



Mushroom publications: Transfer of ownership



Reed Business has officially transferred ownership of its mushroom publications, including the independent international **Mushroom Business**, to Global Roel Media.

Reed's altered publishing strategy, coupled with the ambition of Roel Dreve to publish the titles in his own right, prompted both parties to decide to transfer the ownership of the mushroom titles as from 1 January 2010. A contract of sale to this effect was signed in Amsterdam on 10 December by Roel Dreve, owner and director of the new publishing concern Global Roel Media, and Eddy Reuling, Managing Director of Reed Business Neder-

land.

Reed Business has published trade journals for the mushroom sector since 2001, and Roel Dreve has filled the position of editor-in-chief since the beginning. Over the years the original publication has been joined by the international and Polish print titles, the website www.mushroombusiness.com, and an international e-newsletter.

The first priority of Global Roel Media, which is located in Voorburg in the Netherlands, will be to focus on the continuity of the successful mushroom publications. The range of titles and their frequency of pub-

lication will remain unchanged in 2010. However, the design of the journals will be revamped. Many external parties will also continue to contribute to the journals, including John Peeters, whose contract at Reed has been transferred to GRM.

Publication dates 2010:
28 April / 30 June / 8 September / 27 October / 15 December

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ENTREPRENEUR® SA's No. 1 Award-winning Business Magazine

Entrepreneur Magazine South Africa is a monthly publication targeted at owners of small and medium businesses operating in the formal sector, published under license from Entrepreneur Media Inc. The magazine was launched

in South Africa in April 2006 by local publisher and founder of Smart Business Solutions (Pty) Ltd, Andrew Honey. It is very useful reading material. The editorial mix features mainly medium-length "how-to" articles broken into three main

categories. Each issue also carries a number of business case studies and profiles on successful entrepreneurs. Many of the articles are written by leading experts.

www.askentrepreneur.co.za

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Of special interest:

Introducing the Full-Time Entrepreneurship MBA 2010

- IN THE YEAR SINCE LAUNCHING THE GORDON INSTITUTE OF BUSINESS SCIENCE (GIBS) FULL-TIME ENTREPRENEURSHIP MBA, DIRECTOR/PROFESSOR NICK BINEDELL HAS BEEN ASKED ON NUMEROUS OCCASIONS WHETHER IT IS POSSIBLE TO TRAIN ENTREPRENEURS: "Yes absolutely. However, they need to be taught in a way that takes cognisance of the unique nature and needs of the entrepreneurial business environment. The MBA provides students with the full set of skills they need to turn their 'beter mouse-trap' idea into a commercially successful business."
- Applications for the GIBS Full-time Entrepreneurship MBA close on 15 May 2010. For more information please visit www.gibs.co.za/tmba, or contact Grace Manchidi on +27 (0)11 771 4120 or e-mail admissions@gibs.co.za

Average is for losers – Seth Godin

Shiitake and the Emperor

South Africa's biography and memoir industry has produced a few gems over the past ten years. If you love food or recipes, or have any interest in Chinese culture and/or Taiwan, then you should pick up a copy of *Emperor Can Wait* by Johannesburg restaurateur Emma Chen. For the uninitiated, the title refers to a Chinese proverb, "The Emperor can wait – while we eat."

In the book she reminisces about the food of her childhood in a military camp in the newly formed Republic of China in Taiwan, and about the people who had fled China under Communist rule – a people in waiting who have spent their lives longing for the China they left behind, a place that no longer exists. It is food that has given Chen a sense of belonging in her

newly adopted country, South Africa.

She weaves together her life experiences and her memories with the tastes of particular types of food, punctuating each chapter with a recipe. The mood is one of longing. The book is structured around favourite dishes and each evokes a powerful sense of place and an experience of family and community life. Food is deeply symbolic in this book. It is a comfort, a source of joy. It is medicinal, having healing properties, and is culturally significant.

When Chen opened The Red Chamber in Rosebank, South Africa in 1989, crucial ingredients like **shiitake**



mushrooms were scarce. As she fondly remembers:– "I used to beg Taiwanese people and chefs to bring ingredients over and I would ask my father to post me things. Once a friend had a big bag of shiitake mushrooms taken away at customs. I went with a big box of bow ties and persuaded them to hand over the mushrooms."

"I still struggle with seeing people refusing to share food," says Chen. "That doesn't exist in Chinese culture." She added that, in order to do the sharing, one also has to be good at maths so you can work out your due at the table.

