



A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



22 September 2021

Dear Nguni partner,

In my previous communication I told you about our revised value proposition that has been compiled to effectively represent the interests of all our Nguni farmers and how we will add value to each of your businesses.

To do a quick recap, the value proposition focuses on three key elements, namely:

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

Today, I am very excited to tell you more about the representation of our stud breeders.

Representing the interests of stud breeders:

Stud breeders play an essential role in enhancing, protecting and positioning the Nguni brand. As a key stakeholder, the society strives to unlock increased value for stud breeders by:

- Improving the genetic production potential of the Nguni breed.
- Encouraging the preservation and development of herds through sound selection in accordance with the generally accepted description of Nguni cattle. In the case of registered animals, the contamination by foreign breeds are eliminated.
- Compiling, continuously updating and communicating a “Minimum Breed Standard” to all members. The standard is based on visual appraisal for genetic defects, conformation (in as far as it is related to functional efficiency) and fertility and without altering the inherit traits of the breed.
- Compiling, preserving and maintaining accurate records of the pedigrees and particulars of all animals registered in the Herd Book.
- Acting as a repository of information on all facets of Nguni cattle, including stud breeding, beef production and animal by-products.
- Providing technical and advisory support to members.
- Creating opportunities for members to network, share best practices and work together to grow the Nguni brand.
- Creating interactive channels to market for purebred animals.

I look forward to partnering with each of our members to grow and protect this brand that we love and respect.

We are entering a new and exciting arena in representing the interests of commercial, emerging and weekend farmers. We realise that there is an opportunity to unlock huge value for these farmers. More on this in my next communication.

Regards,

Oswald Jannasch