



A WORD FROM THE PRESIDENT



As this year has commenced with great momentum, we at the Council are already engaged in planning and strategising for the Society for the upcoming year.

GWK's CONTRACT:

After careful consideration, we have decided to terminate the contract with GWK once all planned targets have been achieved. GWK has also chosen to reallocate its resources and concentrate on enhancing its corporate brands. Therefore, effective 31 March 2024, we are concluding the contract. I want to highlight some of the top achievements, although they are not limited to these, during their time with us.

TARGET	ACHIEVEMENTS
Club roadshows	<ul style="list-style-type: none"> Attend all meetings, provide feedback to the Council, support clubs, and integrate the overall strategy.
Value proposition	<ul style="list-style-type: none"> Investigate, rewrite, and implement at all levels.
Align constitution	<ul style="list-style-type: none"> Review, approve, and implement amendments to the constitution. Propose and ensure alignment of club constitutions.
Inclusive membership	<ul style="list-style-type: none"> Investigate and develop strategies and proposals.
Breeding standards	<ul style="list-style-type: none"> Update and communicate with members.
Consumer research	<ul style="list-style-type: none"> Develop and execute research on two levels and give feedback to the Council.
Stakeholder chart development	<ul style="list-style-type: none"> Develop chart, present, develop and implement communication.
Stakeholder management	<ul style="list-style-type: none"> Implement chart and review annually according to requirements.
Tailored communication	<ul style="list-style-type: none"> Develop content as per the Council's requests. Identify different levels of communication channels based on the stakeholder mapping. Develop channels and platforms for communication in line with the Society's requirements. Platform development and refining: Social Media (Facebook, Instagram, YouTube), Website, WhatsApp. Copy, transcribe, and design archived documents related to Nguni cattle. Rewrite and design all template documents used in the office and keep them updated. Update all training materials and produce 18 training videos. Develop and produce corporate videos.
Safeguard the brand	<ul style="list-style-type: none"> Investigate and confirmation of brand registration. Develop a brand manual and keep it updated.

TARGET	ACHIEVEMENTS
Professional business practice	<ul style="list-style-type: none"> Evaluate all elements and update according to corporate identity.
Strategic management support	<ul style="list-style-type: none"> Council meetings, all other meetings, events, admin support, crisis management and public relations. Planning, execution and support for AGM and national auction. Develop and implement standards operating procedures and policies. Develop and handle all HR related processes. Support implementation of journal. Evaluation, recommendation and administration of advertising and promotion opportunities. Conduct graphic design work. Evaluate media and provide proposals.
Create consumer demand	<ul style="list-style-type: none"> Seek out partners to establish a market pathway for Nguni farmers. Appoint partners following Council approval. Develop a comprehensive strategy. Execute the strategy effectively.

DISCRIMINATION OF PRICES:

I have received numerous complaints regarding the price discrimination of our animals. This issue has persisted for years, and with the assistance of GWK, we convened a meeting with Frikkie Maré, General Manager at RPO, and Francois Knowles, the Registrar of the Agricultural Produce Agents Council (APAC). As mentioned in my previous correspondence, the Registrar is currently investigating the matter, although the process is taking longer than expected. APAC has responded to our requests and has now launched a country-wide project with the support of RPO. We will keep you informed of the process. I suggest that we begin planning for alternative marketing strategies, as many members have already started doing so with positive results. Rather than waiting for the market to shift in our favour, proactive measures could yield better outcomes.

Additionally, I am pleased to inform you that we have entered into a Memorandum of Understanding with OpenVeld. OpenVeld is concluding a pilot project in KwaZulu Natal, which commenced in 2023. They are currently conducting taste tests for further product development and have already begun supplying regional retail groups. The initial implementation is scheduled with the Northern Club around the middle of 2024, with subsequent regions to follow shortly thereafter.

We are also finalising an export market opportunity with a second partner through OpenVeld, and I will provide updates as developments progress. With all these new initiatives underway, please feel free to indicate your interest or that of your group in participating. We can then establish a roll out plan accordingly.

HANDLING OF AUCTION ADVERTISING:

We kindly request that members adhere to the two-week period designated for auction advertising on online media platforms and refrain from posting unrelated material. While we appreciate the contributions from all members, the inclusion of unrelated content can create confusion during auction promotions.

Wishing you a wonderful 2024 and enjoyable time with your animals.

Nguni Greetings,

Nico Harris