

Empowering Diversity and Sustainable Agriculture in Namibia

Krumhuk Farm



Overview



Situation

Krumhuk is the only organic farm in Namibia. Their multicultural community reflects the diversity of the country, sets standards in crosscultural collaboration, and develops sustainable and biodynamic principles.



Challenge

Spreading the word about Krumhuk's biodynamic farming, sustainable practices, healthy produce and example of cultural diversity while expanding the target group and maintaining authenticity.



Insights

By understanding the perspectives of both the Krumhuk employees and their customers, we were able to design a made-to-measure solution that best supported the mission of the farm.



Solution

Adding possible customer touchpoints, using larger outreach to educate Namibians about sustainable farming advantages and strengthening the farm's internal identity led to stronger social structures within Krumhuk, higher sales, and a broad inspiration for the future.



Future Steps

Based on our solutions, Krumhuk is optimizing the farm's existing structure and use of resources, and working on both their inner values and their outside impact within the region.



Krumhuk

Farm and Community

Krumhuk is both a biodynamic farm, and a vibrant, multicultural community in the Khomas Region of Namibia, close to the capital city of Windhoek. Surrounded by mountains, dry bush, and wildlife, the farm is an oasis of culture, innovation, and education.

Using biodynamic techniques that create rich healthy soil, and preserve the environment, Krumhuk Farm specializes in cattle farming, horticulture, and food production, as well as many cultural pursuits. Krumhuk believes strongly in the importance of education, and runs a farm kindergarten as well as work on joint projects with local universities.

The 85 people who live and work on the farm speak six different languages, and come from all regions of Namibia, as well as from Europe. Damara-, Owambo-, Baraquena- (Bushman), Herero-, and German speaking people all bring their own unique cultures and identities to the farm community.

- Biodynamic Farming
- Multicultural Community
- Organic Produce
- Game Drives & Farm Tours
- Sarima Guesthouses
- Trophy Hunting
- Event Space & More



Ethnic Demographics Analysis

Country of Namibia | Krumhuk Community | **Krumhuk Customers**



Market Outreach Organic Produce



Challenge

How can Krumhuk spread the word about its sustainable, biodynamic ideology, services, and offers?

And how do they reach a wider, more diverse target group within the local community while maintaining revenue and authenticity?



