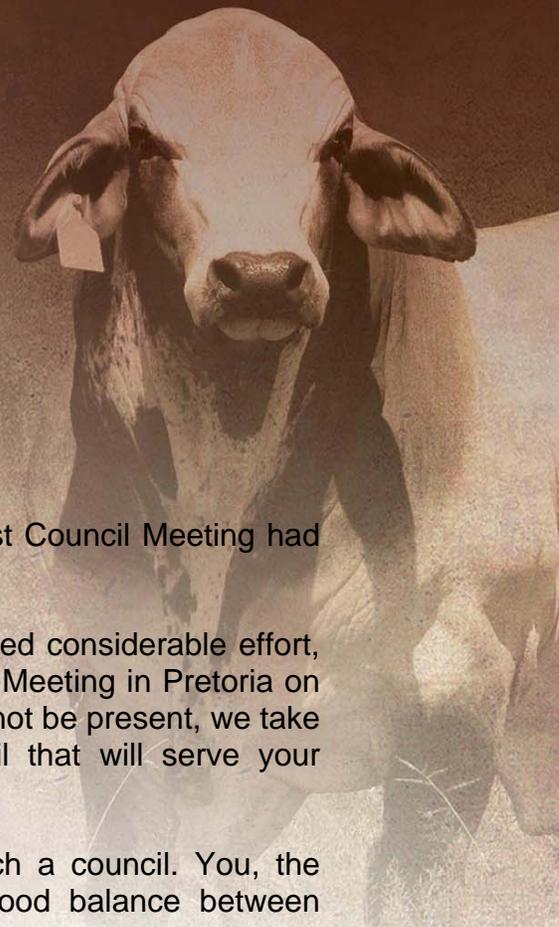


Brahman



NEWSLETTER NO 1

Dear Breeders

We did not want to dispatch the newsletter before the first Council Meeting had not been held.

As Council, we wish to thank all our members who incurred considerable effort, sacrifice and expenses to attend our first Annual General Meeting in Pretoria on 29 September 2012. On behalf of all members who could not be present, we take pleasure in announcing the names of our new Council that will serve your interests for the next two years, until September 2014.

I consider it a real honor and privilege to serve on such a council. You, the members, have elected an excellent council, with a good balance between breeders with years of experience, and outstanding businessmen.

Your Council is as follows:

- | | | |
|--------------------------|---|---------------------------------------|
| 1. Llewellyn Labuschagne | : | President - Executive |
| 2. Wessel Hattingh | : | Vice-President - Executive |
| 3. Piet Lüneburg | : | Executive |
| 4. Bill van Lelyveld | : | Executive |
| 5. Louis Meyer | : | |
| 6. Stephan Coetzee | : | North-West Regional Representative |
| 7. Riaan Theron | : | Free State Regional Representative |
| 8. Willem Verhoef | : | KwaZulu-Natal Regional Representative |
| 9. Willem Barnard | : | Limpopo Regional Representative |
| 10. Pieter Terblanche | : | Northern Cape Regional Representative |

It is important that we retain continuity and protect and advance the interests of all our members for the next two years.

Your committees have already been finalized and are as follows:

BRAHMAN Beestelersgenootskap | Cattle Breeders' Society



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EXECUTIVE:

Llewellyn Labuschagne
Bill van Lelyveld

Wessel Hattingh
Piet Lüneburg

WORLD CONGRESS:

Wessel Hattingh (Chairman)
Riaan Theron
Andries Marx
Rohan Beukes

BREED IMPROVEMENT:

Louis Meyer (Chairman)
Sytze Smit
Another representative (ARC)
Thys Meyer (BreedObject)

Bill van Lelyveld
Dr Norman Maiwashe (ARC)
Dr Michael Bradfield (Breedplan)
Prof Frikkie Nesor (LRF)

TRAINING:

Wayne Porter (Chairman)
Tok Serfontein
Schalk Erlank
Burnie Staal

Llewellyn Labuschagne
Theo Dicke
Sytze Smit
Jan Bosman

**PROMOTION AND MARKETING
(Committee Head: Bill van Lelyveld)**

Promotion:
Journal:
Marketing:

Willem Barnard; Johan Drotsky
Willem Barnard
Willem Barnard; Johan Drotsky

**FINANCES, LEGAL MATTERS & ETHICS, PERSONNEL, OFFICE
ADMINISTRATION AND BUILDINGS****(Committee Head: Piet Lüneburg)**

Finances : Willem Verhoef (Chairman); Louis Meyer; Riaan Theron;
Francois Pienaar
Legal & Ethics: Piet Lüneburg
Personnel: Willem Verhoef (Chairman); Louis Meyer; Riaan Theron
Office Admin.: Willem Verhoef (chairman); Louis Meyer; Riaan Theron
Building: Piet Lüneburg

NATIONAL AUCTION AND SHOWS

(Committee Head: Bill van Lelyveld)

Stephan Coetzee (Chairman)

Pieter Terreblanche

Wilma van Zyl

COUNCIL:

Llewellyn Labuschagne; Wessel Hattingh; Piet Lüneburg; Bill van Lelyveld; Louis Meyer;

Willem Verhoef; Stephan Coetzee; Willem Barnard; Riaan Theron and Pieter Terreblanche

The President automatically serves on all committees.

If you as members have positive thoughts, suggestions or contributions to make to advance our breed, we will appreciate your forwarding such to us. Our committees will definitely be extremely busy, travel many kilometers and devote much time in the interest of the Brahman. Your inputs and contributions will consequently be sincerely appreciated. We would dearly like to enter a future where one and all form part of improving and extending our beautiful breed.

We cannot thank our predecessors of the past sixty years enough for what they have done and sacrificed for the breed we enjoy rearing today.

It was indeed these men and Nelia Brooks (only female councilor) that lay the foundation on which we can proudly build our future. All these presidents, councilors, committees, judges, general managers and personnel have contributed towards bringing our breed where it is today. As breeders we consider you as the greatest asset of our breed. Furthermore we have by far the best breeders in the world. If you take into account the circumstances in which our breeders raise their cattle, you cannot but agree with me.

I wish to emphasize that we are a multi-million organization. Such a calculation becomes easy when bearing in mind that your investment, and those of other breeders in farms, facilities and animals, all add up to the total.

We undertake to protect and promote your investment and where we can, improve it.

Enjoy rearing the world's best breed of cattle!

Brahman Greetings.

Llewellyn Labuschagne