

Resemeetse Motlopi Coffee Project

Vicky Theo and her friends make the best traditional ground coffee from roots of Motlopi trees which grows with gay abandon in Tsineng village outside of Kuruman.

In 2010 they formed Resemeetse Motlopi Coffee Project (RMP) to grow and harvest the traditional African Motlopi root to make coffee. The tree grows naturally in the semi-arid Northern Cape province which lays on the border of the hot and dry Kgalagadi and Namib Deserts.

RMCP came to fruition in 2010, the very same year South Africa hosted the first ever FIFA football World Cup to be played on African soil, thereby nurturing the roots of the coffee plants. It is natural coffee, bourne straight from the rich African soil, it flows naturally into the digestive canals no, depositing no chemical damage to one's palates as it has includes no traits of artificial addictive's.

The company's mission "Is to produce high quality raw coffee" whereas the vision statement state that they intend "To be the best coffee producer of choice for value-minded clients".

Boscia Albitrunca is the scientific name for the drinkable Motlopi roots hot beverage. The roots are harvested, dried then pounded by hand to brownish edible chicory.

"We grow and harvest Motlopi from our own fields or gather some from the farms in the Northern Capeto produce such high quality nourishing coffee".

"It is a useful and edible plant grown in sand or stone soil then harvested, dried then ground by hand to rich brownish coffee ready for consumption " and also added that "Its root are commonly used as a substitute for coffee", said Theo.

RMCP is composed of 60% female and 40% male, with a staff complement of ten employees of which eight a women and some disabled. They strive on employing more young females, as they make up the bulk of the unemployed in the province.

The company intends to spread the aroma of its brew to far-away lands which known consumers of coffee, as they are already brewing astorm at OP Village Mall where they operate a coffee shop and eatery since May 2022. "We generate sells through selling the coffee to tourists who visit the famous Kgalagadi Trans-frontier Park which encompasses South Africa, Namibia and Botswana".

According to Theo "The word of mouth is still the best form of marketing, getting assistance from the social media cappuccino like WhatsApp, Facebook and spreading the sweet coffee smells via local radio marketing and edvertising.

The skye is the limit for RMCP as they are the only producers of roots coffee currently brewing in South Africa and they hope to add more than cups of coffee to the cappuccinos and café-lates' they already produce.

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