

FREE

SENWES Scenario

AUGUST • SEPTEMBER 2017

EASTERN CAPE IS SENWES EQUIPMENT COUNTRY

FINANCIAL RESULTS
WITH FRANCOIS STRYDOM

FOCUS ON

KAREL BEZUIDENHOUT

Hennenman silo: First silo in SA with solar PV

MECHANISATION

Senwes 

**RENTEKOERSE
TOT EN MET
PRIMA minus 5.5%**



**JCB 3CX Laaigraaftrekkers
Alle Teleskopiese laaiers**

◆ **Prima minus 5.5% (gekoppel)**

20% deposito

3 jaar termyn met
jaarlikse paaieimente

Geen BTW terug

Maandelikse paaieimente
ook beskikbaar

JCB 3CX Laaigraaftrekkers (Backhoe loader machines)



531-70 en 530-70i Teleskopiese laaiers (Telehandlers)

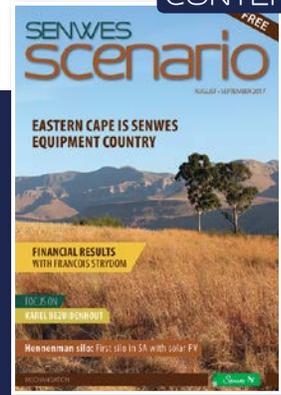
**Promosie op alle JCB-produkte
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Verdere navrae kan ook gerig word aan: Antoon Smalberger,
Bestuurder JCB en Landbou-implemente (082 806 4844)
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Vir enige navrae of demonstrasies,
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ON THE COVER

THE BEAUTIFUL LANDSCAPES of the Eastern Cape now also form part of the Senwes Equipment world. *Senwes Scenario* visited that part of South Africa. We visited the Senwes Equipment branches in Aliwal North and Ugie, where we talked to the branch manager of the two branches, Nelis van Heerden. The Aliwal North branch will be celebrating its first birthday in August this year.

In the Spotlight focuses on producer Karel Bezuidenhout, a huge Senwes Equipment and John Deere supporter.

We also feature an interesting article on precision farming.

Don't miss our next edition of Scenario, in which we will focus on a few key staff members at the branches. With another branch opening soon in East London, the Eastern Cape is definitely the place to be.

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Letter from the editor



To improve records and to keep record

THE 2017 MAIZE CROP EXCEEDS ALL EXPECTATIONS, WITH THE NATIONAL CROP ESTIMATE COMMITTEE PREDICTING RECORD CROPS IN VARIOUS AREAS, AS WELL AS IN CERTAIN SENWES AREAS, BRINGING ITS OWN UNIQUE CHALLENGES

It makes me think of the word *record*. This word comes from the old French word *record*, which means to *remember*, and from the Latin word *recordari*, where *cor* refers to the heart. And this is what records do - it creates the ability to remember.

This word is used in many a saying. To keep a record of something, while record can also refer to the best result ever achieved, for the record, off the record and then we adjust the record (facts). It is evident that the word record has a number of meanings.

With a record crop being expected, the Senwes Grainlink team is definitely more than ready for the intake of the crop and additional storage capacity has been created at certain silos in the form of silo bags and bunkers.

It is record time at Senwes and in addition to the record crop, Hennenman silo became the first Senwes silo and the first silo

in South Africa to be equipped with solar power. 1 120 solar panels were erected at the silo - something to record and take note of! Pioneering!

Senwes Chief Executive Officer, Francois Strydom, talks about the financial results of the 2016/2017 year and emphasises that Senwes performed particularly well, particularly when comparing it to the rest of the agricultural sector.

The Senwes Spinners enter a new decade with the 11th Senwes Spinners cricket finals for farm schools, in which Humansvlakte and Manana Primary Schools competed in May. It was a final to enter into the record books.

Senwes Equipment breaks new ground in the Eastern Cape and we visit Aliwal North and Ugie branches on the eve of the opening of the East London branch in August.

But records don't just happen - you have to work hard for it, particularly after the difficult year which we experienced. This is where hope comes in. Although things are looking up in the agri-sector, we must never forget what hope taught us - hope during difficult times result in records. Or should we call it miracles?

I leave you with Tertullianus' very appropriate definition of hope: "Hope is patience which lit its lamp from God's light."

