



MEET OUR GRADUATES

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- Find out how to navigate successfully in the modern world.

TRACY MAPFUMO

talks about

The Significance of Resilience in a Changing World

via
ZOOM

Monday
2 August

@
18h00

Click here* 

to join Tracy as she shares her secrets of entrepreneurial success and the role of science and innovation in building resilience.

ABOUT THE SPEAKER: Tracy Vongai Mapfumo (29) is a passion-driven entrepreneur, food innovator, crop scientist and the founder of Eny's Treats Pty Ltd. She graduated with a BSc Honours degree in Agriculture (Plant Science) from the University of KwaZulu-Natal in 2015. She has had five years' work experience in indigenous plants that have commercial value. She has always had an aspiration to see Zimbabwean food be transformed into competitive products on the market.

Eny's Treats – which was named after Tracy's late mother who nurtured her entrepreneurial skills – was founded in October 2018. It specialises in healthy snacks targeting the upmarket health-conscious consumer. The snacks are a variety of seed bars, balls and seed butter. Key ingredients are sourced from local, rural small-scale farmers and producers.

Recently, Eny's Treats partnered with the Zimbabwe Resilience Building Fund in training rural women and youth on the value-addition of natural food resources.

Tracy participated in the FemBioBiz Accelerator programme as well as Youth Connekt programme where she was awarded the First Runner Up Prize for Mashonaland Central. She was also the Start-Up Business Winner for CBZ Youth Entrepreneurs Programme 2019. In 2021 she was the winner of a TV programme 'Ndine Thaza'.