

20^{of} 100**Matshoane
Pearl Lefifi**

Here to be Transformative

Growing a future through agriculture.

A farmer, entrepreneur and agricultural development specialist, Pearl Lefifi is building businesses, empowering communities and creating pathways to inclusive rural growth.

For Pearl, agriculture is more than producing food. It is a powerful platform for entrepreneurship, employment, skills development and long-term economic transformation.

Pearl is the Founder and Managing Director of the Leap Beta Group, a 100% black, women- and youth-owned enterprise focused on agriculture, food security, rural development, infrastructure development, enterprise development and skills development.

With experience spanning agriculture, rural and infrastructure development and project management, Pearl has built her career around creating sustainable agricultural enterprises and opportunities that contribute to inclusive economic growth.

Her journey is underpinned by both academic knowledge and practical experience. She holds a Bachelor of Science in Mathematics and Applied Mathematics from the University of South Africa (UNISA), as well as certificates in Crop Production, Animal Production and Poultry Production. This combination has strengthened her analytical, strategic planning and management capabilities, which she applies to building and growing her agribusiness.

Through Leap Beta Group, Pearl has developed a diversified agricultural enterprise that extends beyond primary production. Her farming operations contribute to local food production, employment creation and rural economic development, while her work in agricultural infrastructure supports modern and sustainable farming.

This includes the development of protected production systems such as greenhouses and shade-net structures, irrigation infrastructure and other facilities that enable productive agricultural enterprises. By working across different parts of the agricultural value chain, Pearl is helping create commercially-viable opportunities while supporting farmers and rural enterprises to improve their productive capacity.

Her vision is ambitious: to grow a commercially-successful agricultural enterprise that contributes meaningfully to food security, farmer development, job creation and rural economic transformation.

For Pearl, the future of agriculture lies in creating stronger rural economies where farming is not simply a source of food, but a catalyst for entrepreneurship, opportunity, skills development and wealth creation.

Her story is one of resilience, purpose and leadership, demonstrating the powerful role women can play in shaping Africa's agricultural future.

Your
story
matters