Aubrey Kruger
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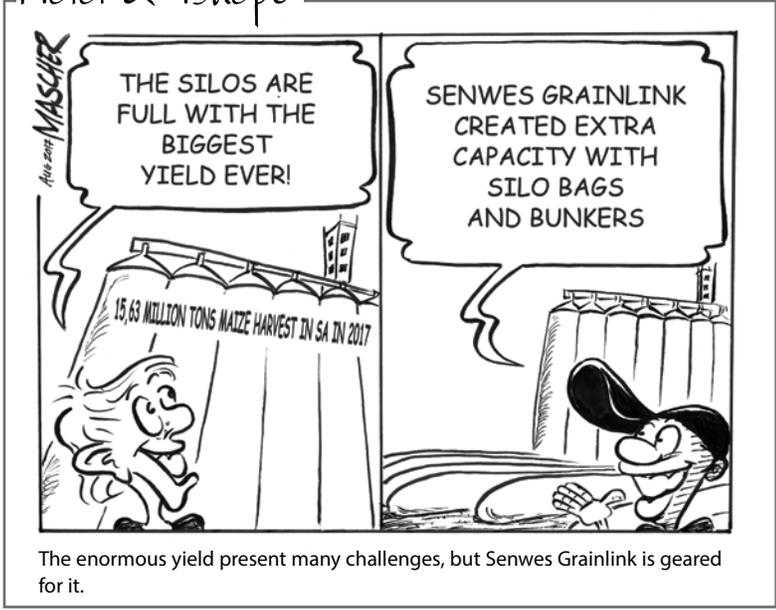
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Pieter & Tshopo



The enormous yield present many challenges, but Senwes Grainlink is geared for it.

Here we have a few quotes from satisfied Senwes Equipment and John Deere customers. See a unique video of each customer by clicking on the link on page 10.

JOSUA PIETERSEN - POTCHEFSTROOM

“WE invest in John Deere products. I really appreciate the quality of John Deere. I also appreciate their research and the investment they make in their products, locally and internationally. The after-sales service is also of excellent quality. We invested in a new 15FX planter. We are very satisfied with the product. The technology is also excellent. The iTEC screen, which monitors your plantings and fertiliser applications at all times, is very important to us. The producer wants to know that he works accurately at all times. We love the product. Our blood is green, John Deere green.”

JOHAN PIETERSEN - POTCHEFSTROOM

“WE use the John Deere product, the planter 15FX. It is the one planter with a downforce option. The other planters did

not have it. We can see much more from the cab. As you say, our blood is green.”

ALBERTUS BRINK - HOOPSTAD

“WE use John Deere tractors and use it for a number of reasons. Some of the reasons are the systems - I find it works very well. We had a lot of wind this year and it blew away our tracks. We would not have found the right places where we applied the fertiliser beforehand. Due to the RTK systems we could go directly to the right places and do what was necessary and the planting process could continue.”

HENTI HELM - HOOPSTAD

“WE used John Deere because it is user-friendly. Our operators understand it. It is a good product. We like having an all-rounder. We are very satisfied with the service we get here in Hoopstad

- in the workshop and everyone involved with it. The people know the product and they know exactly what to do. It is the only product that is also green, like the emerging crop after you have planted. It is life and it means a lot to us!”

SAREL VAN DER WALT - HOOPSTAD

“JOHN Deere's technology with computers and to take the date home to do planning - it is comfortable and user-friendly. You can do more immediately. We have to go wider to decrease costs. The technology and systems on the tractor make it possible for us.”

THABO VAN ZYL - WESSELSBRON

“I bought a beautiful John Deere 8345 RT tractor with a 16 row .76 FX central seeding planter this year. What a wonderful combination! One can plant at a high speed and its accuracy is excellent. It is wonderful to be a John Deere customer. Their after-sales service is excellent. My blood is green, John Deere green.”

THE WINNERS OF THE PREVIOUS EDITIONS OF THE SENWES SCENARIO ARE:
 (April/May 2017): **Cum Books:** Mari Leonard from Kroonstad, **Hannon:** Christa Feldtmann from Vanderbijlpark, Sanny Soetaers from Koppies, Poppie Oosthuizen from Koppies, **Leandie du Randt:** Engela Kruger from Lichtenburg.

Financial results

with Francois Strydom



IN ORDER TO GET A REALISTIC PERSPECTIVE OF THE PAST FINANCIAL YEAR, IT CANNOT BE EVALUATED IN ISOLATION.

« AUBREY KRUGER

It is important to remember that, in our case, a financial year is actually the effect of two production seasons. On the market access side, it involves the crop of the previous production year while, on the input side, it relates to the current year's inputs. It is essential to include the results of the large crop being taken in at present, in the next year's financial results..

LOOKING BACK AT THE PAST YEAR

The past year was characterised by an extremely poor crop with concomitant low volumes. A mere 68% of the normal hectares were planted, which also produced sub-optimally. This year's inputs and planting activities for the coming good crop were taken into account as well.

Although the current crop turned out well and plantings were higher and more normalised than the previous year, poor cash flow is still limiting the spending ability of customers. This means that they have to fight for every transaction and, in addition, margins are also under pressure.

REPORTING OF RESULTS

We reflect the latest trends in terms of reporting the financial

results. The performance of the different forms of capital includes financial, human, natural resources, manufacturing, intellectual and social responsibility capital.

Looking at these financial terms, we should actually have performed much worse than last year. However, we performed better due to good balance sheet management.

