retail organisations who have had a longer relationship with Food Forward.

Nevertheless, the sample is made up of industry professionals who were chosen to give a holistic view on the impact of the organisation on the overall industry. At the same time, Group A has worked with Food Forward SA for just about 1 year and has shared interesting insights that helped answer the core question. At the same time, Group B was made up of researchers and activists who advocate against food insecurity. This group's perspective was detrimental in giving a holistic view of the food industry and the insights gained from that interview were instrumented in answering the core question. Ultimately, the purpose of this research was to explore the link between Food Forward SA and food waste in order to uncover new insights that link food donation programs to food waste- as there is limited information available on this topic. The findings above reflect that the organisation can only be considered meaningful to a limited extent. At the same time, the findings above help answer questions that were missing within food donation research in South Africa.

Therefore researchers seeking to further explore this topic should seek to gain more insights from a larger sample size of industry experts in order to strengthen the validity of their research.

More specifically, it would be instrumental in exploring the relationship Food Forward SA has with larger agricultural or retail organisations as they are the ones contributing the most to food waste. At the same time, this will help clarify the 'imagined famines' claims in this study. Additionally, researchers seeking to expand on this research should perform long term quantitative research to be able to examine the scale of waste that organisations like Food Forward SA are helping to mitigate. This will be important to explore the extent to which the brand can be considered meaningful as it will critically examine the claims they make in their marketing material. Ultimately, South Africa needs more research linking food waste to food banks so that we may tackle the issues of food insecurity effectively and hopefully reach the goal of a South Africa with no hunger.

5.3 Conclusion:

While many organisations have looked to food banking as a catch-all solution to combat food waste, there are limited studies that prove this. Therefore, the purpose of this research was to explore the link between Food Forward SA and food waste. In light of this, the study aimed to explore the extent to which Food Forward can be considered a meaningful brand.

As this research is concerned with exploring the extent to which Food Forward SA can be considered a healthy brand, the research used qualitative methodology. This was achieved through analysing discourses and conversation between myself and the participants. As there was a limited time to pursue this study, a limited sample of industry professionals were interviewed and allowed for a general overview of the state of the industry.

As there was a limited time to pursue this study, a limited sample of industry professionals were interviewed and allowed for a general overview of the state of the industry. The population included Umtentweni Farm in KwaZulu Natal, a small scale farm that has experience working (donor) with Food Forward SA, and Malefactor Group, a small group of food insecurity activists in the Southern Suburbs (Cape Town). These organisations were broken into two groups and asked two different sets of questions to gain different perspectives on the industry. This method ensured generalisations can be made on the industry and ensured that the data was saturated.

As interviews we conducted in the data collection process, inductive coding was used to analyse the data. This was achieved through the principle of triangulation. Therefore, the data

was analysed alongside the core themes explored in the literature review and documents suggested by the respondents.

The findings above reflect that the core question of this study, to what extent can food forward be considered a meaningful brand, is slightly nuanced. On the one hand, from a capitalist perspective, the brand can be understood as a holistic brand. On the other hand, a holistic view of the industry reflects that the brand can only be considered meaningful to a limited extent. This is due to the following:

- Food banks aim “to meet the needs of the green economy” (Warshawsky, 2018: 4) and the government, along with business owners, purposely create scarcity to maintain the market price.
- It’s existence prevents people from having access to food- making it unsustainable.
- The main incentive of the existence of food banks is to maintain food market prices. Therefore their primary goal is profit driven.

Ultimately, Food Forward SA can be understood to be a meaningful brand to a limited extent due to the issues explored above.

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Annexure A: Interview with Group A

[00:00:00] **Esethu Khambule:** Testing sounds good.

[00:00:05] Okay.

[00:00:08] So we are recording now and, um, not to waste any more time, let's just jump straight into this. Um, basically I'd like to say thank you for, um, allowing me to, um, interview you today. I know you've been very busy. But we've managed to find a time where we could just talk and I'm not gonna keep you for too long.

[00:00:32] I'll cap the interview at 30 minutes. So, um, yes. Thank you. And I really appreciate you, um, being here and I'm sharing some of your knowledge that you have, um, working in this industry. So just as a quick summary of the research I am doing, um, I am doing research on food waste. And so while I was researching food waste, [00:01:00] um, I thought that I started seeing a lot of stuff and a lot of information about food banks.

[00:01:06] And I saw quite a few organisations that were working with, um, farmers and retail. Food companies, um, and donating their extra, um, surplus foods or donating their waste to either help with like electricity, um, or even just to donate the food with their surplus food. And then I decided to look into food banks.

[00:01:32] Um, to see what role they play in the network of the food production industry and, um, all of that. So for you today, um, what I am researching is the relationship with agricultural farming, um, with these food bank organisations, um you actually worked with Food Forward , which is an organisation that I am researching in my primary [00:02:00] organisation.

[00:02:00] So. Um, um, what I wanted to ask as well is, um, we just, okay, so we can just get into the first part of the question. And the first one is, may you please explain what you do? Um, and what farm do you run?

[00:02:30] **Respondent A1:** Okay. Um, for me, um, I run a small scale farm in Port Shepstone. Um, I do partner with other organisations, um, for, in mentorship programs to help students learn and to, um, help grow the skills of farming in KZN. Um, cuz we need those skills in our community.

[00:02:57] **Esethu Khambule:** Mm, I wanted to ask as well. [00:03:00] Um, can. Can you explain why you decided to advocate for upskilling workers and educating the community?

[00:03:10] **Respondent A1:** I think for me, um, it was mainly because I grew up in Umlazi and I went to church, not too far from home where we shared a vegetable garden there. I was taught to farm. Um, and I grew so much love for my community. I decided to start my own farm and put Port Shepstone. Where, um, I do basic farming. We farm a lot of greens and we farm and some fruit, um, so that I could also learn more about sustainable farming, but also teach other people.

[00:03:47] **Esethu Khambule:** That's interesting. Um, what kind of organisations do you tend to work with?

[00:03:59] **Respondent A1:** Well [00:04:00] recently I was working with the Harry Gwala agriculture organisation. I'm currently working with two students and we've been working together for about 16 months, I think. Um, and yeah, I love the experience of mentoring and upscaling my community. And sometimes, um, in very rare moments, you learn a lot from the kids and it's always a pleasure to find that.

[00:04:27] **Esethu Khambule:** Oh, um, apart from the mentorship programs, do you work with other, not organisations such as food donation programs or food waste management?

[00:04:37] **Respondent A1:** Yes. During the floods in April, I had donated some of my produce to communities who had lost a lot of food. Um, and this is also when I began working with, um, food forward as one of the.

[00:04:52] The warehouses were also looted during that time. Um, so

[00:04:59] [00:05:00] I've just

[00:05:00] has been, um, working with the organisation during moments like that, but they also, um, provide my grandmother's old age home where she stays. They also. Or beneficiary of food for it, and they get food from them. So that was kinda where I first heard of the organisation.

[00:05:23] And, um, that's also where, um, I started to reach out and develop a relationship with them.

[00:05:35] **Esethu Khambule:** That's interesting. Also for me food forward was a company that I found on a whim. I had never even seen them or anything. And then I started to do a little bit more research and it was such an uplifting moment. It was very hopeful to see that there are organisations out there that are trying to correct many wrongs.

[00:05:56] um, that we are facing in this country. [00:06:00] Um, but how was your experience working with food forward?

[00:06:04] **Respondent A1:** Um, my experience working with food forward was okay. I think during the looting in Durban, it was pretty bad. Um, and it was devastating on us. Um, it was just a difficult time, but I just did what I could and as much as possible, what I also noticed is that, um, There's just not enough food for people.

[00:06:30] Um, and this looting came during the COVID as well, came right in the middle of COVID when people were really struggling and it was just shocking how they just wasn't enough

[00:06:45] food.

[00:06:50] **Esethu Khambule:** Hmm,

[00:06:51] that's true. I had an interview with another group who were, um, talking about scarcity as well. [00:07:00] Um, they were talking about how, um, There is a big issue with scarcity in the

production of food in South Africa. Um, they had argued that they believe that it is intentional, um, as not sway the market.

