



As a way of keeping our community and cohorts connected to our mission, we will be publishing a quarterly newsletter.

Welcome to our fourth edition

The APLC is a South Africa-based NGO that has a continental focus and acts on a global scale. Our programs offer unique insights into contemporary trends and developments in Africa, by engaging current African leaders as well as former African heads of state and government and connecting them with the continent's private and civic sectors as well as the next generation of leaders.

We look forward to hearing from you and would like to get your feedback, recommendations, suggestions, and any questions you may have about our mission and the programs we offer.

JULY 2023

Alex BSHH campaign launches like a Rocket



On Saturday May 27th APLC launched its "**Be Healthy, Stay Healthy**" public awareness campaign at the Alex Mall in the heart of the Alexandra township, which is on the northern edge of Johannesburg. This was the second such event, but the enthusiasm level topped the chart. Alexanders, young and old, gathered and embraced the message and as well enjoyed some healthy meal samples and the music that served as the backdrop for the day.

The "**Be Healthy & Stay Healthy**" (BSHH) public service campaign is phase two of the APLC COVID CONVERSATION ROUNDTABLES. The campaign kick-off was April 7th, 2022. The launch was a live event from the Nelson Mandela Square, Sandton, Johannesburg and was aired live on **The Agenda** – a SABC news program on DSTv channel 404. The campaign is focused on a number of things, starting with healthy lifestyle options, to both nutrition and exercise, to the importance of personal responsibility in leading a balanced lifestyle.

The COVID CONVERSATIONS were a series of public-private sector policy forums organized by the African Presidential Leadership Center. The purpose of the forums was to better understand the impact of COVID-19 on Africa and identify and develop strategies to enable the continent's recovery from the pandemic. The Be Healthy, Stay Healthy campaign was one strategy to keep the conversation going.

Alexandra Township was selected as the next stop on the public awareness campaign trail for a number of reasons. First, all COVID data, worldwide, indicated that low and moderate-income communities were hardest hit by the pandemic. Secondly, the data also revealed that healthy people were less severely impacted by the virus. Thirdly, given that they are sure to be future pandemics, getting people, in places like Alex township, healthier will increase the odds they can stay healthy when such health challenges present themselves.

The Alex launch featured Chef Rae, who did a demonstration on ways to use basic and familiar ingredients to create dishes that not only taste great, but are healthier. Also, on the program were representatives from MTYK and Leano Agri, which are Alex-based agri- businesses and Evergrow Seedlings, a Soweto-based agri-business.

Chef Rae rocks Alex Township



In a world driven by visual storytelling, Rae's Kitchen is an Instagram page that tells the story of Chef Rae's love for cooking good wholesome and healthy foods. It was through Rae's Kitchen that we learned about our friend Chef Rae's passion for cooking and became aware of her talent. Chef Rae is employed as a corporate executive by day, but cooking is her passion when her work day is done.

Ra'eesah Moosa, Chef Rae's given name, volunteered her time and talent ensuring that the Alex Township launch would get off to a great start.

With her enthusiasm and skill at engaging the crowd, the launch received a rocket-like boost. Chef Rae conducted a food demonstration to showcase healthy cooking options using affordable and easily accessible foods like legumes. One item on her menu was a lentil soup that was cooked in herbs and spices, like turmeric and bay leaf.

During her presentation she also explained the nutritional benefits of the soup and the spices. One example of a spice with significant health benefits was turmeric. She explained that turmeric increases antioxidants in the body, lowers cholesterol, and helps contain cancer causing-agents.

After the demonstration was done she then proceeded to dish up samples of the soup for the audience to taste. Chef Rae's segment concluded with three families being given bags of ingredients to cook their own soup, along with the recipe.

For healthier eating tips, check out the APLC website, as well as chef Rae's Instagram page. A journey through Rae's Kitchen is marked by stunning imagery and insightful reviews that tantalize the taste buds. This Instagram page provides a window into the soul of the country's diverse and vibrant food scene. Each post ignites a desire to explore, taste, and celebrate the culinary treasures that South Africa has to offer. It was that magic that we hoped to capture for the launch and Chef Rae delivered.

