

NEWS LETTER NO 2/2015

THE ROAD AHEAD

From The President:

Dear Members

Sixty years of Brahmans in Southern Africa has seen the breed performing a dominant role in the Seed Stock and Commercial industry through the enormous impact of adding value in beef production in cross breeding programs, the development of synthetic breeds and many other traits such as longevity that makes the Brahman female the preferred mother line.

During the past two months we have completed a series of regional meetings presenting to Breeders the Boards' direction for the future to ensure that success of the past is continued. It is a privilege for us to confirm that we have encountered full support, thus giving us the encouragement to implement the actions.

Marketing and Promotion:

The Brahman Cattle Breeders' Society of SA in collaboration with Suppliers/Service Providers, Scientists from the ARC and Free State University, National Agricultural Press is setting up a dynamic marketing plan that will differentiate Brahmans' as the leading Seed Stock and Beef producing breed in Southern Africa.

The marketing plan will be a four year project commencing 1 June 2015 to December 2018 and will include:

- Comprehensive market research covering breeders, commercial farmers, feedlots and service providers.
- In conjunction with the University obtain the services of post-graduate students qualified in animal science to assist in the co-ordination of the project. This will also enhance their practical experience and career development.
- The collected information will be processed by the students and Brahman administration while the University will be responsible for analysing and interpreting the data and compile the final report.



Brahman Cattle Breeders' Society of SA

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- The development and implementation of a branding strategy. This strategy will include an exclusive “Brand” that will distinguish a Brahman bull qualified for the market.
- The selection of a minimum of 6 scientifically proven traits that will differentiate Brahman as the preferred Breed in these traits.
- The development and implementation of a media plan that will include:
 - The production and distribution of 7 supplements over the period in Landbou Weekblad, Farmers Weekly, Plaas Publishing Magazines and at Farmers days etc. The first supplement will be of a general nature and be on the street by end August 2015. Thereafter each supplement will concentrate on one of the selected traits and will be published annually during Nampo week and at the end of August. Once the project is completed all 7 supplements will be published in the form of a glossy coffee table edition.
 - The production of two annual Brahman journals distributed during November and March to Breeders and selected institutions.
 - **You will be contacted shortly to make use of these advertising opportunities to promote your Stud.**
- The Brahman Society will host annually:
 - “BRAHMAN EXPO” during September at the Afri-Dome in Parys and the program will include:
 - A halter and non-halter trained show, Presidents dinner and National sale. **(Only the best animals will be selected for the sale. Contact Sytze well in time to arrange screening on the farm)**
 - The 2015 date will be 22-26 September.
 - The Brahman show towards the end of August in Pretoria. This year from 26-28 August.
- Farmers’ days and training seminars in conjunction with the consortium of service providers. The content of the programme will be predetermined in conjunction with the participants.
- The Board approved a delegation to explore opportunities and protocol to neighbouring countries. A visit is planned to Zimbabwe and Zambia during October this year.

Breed Improvement:

The “Brahman” product that we present to the market needs to be competitive and perform above average in the market and scientific requirements in Beef production for the future. We therefore need to participate to the optimum in rapid changing market requirements and science that are available to us.

The following actions are in progress and we kindly request you to partake and ensure that you are equipped with the knowledge to participate.

- Completeness of performance:
 - This is an ongoing project giving you the opportunity to participate partly or fully in performance testing. The basic requirement is to do complete registration and administration recording, followed by 200 days and mature cow weight recording and to eventually qualify for a “5 Star” grading.
- The “BGP” (Beef Genomics Program)
 - This project will extend over the next 10 years and The Brahman Society together with all the other major Breeds committed, in conjunction with the ARC and Educational Institutions to the project.
 - The state over the next 3 years contributed 10 Million Rand per year towards the project.
 - The project includes complete performance testing on the farm, nett feed intake and carcass evaluation at test centres and genomic tests for nett feed intake and fertility.
 - For the 2015 season the project kicks off with 120 Brahman bulls entered to the Test centres.
 - Sietze together with other delegates from the LRF Breeds have been to Australia recently visiting Breeders and Scientists to get first-hand experience on Genomics programs that have already been implemented successfully.
- Sernick Project
 - We currently entered 35 registered Brahman young bulls, together with 6 other breeds in a scientific research programme conducted by Free State University at Sernick test centre.

Training:

- Apart from the normal show programs that are in progress, the introduction of screening and training by our panel of Judges were well accepted and the process will be promoted to the optimum.
- Pending final approval, we experienced enormous support to “brand” approved bulls at a qualifying age with a quality stamp of approval.
- A number of training and farmers days already took place this year. A Special word of thanks to Llewellyn and Corrie Labuschagne arranging a very successful workshop at Letsitele on 9 and 10 June with an attendance of over 100 delegates.
- The annual Stockman’s School, rated as one of the best in the world will take place from 14-16 October 2015. You are also encouraged to participate in the prestige’s “Stud Breeder of the Year” competition.

Finance and Administration:

We are pleased to confirm that our Finances are sound with good discipline and administration being in place.

In closing:

A very special word of thanks to all the Board members and Personnel for your dedication and enthusiasm to the Breed and our Members.

A Personal word of thanks to Piet Lüneburg who has decided to retire from the Board. Piet served as a Board member from 7 December 2011. During his time he performed a major role in stabilizing the Society through troubled times including serving as President for a period during 2012. His wisdom and experience is highly appreciated

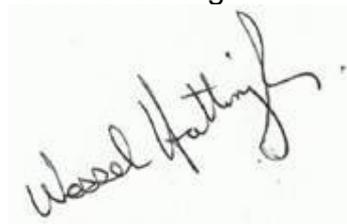
I would also like to extend a special word of thanks to the Breeders and Clubs that hosted and sponsored the recent "Road show" meetings. Also thanks to the Breeders who made a special effort to attend the meetings.

I would like to encourage you to contact me direct or any of the Board members or personnel should you need more information or clarity on some of the projects.

We are looking forward to seeing you at the AGM 14:00 on 27 August in Pretoria.

Kind regards.

Wessel Hattingh

A handwritten signature in black ink that reads "Wessel Hattingh". The signature is written in a cursive style and is positioned below the printed name.