[00:07:17] What do you think about that?

[00:07:22] **Respondent A1:** Well, I can only speak from our own experience. Um, uh, It's kind of hard because the market just like any market works on supply and demand, but you kind of can't have that type of thinking when it comes to basic necessities, such as food and water, because you are gonna have to make the, the demand and the supply intentional, um, for it to maybe be available to the people who are gonna be able to.

[00:07:55] So it just becomes a little bit weird, but I can also speak [00:08:00] from my experience working as a farmer in KZN cuz it is a very lush area. It's the vegetation is great and it's because it's so humid. Um, but at the same time we have issues. With our produce. Sometimes we struggle to keep it consistent and so on.

[00:08:22] And, um, that has become a big problem for us. Um, over the years, um, we also have issues with, um, funding. And storage and so on. And these issues create scarcity, um, for us in our community, because we don't have access to a lot of resources. We kind of have to get creative with the way that we, um, perform our farming.

[00:08:49] That's. Mm.

[00:08:53] **Esethu Khambule:** Um, I can understand that. Um, I did also read that, um, small skill farmers were [00:09:00] facing a very big issue with just infrastructure and support from the government. And I also think it's really good that you, um, work to up skill, um, the community as much as you can, and just to teach people in the area how to farm and do so sustain.

[00:09:19] Um, in your views, um, in what ways do the current food distribution laws impact the social and economic landscape of South Africa?

[00:09:32] **Respondent A1:** Oh,

[00:09:34] I think my biggest issue is accessibility. Like I've already spoken about, um, a small scale farmer in a rural community, but there is not a lot of support to ensure that we are able to distribute and store our food effectively.

[00:09:49] Our roads are not. Very, um, efficient. Um, there's a lot of issues with, um, the weather and [00:10:00] storage becomes an issue as there's not a lot of accessible storing options for us.

[00:10:05] Um,

[00:10:07] but yeah, another thing that I was thinking about is, um, A lot of us in this community are sustainable farmers, not necessarily because we chose to, or because of our stance on the environment.

[00:10:21] It's just because you would have to get creative working here because your access is so limited.

[00:10:30] **Esethu Khambule:** Hmm, that might also explain why the statistics are so high with food waste and so on because there isn't a very good network to ensure that, um, people are. Able to perform there effectively and it gets, and Durban is also like an interesting landscape cuz you have the floods and you have the heat. And sometimes in the winter there's a dryness in the air.

[00:10:59] [00:11:00] Um, so there is a lot to consider when thinking about farming, um, within this, um, vegetation.

[00:11:13] **Respondent A1:** Yeah,

[00:11:13] we we've had to develop creative ways to reduce our waste on the farm. It can be quite stressful. Um, cuz we are under finance and under-skilled, but some of us just have to make it work. We have to figure out a way that this is all gonna work and it's not very favourable, but it is what it's.

[00:11:35] **Esethu Khambule:** Apart from the limitations that we have already explored, um, such as funding and lack of access and support and so on.

[00:11:45] What are other things that you are sensing that are also limiting your ability as a small scale farmer to do things like reduce your waste, um, and to, um, partner with organisations [00:12:00] such as food forward.

[00:12:03] **Respondent A1:** I can go on about the problems that we face and it will boil down to the same issue that we have already covered the financing, cuz I'll be like, oh, can't really donate a lot to organisations such as food forward because my crop is not always at a level where I could just where I have a lot of surplus food, um, within my farm.

[00:12:28] Um, We will farm. And then some of the produces I will give to the people working on farm. Some of it goes to the church, um, as well, some, it goes to the old age home that my grandmother's at, et cetera. So once I've given out all of that, other, other parts of our produce have to go to, um, To be sold. And after that, we don't have a lot left that we can give a substantial amount to food donation programs.

[00:12:58] Um, and we [00:13:00] also could only have access to them. Cuz if we're gonna drive from Port Shepstone all the way to Durban or how are we gonna store the food? So, um, that's another problem that we face, but again, it all boils down to the same idea of being under finance, not having infrastructure because the roads are bad.

[00:13:20] They're too long, et cetera. We don't have stores. So we struggle with transportation and so on. But apart from that, I do wanna also say that there is some sort of hope at the end of the day, with a lot of organisations like ours, um, Like there are full small scale farmers, um, who are offering so much support in the rural community.

[00:13:46] And our industry is growing. And despite our challenges, we are still developing new ways to survive. Like I met this lady at Chesterville and, um, She [00:14:00] is a small scale farmer, um, there, and she was using sustainable options. But like I said, if you see someone within our community is using sustainable options, it's usually because there's a problem.

[00:14:14] And for her, there was, um, where she noticed that her crop would always die. So what she started to do is to, um, kind of reframe her mind, um, What she always says is that, um, um, she didn't start growing all of her foods because she wanted to start a business. She grew it out of the sheer willpower to sustain herself and her family.

[00:14:40] The business idea only came after, um, when they were able to see how much produce they could produce. Um,

[00:14:57] Yeah. Um, [00:15:00] at the

[00:15:01] time, um, she had worked out that she had, um, been diagnosed with cancer. So that's also like the intensity of her wanting to do

[00:15:13] this.

[00:15:17] Oh, sorry about that. Um, I have to answer the phone quickly. Um, sorry. Um, but

[00:15:25] where were we?

[00:15:27] **Esethu Khambule:** Um, we were talking about the lady that you met at Chesterville. um, and about her, um, farming and her sustainability.

[00:15:39] **Respondent A1:** Oh yes.

[00:15:40] Um, she, I wish I remembered her name because she was doing something so interesting. And you could look her up.

[00:15:50] Um, she was even on SABC news this one time, but, um, she got really sick. And that meant that she [00:16:00] couldn't work. So what she did is that she took the last money that she had, I think. And, um, she bought some seeds and she started farming and then her business grew and grew, um, and, um, what she also started doing, which was very interesting is that she started putting, um, she started harvesting her food in plastic bags that people throw out from what she gets at the grocery store and was able to build this interesting system that was so sustainable, the way she, she could harvest and plant and sell her food.

[00:16:39] And, um, since then. Her, um, business has grown just from a simple idea. Um, and she's able to feed her community and her family and herself while also making extra income to make sure that her family's good. Um, they go to school and so on. [00:17:00] So those are always hopeful stories that I look to because it's not all doom and gloom in our industry.

[00:17:08] It can't.

[00:17:20] I can understand that. Um, um, it seems like a thing that she builds out of necessity, um, because, um, she has to feed herself and her family, um, Yeah. Um, she created the system, um, to grow her vegetables without chickens, eating them and to save herself from them. Um, because you know, chickens just do anything on a farm.

[00:17:59] Sorry [00:18:00] about that. I had to run away again cause it started raining. Um,

[00:18:07] **Esethu Khambule:** no, it's alright. Um, um, are you ready to continue?

[00:18:14] **Respondent A1:** Yes. Um,

[00:18:17] **Esethu Khambule:** we were still talking about that lady. Um, with the farming.

[00:18:21] **Respondent A1:** Yes. Um, pretty much what she did is that she was farming in these plastics to create a fungal environment so that, um, her seeds could germinate and just grow. Um, which I thought was pretty cool.

[00:18:37] She's um, very, um. When you are in a situation like that, it's easy to become imaginative because it's really now or never. Um, and you really don't have a choice to like mess up, um, at that moment. And I think that's what a lot of us in sustainable farming do. Um, especially in, [00:19:00] um, our communities, um, Another thing that I notice is that, um, within our own communities, we tend to share and to give a lot, our farms are very important in these communities because we are making sure that we are alive and a lot of big farms don't tend to, um, share.

[00:19:25] They don't tend to, um, donate or anything like that, which is kind of disappointing. , but that's just something that I've noticed, um, among our industry.