In addition to her day job and Instagram page, Chef Rae is a collaborator in her daughter's bakery business. Her daughter, Tasneem Moosa, is the founder and chief baker at *Bake't Online*. *Bake't*, pronounced "baked", is a bakery and confectionery company founded by Tasneem. *Bake't Online* offers a diverse selection of treats that cater to every palate. From personalized cakes to whimsical cupcakes and artistically crafted cookies and cakesicles, there is something to satisfy every sweet craving.

Farmers in the Hood



One way to beat high prices at the market and ensure your veggies are fresh and healthy is to grow your own. Though farming is not normally associated with urban areas like Alex, there is a growing movement to get those at the grassroots literally involved in growing their own food at the grassroots. Growing your own vegetables, herbs, and spices is one strategy to Be Healthy and Stay Healthy.

To provide some self-help tips on urban gardening, MTYK did a demonstration at the Alex Be Healthy, Stay Healthy Launch. MTYK is an urban agri-business based in the greater Alexandra area. The company was founded in 2013 by Lekau Nkoko. The business has grown organically, pun intended, making its mark in the local food ecosystem. MTYK sells an impressive variety of organic vegetables, culinary and medicinal herbs, fruits and agro-processed product offerings. The business is run by a mother-and-daughter duo, with Lekau being the head farmer and agro-processor and Mothushi handling operations and marketing.

At the core of MTYK's vision is getting nutrient-dense produce sold in the township at an affordable price. MTYK's product lines include an array of herbs such as peppermint, rosemary, fennel, coriander, chilies, and

oregano. They also produce spring onions, pumpkins, baby marrows, comfrey rocket, red cabbage, eggplant and different types of spinach and fruits. From the produce they grow, they handcraft a terrific range of marmalades. There are three delicious flavours- citrus with cinnamon, citrus with aniseed, and blueberry with no added preservatives added.

They also produce vegetable pickles, which is a great preservative method to store food and have it when it is off season. Their range of preserved vegetables include morogo wa monawa (dried leaves of the cowpea plant), morogo wa mopumpkin (cooked leaves from pumpkin plant) and thepe (green amaranth, harvested from wild growing activated plants). They preserve these leafy greens the ancient African way, a little wash and boil and partition the leaves into a small ball and dry it out in the sun. They also produce herbal tea blends, pickles and sauces

Beyond townships like Alex, MTYK does business in Bryanston and Sandton, two of the wealthiest suburbs of Johannesburg. MTYK has shelf space in health stores and some restaurants as well as food trucks in these neighbouring communities.

Evergrow Nursery



Partnering with MTYK on the urban gardening segment of the launch was Evergrow Seedlings. Evergrow is an agri-business based in Soweto, Gauteng. It was co-founded in 2018 by Andile Gcaza and Phetole Raseropo, both young bio-scientists. The business deals with seedling inventory management and provides training on modern farming practices. It aims to provide access to high-quality, primary production agricultural inputs, such as vegetable seedlings, seeds and primary consultation services to smallholder farmers in peri-urban areas around Gauteng.

Evergrow Seedlings is a [DRDLR](#)-verified, black-youth-owned agricultural supplier. They offer pro bono consultation services to beneficiaries of the Presidential Employment Stimulus Initiative (PESI) and the Solidarity Fund that are based in Gauteng and North West province.

