

2010 LIMPOPO MARULA FESTIVAL PROGRAMME

The Festival of the First Fruit, the Marula Festival – “Ku luma Nguva” – is a heritage phenomenon which is performed by Traditional Leaders at the beginning of the Marula Season. It is a heritage practice that precludes any drinking of the Marula Beverage before Traditional Leaders have blessed the season. This 5th Limpopo Marula festival is a sequel to four other festivals since 2006 and every year the event attracts more and more people from various corners of the country and our SADC partners. Adding to this marvel heritage festival is the festival destination, the picturesque town of Phalaborwa which abounds with tourist facilities and attractions and it lies adjacent to the world’s renowned Kruger National Park.

Objectives of the festival:

- Use the festival as a draw -card to Increase domestic, regional and international tourism flow through the promotion of the Marula festival.
- Facilitate development of viable economic opportunities for the people of the Province through the harvesting and processing of the Marula fruits.
- Enhance awareness and usage of Marula fruits amongst domestic consumers and the business community.
- Launch a national competition to encourage innovations on the development of diverse Marula products.
- Develop local tourism and hospitality industries through the promotion of the Marula month.

An Economic Overview for the 2009 Limpopo Marula festival

The 2009 Limpopo Marula Festival has indicated significance growth in popularity of the event. Survey results indicated that the festival attracted a broad spectrum of age-groups and that the branding and marketing was successful. Over 10 000 people have participated in the festival from the 26th to 28th February 2009.

The economic spin-offs of the festival ranged from the following;

- SMME’s products promotion and increased market access
- Tourism promotion by attracting domestic tourists (also addressing geographical spread and seasonality)
- Arts and Culture promotion
- Promotion, preservation and commercialization of heritage.
- Local trade.

The Town of Phalaborwa with its 1203 beds were fully booked on both days (27th & 28th February 2009) which yielded over R1,4 Million into the local tourism industry. The estimated total turn-over generated by the festival into the local economy of Phalaborwa was in excess of R3 Million.

Day 1: THURSDAY, 25TH FEBRUARY 2010

Compere: Capricorn FM DJ's

10H00	Limpopo Marula Festival Exhibitions and Fun Fair Opens
10h00 – 16h00	Tourism Career Fair at Mopani FET College and Impala Park
13h00 – 15h00	MLFM Talkshow on the economic impact of the Limpopo Marula Festival (Heritage , Tourism & Economic aspect) as well as the objectives of the festival
15h00 – 17h00	Live Broadcast by Capricorn FM and Interviews
18h00	official Opening of the Festival by MEC Pitsi Moloto – Limpopo Economic Development, Environment & Tourism
18h30	Exhibition stalls closes
18h30 – 21h00	Cuisine Ala Marula Food Competition – Impala Park Stadium
21h30	Fun Fair Closes

Day 2 : FRIDAY, 26TH FEBRUARY 2010

Compere: MLFM DJ's

10h00	Limpopo Marula Festival Exhibitions and Fun Fair Opens & Tasting of Mukumbi/ Morula/ Vukanyi
10h00 – 16h00	Tourism Career Fair at Mopani FET College and Impala Park
14h00 to 18h00	Corporate Mini - Soccer Challenge quarter finals (Namakgale, Lulekani Stadium & Impala Park Stadium)
13h00 – 15h00	Live Broadcasts from Impala Park Stadium
15h30 – 17h30	Live Broadcast by Capricorn FM and Interviews
18H30	Exhibitions Closes
21h30	Fun Fair Closes

DAY 3 : SATURDAY, 27TH FEBRUARY 2010

Compeers' : Capricorn FM DJ's & MLFM DJ's

06H00	Limpopo Marula Festival Golf Challenge – Hans Merensky Golf Estate
06H30	Limpopo Marula festival 21.1 KM, 10KM and 5KM Fun Run – starts at Phalaborwa Kruger National Park Gate
09H00	Exhibitions Fun Fair opens & Mukumbi/ Morula/Vukanyi tasting – Impala Park stadium
09h30	Youth Rugby (Bulletjies) Challenge- Impala Park stadium
09h30 – 12h30	Mini Soccer Challenge – Semi Finals
10h30 – 11h30	Prize Giving for Marathon – (MEC (DSAC) and Mayor of Ba-Phalaborwa Municipality - Impala Park
11h30	Street Parades Commence – Veldewy Park – Impala Park IMC Open Bus to Ferry Premier, MEC's and Mayors & legends Soccer Players
12h00 – 17h00	MLFM 45 th Birthday Celebration activities on the main stage
12h35 – 15h00	IMC Bus enters the stadium & Vakhegula – Vakhegula (old Granny's Soccer) Challenge- Prize giving – Mayor of Ba-Phalaborwa Municipality Cllr Gloria Mudunungu
13h30 – 14h30	Aerial FX Parachuting by 5 Special Forces
14h30	street Parade's Last group enters the stadium
15H30 – 17h00	Mini – Soccer Challenge Finals & Prize Giving Ceremonies on Stage: MEC Joyce Mashamba- DSAC
18H00	Prize Giving – Golf Challenge – MEC Pitsi Moloto – Hans Merensky Exhibitions Closes
18h30	5 th Limpopo Marula festival Open Air Message of Goodwill – Honourable Premier Cassel Mathale

FESTIVAL CLOSES AT 24H00 – SEE YOU AGAIN IN 2011