FINANCIAL CAPITAL

The financial performance was as follows: Turnover increased by 7,6% to R9,9 billion. EBITDA increased by 13,9% to R474 million and a net profit of R167 million was reflected. Normalised headline earnings were higher - it increased to 108,4 cents per share. The total shareholder return improved by 8,1%. A final dividend of 25 cents per share was declared. However, our own capital ratio declined from 40% to 38%.

The total business model was under pressure. The businesses which performed well were Grainlink, Equipment, Credit, Certisure and Grainovation.

Businesses under pressure are Tradevantage and Prodist, while Hinterland is improving, although

still under pressure. JDI expanded significantly and established new businesses, which now have to deliver the required results. The largest impact was the fact that customers were hesitant to expend capital, since they were under pressure.

HUMAN CAPITAL

We have 5,3% more personnel this year due to the expansions at Equipment and JDI. Given South Africa's unemployment figures, this is very important. In a year during which unemployment increased, we employed more people.

However, looking at employment costs, a moderate increase is evident. Our approach is to manage the business in such a way as to ensure that people have jobs. There is no point in the cost of employment increasing by 20%, but half of the personnel complement has to be dismissed. Although our staff turnover is low, it is increasing in certain divisions, which could be problematic.

NATURAL RESOURCES

In terms of alternative energy, huge initiatives were launched which are resulting in extensive savings in respect of electricity consumption. The electricity consumption at head office declined by 45% and water consumption is also lower. These initiatives were launched at head office, after which they were rolled out to branches and silos. A solar project was launched at Hennenman Silo - a first for Senwes and in South Africa.

An ever-increasing problem is, however, arising. Municipalities in smaller towns are not paying their electricity bills, which is a limiting factor in terms of capacity. It is a most unsatisfactory situation. We invest between R12 million and R15 million per silo to make sure that we have the necessary power, which means that Eskom is being utilised even less.

The poor management of energy components in South Africa is not sustainable. For the first time in history, more people are receiving grants than people holding jobs. It is a huge red light. The government is using the wrong drivers to stimulate the economy.

The correct drivers will result in economic growth. More capacity should be created, local production should be protected and there should be incentives in respect of tax issues to ensure business growth. These aspects will create job opportunities.

MANUFACTURING CAPITAL

Huge investments have been made on particularly the market access side of the business over the past three years, and we will be continuing with these investments for the next three years. More than R500 million has already been invested, which will be doubled.

Our objective is to empower the customer. An example of this is the training initiatives which enriched the lives of hundreds of our people over the past number of years. This empowerment enables them to harvest earlier and to create additional time to increase production capacity.

We have 3,5 million tons of grain to store this year. Who will do this? We have to make sure that agriculture as a whole is sustainable and we have to make sure that the customer gets a good average price and that he receives payment. It is good to claim that an organisation will give you a better price but, if the organisation does not pay you, then you have not achieved anything.

We have a good record in respect of offering a good average package on the input and market access side of the business. Paying and servicing customers are the most important aspects. We also implemented a loyalty scheme this year and R54 per ton was allocated to producers.

INTELLECTUAL CAPITAL

At Senwes we believe that personnel have to be developed. Our training account increases all the time, since this is how we equip personnel. We believe in the development of the potential and ability of our people.

SOCIAL INVOLVEMENT

Due to the poor performance of government organisations, we spend more and more on alternative energy projects. In addition, total corporate social investment increased by 28,6% year-on-year. After the drought aid, we are helping to subsidise grain donations, storage and logistics and we are once again taking the lead in driving initiatives.

Nation in Conversation is also on a new level. A wide spectrum of subjects was covered and we fulfil an even more extensive leadership role. We are doing what the government is actually supposed to do - protecting the social structure and keeping people employed.

THE FUTURE

We are in the process of taking in the best crop ever after last year's worst crop. The large crop comes with additional challenges in respect of capacity.

Obviously price, input businesses and producers are under pressure. Some producers have good average crops, but they cannot meet their obligations. For this reason we are very careful about the way in which we manage our credit book. Having said this, the cash flow situation is better distributed than the previous year. Last year the Bultfontein/Hoopstad area had absolutely no crop. Even if the maize price was R10 000 per ton, it would have had no effect in this area. However, the whole area has a crop this year. The majority of producers also had no income last year.

MESSAGE TO PERSONNEL

We have experienced a very difficult time. It is a revelation that personnel, despite the difficult times, remain motivated and customer-focused. We have excellent personnel with integrity and they want to do the right thing. I have a lot of respect for the total Senwes staff component - they work very hard.

A POSITIVE MESSAGE FOR PRODUCERS

Something good came from the bad drought. Everyone now

>CONTINUED ON PAGE 6

Financial results

>CONTINUED FROM PAGE 5

understands the multiplication effect of agriculture. In respect of GDP we may make a small contribution, but when the multiplication effect is taken into account, it affects the whole economy. The country now has more appreciation for the importance of the primary production process of the food value chain for the larger economy.