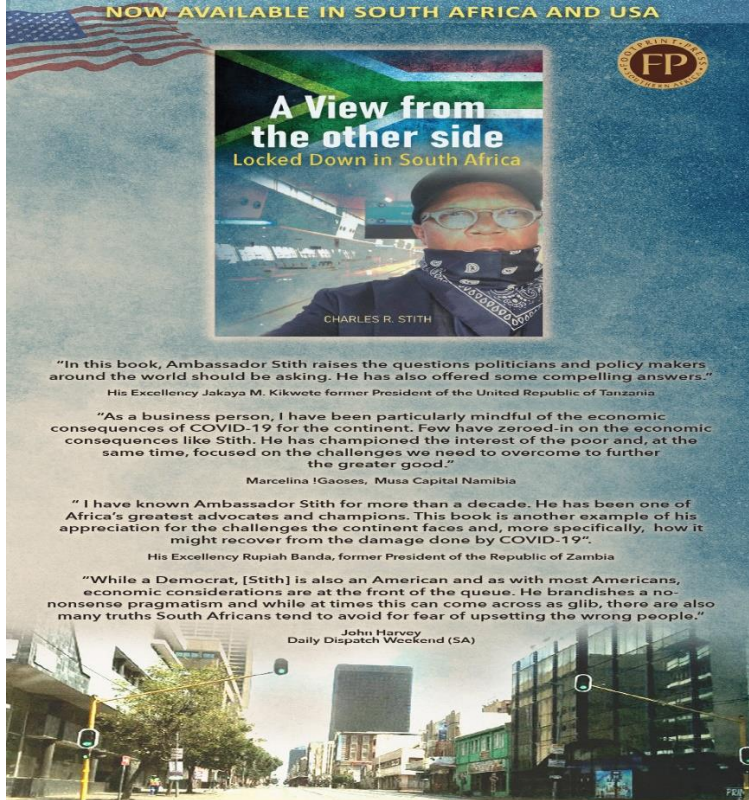
Evergrow provided the seedlings for the urban gardening demonstration that was done by Mothushi Nkoko and Tebogo Molopa of Leano Agri . Their presentation highlighted how easy it is to grow your own, even when you're surrounded by concrete and small parcels of land.

A View from the Other Side - Locked down in South Africa by Ambassador Charles R. Stith: is a collection of Ambassador Stith's Op-Ed pieces written during the lockdown and his experience while being in South Africa.

This book is now available from Exclusive Books, online and in-store in South Africa, as well as from Takealot.com, Loot.com, and Amazon.com

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"In this book, Ambassador Stith raises the questions politicians and policy makers around the world should be asking. He has also offered some compelling answers."

His Excellency Jakaya M. Kikwete former President of the United Republic of Tanzania

"As a business person, I have been particularly mindful of the economic consequences of COVID-19 for the continent. Few have zeroed-in on the economic consequences like Stith. He has championed the interest of the poor and, at the same time, focused on the challenges we need to overcome to further the greater good."

Marcelina IGaoses, Musa Capital Namibia

"I have known Ambassador Stith for more than a decade. He has been one of Africa's greatest advocates and champions. This book is another example of his appreciation for the challenges the continent faces and, more specifically, how it might recover from the damage done by COVID-19"

His Excellency Rupiah Banda, former President of the Republic of Zambia

"While a Democrat, [Stith] is also an American and as with most Americans, economic considerations are at the front of the queue. He brandishes a no-nonsense pragmatism and while at times this can come across as glib, there are also many truths South Africans tend to avoid for fear of upsetting the wrong people."

John Harvey
Daily Dispatch Weekend (SA)



About the Author: Charles R. Stith

Ambassador Charles R. Stith is the former U.S. Ambassador to the United Republic of Tanzania and the founder and chairman of the African Presidential Leadership Center in South Africa. Appointed by President Clinton, he served as U.S. Ambassador from 1998 to 2001, beginning his term just one month after the August 1998 bombing of the U.S. Embassy in Dar es Salaam.

Because of his able and steady leadership, the embassy emerged from this traumatic period and set a new standard by promoting U.S. trade and investment in Africa.

Stith is currently the executive chairman of The Pula Group, a family of companies focused on high value investment opportunities in Africa. He served on the Africa Advisory Committee of the Office of the U.S. Trade Representative and is a member of the Council on Foreign Relations.

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