Krumhuk
in harmony with nature



Insights

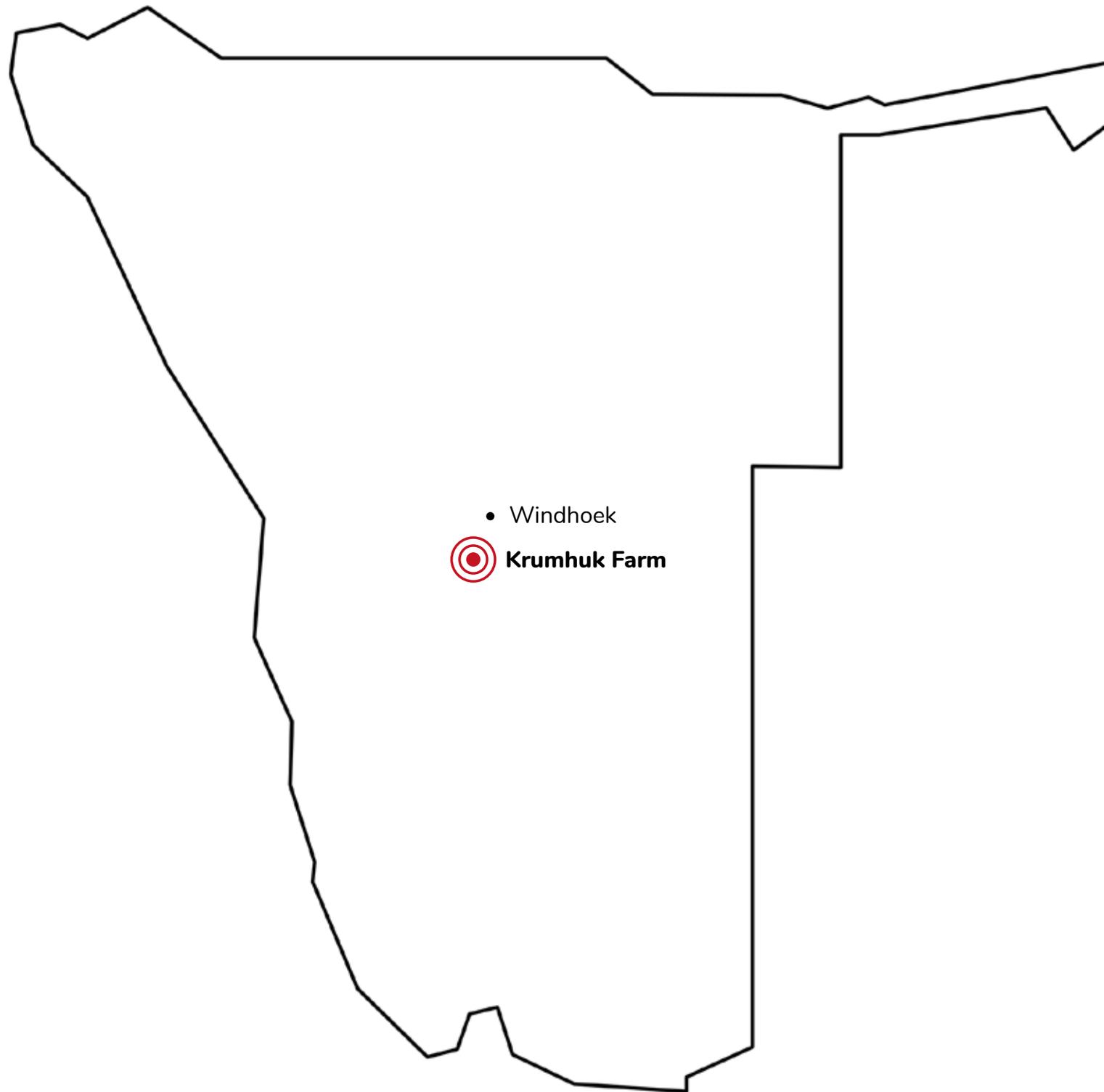
Education, Society and History

Through a customer survey we found out that most customers buy Krumhuk's produce because they already know about the **advantages of organic** groceries.

These customers are mainly European (German and South African) colonial descendents from the upper middle class and the upper class.

The **emerging middle class** of Namibia, primarily consisting of Oshiwambo (Owambo), Nama and Herero tribes, is mainly based in the urban areas of cities like Windhoek and thus in the direct business area of Krumhuk. They buy groceries at their local marketplace as well as in supermarkets.

The local Namibian market is often overshadowed by mass-produced, cheap, produce imports from South Africa. Therefore there is a need for more local production and an increasing value in products „**Made in Namibia**“.



Seven Weeks

Project Design and Creative Approach

Within only seven weeks we went from intense research and observation of the situation, to a creative phase of brainstorming, strategy, and planning, to a successful project execution, results analysis, and a great vision for the future.

Project Preparation
Market, resource, and demographic analysis, cultural and historical research, farm ideology, task evaluation.

Research & Observation
Understanding internal culture, structure, and organisation, external communications, customer reactions and behavior.

Project Strategy
Timeline, cost, scope planning, project planning, integration of locals and employees, multi-part project approach.

Presentation & Approval
Discussion of project ideas and strategy, feedback, input from local employees, approval, project GO.

Project Execution
Prototypes, testing, design, execution, creative process and unified, integrated project implementation with farm staff.

Project Review
Educational outreach, diversity impact, project quality, performance, and sales assessment, future strategy planning.





