



## A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



29 September 2021

**Dear Nguni partner,**

In the past two communications we have been discussing our revised and exciting value proposition in which we will represent the interests of all Nguni farmers. We strive to be a crucial partner in your business by unlocking value for each farmer in accordance with their specific needs.

Let's have a quick look at the three main elements of the revised value proposition:

- General representation for all farmers
- Representing the interests of stud breeders
- Representing the interests of commercial, emerging and weekend farmers

I have already discussed in detail the general representation of all farmers and specific representation of stud breeders. In this communication I will focus on representing the interests of our commercial, emerging and weekend farmers. This is uncharted territory for us and we are really looking forward to working closely with these farmers to capitalise on opportunities and to create huge value.

### **Commercial, emerging and weekend farmers:**

The market for commercial production is expanding and therefore the need to represent all our Nguni farmers is also increasing. We acknowledge this and developed an approach to represent these farmers. Also, some of our stud breeders have changed their focus to commercial production and it is very important for us to adjust in order to represent these farmers and to welcome them back into the Nguni family. We look forward to working closely with our previous and new members.

Commercial, emerging and weekend farmers now have the opportunity to become members of the various clubs. As clubs are represented by the society, the interests of these farmers will be represented by the society via the club. Processes have been put in place for much closer cooperation between the clubs and the society, which will benefit all members.

Value will be created for commercial, emerging and weekend farmers by:

- **Compiling, continuously updating and communicating standards and practices for commercial production to all members.** These standards and practices will be tailored as per the needs of the farmers to enable them to effectively breed and sell all animals.
- **Relevant training to all members.** It is very important that members speak to each other and the club chairmen to determine what training needs exist. Club chairmen in cooperation with the society will compile and distribute important training information to members. By doing this, we will establish best practices and enable farmers to effectively manage their businesses. This is key in growing the breed as a whole.
- **Changing the perception of the Nguni breed in the industry.** Dedicated plans are in place to engage with key role players in the industry to change the negative perceptions of the breed. It is important that we



educate them but also that we work closely with them to ensure our animals are fit for the market and the offset channels so that it is a win-win situation for everybody. By succeeding in this, we will open up channels to market and create a huge demand for our animals.

- **Engaging with feedlots to understand the requirements for effective breeding for feedlots.** As communicated earlier, we are working tirelessly to understand the practices per region to ensure effective breeding for feedlots. We are working with industry experts and club members per region to draft these practices. We will communicate via the clubs as the practices are completed per region and training will be provided to members.
- **Compiling breed standards and practices for effective breeding for feedlots.**
- **Communicating standards and processes to protect the pedigree of female animals.** In commercial production it is very important that the pedigree of female animals is protected. Standards and processes for breeding are available and will be communicated to the relevant members via the various clubs.
- **Creating consumer demand for the breed.** As a long-term focus, we need to establish the Nguni brand as a household brand. We want people to specifically ask for Nguni products when they do their shopping. We have a long-term strategy in place and will keep you updated as we start implementing it.
- **Enabling improved offset through tailored channels to market.** We are investigating various new channels to market, for example, the feedlot project, an interactive platform where stud and commercial production farmers can sell their animals, a niche grass fed market and some others. We will continuously keep you updated on the progress we are making.
- **Leading transformation to grow the breed.** As a society, in cooperation with the clubs, we want to be a leader in transformation. We want to partner with and support emerging farmers to become fully-fledged commercial and stud farmers. In this manner we will grow our brand and expand our footprint together.
- **Providing members with commercial production support.** We want to enable our farmers with the relevant standards, practices, training and offset channels so that they can be successful in their businesses.
- **Supporting farmers in leading natural beef production.**

Through our revised value proposition, the Nguni Cattle Breeders' Society in cooperation with the various clubs, strive to represent the interests of all stakeholders and to add value to your business every day. We are positioned to partner with each member in growing the brand together.

Now that I have discussed the value proposition in quite some detail, I will shortly send you the official document that contains the entire value proposition. We are also working on a poster series that depicts the representation of each of the farmer groups. Please make use of this when you have club meetings, network and speak to possible new members.

Together we are creating the future of the Nguni brand and I am proud to be on this journey with you.

Regards,

**Oswald Jannasch**