[00:19:39] **Esethu Khambule:** Yeah. I used to have a friend who would always say that, um, people with a lot less money tend to be very generous, whereas people with a lot of money do.

[00:19:50] So I think it's like playing into the same idea like that, where, um, it is. Um, just [00:20:00] classism, I guess you could say. And just how different classes treat each other. And also from experience, like if you don't have a lot of money, um, you know that like, this is your last money. You don't have another choice.

[00:20:13] This is it. Um, and you have this very now or never attitude towards the things that you have. Um, but it's not nice. Um, it's really not nice. And, um, if you have the option to help, you would help because you know, like starving, not having a place to stay, not sleeping or anything like that, um, is a very bad thing to be in.

[00:20:45] **Respondent A1:** Hmm.

[00:20:47] **Esethu Khambule:** Okay. So, um, we almost, at the end of our session, Um, so hopefully we don't run into more interruptions. Um, and [00:21:00] I guess the last few questions that I wanted to ask you are, um, apart from your, the limitations that we have already spoken about and your brief relationship with food forward, another. Uh, very important.

[00:21:19] Part of my research is looking at food banks, um, and trying to figure out if these organisations are, um, uh, are an effective, long term solution to our food waste system. I'd just like to hear your thoughts, um, surrounding that and some of your sentiments regarding food banks.

[00:21:47] **Respondent A1:** Um,

[00:21:48] I think for me, it's, it's um, kind of, I'm not sure. Because food forward is the only [00:22:00] organisation that I've worked with. I've seen some other people within my industry working with other organisations, but to be honest, um, the, most of the ones that I've seen have been, um, grassroots organisations like someone's uncle is doing something for the church, um, or church is doing something for a family and so on.

[00:22:22] So can you explain. Um, why you are questioning the effectiveness?

[00:22:36] **Esethu Khambule:** Um, I think for me, what always made me question is because, um, I always felt like a lot of NGOs are just like a quick solution. They are a quick excuse to a lot of the issues that we are facing. Um, so I noticed that food forward was [00:23:00] working with, um, pick and pay Shoprite group, et cetera, like one of the biggest contributors to food waste.

[00:23:08] Um, and yet their numbers are very limited. If they work with these companies and from my research, I found that there's a lot of rules, um, that sustain food waste, um, within these large scale companies and ethics that a lot of people have to follow, which just doesn't make sense to me. So, um, that was why I was kind of like, Hmm, about it, you know?

[00:23:36] And, um, Yeah. So I also feel like I had an interview with the group before I spoke with you about the same question that I'm asking you right now. And they said no. Um, because, um, they see the organisations as like a band aid [00:24:00] solution to food scarcity in the country. And then, um, and there's so much like.

[00:24:08] The goodness of these organisations, there's just a huge imbalance as to who is benefiting because the environment isn't benefiting as much as, uh,

[00:24:21] um,

[00:24:25] but yeah, I don't wanna give you my whole argument because I don't want to, um, sway your, um, perspective too much. I still wanna maintain what you think.

[00:24:36] Um, is the situation and, um, do you even think that they are effective?

[00:24:46] **Respondent A1:** Okay.

[00:24:48] Okay. So from my community side, what I can say is that we, like I said before, do a lot of ground root, um, Organising, we don't tend to work with [00:25:00] big companies. Um, another thing that I've noticed is that a lot of people aren't, um, very comfortable. They don't trust these food banks, you speak of . Um, and, um, there's just a lot of mistrust.

[00:25:15] The mistrust comes from the quality of the food and so on. but, and that's what would happen within our community. So they usually trust small scale farmers to do the, um, the

sharing and the distribution because you know them. This is so, and so's daughter. This is so, and so's grandma. This is so and so from the church.

[00:25:38] Um, so there's a different relationship with, um, food waste and food donation within our community because we, we kind of operate differently from what a big company would, if you understand where I'm coming from.

[00:25:57] **Esethu Khambule:** I do, from what I am [00:26:00] hearing, it seems like you guys are, um, very much grassroots driven and it's probably because of access and infrastructure.

[00:26:10] Like you can't help the community outside. Cuz when are you gonna get there? And well, the food was still alright by that time. So that's always a big problem. Um, and, um, . Yeah. And it makes sense to do what's within your reach in your community. Cuz honestly charity does begin at home and it's good to support your community.

[00:26:40] Hmm.

[00:26:41] Okay. I think that is a good note to end on. I just wanna say thank you again. I really appreciated the time that you chose to spend with me and all the knowledge that I've gained from you, um, has shifted my perspective quite a bit, and I am thankful for that.

[00:26:59] Thank [00:27:00] you.

Annexure B: Interview with Group B

Esethu Khambule (00:01):

Oh, okay. Just a summary. So basically what I'm researching is, um, food waste and, um, I'm researching a food donation company who allegedly takes, um, surplus food.

Respondent 1 (00:19):

Yeah. I've seen those things.

New Speaker (00:21):

Shopping malls.

Respondent 1 (00:21):

Yeah.

Esethu Khambule (00:22):

To donate them to people. Yeah. But then in my research I found loopholes.

Respondent 2 (00:28):

Mm.

New Speaker (00:28):

Something's not adding up, even now. Like I went to Pick n Pay, they're doing a drive with Food Forward. . And I was like, do you guys usually give like your extra Food Forward? Um, and they were like, no, but on Food Forward's website, it says, yeah. So I'm assuming that some Pick n Pays don't work with them. Yeah. But like, why are they leaving [them] out? Is the quality of food not good? In your opinion, what's going on, like what's going on?

Respondent 1 (00:53):

But it's also maybe even within their own worker ethics and thinking that they must not give away the food, like restaurants

Speaker 2 (00:59):

Isn't it a liability thing also? Cause let's say they give away that food that they not planning on selling and something happens to the person. Yeah. That it consumes the food

Esethu Khambule ([01:09](#)):

Yeah, I can understand that.

Speaker 2 ([01:11](#)):

So even though they're not a customer, but they can still see, they still fully liable for that. So yeah.

Esethu Khambule ([01:18](#)):

And it also, won't good for Food Forward cause then people would be like, "I'm not getting food from them" and they're already giving out free food. Another thing that I noticed when I was at Pick n Pay is

that it's only certain food and like it's stuff that some people are allergic to like dairy, wheat and all of that. And why are they not like, you know, remixing? Yeah. Find new things things that people could use like water cause water sanitation in this country sucks. And they, what I could tell is that they're not doing that. Like they're not, and that's why, um, even on their website, they right. That they, um, decreased in Cape town. Um, the food waste here, I think by like 7%. But then when I did more research on that, like where are these stats coming from?

Esethu Khambule ([02:14](#)):

Yeah. And I couldn't find it. Yeah. And then to like overall food waste in Cape town, it was only one point like zero something percent, um, of like a difference that this one company has made. Yeah. Even though they're very like limited as to which places they can operate in. I don't understand why they're not fighting for a legislator, just like something to make sure things change. And then I saw the tax, um, tax returns. Are they claiming everything back? Yeah. It was about, so you could be an investor in this company and um, let's say you have a, a franchise of a pick and pay or you have a restaurant and be like, no, this is how much we, we got every week and you just give it to them. Yeah. And then at the end of the year, that will count as your NGO and

Speaker 3 ([03:08](#)):

Yeah. As your donation

Esethu Khambule (03:09):

Tax returns on all of those donations,

Speaker 3 (03:12):

Every money that like every two rand, KFC donations, they claim back and then they be like, we donated. Yeah. You

Esethu Khambule (03:20):

And that was sitting at like 24 million,

Speaker 3 (03:24):

24 million. Yeah.

Esethu Khambule (03:24):

It was pretty high. Um, so that was also interesting, but yeah, I wanted to get you guys a sentiment about what I have told you. And I'm gonna ask you a question. Um, you guys do a lot of research about, um, just people living. Yeah. Your sociology Postgrad students. And I wanted to ask you, why do you think that food donation and um, not even food donation, but just like advocating for law surrounding accessibility to food. Yeah. Um, how has your guys' experience been? What have you seen and all of that?

