

A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



07 August 2020

We are listening to your feedback on communication and representation needs

An exciting communication strategy is unfolding

Good progress is being made on finalising and communicating breed standards

Priority focus on feedlots as channel to market for the breed

Expanding our value proposition to better represent the interests of all Nguni farmers



Survey feedback: Representation and communication needs

Dear Nguni partners,

When we started our strategic journey we made it a priority to do extensive research into understanding our members' representation and communication needs. I am excited to say that we have made good progress and I would like to share some of the insights we have gained.

Communication needs

If we look at representation and communication needs of our members, I would like to thank all the members who participated in the survey and who gave us valuable feedback that we can include in the way forward.

I will kick off with feedback on the communication needs. From the survey we could determine that the majority of members do receive communication from the society and would like to continue receiving information. Members indicated that the communication is good but that there is room for improvement. We are using the feedback to continuously improve our communication and our immediate and medium-term focus is on the following:

- I am proactively involving the club chairmen in communicating practical and relevant information to their members. We have visited some of the club and will continue to build this partnership.
- We are making use of more communication channels as requested. These include email, WhatsApp, our new Facebook and Instagram page, directing people to the website, expanding the website functionalities, roadshows and interactive auctions where needed.
- We are working with our club chairmen to obtain feedback and input from you on the channels and the content you prefer. I invite you to please touch base with the chairman of your club if you have any suggestions.

Representation needs

Looking at your representation needs we gained invaluable insights from the survey. Some elements clearly stood out and we are making sure these form part of our strategy roll-out and our value proposition.

- We will continue to provide high-quality processes and systems to register your animals.
- We have created and will continue to create opportunities for breeders to interact with and learn from each other.
- As part of our strategy roll-out, we are working tirelessly to keep the breed standards updated. We will put a process in place to continuously update and maintain the information. It will always be one of our top priorities to protect the purity of the breed - each one of us is a custodian of the breed.
- We realise that marketing and creating an offset for your animals are of the utmost importance. I have shared in my previous communications that we are working with experts and our members in these areas to engage with feedlots and create best practices per area. Furthermore, we did a media analyses and decided what media we should use for marketing purposes. We also managed to negotiate improved rates for our advertisement with the relevant media. We will, however, not stop here. We will continue to look for new and innovative ways to market the breed. I will keep you informed on the progress made.
- We are doing research on how to best represent the interest of all Nguni farmers, from stud breeders to commercial and emerging breeders. We are committed to support all our farmers with relevant practices, training, information and channels to the market. This process is time-consuming as we have to involve all the right role players and in many instances we are doing pioneering work. I will, however, keep you updated as this process unfolds.

I have shared quite a mouthful with you. In a nutshell, thank you for working with us in designing our new future. We are including your feedback, input and suggestions and we are putting concrete plans in place to make our vision and goals a reality. It might be a long-term process, but I look forward to this journey with you and I know we will have many wins and celebrations along the way.

Regards,
Oswald Jannasch