BUSINESS AND PHILOSOPHY

Our philosophy remains to simply empower the customer in a sustainable manner and to improve his business. It stands to reason that our business will improve in turn. At Senwes it is about the customer - the internal aspect is secondary. Our respect and grati-

tude belongs to the customer, who always supports us.

Many companies are so internally focused and are so busy with aspects to benefit the company that they neglect to share the benefits with the customer. This will never be sustainable.

We have to be aware of how competitive the value chain is compared to other countries. We have to respond competitively as a food value chain. Our main focus is still the integration of the customer and it will remain our focus. We will continuously attempt to consolidate the industry. It is important to remember: The agri-business industry has not consolidated to the same extent as individual producers.

Our policy is to consolidate locally, but to look for internation-

al opportunities as well. We have made good progress in respect of the integration of businesses, but a lot of work still has to be done in respect of the expansion of the footprint of our businesses.

FOCUS ON WHAT IS IMPORTANT

The average South African is under pressure and consumers are sick and tired of political uncertainty and favouritism. Companies are becoming the ethical home of the population. As a result, agricultural companies have to take on more and more responsibility.

My advice is: Focus on the job at hand and on excellent performance. If you focus on the political antics, it will divert your attention from what is really important. ●



Herontdek dit wat saak maak

Besoek ons korporatiewe stalletjie vir inligting oor die volgende dienste:

- Landboubesproeiing
- Vee-oplossing
- Direkte Insette
- Hinterland Fuels
- Hinterland Kleinhandel
- Hinterland Massastore

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Vleisbeeskampioenskappe



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Eastern Cape

now Senwes Equipment country

PEOPLE FROM THE PLATTELAND USUALLY ASSOCIATE THE EASTERN CAPE WITH HOLIDAYS AND FUN. HOWEVER, SENWES EQUIPMENT AND JOHN DEERE ARE HERE FOR THEIR PRODUCERS.

« AUBREY KRUGER

When you drive through this beautiful area, you seem to be entering a fairyland when you cross the Orange River. The mountains make you think of Heidi and Peter's mountains. But let's talk about Aliwal North first.

ALIWAL NORTH

Senwes has been expanding in the Eastern Cape since 2016, with branches in Aliwal North and Ugie. *Senwes Scenario* went to explore the area.

The name Aliwal North was given by Sir Harry Smith, governor of the Cape Colony at the time. The name was as a result of his triumph over the Sikhs at the Battle of Aliwal in India during the first Sikh war in 1846. The town was founded in 1849. Strangely enough, during those days Mosselbay used to be known as Aliwal-South.

SENWES' SUCCESS STORY

The Aliwal North branch of Senwes Equipment opened its doors exactly a year ago, on

1 August 2017. Branch manager Nelis van Heerden is very proud of this expansion in the Eastern Cape since he is from the area and he has been involved from the very beginning.

He came from Bloemfontein in 2014 and started to work as technician. Nelis and his assistant, George Mosala, started at the same time - "It was only the two of us." George has passed away in the meantime - he worked with Nelis for seven years. Senwes Equipment bought the branch and opened it on 1 August 2016. Nelis was a Senwes technician in Bloemfontein for almost a year, from May 2004, before he was appointed as branch manager at Aliwal North in May 2004.

The Senwes Equipment branch in Aliwal North is right next to the N6.



Office personnel: Here are Daniëlle van Vuuren (Jobcard Clerk), Nelis van Heerden (Branch Manager) and Yolanda van Heerden (Head Administration).

Workshop staff at Aliwal North: Here are Walter Sauer (Tractor Technician), Lloyd Matiya (General Worker) and Paul du Randt (Apprentice).





Far left: The General Hertzog Bridge takes you over the Orange River. It was built between 1935 and 1937.

Left: The Anglo Boer War Blockhouse.



Elton Willemse is your proud parts manager at the Senwes Equipment branch in Aliwal North.

He is particularly proud of his staff. “My staff is my priority,” he says passionately. It is very important to acknowledge them and to build them up. “For this reason I want to thank them and tell them that I appreciate what they are doing”. The personnel at Senwes Equipment in Aliwal North are Nelis himself as branch manager, his wife Yolanda van Heerden (Mechanisation Administration), Daniëlle van Vuuren (Job Card Clerk), Walter Sauer (Technician), Paul du Randt (Apprentice), Lloyd Matiya (Apprentice Assistant), Elton Willemse (Spares Manager), GJ Pretorius (Whole Goods Salesman), as well as Janko Pretorius (Working Workshop Foreman), who joined them on 1 August 2017.

They are going from strength to strength here, he said. From two persons in 2014 (as Agrico) to 16 currently, with 9 staff members in Aliwal North and 7 in Ugie, as well as Roy Moorcroft and Riaan Grobler servicing the area.

BRANCH HISTORY

Nelis tells us that the premises on which the branch is situated,

used to be the second-hand motor agency of Dampier Motors, then Agrico and then Senwes Equipment.