Speaker 3 (04:13):

I don't know. It's been very interesting for me who, as a South African, who only became food secure and uni, but that was only about two, three years. And then I was food insecure again.

Esethu Khambule (04:25):

So even in uni, you were at res.

Speaker 3 (04:27):

Yeah. Cause I, when I was at the catering res, then I knew that I had

Speaker 2 ([04:33](#)):

Have to worry about where expect someone's gonna make it for you.

Speaker 3 ([04:37](#)):

And there is food. So I don't know what it looks like in south, but I know that a lot of south Africans are food insecure. And I don't know if legislature protects us against that outside of like a few grants here and there,

Speaker 2 ([04:51](#)):

It doesn't, there's like food drive and stuff. I stay like in a mixed area where there's like middle class, low middle class and poor

Speaker 3 ([04:58](#)):

Working class. Yeah.

Speaker 2 ([05:00](#)):

So ... not even working class there's people that literally are like reliant on clients and stuff. So it's not, we don't, they like below working class, they will be like food drives and stuff around, but they, some of them would go, others would be too proud to take food, even though they need it. So is that they will still try and low like income or they will like go around and lend money and do our jobs and stuff and all those things.

Speaker 3 ([05:30](#)):

Yeah. I don't know any legislation that protects people from food insecurity other than like the basic grounds. But even like before COVID cuz this is the unemployment grants,

Speaker 2 ([05:42](#)):

The COVID yeah. That's what I was referring to now.

Speaker 3 ([05:44](#)):

Before COVID there wasn't any grant for unemployed people. So no

Speaker 2 ([05:51](#)):

It's the child grant

Speaker 3 ([05:52](#)):

Cause the child grants, but it's like when you become, when the child comes in adult, there's

Speaker 3 ([05:57](#)):

No money. Like there's nothing more make of them have like welfare. Yeah. But the thing is lot.

Speaker 1 ([06:05](#)):

I don't think legislature really cares about food security within your midlife because when you're in retirement, you'll get a grant. And then when you're a child, obviously, but there's no set grant.

Speaker 3 ([06:16](#)):

Cause you know, you're supposed to be working.

Speaker 1 ([06:17](#)):

Yeah. Cuz you're supposed to be working in the middle. Yeah. So I don't think they're really are perfect.

Esethu Khambule ([06:22](#)):

There is like a class of lawyers here in Cape town that were advocating for us. I think they're going to court sometimes soon, but they were advocating for better food laws. So one of the things that they protesting is the best before date. Yeah. They're saying that it's inaccurate, blah, blah, blah. Like a lot going into that.

Speaker 2 ([06:45](#)):

You mean in the sense of food can still be consumed or

Esethu Khambule ([06:47](#)):

Yeah. So the best before dates, they main like issue with it is that it's causing too much food waste.

Speaker 2 ([06:55](#)):

Definitely.

Esethu Khambule ([06:56](#)):

Yeah. It's like squeezed in. Yeah. They were also protesting that, um, in Cape town, especially, why are we not giving people food could see them all the time. We literally see ...

Speaker 1 ([07:08](#)):

We have 20,000 homeless people in Cape Town you're supposed to have ...

Esethu Khambule ([07:13](#)):

And it shouldn't, it shouldn't be something that should worry about yeah. And then they [The Lawyers] were also, um, they wanted to reduce food waste. They wanted to give people like food to have access to food and for the government to take that human rights for like seriously.

Speaker 3 ([07:32](#)):

Yeah. They have, we have the best chance to do that because of our constitution.

Speaker 1 ([07:35](#)):

Yeah we do. Because thing is even with like, people are trying to bring in basic income because the middle is very vast

Esethu Khambule ([07:43](#)):

And they were like, um, in Cape town it's become a point where like you either like making ends meet or you like super rich.

Speaker 1 ([07:59](#)):

In South Africa, you can't really be middle class cuz then you're still living check to check. So you have to be super

Speaker 1 ([08:05](#)):

Rich or you are food insecure. So that's what they would say. You

Speaker 3 ([08:09](#)):

Are middle class, but you're like,

Speaker 2 ([08:10](#)):

You have to like watch what you spend. You're not like living.

Speaker 1 ([08:13](#)):

Yeah. You're not, you're not upper upper middle class. Most of your time you're gonna to work. Yeah. Most of your time is spent at work. Then you have like a couple of hours to yourself.

Speaker 1 ([08:25](#)):

But even seeing like with my sister, cuz we, we grew up working class and then even her moving from lower middle class, into upper middle class, how much time has been freed up. Cause when she quit her job, she was like, I'm not gonna look for a job for like five months. And she was like, I have enough in my bank account to sustain me with my car and with my living situation and boyfriend had a place cuz he he's a, when Megan studied hospital administration. Oh yeah. Yeah. So he helps run the fucking net care that side. So being upper middle class and being lower middle class, there's a very vast difference. Yeah.

Esethu Khambule ([09:02](#)):

There's a big difference.

Speaker 1 ([09:03](#)):

There's a very vast difference. It's crazy. Hmm.

Esethu Khambule ([09:08](#)):

Yeah. What's the next question.

Speaker 3 ([09:16](#)):

Because even people in salt river could be lower middle class. There could be, there are, I think people in this neighbourhood would be lower middle class and then maybe moving into OBS you go into the real middle class. Yeah. And then there's still moving security within this community very much. And this is the food desert food desert as a, it's a desert as fuck. And it's because it's POC and black.

Esethu Khambule ([09:40](#)):

And then I wanted to ask you guys, um, in your view, um, how do you see food insecurity affecting us in our day to day lives?

Speaker 1 ([09:52](#)):

Mm. I think general stress. Yeah. It's a very stressful thing to operate on and health. Yeah. Yeah. I

Speaker 3 ([10:00](#)):

Feel like it's a day. It is a day to day experience like food insecurity, like recently, especially cuz like we are not working.

Speaker 1 ([10:08](#)):

Yeah. Right

Speaker 3 ([10:09](#)):

Now. So it's like a day to day thing to think about like the basics are not covered.

Speaker 3 ([10:15](#)):

Yeah.

Esethu Khambule ([10:16](#)):

Like also learned

Speaker 3 ([10:17](#)):

That even the nutritional value of your meals very much changes because of what you can afford.

Esethu Khambule ([10:23](#)):

Um, even in prisons, I always think about how the food that they give them is not, it's like just enough calories for you to wake up. Yeah.

Speaker 1 ([10:32](#)):

And a lot of them and vegetables are contraband actually

Esethu Khambule ([10:35](#)):

Hmm

Speaker 3 ([10:36](#)):

Yeah. It's low quality.

Esethu Khambule ([10:38](#)):

Yeah.

Speaker 3 ([10:40](#)):

It's the mixes.

Speaker 1 ([10:41](#)):

Yeah. Some of them are not for human consumption and all of that. That's very stressful. That's very stressful. But even with these organisations, we know the parts in which they are failing and there's large groups of people in vast areas. Yeah. That could benefit from it.

Esethu Khambule ([11:00](#)):

Yeah, and they're working with brands like Woolworths, um, Pick n Pay Checkers and ShopRite who are already contributing 90% of the food waste in the whole country. And then, us day to people very like 8%- 10% that we are contributing.

Speaker 2 ([11:21](#)):

And they don't want to share it. Um, they won't say it like the though- but what I saw is that they don't want share the food because it's gonna tip the economy. And what they always say is that if we make food free for like other people then who's gonna to buy food.

Speaker 3 ([11:39](#)):

Um, let's not buy food then.

Speaker 1 ([11:42](#)):

But the thing is it's even like imagined famines. No. Yeah. Imagine famines, cuz that happened in Somalia and it happened heavily and it's cuz all of the food that is being grown

in Somalia is going to America. And then we have imagined, um, famines. Like it's a famine. What famine, what famine. It's just that the orange here is going to be \$10. Because Americans are getting it for \$2.

