



## IMMEDIATE RELEASE

### **Ina Lessing: The jam business mogul whose success is unstoppable**

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At Momentum, we understand that everybody needs a cheer leader - someone in their corner who understands who they are and acknowledges their efforts through advice, intervention and support.

As part of the #SheOwnsHerSuccess campaign over the past couple of months, we have been sharing Success Films of women who own their success celebrating them and cheering them on.

Ina Lessing is on today's script. She is one unassuming entrepreneur who started a jam making business with her husband Danie, more than 30 years ago with only 2 jam making pots. Today with 60 pots and an extended product offering including chutneys, preserves, pickles, sauces and even started their own bakery – Ina has created an empire.

Her achievements are a great example of how, with the right tools and advice your success is unstoppable. In her busiest months, she employs 30 people and sells 32 000 units of her products a month.

“That is only the tangible growth. There is so much more growth that has taken place in the company that is not tangible, that you cannot see. The business has become something that my family and I are extremely proud of,” Ina says.

The business is run from Lusthof, the family farm on the outskirts of Modimolle in Limpopo. Her daughters Nicolet, Jana, and Ané, and her son and daughter-in-law, Natan and Neriché, are all involved in the family business.

“I enjoy working with my family. Especially now that I am retiring, it gives me great pleasure to hand over my success to the next generation,” she said.

Ina says that her success has definitely had a material impact on her life as she gained self-confidence over the years and was able to, sometimes even without knowing it, be a good example to fuel the momentum of other entrepreneurs' audacity to dream.

The #SheOwnsHerSuccess campaign aims to empower women with tools and advice that will catapult their efforts in achieving their financial success. It is also an opportunity to celebrate the

# momentum

“Can Do” spirit of women who embrace their failures and are always determined to get back onto their life’s journey - no matter what barriers they face or how long it takes.

To keep YOUR success in motion and gather tools, resources, inspiring quotes and more, visit Momentum #SheOwnsHerSuccess’ resource centre.

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