Aliwal North has a number of interesting sights, such as the well-known blockhouse from the Anglo Boer War, and various beautiful buildings such as the Dutch Reformed Church and the Roman Catholic Sacred Heart Cathedral.

The bridge taking you into town is known as the General Hertzog Bridge, which was built between 1935 and 1937. It replaced the old Frere Bridge, which was built in 1880. Locals tell us that hawkers regularly offer chameleons for sale in this area. Talking about animals, this area is famous for its fossils of small lizards such as the Eupakeria to large dinosaurs. Fossils of the reptile Uranocentron have even been found in the area. The area offers some of the top lodges in the country and is also known for fishing in the Bel and Kraai Rivers.

There are various passes on the way to Ugie. It is interesting that the Eastern Cape has 8 of the 10 highest passes in South Africa, with Naude’s Neck (2590 m) and Bastervoet Pass (2240 m) being the highest. The area is particular-

ly popular amongst 4 x 4-enthusiasts. The Barkly Pass and the Kraai River Pass are the 27th and 75th highest passes in the country. Springbok rugby players Frans Steyn and Bennie Osler were born in this town.

UGIE

Firstly, Ugie is pronounced as ‘You’gie’. The town was founded by the missionary, Reverend William Murray, because he was born at the Ugie River in Scotland. The town was founded in 1885.

As you enter the town, you will notice the large plantations of PG Bison, a well-known characteristic of the area, and the Senwes Equipment branch on the corner of Boom and Main Streets in Ugie.

As Nelis indicated, the number of staff is increasing significantly. Staff members in Ugie are Susan Leibbrandt (Job Card Clerk), Warren Kleinsmit (Working Foreman), Jacques du Plessis (Spare Parts Manager), Jaco de Beer (Spare Parts Clerk), Pieter Bianchina (Technician), Mbonisani Malusi (Spares Assistant) as well as Jackson Oudjan (Apprentice Assistant).

The Tsitsa Waterfall is well-known amongst the adventurers and dinosaur footprints can be seen on a neighbouring farm. True to agriculture, the town also boasts a tractor museum.

> CONTINUED ON PAGE 10

Eastern Cape

> CONTINUED FROM PAGE 9

The town is also known for an orphanage which was built in 1918, when the flu epidemic resulted in large numbers of orphans. The writer, Rev. Solly Ozrovech, also lived here and used to be a director of the orphanage. The cornerstone of the new Dutch Reformed church was laid in 1953.

Producers from Aliwal North to Barkly-East and Dordrecht are mainly livestock farmers (sheep and cattle) and in many instances on a smaller scale than commercial producers. Producers in the Elliot and Ugie area are mostly commercial crop farmers, with diversified livestock components. The game industry has also started to take root in the area over the past two years.

Should you be in the area, make an experience of it and visit the Tiffindell Ski-resort. This is a picturesque area with beautiful views from all angles. Colourful little houses and bus stops lining the road are unique, with one bus stop on the way to our In the Spotlight producer, Karel Bezuidenhout, even sporting a John Deere.

About the business Nelis says: "I think we are definitely in the

The Senwes Equipment branch in Ugie is situated as you enter the town from Elliot.



Staff at Parts in Ugie is Jacques du Plessis (Parts Manager), Mbonisani Malusi (Parts Assistant) and Jaco de Beer (Sales Clerk).



right place. To have expanded our personnel complement to this extent in such a short period of time, is excellent. There was a definite gap in this area, which Senwes filled." People here have time for one another and they have such appreciation for everything that is done for them. It is wonderful to do business with such people. Eastern Cape people's hearts are in the right place.

This is definitely not our last visit to the Eastern Cape - a new branch will be opening its doors in East-London in August. Well done Senwes Equipment! ●



The workshop personnel in Ugie are Pieter Bianchina (Tractor Technician), Jackson Oudjan (General Worker) and Warren Kleinsmit (Workshop Foreman).

Producers rejoice about Senwes Equipment and John Deere

SENWES EQUIPMENT and John Deere are truly top trade names in the agricultural industry. Follow this link, where six happy customers share their satisfaction with Senwes Equipment and John Deere.

An insert of each producer on his farm in the Senwes areas of

Potchefstroom, Hoopstad and Wesselsbron was filmed for this purpose. The producers are Josua Pietersen and Johan Pietersen from Potchefstroom, Albertus Brink, Henti Helm and Sarel van der Walt from the Hoopstad area, as well as Thabo van Zyl from Wesselsbron.

Enjoy these short inserts of approximately two minutes each, in which the producers share their unique experiences with Senwes Equipment and John Deere. ●



<http://senwes.co/SEJD17>

Vir die volledige Afrikaanse weergawe
besoek www.scenario.co.za

Basic concepts of PRECISION FARMING

IS IT REALLY AS EASY AS "THE RIGHT AMOUNT OF INPUT IN THE RIGHT PLACE AT THE RIGHT TIME WITH THE RIGHT IMPLEMENT"?