Esethu Khambule ([13:05](#)):

Even the waste is bad. Like some restaurants don't allow you

Speaker 3 ([13:09](#)):

Yeah. To take that's what if somebody doesn't finish a meal? They don't like it. And that's really weird.

Esethu Khambule ([13:15](#)):

It is really weird. But it's also very disappointing that this is.. You are prioritising something that doesn't exist, yeah. To over like people

Speaker 3 ([13:26](#)):

In Capitalism.

Speaker 2 ([13:29](#)):

Basically. Yeah. I was about to ask, now, isn't the idea of wage and minimum, which is a similar conversation because people don't make enough money to live. There was this video, um, it's pretty well known, so we might have heard of them and not like their favourite. But now this is one video where this one guy was crying about him not being able to get by every month by being an Uber eats driver.

Speaker 1 ([13:58](#)):

And he was, and you're supposed to be living.

Speaker 2 ([13:59](#)):

He was placing the blame. People who do not tip, and arguing this is why you should tip.

Speaker 1 ([14:06](#)):

Thing is, Uber is also dishonest with the customer about how much this driver does get from

the delivery. They are so dishonest. They're very dishonest with the consumer. Even with your Uber drivers, it's the same idea with food banks, they are not honest about what they do and it all boils down to fancy marketing and green retailing.

Speaker 2 ([14:15](#)):

Their ability to live basically realising people tipping. Yeah. But now that place, the responsibility is on the people and not the person itself.

Speaker 3 ([14:22](#)):

Yeah. Especially

Speaker 2 ([14:23](#)):

That's the argument they brought up

Speaker 1 ([14:25](#)):

And the thing is it happened also much earlier with the climate conversation and now it's gonna happen in consumerism. Yeah. Because it is neoliberalism to be like it's on you, you have the information and even the creation of like the carbon footprints so that the companies would be like you,

Speaker 2 ([14:40](#)):

But it's just, it's a way out for them. And same thing with your food thing, you know, companies, they make enough to make provision for this part. They, a lot of this, they try and...

Speaker 1 ([14:52](#)):

This is where they work. Cause provisions for everyone..

Speaker 2 ([14:53](#)):

They try to expand their like...

Speaker 1 ([14:55](#)):

Profit margin.

Speaker 2 ([14:56](#)):

Exactly! And they'll have this whole donation that and rely on other people or rather putting money in.

Speaker 3 ([15:03](#)):

Yeah. That's why I'm not gonna give KFC my two right

Esethu Khambule ([15:06](#)):

I understand.

Speaker 3 ([15:07](#)):

All these companies are expecting you to spend money on a problem they created.

Esethu Khambule ([15:09](#)):

I understand that, that's an interesting point.

Speaker 3 ([15:13](#)):

The solution is very clear. Food banks only exist as a function of capitalism. I view them as unsustainable because they also have limitation that prevent them from doing anything of substance.

Speaker 1 ([15:18](#)):

Even during COVID, when there were massive drive to donate food that the government was doing. Some of the food parcels did not reach the right people because of limitations created by capitalism, such as the best before date, that legally prevented the government from delivering the food as they would be held liable.

Esethu Khambule ([15:21](#)):

In my research I found the same problem too. And one of the students in my class brought up the same issue and concluded in her proposal that food banks are unsustainable.

Speaker 3 ([15:25](#)):

It's a sad and disappointing reality.

Esethu Khambule ([15:27](#)):

Hmmm. I chose this topic because of the high unemployment rate and overall poverty rate in the country. Every month it gets closer to 50% and youth has even exceeded that as we are at 70%.

Speaker 3 ([15:30](#)):

Can we take a break?

Esethu Khambule ([15:30](#)):

Yes, let's take 5 mins or whenever you are ready.

Speaker 2 ([15:43](#)):

Buy a normal top and cut

Speaker 3 ([15:44](#)):

It. Literally. She was like, no, she's shopped at softball sales after that or she's gonna buy something that's expensive and like, okay, I'm buying the thing. But she liked the clothes.

Esethu Khambule ([15:54](#)):

That's

Speaker 3 ([15:55](#)):

Crazy. The labour it's cheap. Mm-hmm

Esethu Khambule ([15:58](#)):

<affirmative> that's crazy. Even when my brother was studying in China, whenever my parents would pick him up, they would always go to the factory stores. And because it was just cheap. Yeah. You could show them a picture and they'll make it right now and they'll make it. They'll just go shopping.

Speaker 3 ([16:16](#)):

Yeah. You'll come back to

Esethu Khambule ([16:17](#)):

Your top. And then by the time you come back, you have a shoe. They do that for my shoes. I just had to send them a picture and then they made it and then things would be good. Yeah. Even the wigs, a lady, um, who works at a factory store, she always, um, has really discounted rates for weeks in hand. Mm hmm <affirmative> just send her a picture and she'll be like, I'll look for it. Yeah.

Speaker 3 ([16:40](#)):

She just find

Esethu Khambule ([16:42](#)):

You'll

Speaker 3 ([16:42](#)):

Um, make him up

Esethu Khambule ([16:43](#)):

Whatever you want. But it is so

Speaker 3 ([16:45](#)):

Bad. It's not supposed to be happening. That's how fashion is happening. Yeah. Everyone has to have what they want.

Speaker 2 ([16:54](#)):

But you, you all probably know of these also that like would go to Joe work and I think

Speaker 3 ([16:59](#)):

Durban as well.

Speaker 2 ([17:01](#)):

I haven't known about it, but I know like our like hometown, they would go to work. Cause some go to Cape, my job work is cheaper. They'll go to like factory shop. They know some. Yeah. And then they'll

Speaker 3 ([17:11](#)):

Buy, like my mom went to D Germany

Speaker 2 ([17:13](#)):

Though by like sneakers, like all your, like your, your brand things. You sell them there. So they'll buy them for like a hundred.

Speaker 3 ([17:21](#)):

Yeah. Stock back.

Speaker 2 ([17:23](#)):

And then here sell them for 400.

Esethu Khambule ([17:26](#)):

That's that's like,

Speaker 2 ([17:27](#)):

That's not related to food now. So everybody.

Speaker 3 ([17:29](#)):

Yeah. But just consumers. But food also works like that because people do buy that raw material for 10 bucks and they now buying a can of beans for 30.

Esethu Khambule ([17:37](#)):

It's like two for one IBU

Speaker 3 ([17:39](#)):

Gel. Ah, we know that it costs one. I eyeball <laugh> oh two. It's not a deal.

Esethu Khambule ([17:44](#)):

Like they're making it seem like it's a deal. It's not the food could honestly be cheaper literally. But because businesses are penny pinchers, they're going to make the cheapest thing.

Speaker 3 ([17:54](#)):

It sell it so hard

Esethu Khambule ([17:56](#)):

So that they could sell it for like a shit ton of money.

Speaker 3 ([18:00](#)):

Even us paying for alcohol, the way we do at bars, we know that that black label one lit is 20. Right.

Esethu Khambule ([18:05](#)):

It's like,

Speaker 3 ([18:06](#)):

And I will buy a court literally for 60

Esethu Khambule ([18:10](#)):

At such a madness. And they sell like that wine stone there. Yeah. For 110

Speaker 3 ([18:17](#)):

TA

Esethu Khambule ([18:17](#)):

They sell stones there for a hundred.

Speaker 3 ([18:19](#)):

Yeah, they are. Cause they

Esethu Khambule ([18:21](#)):

Can. And it's like a 40 grand. They went to it's a 40 year glass, the odd liquor stone to buy more the sun tab. And

Speaker 3 ([18:27](#)):

Yeah, they came back with plastic bags. I

Esethu Khambule ([18:30](#)):

Did. You can.

Speaker 3 ([18:31](#)):

No. Even when I was at, um, tacos, locals, and they got Naches and they went to spa and I paid 60, ran for them to go walk to spa, to get more NAS.

Esethu Khambule ([18:39](#)):

What the?

Speaker 3 ([18:41](#)):

And they got 2020 ran Naches and they made me my Naches.

