

# Editorial

## THE SPINACH KING



The inspiring entrepreneur, Lufefe Nomjana (aka Spinach King, aka Popeye), visited our club last Thursday, and even swayed some spinach-haters to start adding some green to their diets by the end of the evening.

### Lufefe before spinach

He grew up (mostly) in Gugulethu. In his youth he helped his mother cook and sell tripe. To help support his family, he got his first job at 13 years old at a supermarket. He later had a casual job as stock-taker for Edcon Group after matriculating.

His initial attempts at entrepreneurial ventures were selling clothes door-to-door, and photographing partygoers in the community.

He has always been motivated to help others and believes that is what leads to success.

### The making of a spinach kingdom

After his initial business ventures didn't pay off, he hit a bit of a rough patch and looked to putting his personal motivation of helping others to action by volunteering at a community garden. He became a vegetarian, surviving on spinach and crops from the garden during this time. Always thinking like an entrepreneur, he began moving the garden from a social to commercial venture. He also volunteered at a community health clinic, explaining a dietician's eating plans to patients in Xhosa.

Realising the ingredients to his success were already around him, he put together his learnings from the dietician about low GI bread, and his experience growing spinach in the community garden, and decided to start making spinach bread.

He began by baking 24 loaves of bread per night in his neighbour's oven. Google was his friend in this process – aiming to make the “best spinach bread in the world”, his online “breaducation” continued after his initial loaf wasn't quite “best in world” standard just yet....!

He had multiple challenges to overcome since those first few loaves. He used his persistence and ingenuity to negotiate oven-space at the local Spar to increase supply. He then had to do more negotiating for shelf-space to raise demand to meet the increased supply. The spinach bread recipe was perfected along the way. All the while a constant struggle to get capital investment - eventually attained through crowd funding and competition-winning.

### The kingdom expands

He runs two bakeries in Khayelitsha (local mall and Spine Road) and employs 12 people. On 11 September 2017, a Spinach King franchise was opened in the Netherlands and there have been negotiations to open one in the USA.

Along with his famous spinach bread, he also sells spinach-based muffins, pizza bases, rusks, burgers, juice, and chips.

He would like to open branches in KZN and Gauteng as well.



*Submitted by Stephanie Thomas.*

# WYNPRESS

## The Rotary Club of Wynberg



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**November Rotary Theme**  
**Rotary Foundation Month**

**Wynberg Rotary meet every**  
**Thursday, 6 for 6.30pm,**  
**Palm House, Wynberg.**

**For more information about our**  
**club, like us on Facebook or visit**  
**our website:**

**[Wynbergrotary.org.za](http://Wynbergrotary.org.za)**

	<h1>Minutes</h1> <h2>2 November 2017</h2> <p>Compiled by Barry Cleveland</p>
Attendance	15 members present
Visitors	Mary-Anne Calvert, Lufefe Nomjana (Guest Speaker), his wife and son
From the President's Chair	<p>Welcomed all, and especially our Guest Speaker and family. We are all reminded that the correct name of our Rotary venue is '<b>Palm House</b>'. Somehow 'The Palms' has been creeping into correspondence; and this belongs to a different entity altogether.</p> <p>Members are asked to check their Thursday duties in the Wynpress each week. If not able to do a duty, the onus is on the member to find a replacement and let the Sergeant know. Dave should have the confirmed dates for the proposed visit to Norway in June next year. He will advise us next Thursday.</p> <p>Reminder of the two social evenings in November;</p> <ul style="list-style-type: none"> <li>• 23<sup>rd</sup> Clay Café, which now occupies larger premises across the road.</li> <li>• 30<sup>th</sup> Jack Black Brewery tour (supper fare also available)</li> </ul>
Slots	Justin: Reminder of the First Aid course over the weekend 18/19 November. There are still spaces available to a max. of 20, if anybody knows of someone who could benefit from the course. The certificate is valid for 3 years. Cost for Rotary Club members: R260; for the general public: R525.
Guest Speaker	<p>Biffy had 'discovered' Lufefe Nomjana (The "Spinach King") in Khayalitsha and asked if he would share his experiences with the Club. His address was so inspirational that it justified an editorial on its own; and Stephanie has done that on page 1.</p> <p>In thanking our most interesting speaker, Dennis promised to work on his spinach-phobia, which emanated from childhood. <i>(also start smoking a pipe and wearing a sailor suit to Rotary in future – Ed.)</i></p>
President's Sweetie Pie	President Rob remembered to bring the 2 Sweetie Pies awarded to Dennis and Fred last week. Dennis promised to deliver Fred's to him personally.....
Swindle	With the pack down to 22 cards and R1940 in the kitty, Mary-Anne drew Lufefe's name, but he only found the King of Hearts (Shame!); and Monique won the R25 draw.