Internal Development

Economic Growth
Leadership
Ideology



Expansion of Target Group

Marketing
Education
Diversity



Information and Education

Sustainability
Local Products
Regional Partnerships



Future Steps

Diversity
Economic Development
Responsibility



Internal Development

Diversity and Ideology

Raising awareness within the farm community about the importance of diversity both for the future of the farm's economic development, and also for the development of an approach to biodynamic farming, which simultaneously works to integrate the local community and to support the local Namibian agriculture industry.

Empowering Namibians to take on leadership roles, and expanding these values of diversity to the farm community. Encouraging local Namibian agriculture students to work on the farm and providing support for growth and career development within the farm system.

Developing and nurturing the farm's biodynamic ideology within the context of sustainable agriculture, while improving and expanding revenues and produce sales.





Expansion of Target Group

Sunflower Oil Promotion

An excellent harvest in 2017 brought Krumhuk a windfall of sunflower seeds and oil. Unfortunately this product suffered from low sales within the existing customer group. Customers were unaware of the health and taste benefits of organic, cold-pressed sunflower oil, as they often bought the cheap flavorless mass-produced version.

To expand and diversify Krumhuk's customer base and increase sales revenue, while reaching Namibia's emerging middle class, we decided to introduce the sunflower oil in a personal and direct way: showcasing its benefits at a local supermarket tasting and promotion.

Through social media posts and printed handouts at the farmers' markets we announced the tasting event at the local Superspar grocery store.

The fresh baked whole wheat stone oven bread dipped into 100% organic cold-pressed sunflower oil spoke for itself.

- **diversifying** Krumhuk's target group
- **educating** about organic produce
- **experiencing** the product
- **expanding** customer groups
- **selling** high in stock product
- **growing** sales 5-fold
- **advertising** the farm's products
- **reaching** about 20,000 impressions