Esethu Khambule ([18:45](#)):

Ah, that's hilarious guys. It's crazy. Yeah. Food insecurity shouldn't happen at all. It shouldn't be, especially because it also affects our CO2 levels. So all those companies that are, um, contributing to 90% of the ways are also contributing to the high CO2 levels.

Speaker 3 ([19:04](#)):

Yeah. I was about to say even cuz the thing is, first of all, we don't have pre-cut food popularised because people don't want to use it, but it, it needs to happen. But the thing is, the way it happens is that so much plastic and so much is wasted than that process. And it's like, you can create reusable products for already cut food because not everybody's gonna be able to cut their food, but now companies are gonna charge you 30 ran for half a cut of pineapple versus a 15 ran whole pineapple. Mm.

Esethu Khambule ([19:36](#)):

And they could cut it up in the store.

Speaker 3 ([19:39](#)):

No like how are you

Esethu Khambule ([19:40](#)):

Wanna grow? You it's got into that.

Speaker 3 ([19:42](#)):

No. It's time to garden.

Speaker 3 ([19:56](#)):

Yeah.

Esethu Khambule ([19:57](#)):

Um, and that apparently will tip the economy. So you can't really

Speaker 3 ([20:01](#)):

Have, cause people can just grab fruit. I'm not gonna go buy you. I

Esethu Khambule ([20:04](#)):

Thank you guys for suggesting a break just to help consolidate what we have just spoken about. I understand these topics are very intensive. Another thing I noticed from your zine was tremendous support for community gardens in Cape Town.

Esethu Khambule ([20:11](#)):

Another thing I noticed from your zine was advocacy for community gardens.

Speaker 3 ([20:12](#)):

Did you know, it's actually illegal to plant female trees and fresh food on public land? There was actually a case in Joburg where someone was arrested for planting cabbages just outside of their home.

Esethu Khambule ([20:19](#)):

Hmm, when I think about things like this I get incredibly disappointed because to me it shows that food banks and the general food industry has created a massive monopoly on food. You cannot get food outside of private ownership. It's very questionable and I am disappointed more than angry. After the information you have shared with me, it has definitely shifted my perspective on food banks. I even read a study based in the UK that stated that Food Banks tend to depoliticize their positions to make themselves more palatable to the market but food

insecurity IS a political issue.

Speaker 1 ([20:33](#)):

But the thing is neoliberalism expect you, which is what capitalism is doing right now, expecting you to have all the information before you are informed about the product. It expects you to assume the consequences cause at the end of the day you are the problem and not capitalism. It encourages individualism and what that creates is a vacuum or wormhole of lack of accountability, finger pointing and whataboutism. It distracts the public to focus on other issues because capitalist don't want you to know that their existence is contributing to the abuse and hardships of many people. It's a sick, sick cycle and we need to be more honest on the impact that businesses have on our lives. From our research we understand that food insecurity is an imagined problem for companies to create lousy solutions like food banks. In the end the creation of food banks benefit them than people who actually need it because at the end of the day they get wonderful tax breaks and end up making more money and so the cycle continues.

Speaker 3 ([21:27](#)):

Oh yeah defs! It just feeds itself over and over again at the expense of people who are dying and most of those people are black and brown unfortunately. It's disappointing but it also makes me angry, we don't deserve this.

Speaker 2 ([21:37](#)):

So do you, um, do you think that um, this problem can somehow be linked to colonialism?

Speaker 3 ([21:44](#)):

Yeah I think so.

Speaker 1 ([21:45](#)):

Like I said earlier, there is an imagined sense of insecurity and to some degree I believe it is to extract resources from the global south. They use the idea of lack of food to justify exploitation of resources. This can also be a tenant of ecofascism.

Respondent 2 ([21:53](#)):

Yes it goes back into this whole idea of the world being overpopulated and under resourced- like you said ecofascism. It is detrimental to people of colour across the world because we are the ones who end up suffering the most. I think that is why we started the zine. We wanted to fight back against discrimination but also promote education on topics such as the climate crisis. I think also, um, it's important for these conversations to be had on a larger platform because we need to be informed on what is happening because capitalism likes to gaslight people into thinking there is suffering because of your individual failings and not because the system is flawed. It's very cunning when you think about it.

Speaker 3 ([22:30](#)):

Yeah, it is. I think we've spoken a lot about the issues of food and insecurity and capitalism and how it affects us. We have many books, movies, music and so on to remind us that this is a grave problem that we need to climb out of. But, as someone who works in communist spaces, I meet a range of people who I educate but end up continuing being radical supporters of capitalism. So for me it's always been confusing because the information is there. Like, um, there are, like, leaks and, um, statistics that show you what is happening in our communities. But despite the, um, information we share and the ones people read for themselves, it really makes me question, do people even care?

Speaker 2 ([23:05](#)):

No.

Respondent 1 ([23:06](#)):

No one cares. That's what it boils down to unfortunately.

Speaker 2 ([23:11](#)):

But what I have also noticed is that people find out shady things about companies and sometimes I feel like they automatically don't trust that information. Maybe it is because of, um, cognitive dissonance or just fear of reimagining a new world we can exist in.

Respondent 1 ([23:20](#)):

It's like the issue with smoking and Big Tobacco. They put all the scary images on the box and tell you that smoking kills while at the same time using movies to advertise their products. And this is why I say, like, we were the generation who are supposed to end smoking but now they

got us smoking vapes. The kids are smoking vapes is also a new age development by a big tobacco company to encourage smoking. Even the kid next door [to me], he was like, "oh yeah, can I have some of your vape?" And I was like, "HAIBO, No" and he reassures me by saying "I've had air pops". He like mango. Companies keep reinventing the wheel so that they don't become obsolete. They create problems so that they can give you a solution to the problem they created (chuckles).

Speaker 2 ([23:51](#)):

BeatBig tobacco. Like, oh that's like big pharma.

Speaker 3 ([23:54](#)):

Yeah. Big tobacco is big pharma. And they invest in these cases and they invest in smokers cigarettes and vapes. Yeah.

Esethu Khambule ([24:01](#)):

Also they invested in this antismoking campaign, yeah, that's all over YouTube. And then I found out that Marlboro is actually funding that campaign. I was shocked.

Speaker 3 ([24:09](#)):

Because it pays both ways at both ends. They're getting paid.

Speaker 2 ([24:12](#)):

It's not that it's more, they control the funding and I think they're contributing to mistrust because there is a complete lack of transparency.

Speaker 3 ([24:17](#)):

Yeah.

Speaker 2 ([24:18](#)):

That also the other thing about food donation banks. There seems to be a lack of transparency.

Speaker 3 ([24:19](#)):

But vaping is really to get the next generation smoking because it is delicious. I'm having a

Dark Berry mix (chuckles).

Speaker 2 ([24:28](#)):

Haha, and it actually is fun.

Speaker 3 ([24:29](#)):

Out. Why literally blueberry Puy cloud. And it's like, that's why the kids are home.

Speaker 2 ([24:37](#)):

We still don't know the actual risks and

Speaker 3 ([24:39](#)):

Yeah. Actually to do with food insecurity, kids do smoke more often when they are food insecure because they stay so hungry. Because that happened in Thailand. And I was watching the South park episode where the um, the kindergartners were vaping and they were like, yeah, I didn't have lunch money this year. They, yeah. And as a sudden vape parks for less than lunch money. Yeah. Oh wow. Yeah. Cause in Thailand kids smoke because they don't have food and it's not illegal for a 12 year old to buy cigarettes there. Yeah. They even still have ads. Imagine seeing a smoking ad in South Africa, they still have ads. And if you seen a kids smoke like yo no people in the Eastern Cape. Cause they think I'm like 17, 18. They went up to mainly like your child was smoking. What's going on? Like they were like, we were at the beach and I was like, my mom or I'm at the beach. They were like, yo, get this like something, something bad is happening happening right now. They were like, where's your mom? And I was like, I know. And they were like, no, like how is

Speaker 2 ([25:37](#)):

He at

Speaker 3 ([25:37](#)):

The time? No, I was 22. They were like, who child is this? And why are they doing this thing? Yo, what happened on this

Speaker 2 ([25:46](#)):

Day? And, and, and I to live like a small boy,

Speaker 3 ([25:49](#)):

Look, you

Esethu Khambule ([25:49](#)):

See, that's why I never asked older woman for

Speaker 3 ([25:51](#)):

Cigarettes. I was not interested in, I already asked them in Cape town because I know kind aunties all smokes. So yeah. But in the like I even go like this cause they shame me. Yeah.