Chen's restaurant, The Red Chamber, in Hyde Park, South Africa is celebrating 20 years of existence.

2010 Employers' Tax Season

Each tax season, gourmet mushroom and other employers are required to submit an annual Employer Reconciliation Declaration to the South African Revenue Service (SARS). The Commissioner has prescribed the due dates for the 2010 Employers' Tax season to be **1 April 2010 to 31 May 2010**. Employers will now be required to submit additional information as SARS rolls out its PAYE reforms.

What needs to be done:

1. Ensure that you have the latest version of **e@syFile™ Employer**, which will be available from 1 April 2010.
2. Complete your **Employer Reconciliation Declaration** (including EMP501, IRP5/IT3(a) and EMP601), along with all Employee Tax Certificates for the 2010 transaction year, and submit these to SARS.

3. Keep copies of the submitted documents for five years.

2010 Employers' Tax Season Deadline:

31 May 2010

www.sarsefiling.co.za

www.sars.gov.za

Company Registration Types / CIPRO

The Companies and Intellectual Property Registrations Office (CIPRO) is the end result of a merger of two former directorates of the South African Department of Trade and Industry (DTI), namely the South African Companies Registration Office (SACRO) and the South African Patents and Trade Marks Office (SAPTO). Since 1 March 2002, this customer-driven business agency has

striven to provide global leadership in the efficient registration of business and intellectual property rights.

According to the amended Companies Act No 61 of 1973, a company is a legal entity that has capacity and power to act on its own. Five types are recognised: 1. a **private company**, referred to as "Pty" (Proprietary Limited Company); 2. a **public company**, referred to as Limited; 3. a company not for "gain",

e.g. an NGO, religious or charity based company, referred to as a **Section 21 company**; 4. an **external company**, being a foreign company registered in South Africa; and 5. an **incorporated company** registered by professionals (e.g. attorneys, doctors, auditors, etc.), where the directors remain jointly and separately liable for debts, referred to as a **Section 53 (b) company**.

Fresh and Organic Markets

If you are looking for something fresher, it's still growing:

Western Cape, South Africa

Cape Town / Stellenbosch

- Noordhoek Market, Noordhoek Farm Village, corner of Main Road and Village Lane, Noordhoek. Every Saturday from 08:00 until sold out. Cell: 082 469 7130.
- Rondebosch Organic Market, outside the Rondebosch Library, Belmont Road, Rondebosch. Every Saturday. Tel.: 021 696 5749 (Dee) or Cell: 072 222 6410 (Pieter)
- Gardens Market, Tafelberg Tavern, Hope Street, Gardens. Every Saturday from 09:00 to 15:00. E-mail: info@gardensmarket.co.za www.gardensmaket.co.za
- Hout Bay Organic Market, Hout Bay. Every Thursday. Tel.: 021 790 5231
- Neighbour Goods Market, The Old Biscuit Mill, Albert Road, Woodstock, Cape Town. Every Saturday from 09:00 to 14:00. www.neighbourgoodsmarket.co.za info@neighbourgoodsmarket.co.za Tel.: 021 448 1438 (Tuesday to Friday)
- Stellenbosch Fresh Goods Market, Oude Libertas Estate, Oude Libertas Road, Stellenbosch. Every Saturday. www.slowmarket.co.za Tel.: 021 886 8514 Fax: 086 538 1469

Gauteng, South Africa

Johannesburg

- Bryanston Organic & Natural Market, Bryanston. Every Thursday and Sunday. www.bryanstonorganicmarket.co.za
 - Blubird Whole Food Market, Blubird Shopping Centre, Athol. Every Sunday. E-mail: wholefoodmarket@gmail.com
 - Go Green Markets, Highlands North. Every Thursday and Sunday. E-mail: info@go-greenmarkets.com
 - Bamboo Farmers' Market, Melville. First Saturday of every month. E-mail: info@bamboo-online.co.za Cell: 083 651 0148
 - Jozzi Food Market, Parktown Quarter, corner of 7th and 3rd Avenues, Parktown North. Every Saturday. E-mail: info@jozifoodmarket.co.za www.jozifoodmarket.co.za Cell: 072 739 8758
 - Rosebank Rooftop Market, Rosebank Mall. Every Sunday. E-mail: info@craft.co.za Tel.: 011 442 4488
- ### Pretoria
- Irene Village Market, Jan Smuts Museum. Second and last Saturday of every month.

