

## 10. Food and beverage

### Jonathan and Sarah Robinson, Bean There

**THE PROJECT** Importing Fair Trade coffee

**THE BIGGER PICTURE** To positively impact the lives of the producer and strive to equally share the benefits throughout the entire value chain

**i**nspired by his love for coffee and his desire to do something significant, Jonathan Robinson founded Bean There in July 2006. While travelling, Jonathan met Hugo, the man who established Level Ground in Canada, a Fair Trade business that imports coffee from South America. He immediately saw a model that could easily be replicated on African soil. Jonathan had already left his job in the corporate world to help raise funds for the Starfish Foundation. This experience made him realize the difference between giving a hand-out as opposed to a hand-up; very simply, 'aid versus trade'. So after he met Hugo, he made the shift and created his own company.

From humble roots in a makeshift garage office, Bean There has grown into a well-reputed coffee house at the trendy social hub 44 Stanley Avenue in Johannesburg, boasting up to 300 regular clients and delivering three tonnes of coffee a month.

With the help of his sister, Sarah, Jonathan has built the business up on solid ideals and ethics. The objective is to positively impact the lives of the producers. For both partners, the best experience has been the opportunity to see something grow from its infancy and see how many lives it has touched in the process. Visit [Beantthere.co.za](http://Beantthere.co.za).



## 11. Beauty

### Carina Franck, Kalahari Spa

**THE PROJECT** Beauty products sold locally and abroad

**THE BIGGER PICTURE** Creating awareness about and preserving the disappearing culture and language of the Khoisan people

**i**f ever there was a brand ambassador who walks her walk, it's Carina Franck. She's the founder of Kalahari Spa - a seven-month-old South African company that sells its products locally and to six European countries.

Carina grew up on a farm near Upington where she developed a deep connection with those she calls 'the forgotten people'. She's grateful that the Kalahari Spa products have been well received, but for her it's about creating awareness about the Kalahari and its diminishing natives, the Khoisan. Today, only six people can speak the original Khoisan dialect in Africa. One of Carina's projects is the Heritage Education Programme where older Khoisan people teach the young about their culture, and where linguists are helping to preserve the language by recording it for future generations. She also supports a local school that teaches and feeds 40 children a day through a feeding programme, and she has created a beading project that employs men and women to make beads, which are sold locally and internationally. Kalahari Spa products also create employment as all the ingredients are sourced from plants that are indigenous to and harvested in the Kalahari.

Carina's approach is realistic and genuine: 'You can't do business with your heart, but you can bring heart into your business.' Visit [KalahariSpa.com](http://KalahariSpa.com). **mc**