Speaker 2 ([26:01](#)):

So there's I was what, there's that thing you have to, not even as a child, as an adult, you have to walk like outside the house

Speaker 3 ([26:08](#)):

And yeah. But especially if you're a girl or dog they'll

Speaker 2 ([26:11](#)):

They'll know you smoke, but

Speaker 3 ([26:12](#)):

Yeah,

Speaker 2 ([26:13](#)):

Because of respect and

Speaker 3 ([26:14](#)):

Well you have to hide away. You still like

Speaker 2 ([26:16](#)):

Do these things. But

Speaker 3 (26:18):

Yeah.

It's more of than rather

Speaker 3 (26:23):

When my mom passed, when she found like, cause I put the actually in the drawer and then she was like, was like, and then she came me said <inaudible>. And I was like, yeah, sometimes no. I said, sometimes she's like, please then do it. <laugh> and then I was like, okay, I'll try. And then she expected me to quit

smoking that day <laugh> and the next day when I was smoking shes, like, oh, oh, I told you this <laugh> dude. But in the Eastern Cape, the thing is we don't have a smoking culture in the Eastern Cape mm hmm <affirmative> but here there's a big smoking culture. There's a huge smoking culture here. I'm not sure like what, okay. Port S but it's more. Yeah, but the thing is, there's a bigger color population there. And the thing is going down the coast via colour people they smoke. And the thing is, even though women smoke extremely, I can't comment on that. It's really, but is like I'm east London, king, William Williamstown. And the thing is there mainly black and little be of colour community and you'll see someone smoking, but, and I don't do that thing here. We are girls. We got bro smokes more there. So yeah. Yeah.

Speaker 3 (27:27):

I smoke weed. No, yes. My mother's gonna have a heart attack. Yeah.

Esethu Khambule (27:32):

I don't think it's bad.

Speaker 3 (27:34):

Say I'll make her some tea or something compared to, um, smoking cigarettes because you can say no, but when I, of my cousins, cuz he's Sango, we were in the genuine war drunk and he was like, the girls is just so me and I was like, I will. And they were like drag and I was, and he was about smoking marijuana drag. And I was like, no, I would never do such a thing who you think I am, and he was like, and he's like you're and your mom have a secret. And I was like, yo, you gotta ask her about that. You gotta ask somebody. Literally let me try.

Esethu Khambule (28:11):

The last question I wanted to ask y'all is how are your feelings towards food banks? Do you trust them? And do you think they are

Speaker 3 ([28:18](#)):

Effective? It depends. If they run by private company was if it's grassroots, then I'll trust it more. I will be honest. Yeah. Like I don't know of any like personally and I feel like I don't trust the ones that I know like exist because people are still insecure. So I know there's a problem. Yeah. But I've seen like gender dynamics, I think different parcels last year during lockdown for the homeless people who know 20, 20 actually. And I think they continued doing that and that was cool. And I was like, grassroots, let's go. But if I'm like, oh, food forward or whatever the fuck. And you're working with pick and pay, I'm not really gonna be completely sure about you.

Esethu Khambule ([28:53](#)):

And the quality of the food is something that I would question.

Speaker 3 ([28:56](#)):

Yeah.

Esethu Khambule ([28:57](#)):

Because why is pick and pay giving

Speaker 3 ([29:00](#)):

Food. Yeah. Versus NGO, raising money and buying food. Parcels of that is broad.

Esethu Khambule ([29:06](#)):

Even growing in your garden. There's quite a few. I'm gonna send them to you.

Speaker 3 ([29:10](#)):

There's a so purple garden as well.

Esethu Khambule ([29:12](#)):

Yeah. So someone in Kai, there's quite a few in this area.

Speaker 3 ([29:16](#)):

There's a coalition in town. That's occupying land and they garden there. What are they? Sarah's land. Oh, what are they called? If you have the name, please give it to me because I tried, we must cause what's her name. She forgot about us, but we must find them Bya. Okay. Please send me those

Esethu Khambule ([29:36](#)):

Ayda

Speaker 3 ([29:37](#)):

Yep. Oh nice. I'll ask go. He

Esethu Khambule ([29:40](#)):

Works with them quite closely. He always knew the tea yeah. About what was happening. And he was like, no, these are my fighters. And I

Speaker 3 ([29:47](#)):

Was like, this is,

Esethu Khambule ([29:49](#)):

I'm kind of, I don't trust food fans, which is why I decided to do my project on it because I was like, what's the tea what's actually. And my issue is that a lot of the information should be public because they are in NGO. Like you are not really private. It could be public. It's so hard to find that information and to like information

Speaker 3 ([30:14](#)):

For,

Esethu Khambule ([30:14](#)):

For that food banks. Like, I don't know what you up to

Speaker 3 ([30:17](#)):

The thing is even like, there's so many homeless encamp here in salt. I haven't seen one food.

Like one food drive one soup

Esethu Khambule ([30:24](#)):

Kitchen. They also expect you to know them cuz they're always like, no, you guys can just email if there's a problem. Like, but when I go on their page and I see people like responding, being like, we haven't received that food, like what's going on. I'm like,

Speaker 3 ([30:40](#)):

Yo you see hectic things.

Esethu Khambule ([30:43](#)):

And they really talk a big talk, which is a lot of like big companies. When they do marketing, they estimate they reach and they value in society. But while I was researching, I read like three different studies and each of them at the end, I was like super disappointed. Cuz this company does not meet the expectations that they like, um, write on their website. Yeah. And that was, that was quite disappointing to find even the fact that I saw the pick and pay drive, you expect me to buy. Yeah. And then donate

Speaker 3 ([31:22](#)):

Dude. That's the like pick and pay gets paid twice

Esethu Khambule ([31:27](#)):

In an area

Speaker 3 ([31:27](#)):

Three times actually

Esethu Khambule ([31:29](#)):

Of students

Speaker 3 ([31:31](#)):

Get paid for by the customer, by the donation and by the tax right

Esethu Khambule ([31:34](#)):

Outside. Oh. But the lady at pick and pay has a drive for the people outside. Eh, that's like her private thing. But we are going a bit off topic now. So I would like to close the interview and thank you all for allowing me into your space.

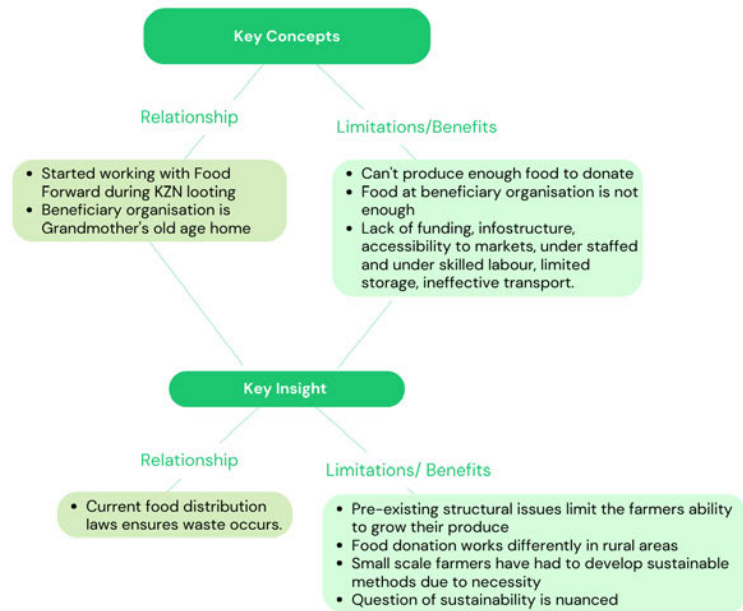
Annexure C: Data Coding Process of Group A with Summary

Group A: Discourse analysis		
Question	Identify Limitations/ Benefits	Extra insight
Relationship with Food Forward		
4:37- Started working with Food Forward during the lockdown		
5:00- Also provide services to her grandmothers old age home		
	06:30- Not enough food to donate	
	7:00- Demand is too high for them to rely on surplus food	7:00 Imagined scarcity
	7:55 Lack of funding, lack of infrastructure, underskilled, accessibility, storage, transport	7:55- What limits beneficiary organisations is preexisting issues related to structural issues in the country
		10:07- Farmers have had to find sustainable methods to farm due to lack of infrastructure
		20:00 Food donation operates differently in rural communities
		Question of sustainability is different as they work differently

Group A Key Concepts

Group A includes a small scale farmer in KZN that has worked with Food Forward.

