



A WORD FROM OSWALD

PRESIDENT: NGUNI CATTLE BREEDERS' SOCIETY



15 September 2021

Dear Nguni partner,

Over the past few months I have shared a lot of information with you on our strategy and the progress we are making on our key focus areas. If we take everything into consideration, we can ask ourselves: “Why? Why the revised strategy? Why are we working so tirelessly to make the strategy a reality? What benefit will we gain from it?” The short answer is that we as a society, in cooperation with the clubs, must position and equip ourselves to effectively represent the interests of all our Nguni farmers and we must add value to your business. We must be relevant. We must be a leader in the beef industry. We must be a crucial partner in your business.

In order for us to fulfill the role as indicated above, we had to rethink our business model and value proposition. In an ever-changing agricultural and socio-economic environment this means that we have to be agile and do things differently in order to unlock value for all Nguni farmers - we have revised our value proposition so that we can do exactly that.

The revised value proposition focuses on three key elements:

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

My next three communications will focus on each of these elements separately. I will kick off by talking more about general representation for all farmers.

General representation for all Nguni farmers:

As a society, together with the clubs, we have the responsibility to represent all Nguni farmers. These include, but are not limited to stud breeders and commercial, emerging and weekend farmers. On an overarching level, value will be added to your business through:

- **Timeous and relevant communication to all members in accordance with a structured communication plan.** These types of communication include, for example, communication from me, information shared via club chairmen, social media messaging and roadshows to name a few. We have a sound plan in place and we are already making good progress with this.
- **Positioning the Nguni brand in the beef production arena to create a demand for all Nguni cattle.** We are working very hard to build positive relationships with, for example, feedlots, agents and auctioneers in order to change the perception of the breed and to create a demand for all our animals. As already communicated, we have a few mini-projects in place to create demand for all Nguni cattle. I will share the progress with you as it unfolds.
- **Promoting the use of Nguni cattle in the sustainable production of beef.**
- **Expanding the Nguni breed's geographical footprint.** Our immediate focus for expansion is on KZN as well as the Eastern Cape. Thereafter, we will investigate possible expansion into Africa.



- **Partnering with industry role players to create tailored offset channels for all animals.** As you are aware, we are engaging with feedlots to expand this market channel. We are also looking at other possibilities which I will share with you as concrete findings realise.
- **Providing information and training on standards and practices relevant to the specific farmer.** Standards and practices vary greatly for stud breeders and commercial production as well as for example, grass fed vs. feedlot animals. It is important that we have the right standards and practices for the right animal and channel to market. We need to communicate this to our farmers and support them with tailored training.
- **Continuously investigating the feasibility of creating new channels to market.**
- **Investigating opportunities to partner with African societies.** We need to think differently about possible partnerships with other African societies that are not opposition for our breed. By doing this we can create scale and potentially huge benefits for all Nguni farmers.
- **Creating an inclusive membership strategy for growth.** For us as a society, clubs and Nguni farmers to grow and be successful we have to be able to effectively represent the interests of all Nguni farmers, including stud breeders and commercial, emerging and weekend farmers. We have to lead the way in not only representing stud breeders but also to officially represent commercial production of Nguni cattle.
- **Safeguarding the Nguni cattle brand.** But what does it mean? This means that when a brand has been registered, nobody else can use this brand, or one that is confusingly similar. If this happens, legal action can be taken. We have embarked on a process to ensure that our brand is registered in all the necessary categories to ensure that it is protected from being used by anyone else.

The above is a high-level view on what general representation for all our farmers entails. In my next communication I will discuss, in more detail, the representation of stud breeders. In my third communication, I will discuss the representation of commercial, emerging and weekend farmers.

We are very excited to implement our revised value proposition during the next few years and our strategy has been drafted in a manner that will support and enable us in delivering value for each of our stakeholders.

Look out for my next communication in the next couple of weeks.

By revising our value proposition, we also amended our constitution on a society and club level to realise the value proposition. I have shared the detail with you in my previous communications, but please feel free to contact me or your club chairman should you require any further information in this regard.

I am looking forward to unlock even more value for all our stakeholders.

Regards,

Oswald Jannasch