



### **Marula Festival Poised To Promote the Arts and Develop Communities**

The Annual Marula Festival – A collaboration of the arts and business

The Limpopo Provincial Department of Economic Development, Environment and Tourism, in collaboration with the Department of Sports, Arts and Culture have jointly embarked on the Marula Festival with Limpopo Parks and Tourism as co-implementing agency to bring to the province and country, a branded festival that would bring into play various elements such as enterprise development, tourism promotion, leisure and cultural expression. Starting with the launch of the Festival of the First Fruit at Muti wa Vhatsonga by the DSAC, the event signals the official point of harvesting of the fruit and the brewing season.

The Festival, as one of the offerings under the umbrella is an annual event that has consistently delivered on its brand promise of driving tourism in the province, having seen a steady growth in both its first and second years with attendance figures rising. Throughout the world, festivals have become a drawcard for tourism development as they combine pleasure with leisure. The hospitality industry, which is set to drive Limpopo's ascent to the regional tourism market prior to and post 2010, has also seen its positive spinoffs with the influx of people from all over the province and surrounds. The proximity of the Kruger Park has also ensured that visitors to the festival can literally come out of the bush to enjoy the brew and festivities!

### **About the Limpopo Mukumbi Industries**

In line with the Provincial Growth and Development Strategy, development of the Limpopo Mukumbi Industries (LMI) as a viable business industry within the Province has taken off, taking advantage of the vast concentration of Marula trees found mostly in the sub-tropical parts of the Province. A Company has already been registered on behalf of communities that are into the Marula industry and already ten (10) co-operatives as part of formalizing community business structures which will eventually run the company

have been registered with the registrar of Co-Operatives through Limpopo Business Support Agency (LIBSA).

The registration effectively means that communities who have until now traded informally with companies can now trade with same companies and multinationals for the fruit and by-products associated with Marula trees in a more business-like environment. The LMI is an initiative of the department of Economic Development, Environment and Tourism, and is the primary vehicle for empowerment of communities wanting to or involved in trade with the Marula fruit.

## **1. MARULA FESTIVAL 2009**

Held over three days in the picturesque town of Phalaborwa since 2008, the festival will stretch over the period, 26<sup>th</sup> to 28<sup>th</sup> February 2009. Due to the diverse nature of the planned activities, Impala Park Stadium, Hans Merensky Golf Club and Hlolwa Lodge will be utilized. The breakdown of the planned activities is as follows;

### **4.1 THE FESTIVAL OF THE FIRST FRUIT:**

This is a heritage phenomenon performed by Traditional Leaders at the beginning of the marula season and no Mukumbi/ Morula/ Vukanyi drinking can take place before the Traditional Leaders have performed this heritage phenomenon. It takes place in the various Villages during the harvesting period of the first fruit. The events will be held in the month of February 2009 as the Limpopo Marula Month.

### **4.2 BREWING OF THE MARULA FESTIVAL BEVERAGE:**

To ensure the same quality brew for the festival, the same approach of brewing the beverage at a central venue will be followed. This ensures the standardization of the festival beverage. The required quantity for 2009 is still eight thousand (8 000) litres of Mukumbi/Vukanyi/Morula beverage. The supply will be provided by eight registered Mukumbi Co-operatives.

### **4.3. MARULA FESTIVAL GOLF CHALLENGE**

Taking place at the renowned Hans Merensky Golf Estate in the true tradition of golf and wildlife, the Marula Golf Challenge promises to be a spectacular for the wildlife enthusiast and ardent golfer, whether professional or just playing for fun. As a networking tool, the event is well suited for the business minded due to the wide spread of golfers taking part in it. The course is an 18 hole, par 72 Championship golf course which is in a position to host up to 160 Golfers in the Tournament.

The 2009 Marula Festival Golf Challenge will be held on the 27<sup>th</sup> and 28<sup>th</sup> February 2009. The plan is to have a mix of Professional Handicapped Players, Provincial development Players (HDI) and Youths development players. The 27<sup>th</sup> February '09 is dedicated to development and three to five professional handicapped players will be utilized to develop emerging golfers. The official tee-off for the 28<sup>th</sup> February '09 will be at 06H00.

#### **4.4. LIMPOPO MARULA FESTIVAL HALF MARATHON**

Marathon as one of the mass participation and affordable sport promoting good health and appealing to all age groups irrespective of colour or creed has been identified as one of the festival event. The idea is to attract professional athletes across the country and neighbouring states to participate in the event in the near future. 2008 was used as a launch pad for the event and both the Phalaborwa Local Road Runners Club and the Limpopo Athletics and Road Runners Association (LARRA) have already commenced marketing of the event to various clubs as the official organizers. The Event is scheduled for the 28<sup>th</sup> February 2009 and the proposed route which incorporates Kruger National Park has been finalized.

#### **4.5. LIMPOPO MARULA FESTIVAL OPEN AIR MUSIC CONCERT**

The highlight of the festival is the open air music festival featuring local acts and acclaimed musicians across a wide spectrum of all genre of music and live performances. Scheduled for the 28<sup>th</sup> February 2009, the open air concert has been hailed as the culmination of the 3 day event, bringing young and old together in dance and song. The plan is to have a combination of a traditional dance competition and musical concert on the day. Freshly Ground, Thomas Chauke, DJ Mahoota v/s Vetkoek, Jay and various Local Artists re billed to perform at the show.

#### **4.6. MARULA FESTIVAL YOUTH RUGBY & STREET SOCCER:**

Since the idea of the Limpopo Marula Festival is to create an authentic brand that can be embraced by everyone within the communities of Limpopo, again this year the festival will incorporate youth rugby competition (commonly known as the Bulletjies) to be staged at Impala Park on the 28<sup>th</sup> February. This event will be staged side by side with Street Soccer to be used as a build up event for the 2010 FIFA Soccer World Cup. This event will be incorporated into the Fast & Furious Futbol.

#### **4.7. EXHIBITION OF MARULA, CULTURAL PRODUCTS & HOSTING OF TOURISM CAREER FAIR**

This event will be used to increase market access and raise awareness on available marula products, Cultural and tourism products within the region involving enterprises and cooperatives from Limpopo, Mpumalanga, North-West, Namibia, Mozambique, Botswana and Zimbabwe. This will present an opportunity to various marula bi-products manufacturers, emerging tourism products as well as those cultural product owners to exhibit and sell their products during the three days of the festival.

The fair will once again incorporates the tourism career fair aimed at raising awareness to youths about the various career opportunities in Tourism where different institutions will be invited to provide information.

### **5. BUSINESS OPPORTUNITIES**

Entrepreneurs have also been afforded an opportunity to apply for food stalls. Food stalls are available at the following prize range;

- R300.00 for inside 3m x 3m stalls
- R1000 for 6m x 6m stalls – inside and outside
- R1500.00 for 9M x 9M stalls - outside

## 6. ENTRANCE FEES

All entrance fees are as follows:

- 26<sup>th</sup> February 2009 – FREE – R10.00 for Kidz Fun Fair
- 27<sup>th</sup> February 2009 – R20.00 & R10.00
- 28<sup>th</sup> February 2009 – R40.00 Adult and R10.00 Children (prize covers the Open Air Concert and Kidz Fun Fair).

### **Media Launch Proposed Programme**

Programme Director : Peter Tlouane

Time :

Venue : Amarula Lapa

Opening :

Welcome Address by the Mayor, Her Worship Cllr G Vhaloyi

Presentation by MEC, DSAC, Mme Joyce Mashamba

Presentation By MEC, LEDET, Mr Collins Chabane

Vote of Thanks : HOD, DSAC