- 1 Relationship with Food Forward SA.
- 2 Identify limitations/benefits of the relationship



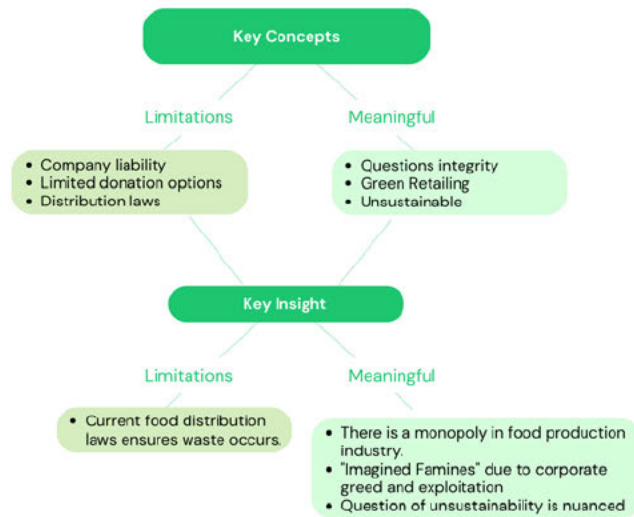
Annexure D: Data Coding Process of Group B with Summary

Group B: Discourse Analysis		
Question	Limitations	Meaningful
Q1: What is it within the workers' ethics?		
Q2: What is it within the workers' ethics?		
Q3: What is it within the workers' ethics?		
Q4: What is it within the workers' ethics?		
Q5: What is it within the workers' ethics?		
Q6: What is it within the workers' ethics?		
Q7: What is it within the workers' ethics?		
Q8: What is it within the workers' ethics?		
Q9: What is it within the workers' ethics?		
Q10: What is it within the workers' ethics?		
Q11: What is it within the workers' ethics?		
Q12: What is it within the workers' ethics?		
Q13: What is it within the workers' ethics?		
Q14: What is it within the workers' ethics?		
Q15: What is it within the workers' ethics?		
Q16: What is it within the workers' ethics?		
Q17: What is it within the workers' ethics?		
Q18: What is it within the workers' ethics?		
Q19: What is it within the workers' ethics?		
Q20: What is it within the workers' ethics?		
Q21: What is it within the workers' ethics?		
Q22: What is it within the workers' ethics?		
Q23: What is it within the workers' ethics?		
Q24: What is it within the workers' ethics?		
Q25: What is it within the workers' ethics?		
Q26: What is it within the workers' ethics?		
Q27: What is it within the workers' ethics?		
Q28: What is it within the workers' ethics?		
Q29: What is it within the workers' ethics?		
Q30: What is it within the workers' ethics?		

Group B: Key Concepts

Group B included third party organisations, i.e. Activists, within the food industry. Below are the key questions I aimed to explore through the interview.

- 1 Identify key limitations in the industry
- 2 Explore the extent Food Forward could be considered a meaningful brand



Annexure E: Summary of data collection process

Semi-structured Interviews:

6 open ended questions/ 30-45 min sessions

	Organisation:	Purpose:	Dates:
Group A: <i>Small scale farmer</i>	• Umtentweni Farm	• Relationship with Food Forward SA. • Identify limitations/beneits of the relationship	18 July
Group B: <i>Third Party Organisation/ Food Waste Researchers/ Activists</i>	• MaleFactor	• Relationship with donors • Understand food waste management system • Identify limitations	15 July

Annexure F: Signed Consent Forms

Explanatory information sheet and consent form for participants
To whom it may concern, My name is Esethu Khambule and I am a student at Vega. I am currently conducting research under the supervision of Dr. Cerneels Coetzee about the links between food banks and food waste in order to explore the extent to which Food Forward SA can be considered a meaningful brand. I hope that this research will enhance our understanding of the impact food banks have on combating food waste. I would like to invite you to participate in my study. In order to explain to you what your participation in my study will involve, I have formulated questions that I will try to fully answer so that you can make an informed decision about whether or not to participate. If you have any additional questions that you feel are not addressed or explained in this information sheet, please do not hesitate to ask me for more information. Once you have read and understood all the information contained in this sheet and are willing to participate, please complete and sign the consent form below.
What will I be doing if I participate in your study?
I would like to invite you to participate in this research because (insert reason). If you decide to participate in this research, I would like to (explain exactly what participation will involve). You can decide whether or not to participate in this research. If you decide to participate, you can choose to withdraw at any time or to decide not to answer particular interview questions.
Are there any risks/ or discomforts involved in participating in this study?
Whether or not you decide to participate in this research, there will be no negative impact on you. There are no direct risks or benefits to you if you participate in this study. You might, however, indirectly find that it is helpful to talk about your (insert what you are examining). If you find at any stage that you are not comfortable with the line of questioning, you may withdraw or refrain from participating.
Do I have to participate in the study?
• Your inclusion in this study is completely voluntary; • If you do not wish to participate in this study, you have every right not to do so; • Even if you agree to participate in this study, you may withdraw at any time without having to provide an explanation for your decision.
Will my identity be protected?
I promise to protect your identity. I will not use your name in any research summaries to come out of this research and I will also make sure that any other details are disguised so that nobody will be able to identify you. I would like to ask your permission to record the interviews, but only my supervisor, I and possibly a professional transcriber (who will sign a confidentiality agreement) will have access to these recordings. Nobody else, including anybody at Vega, will have access to your

interview information. I would like to use quotes when I discuss the findings of the research, but I will not use any recognisable information in these quotes that can be linked to you.

What will happen to the information that participants provide?

Once I have finished all interviews, I will write summaries to be included in my research report, which is a requirement to complete my Postgraduate Diploma in Brand Building. You may ask me to send you a summary of the research if you are interested in the final outcome of the study.

What happens if I have more questions about the study?

Please feel free to contact me or my supervisor should you have any questions or concerns about this research, or if there is anything you need to know before you decide whether or not to participate.

You should not agree to participate unless you are completely comfortable with the procedures followed.

My contact details are as follows:

Esethu Khambule

[REDACTED]

[REDACTED]

The contact details of my supervisor are as follows:

Dr. Cerneels Coetzee

[REDACTED]

Participant or respondent consent	
I, , agree to participate in the research conducted by Esethu Khambule about the extent to which Food Forward can be considered a meaningful brand. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
	
Signature	Date 15 July 2022

Participant or respondent consent	
I, _____, agree to participate in the research conducted by Esethu Khambule about the extent to which Food Forward can be considered a meaningful brand. This research has been explained to me and I understand what participation in this research will involve. I understand that: • I agree to be interviewed for this research. • My confidentiality will be ensured. My name and personal details will be kept private. • My participation in this research is voluntary and I have the right to withdraw from the research at any time. There will be no repercussions should I choose to withdraw from the research. • I may choose not to answer any of the questions that are asked during the research interview. • I may be quoted directly when the research is published, but my identity will be protected.	
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Signature _____	Date 18/07/22

Participant or respondent consent	
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Signature	Date 18/07/22