Expansion of Target Group

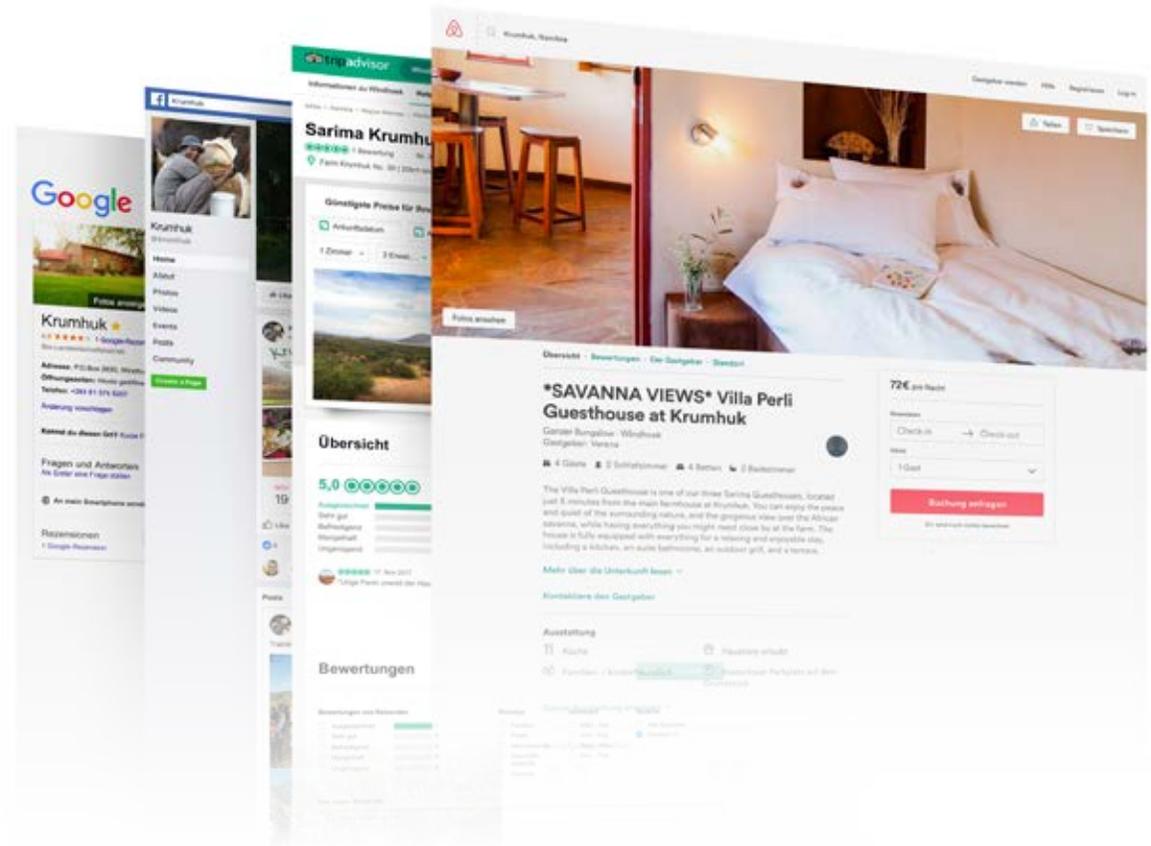
Online Presence

Krumhuk has many offers and services for tourists and leisure seekers. The Sarima Guesthouses offer a truly unique accommodation in the middle of the wild savanna, game drives provide you with an even closer look into the wildlife and landscapes, and at Coffee & Cake on Sundays you can experience the full farm atmosphere and enjoy delicious handmade cakes.

In order to use Krumhuk's services to their full potential, we established and expanded Krumhuk's online presence on popular platforms such as Airbnb, Tripadvisor, Google and Facebook.

New photographs of the guesthouses, game drives and the farm's products were used to provide a more interactive and inspiring picture of the farm.

- **young and international** target group
- **inspiring** impressions with new pictures
- **building trust** through customer reviews
- **economic stability** through planned bookings





Information and Education

Organic and Local Promotion

Organic products are a rare-find on the Namibian food market. The local produce market is often overshadowed by mass-produced, cheap, produce imports from South Africa. Lack of knowledge about the importance of organic, sustainable farming is widespread. Therefore there is a need for more education and local production, and an increasing value in products „Made in Namibia“.

We set a goal to inform and educate local Namibians both about the advantages of organic products and the importance of local production and sustainable farming. We created a series of online and social media content, posters, and information sheets that could easily be used and updated by the farm staff. Beautiful pictures of Krumhuk's produce visually show the quality of the produce, and combined with simple messages about its advantages provide a clear message. A series of different formats and variations provide many options for use at local events, markets, and on the farm.

On the farm, we encouraged the local farmers to build further regional agricultural partnerships with local organizations and unions, to spread the success of the organic farming culture.

- **educating** about sustainability and organic produce
- **expanding** customer groups
- **strengthening** the local produce image
- **promoting** Namibian agriculture and economy
- **advertising** the farm's products and services





Future Steps Krumhuk Tomorrow

Ongoing Diversification

There is a need for continued efforts to diversify Krumhuk's customer base. Local Namibians should be continually presented with regular opportunities to learn about organic farming and to try Krumhuk's products and services.

Recommendation: monthly promotions of produce at local supermarkets, local radio advertising, promote diverse images of farm community, involve local musicians and artists at farm events.

Increasing Sales

Krumhuk is reaching their peak sales potential at current harvest output levels. Further growth would require more land, resources, and investment. The farm must choose either to expand, or to further optimize sales at current output levels.

Recommendation: customer survey of most popular products, expand social media presence, maintain unified marketing style, sell products on the farm.

Education and Regional Development

Unemployment and lack of qualifications have created a vicious cycle within the Namibian agricultural sector. To boost employment and encourage more local production of food, Krumhuk has a responsibility to educate and train young Namibians in sustainable farming techniques, and to provide opportunities for career development and leadership positions.

Recommendation: source interns from local schools, expand paid training programs for young agriculture students, include Namibians in inner leadership circles, ensure Namibian involvement in decision-making process, participate in regional agricultural conferences and organizations.



