

RUFORUM-MSc Business College Incubatees Perform

The Department of Agriculture in the Free State University held the Youth in Agriculture fishery and forestry (YAFF) Awards in June 2022. The YAFF award was introduced by the National Department of Agriculture Land Reform and Rural Development and forms part of the department's strategy to develop 2500 youth owned enterprises country wide.

Chantelle de Bruyn, the owner of, Buttercup farmhouse, won as top achiever in agro progressing sector with a prize money award of R100,000. The business of Itumeleng Matla of Reneilwe Matla Trading won the smallholder, category and received R100, 000.



The two businesses received their awards

Buttercup Farmhouse is an Organic Food and beverage consumer out let that specializes in Agro Processing its own Vegetable Coffee. Buttercup is creating a safe and attractive brand that is just about right for the health market at large targeting Health beverage consumers. Buttercup Farmhouse is currently in the process of undergoing a product development phase in partnership with the University of the Free State in South Africa where they will now turn their Coffee liquid into a powder format that will enable them to expand on the brand as well as add additional products that the powder will enable them to do.



The founder of the business, Chantelle de Bruyn has found herself being involved in numerous projects pertaining to women empowerment and uplifting the youth within and around her.

Chantelle completed a business course in 2021 that was sponsored by the MSC BUSINESS COLLEGE in partnership with the RUFORUM where she explains that she utilized and capitalized on all learning materials to help her grow business and making it a success to where it is today.

Chantelle as a small scale farmer has won numerous awards on both National and International platforms for her business recognition as a young business leader.

Chantelle's vision is to build a premier coffee brand with a global presence.