

# A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



February 2020

**Our society's goals are in place for the next 2-3 years**

**Keeping you informed on the progress on our turnaround strategy**

**Actively involving and engaging our members to achieve our goals**

**By working together we can grow the Nguni brand**

**Dear Nguni partners,**

As a society our sights are set high with the goals and objectives we are going to achieve over the next two to three years. It won't be easy, and it will take a lot of hard work, but we believe we are laying a strong foundation as platform from where our breeders' society can start on a new growth path.

"There will be obstacles. There will be doubters. There will be mistakes. But with hard work, there are no limits." These words by Michael Phelps, the most successful and most decorated Olympian of all time, ring so true when thinking about where we as a breeders' society come from, where we stand today, and what we need to do to get where we want to be.

Our society experienced a decline in membership and revenue for five consecutive years since 2014. Then, almost 18 months ago, our council started a new process to develop a turnaround strategy. It took some time to align within our own ranks. And, after much deliberation on different forums, we embarked on a new journey to start implementing our plans ten months ago.

Since then it has not always been easy. Understandably, a lot of internal alignment still had to be done. More discussion was needed. Even now, a lot of trust-building may still be needed, from which our council and members will not shy away.

More positive energy, however, became tangible during 2019, even more so since our Annual General Meeting at the end of last year. It is certainly not because farming conditions in general became easier, of that I am sure, although the drought started to subside in large parts of the country.

I believe the positive energy actually started building because our members were deliberately involved more and more in active discussion and debate around our strategy and plans for the future. And because very deliberate steps forward are being taken in the implementation of our plans.

Members of the team assisting with the implementation of the strategy already spent valuable time sharing information on our strategy, plans and progress as well as, and very importantly, listening to the inputs of our members at most of the Nguni Clubs all over the country. The council now wants to intensify this discussion involving and informing members even more on our plans and the progress that are being made. We want to build on the positive energy and momentum.

Therefore, in the next few weeks, our communication will be focused with more intensity on our turnaround plans and the progress being made.

We know we are not perfect. We know we will learn and adapt as we move forward. But, we know for certain that our collective intent and the work we do will remain clearly focused on achieving the objective to provide an invaluable service to our members.

This is the only way in which we will be able to grow our membership base to increase our revenue to such an extent that we can ensure a sustainable breeders' society that successfully promotes the growth and proliferation of Nguni herds in Southern Africa.

I look forward to sharing more detailed information in a very conversational way on our plans and the progress we are making on this journey with you during the next few weeks. And, more importantly, I look forward to hearing your insights and ideas in reply, because I believe we are on a journey together, although not an easy one, to again start growing this Nguni cattle brand that we all love so much.

Regards,  
**Oswald**

