

SPEECH BY PREMIER DR PHOPHI RAMATHUBA DURING THE
LUNCHEON WITH WOMEN OF TSHAKHUMA FRUIT MARKET,
MAKHADO LOCAL MUNICIPALITY, VHEMBE DISTRICT

22 September 2026

Programme Director,

LEDET MEC, Dr Tshitereke Matibe,

Executive Mayor of Vhembe District, Cllr Miyelani Chauke,

Mayor of Makhado Local Municipality, Cllr Dorcus Mmboyi,

Tshakhuma Traditional Council,

Chairperson of LTA Board, Mr Freddy Greaver,

HOD of LEDET, Dr Matodzi Rathumbu,

CEO of LTA,

Mr Moses Ngobeni,

Women of Tshakhuma Fruit Market led by Vho Masindi Mavis Mudau
Madzivhandila,

Community Members,

Members of the Media,

Ladies and Gentlemen.

Ndi Masiari, Inhlekani, Thobela, Good Afternoon, Goeie Dag.

Ndi pfa ndo hulisea vhukuma u vha navho kha duvha la namusi hune ra
khou tanganelana kha zwiliwa zwa masiari ri tshi fhata vhukonani sa
lushaka. Zwi ntakadzaho ndi uri ri khou tangana fhasi ha vhukovhela ha

khando dza thavha dza Soutpansberg dzavhudi, vhukati ha shango line la divhea nga thavha dza lo khulwane, dzo lapfaho nga ndila ya u mangadza, dzine kanzhi dza fukedzwa nga khuli na nwando, ri sa hangwi na damu la Tshakhuma li re vhukati hadzo li dzimulaho mufhiso musu wa tshilimo.

Tshakhuma hu tou vha paradisoni ya vhukuma nga uri u tshi zwika hone u reshwa nga vhudala ho ambarelaho shango lothe, hu tou vha tsumbo yavhudi ya uri “ri venda li sa ladzi nwana na ndala”

Programme Director,

Walking into this fruit market, one is immediately greeted by a spectacular kaleidoscope of colour, from the bright yellow bananas to the rich avocados and sweet potatoes that showcase the incredible fertility of your soil. Yet, the true beauty of Tshakhuma lies in you: the warmth, the strength, and the legendary hospitality of the Vhavenda people.

Ri khou livhuwa u tangedzwa nga ndila iyi ya vhududo namusi.

Naho zwo ralo, namusi mbilu dzashu dzo dala vhutungu. Ri khou kuvhangana nga tshifhinga tshine lushaka lwashu lwo dovha lwa tangana na mafhungo a shushaho na u khaula mbilu. U wanala ha vhafumakadzi vha tahe vho lovha ngei Ekurhuleni, Gauteng, zwi ri humbudza nga ndila i vhavhaho uri vhutungu ha dzikhakhathi dza zwa mbeu (Gender-Based Violence and Femicide) vhu kha di vha khaedu i no khou tshinyadza vhutshilo ha vhafumakadzi.

Zwi vhone u nga mafufufu na milayo ye ra i ita kha u hanedana na zwiiti izwi zwi, khou wela kha ndevhe dzi sa pfi. Ndi khou ita khuwelelo kha

vhanna vhothe uri vha hanedzane na maitele aya a u vhalulahwa ha
vhafumakadzi nahone vha ambe nga ipfi lithihi vha ri: zwo edana, zwo
edana!

Hedzi khakhathi dzi fanela u ima. Vhathu vha ne vha ita vhuvhi uvhu vha
fanela u farwa, vha iswe phanda ha mulayo nahone vha newe tshigwevho
tsho teaho tshi tshilinganaho vhuvhi he vha vhu ita.

Ri fanela u tsireledza vhomme ashu na vhananyana vhashu.

Programme Director,

Despite this shadow, today we are here to celebrate your unmatched
resilience. This luncheon is our small way of saying: we see you, we honor
you, and we stand with you as the provincial government.

The story of the Tshakhuma Fruit Market is a masterclass in endurance.
Established around 1968, we know that your journey began under the
shade of trees 58 years ago, trading in old shillings and 25-cent pieces.
(Tiki na dzi hafukoroni)

Back then, our mothers risked their lives as the Transvaal Provincial
Administration routinely chased them away. Yet, you refused to bow down.

Ri livhuha vhukuma uri nga 1975, murangaphanda washu wa sialala a re
na bono, Musanda Vho Madzivhandila, vho tikedza vhafumakadzi avha,
vha dzhia vhukando ha u thusa na nga u vha fhatela fhethu ha u rengisela

hone nga matanda ha dovha ha fulelwa, uri vho mme ashu vha kone u wana vhudzumbamo musi mvula dzi tshina.

Ri humbula maḁuvha a zwe vho vhomme ashu vhavha vha tshi shumisa mupfudze wa kholomo u renga mitsshelo kha vhalimi vha ngaho Vho Badenhorst, Vho Muki na Vho Tshiduga.

Namusi zwithu zwo shanduka. Nga mulandu wa mbilo dza mavu vha nwe vha vhalimi a vha vho do tutshela mabulasi avho, he zwa sia vho wanaho mabulasi a yo vha tshi kundelwa u lima vha tshi ya phanda he zwa kwama nga maanda mbambadzo na u wanala ha zwibveledzwa.

Zwa zwino zwithu zwo no shanduka. Mitengo yo no vha nntha ngaauri mabulasi e vhavha vha tshi renga khao o no sala a si tshena vhalimi. Kale mitengo ya dzibanaba na magwavha yo vha i fhasi he vha vha vha tshi renga zwo leluwa vha kona u ita phurofithi ya vhudi, vho vha vha tshi renga kasi la magwavha na miomva nga R30 na R80, zwino u wana kasi lithihi zwi vho swika kha metengo ya R150 kana R170.

With fewer farmers operating, we know that as market women, you face immense pressure trying to keep your businesses afloat.

What pains me deeply is to witness how customers treat our own. When our people buy from these hardworking mothers, they demand a top-up, "basela," as it's called. Yet, when they walk into big supermarkets like Shoprite, Pick n Pay, or Boxer, they pay the full price without a second thought.

This must stop! We must respect, support, and value the dignity of our mothers who toil through freezing winters and scorching summers.

We are inspired by the exceptional leadership of the Tshakhuma Community Fruit Market Committee, led by Vho-Masindi Mavis Mudau Madzivhandila. We are equally blessed to have pioneers in our midst like Vho-Mutshekwa Makena, who started this market in the late 1960s when it was not fashionable. Through the darkest periods, including the financial devastation of the COVID-19 lockdowns, you held on.

Nga mulandu wa fulufhelo lavho li sa fheliho na u sa laṭa nungu, miṅwaha na miṅwaha vhana vho kona u wana zwiḽiwa, zwiambaro na pfunzo u swika kha vhuimo ha pfunzo dza nṯha, zwoṯhe zwi tshi bva kha masheleni a u rengisa mitshelo fhedzi. Ndi ngazwo muvhuso wo vha fhetela fhethu ha maduvhano ha u vhe mitshelo yavho.

Sa muvhuso ri a vha fhululedza. Ri ri kha vha bvele phanda vha sa la te fulufhelo.

As I conclude, I remind you that the Local Government Elections on the 4th of November 2026 are around the corner. Go out and exercise your hard-won democratic right to vote.

Thank you for your courage, your endurance and your immense contribution to our province's economy.

Enjoy this luncheon, you have earned it.

Ndo livhuwa.

Aaaaa.