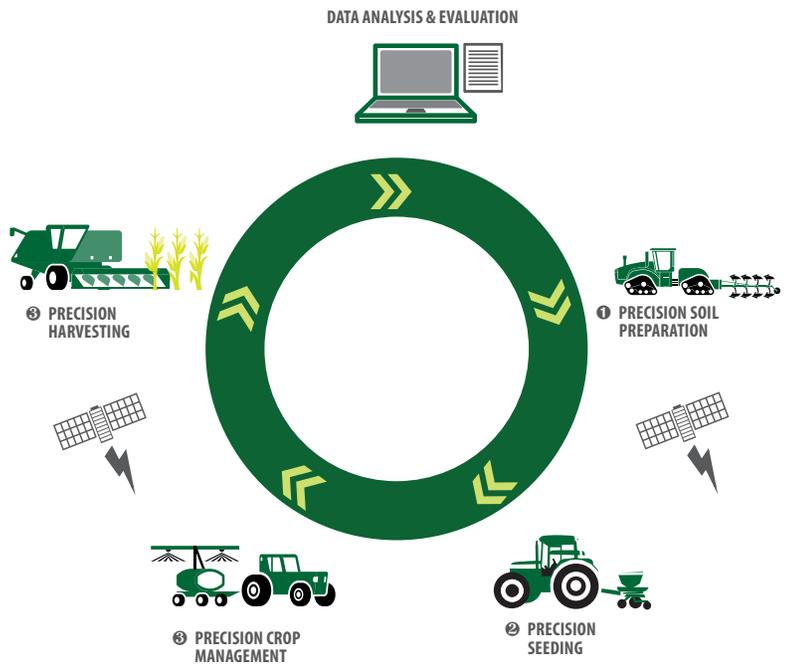
« PETRUS VAN STADEN

Precision farming is about managing field variations (soil, climate and water) as accurately as possible to grow food with higher productivity in a sustainable manner, while reducing production costs and environmental impact.

Technological development has resulted in an enormous scope of possibilities to achieve the above-mentioned and farm more effectively. These technologies include:

- Remote sensing technology,
- Geo-mapping,
- High precision positioning systems,
- Automated steering systems,
- Smart sensors and a range of IT-applications combined with high-tech engineering,
- Integrated electronic communications,
- Variable rate technology.

Precision farming starts at the crop growth cycle, which consists of 4 basic steps:



[As this article will focus on dryland precision grain farming, aspects of precision farming with regard to livestock, irrigation and forage are not included]

>CONTINUED ON PAGE 12

Precision farming

> CONTINUED FROM PAGE 11

1 PRECISION SOIL PREPARATION



The impact of surface water management on crop yield is often overlooked. The key to management of waterlogging and erosion is detailed pictures of elevation across your field and/or farm. This is linked to soil type.

Soil preparation can successfully be implemented after analyses of:

- detailed soil survey maps, e.g. soil type and topography,
- soil physical property maps, e.g. texture and plant available water capacity
- yield maps of the previous crop,

This will provide yield potential and management zones in your field/farm.



From these maps the correct agricultural practices and implements can be identified to achieve optimum results with soil preparation.

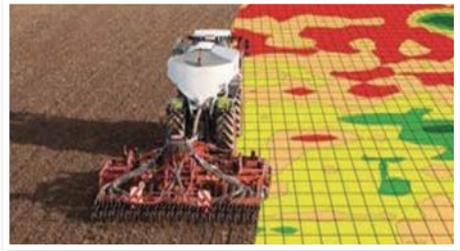
Depending on the texture and topography, soil preparation is traditionally the most energy-consuming aspect of farming, requiring significant inputs of fuel and time. The wrong implement can increase the risk of erosion and crop failure.

2 PRECISION SEEDING

Critical factors to achieve higher yields with less seed is correct planting depth and proper row spacing. Combined with geo-mapping, this can ensure:

- More seeds are planted in soil with high yield potential

- Less seeds are planted in low yield potential areas
- Effective variable rate application (VRT) of fertiliser.



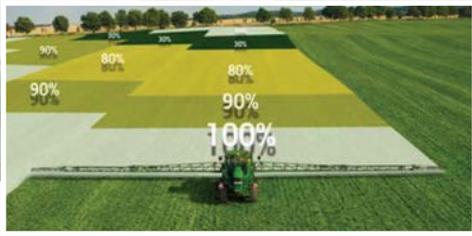
Fast and uniform germination ensures a crop of high yield and optimum use of resources. It is thus important to consider soil and climate properties as well as tillage practices in relation to planter properties to ensure that the planter is equipped with technology to ensure effective and accurate planting during the optimum planting window.

3 PRECISION CROP MANAGEMENT

During this phase plants need:

- the right amount of top-dressing at the right time, and
- proper management of weeds, pests and diseases.