## Some facts about..... yes, you guessed it.....**Spinach!!!**

Spinach is thought to have originated in ancient Persia.

The earliest available record of the spinach plant was recorded in Chinese, stating it was introduced into China via Nepal (probably in 647 AD). In 2014, the world total production of spinach was 24.3 million tons, with China alone accounting for 91% of this quantity.

Spinach was supposedly the favourite vegetable of Catherine de Medici. Dishes served on a bed of spinach are known as "Florentine", reflecting Catherine's birth in Florence.

During World War I, wine fortified with spinach juice was given to French soldiers weakened by blood loss.

Raw spinach is 91% water, 4% carbohydrates, 3% protein, and contains negligible fat.

In a 100 g serving providing only 23 calories, spinach has a high nutritional value, especially when fresh, frozen, steamed, or quickly boiled.

It is a rich source (20% or more of the Daily Value, DV) of vitamins A, C and K, magnesium, manganese, iron and folic acid. Spinach is also a good source (10-19% of DV) of the B vitamins riboflavin and vitamin B6, vitamin E, calcium, potassium, and dietary fibre.

## Dates To Diarise

<b>9 November</b>	PDG Sylvia Whitlock from California will talk about the eleven-year long court battle to permit women as members of Rotary.
<b>16 November</b>	Biffy's report back on her recent trip to USA
<b>23 November</b>	Social: Visit to Clay Café, Hout Bay. Book with Keela
<b>30 November</b>	Social at Jack Black Brewery. Book with Justin
<b>7 December</b>	WRC hosting at Uncle Paul's Christmas Party
<b>14 December</b>	Christmas Party (also the last meeting of the year)
<b>14 - 17 Dec.</b>	Carols at Kirstenbosch, from 18.30 to approx. 21.30 each evening

<b>Duty Roster</b>	<b>November</b>			
	<b>9</b>	<b>16</b>	<b>23 SOCIAL</b>	<b>30 SOCIAL</b>
Sergeant	Barnard	Todd	Clay Café	Jack Black Brewery
Wynpress Editorial	Todd	Van Niekerk		
Wynpress Minutes	Maunder	Van Niekerk		
Door Duty	Hovstad	Jackson		
Grace	Schonegevel R	Smith		
Loyal Toast	Jackson	Howard		
International Toast	Munday	Overbosch		
Speaker Intro and Thanks	Hovstad	Howard		
Entertainment for the month	Overbosch, Schreiber M, Smith, Todd, van Niekerk K			



**ROTARY:  
MAKING A  
DIFFERENCE**

# Tailpiece

What the British say	What the British mean	What others understand
I hear what you say	I disagree and do not want to discuss it further	He accepts my point of view
With the greatest respect...	I think you are an idiot	He is listening to me
That's not bad	That's good	That's poor
That is a very brave proposal	You are insane	He thinks I have courage
Quite good	A bit disappointing	Quite good
I would suggest...	Do it or be prepared to justify yourself	Think about the idea, but do what you like
Oh, incidentally/ by the way	The primary purpose of our discussion is...	That is not very important
I was a bit disappointed that	I am annoyed that	It doesn't really matter
Very interesting	That is clearly nonsense	They are impressed
I'll bear it in mind	I've forgotten it already	They will probably do it
I'm sure it's my fault	It's your fault	Why do they think it was their fault?
You must come for dinner	It's not an invitation, I'm just being polite	I will get an invitation soon
I almost agree	I don't agree at all	He's not far from agreement
I only have a few minor comments	Please re-write completely	He has found a few typos
Could we consider some other options	I don't like your idea	They have not yet decided