E-mail: irenemkt@mweb.co.za
Tel.: 012 667 1659

- Boeremark (Farmers' Market), Pretoria Open Air Museum, Keuning Street, Silverton. Every Saturday morning from 06:00 until 09:00. Tel.: 012 349 1227 Cell: 082 416 3900 (Organiser: Mr Johan van Wyk)
- Magnolia Craft Market, Magnolia Dell Park, corner of Charles Street & Queen Wilhelmina Drive, Brooklyn. First and third Saturday of every month. Cell: 072 836 2446

Free State, South Africa

Bloemfontein

- Die Boeremark, Bankovs Boulevard, Langenhoven Park, Bloemfontein. Every Saturday from 06:00 to 12:00. Cell: 082 381 7546 or 084 919 1676

KwaZulu-Natal, South Africa

Durban / Pietermaritzburg

- Amphimarket, North Beach. Every Sunday. Cell: 082 487 2276
- Shongweni Farmers' and Craft Market, corner of Alveston and Kassia Roads, Assagay. Every Saturday. Tel.: 031 777 1554. E-mail: hazyview@netactive.co.za
- Pietermaritzburg Farmers' Market, Alexander Park, Pietermaritzburg. Every Saturday from 06:00 to 10:00. Tel.: 033 345 4656. www.pmbtourism.co.za

Crocodile Expert Explores Mushrooms



*SA Gourmet Mushroom Academy
trainee and crocodile breeder:
Mr Johan van der Merwe
Bonnievale, South Africa*

Truffles of Africa

In 2006, Donna Hornby led a European Union-funded study that proved that parts of South Africa are suitable for truffle production. Soon afterwards she became the first *Tuber melanosporum* (black truffle) farmer in South Africa. In conjunction with Underberg farmer Duncan Little, her company **Truffles of Africa** sells black truffle-inoculated oak trees to farmers, miniature truffle trees to mushroom enthusiasts, and truffle essence (oil) to gastronomists with expensive tastes and middle-class budgets.

The white truffle *Tuber magnatum* is sought after in European countries such as Italy. Although not in the same price category, black truffles could make a valuable contribution to export agriculture.

Being mycorrhizal fungi (mushrooms), truffles grow underground and are connected to the roots of trees. The aromatic truffles are sniffed out by trained dogs and pigs, or with sensory equipment.

For more details visit www.trufflesofafrica.co.za



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Enquiries: info@wildmushroom.co.za



Deregistration versus Liquidation

Not all tales have happy endings, especially in business. Deregistration or liquidation is not the way in which the gourmet mushroom enthusiast envisages that his/her entrepreneurial story will end. But when you have lost your passion and are not in an emotional position to try to revive the business, you need to decide when to call it a day from both a personal, financial and family point of view.

If you cease trading, you can have a **shell company** for as long as you like, as long as you file annual returns to CIPRO. If you do not do this, the business will be deregistered. Locking the door and simply walking away is not a legal option, as members and directors can be held liable for reck-

less trading. This is not a responsible thing to do if you want to trade in the future, because you will lose credibility with suppliers and banks. If the company is in financial difficulty and wants to sell off all the assets, the members or directors should seek legal advice.

There are different options available to a business owner when the writing is on the wall. Each situation is different. It therefore will be a good idea to get advice from an auditor or lawyer to ensure that you protect yourself. As liquidators are professionals who deal with the closing of businesses on a daily basis, it is advisable to obtain the services of one in order to protect yourself.

Solvent businesses

Members or directors may sell all of the assets, pay all debts and **deregister** with CIPRO voluntarily. In some cases there might be certain tax impli-

cations if dividends are paid out. **Voluntary liquidation** is an option if 75% of the shareholders agree. You need to apply to the Master of the High Court for an order and a liquidator will be appointed.

Insolvent businesses

Anyone with vested interest – from creditors to directors and employees – may apply for a liquidation order. The court will appoint a liquidator. Voluntary and **compulsory liquidations** follow the same path once this has been done. You may close down the business yourself, even if it is insolvent, by basically taking over the role of the liquidator and reaching agreements with your creditors. If there is a potential buyer and you have agreements in place with the creditors, the court can be approached to allow the business to continue trading. This is done when the owner wants to exit the business.