Key precision applications during the third stage include:

- Crop sensors,
- Optimised boundary spreading,
- Satellite steering systems (GPS).

These are to eliminate the risk of over and under-fertilisation and reduce spraying by avoiding overlapping areas.

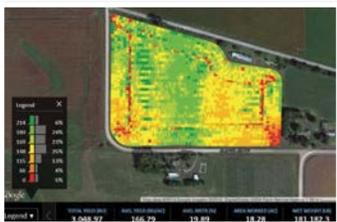


4 PRECISION HARVESTING



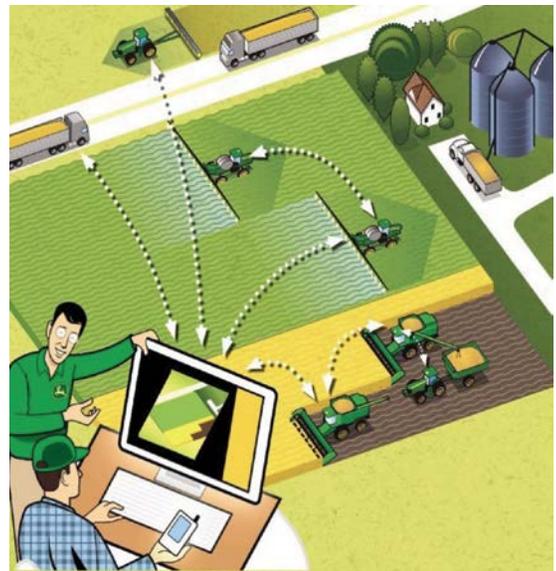
Harvesting is often the most critical step in the crop growth cycle. Speed, accuracy and timing are the factors determining the success of all previous steps.

Although it is the “end” of one production cycle, the next production cycle actually started at physiological maturity of the crop being harvested.



Real-time yield monitor mapping is a great tool for collecting data and showing you what actually took place in a field. The interpretation of data is what will lead you to change management.

5 DATA ANALYSES AND EVALUATION



The production cycle stops at the end of the evaluation process. The strategy in the previous four steps needs to be evaluated. The short-term and long-term evaluation of data is necessary to identify.

- Profit or loss in each management zone,
- Effectiveness of communication systems, implements, sensors, technology, etc.,
- Environmental impact,
- New strategy for the next production cycle.

To find out more about Senwes Agricultural and Precision Services, contact:

- Etienne Nel - Manager Precision Farming; 018 464 7526 or
- Petrus van Staden – Senior Agronomist; 018 464 7800
- Or visit: <http://www.senwes.co.za/en-za/products-services/agricultural-services>

Wolwehoek silo



Viljoenskroon silo



Vierfontein silo



SENWES GRAINLINK

Senwes Grainlink in top shape for the intake of the largest maize crop ever

SENWES IS A LEADING AGRICULTURAL COMPANY WHICH HAS BEEN STORING AND HANDLING GRAIN FOR THE PAST 108 YEARS - A TRUE PARTNER OF PRODUCERS AND OTHER CUSTOMERS IN ITS AREA OF OPERATION. THE HEART OF SENWES IS AGRICULTURE AND GRAINLINK SILO OPERATIONS IS ONE OF THE MAIN ARTERIES OF THIS HEART. STRATEGIES ARE THEREFORE DESIGNED ON A CONTINUOUS BASIS TO ADD VALUE AND TO SUPPORT CUSTOMERS.

Senwes Grainlink continuously investigates new technology and optimises current assets and processes, in order to be able to render faster and more effective service to customers by means of

effective management. Senwes conducted research amongst its customers and the message was clear: "We want to deliver our grain faster and at higher moisture percentages." The faster farmers can deliver grain, the faster their turnaround time and the faster they can participate in the market. It also speeds up their harvesting time.

Critical silos were identified and strategies were implemented to increase the intake rate at silos. It minimised the bottle-neck effect, increased the flow of trucks and, if necessary, an additional weigh-bridge will be installed. The weighing-in and weighing-out rate was increased through this process. The shortened turnaround time and even flow also support the farmer's harvesting process.

The effective handling and storage of grain require an interaction between knowledge, discipline and, very important, the correct application of reliable equipment. Grain dryers and aeration are used to dry the grain, bring it to the correct level of dryness and to cool it down. It enables Senwes to offer the following to its customers who wish to deliver grain at a higher moisture percentage, at no cost:

- ▶ Sunflower with a moisture percentage of up to 12%.

- ▶ Soya beans with a moisture percentage of up to 14%.
- ▶ Maize with a moisture percentage of up to 16% (already 18% at certain silos).

Senwes invests capital in the maintenance and technological development of its infrastructure and ensures that the handling and storage service adds value for the customer.

