

Newsletter 4/2015

Dear fellow breeders

Following on from the successful Brahman Expo at Parys, the Pretoria show and the stunning supplement of high standard, I wish to bring the following to your attention. It indeed affords me great pleasure to be part of a dynamic process with motivated members that, in the final analysis, share the same love and passion for Brahman. My congratulations to all exhibitors on showing animals of outstanding standard which did all of us proud. I wish to keep you informed and motivated and will therefore endeavour to keep you posted by sending out more newsletters, thus maintaining and building the team spirit in the interests of our breed and our successors.



Actions 2015:

Many actions were approved and executed by Council within a short period of time. Firstly to pay a series of regional visits in order to involve members in the decision process. Overwhelming support from members allowed us to execute these actions. The projects include the following -

- Streamlined management of our finances.
- Breed improvement projects including the BGP program which is a 10 year project and will possibly span an even longer period.
- Training to address the need for affordable inspection and the implementation of the dynamic B brand. Normal training actions such as judge's conferences, courses and farmers days.
- Promotion and marketing actions with a 4 year business plan which includes:
 - o Market research amongst breeders, feedlots and commercial breeders.
 - o The implementation of new promotion actions (branding).
 - o The supplement project with 7 supplements spanning 4 years.
 - o To negotiate partnerships with sponsors for the 4 year period which, never in the history of the breed, was done more successfully
 - o Cooperation agreements with the media, universities and the ARC.
 - o Obtaining the assistance of post graduates with regard to research and the supplement articles.

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- The compilation and management of the new journal, Brahman Expo Parys (±380 animals). The presentation of the national sale and semen sale in conjunction with the President's Dinner which generates an income for the Society of R130 000.
- Outstanding presentation of the President's Dinner
- The furtherance of liaisons and the promotion of our cattle in Southern Africa

During the above period members were kept abreast of developments by virtue of newsletters, Presidential and committee reports at the Annual General Meeting which appeared in the first supplement that was distributed widely.

Visit to Zambia en Zimbabwe:

Our predecessors identified the need to promote liaisons with neighbouring countries and indeed implemented the necessary actions to do just that. Following on from the world conference exports to neighbouring countries increased significantly which is an ongoing process. In the interests of our breeders and breed, Council continued with this action which was budgeted for and during July 2015 the President, Jan van Zyl and Johan Norval of Landbou Weekblad at his own expense, visited the above countries.

The purpose of the visit was to boost liaisons, to promote a market for our cattle and to involve the various parties in our promotion actions. We reported on our visit as mentioned above and I wish to assure you that we received optimum exposure and for this reason we should continue with this action.

It was clear that other breeds were actively promoting their interests in these regions with much success. There is a definite demand for our genetics and we will have to make semen available from an accredited bull to be followed by a promotion action.

Supplements

Many thanks to everyone that advertised in the supplement. Please be assured thereof that because the focus is placed on Brahman as the preferential breed it will be to the benefit of all concerned. We are receiving overwhelmingly positive feedback, some of which I quote hereunder:

1) Willie Bekker

“Die beste reaksie wat ek nog ooit uit enige reklame aksie ondervind het”

2) Jan Serfontein: “My advertensie in die bylaag was so suksesvol dat ek klaar ‘n volblad ipv ‘n halfblad vir die volgende bylaag bespreek”

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- 3) Riaan Theron: “Baie navraag gekry tov my advertensie van mense wat my bulle wil koop. Navrae wat ontvang was, het uit verskeie oorde gekom soos Namibië, Botswana en Zimbabwe. Verseker sal ek weer ‘n volblad neem met die volgende bylaag.”
- 4) Willem Barnard : “Nadat ek die bylaag deurgelees het, het ek net weer besef dat jy nie anders kan as om met Brahmane te boer nie”
- 5) Pieter Massmann
Beste Jan, Nou kan ek sien waarom jy so opgewonde was toe jy my oor die versamelaarsbylaes gebel het. Baie geluk, dis ‘n wenner! Van die beste LBW bylaes in ‘n lang tyd.
Julle het egter ‘n probleem en dit is om ‘n verdere 6 bylaes van dieselfde hoë standaard te publiseer – voorspoed daarmee. Something terrible happens when you don’t advertise!nothing.
C Peter Massmann
- 6) Andre du Toit BKB – 10 September 2015
Ek het vanoggend die bylae gekry. Wow....dit is hoe dit gedoen moet word. BKB is trots on deel te wees
Baie geluk

I appeal to each member to distribute the additional copies of the supplement (available in both Afrikaans and English) to agricultural schools, your own customers, your fellow commercial and upcoming farmers in order to broadcast our message far and wide “Why Brahman in Southern Africa”. Supplements are available from your regional representative and the office and it is indeed a very strong promotional tool – even though you did not advertise in it because your customers and fellow breeders know you in your region. It however brings our breed to the attention of commercial breeders who might just change their minds about Brahman and furthermore do not ever under estimate the purchasing power of the upcoming farmers - it is a fast growing market which we must investigate and make use of.

Presidential awards:

We formulated the guidelines for the Presidential awards last year and the Executive Council unanimously agreed that these awards be presented this year at the Presidential Dinner.

Congratulations to all nominees; it is such a pleasure to have members and friends that we are so proud of. Receive your award as a token of appreciation for a job well done.

Special congratulations to Llewellyn Labuschagne who is now incorporated in the “Hall of Fame” of the Brahman Cattle Breeders Society of South Africa for his outstanding dedication, sacrifices and contributions to the Brahman in Southern Africa.

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Show pictures journal

This aspect will be handled by the Training and Journal Committee who will ensure that the breed champions at the respective shows are acknowledged in the November Journal. I appeal to show organisers to provide Karin Botha at the office with your reports as well as prize winners and pictures if available to be used in the journal. This also includes slaughter ox competitions and the youth show. Please assist us to publish a full report in the journal; we appreciate your assistance and contributions.

Grievance procedure

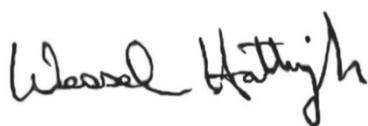
Council has a Legal and Ethical Committee with Riaan Theron as the Chairman; his email is riaan@rsms.co.za. Please submit all your grievances, requests and/or complaints to Council in writing whereupon council again will provide written feedback. If a person acts on behalf of others the names of all such persons should appear on the letter as well as their signatures. Only written submissions will be dealt with.

In closing

I am well aware of the fact that I in my capacity as President as well as Council will make mistakes from time to time. It is however very special to be part of a dynamic Council with a positive outlook which put our breed first. We have a formidable breed which is growing from strength to strength and human error is therefore not our focus at all. Our breed will flourish under the guidance of positive breeders and we thank you for being part of that select and privileged group of which your Council is most proud. We should accept that our main opposition is not our fellow Brahman breeders but indeed our rival breeds that are doing everything possible to enlarge their market share. The only way to counteract that is to form a united front and prove to the industry that we are leaders instead of followers – for that reason I am very proud of our new initiatives whereby we can indeed establish ourselves as leaders in the industry.

Albert Loubser of Veeplaas has a point when he states: “Dit gaan goed met beesrasse in die wêreld waar daar groot kommersiële kuddes van daardie ras in ‘n land bestaan”. Let’s make it our mission to promote our breed by virtue of positive thoughts and actions.

Kind regards



Wessel Hattingh: President
Brahman Beestelersgenootskap van Suid-Afrika

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