2017 CROP YEAR

2017 is an exceptional year and a 15,63 million maize crop (according to the National Crop Estimate Committee) will pose many challenges, which will include sufficient storage capacity, the speed of the weighing-in and weighing-out process and the intake of grain at a higher moisture percentage.

The large crop puts pressure on the storage capacity of Senwes, particularly in areas where the yield will be more than the average long-term yield.

However, Senwes Grainlink timely identified silo areas where storage capacity will be problematic and additional storage capacity was created in the form of silo bags and bunkers at certain silos. Additional capacity was created at: Wolwehoek, Rooiwal, Viljoenskroon, Vierfontein and

> CONTINUED ON PAGE 16



Falcon deurstaan die toets van tyd,
geslag na geslag



DIE FALCON BELOFTE

Die Falcon Belofte is ons besigheidsfilosofie wat die grondslag van Falcon se kernwaardes en diensvlakke vorm. Dit is wat ons elke dag uitleef en hoe ons sake doen.



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-  PLAASLIK
-  EKONOMIES
-  ONTWERP
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-  ONS WAARDES



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www.falconequipment.co.za



Senwes Grainlink

> CONTINUED FROM PAGE 14

Raathsvlei.

Senwes Grainlink also moves grain to alternative silos after hours, in order to accommodate producers at silos as close as possible to their production areas.

We would like to reconfirm that concrete silos are still the safest storage method and, for this reason, all available capacity in a specific silo area will be utilised first before alternative storage facilities will be erected.

SENWES GRAINLINK MARKET ACCESS

Senwes Grainlink would like to make a difference to the marketability of the grain products of customers and 13 different pre-season contracts are available from which a customer can choose in respect of the hedging of his grain marketing strategy.

Senwes Grainlink also established Basislink, which is an on-line platform and which affords buyers of grain an opportunity to compete for grain at a specific silo at a specific premium at a specific time, on an equal and transparent basis. In turn it offers the farmer an opportunity to sell his grain at a specific silo at a specific premium at a specific time.

Senwes Graanmakelaars specialises in the trading of derivative instruments on the JSE and its focus is to increase the profitability of the farmer and the end consumer through expert advice and



ategies for all market conditions.

Grainlink Market Access is the answer to sustainable long-term price management!

AGRIREWARDS

Senwes would like to award its loyal customers over the long term and for this reason, an AgriRewards loyalty scheme has been launched, which is already operational:

AgriRewards is a deferred bonus scheme in terms of which Senwes awards a large portion of its profit to customers every year to award them for loyal business during the year. The bonus is paid out in cash in the year in which the allocation comes to an end. All grain deliveries to Senwes silos qualify for the bonus allocation.

For any enquiries, please contact:

- ▶ Pieter Malan, Executive Manager: Grainlink, at 018 464 7395,
- ▶ Graham Lottering, Operational Manager, Silo Operations at 018 464 7625,
- ▶ Wimpie Bouwer, Manager: Grainlink Market Access, at 018 464 7695. ●



Integrated report now available

The Senwes integrated report and abridged financial statements for the financial year ended 30 April 2017, are now available on the Senwes website at <http://senwes.co/Fin2017>.



The comprehensive audited financial statements are also available in English at <http://senwes.co/AFS2017>.



Stakeholders can find the Sustainability report of the group at <http://senwes.co/SR2017>.



Shareholders of Senwesbel can download this company's full financial statements and abridged annual report from <http://senwes.co/SBFin2017>.



16

Planter Monitor

- Seed per 100m per row, seed population
- Hectares worked and much more
- Easy to install and maintain
- Fertiliser and turning of nozzles
- Can be applied to most planters
- Real tough, rust and water resistant



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- Alarm on each function
- Easy to install
- Bin / Tank full
- Bin / Tank empty

SASOL KAN 28

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Presisieboerdery in saaiery

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DUKTE WAT VERHOOGDE
PRODUKTIEWEIT BELOOF.

« FRANCOIS JANSE VAN RENSBURG
NASIONALE VERKOOPSBESTUURDER,
CEREALIS

Hierdie effektiewe benade-
ring lei dan tot 'n groter
omset, iets waarna elke besigheid
streef. Die Landbousektor is geen
uitsondering nie.

Vooruitstrewende boere maak
gebruik van die beste tegnologiese
toerusting vir verhoogde opbreng-
ste teen 'n laer koste.

Presisieboerdery is gebaseer op
die beheer van insette en datage-
drewe besluitneming sodat boere
slimmer werk, en nie harder nie.
Tradisioneel was die fokus op
plantestand en populasie, maar
omvattende navorsing deur die
landboukundige af-
deling van Precision
Planting Amerika
het tot die vol-
gende gevolg-
trekking gelei
(Fig. 1)

POPULASIE

SPASIERING

SINGULASIE

OPKOMS

WAT WORD BEDOEL MET DIE KOPTELLING PIRAMIEDE?

As die maksimum potensiaal van
'n plant twee volledige koppe is
met 16 rye in die rondte en 40
pitte in 'n ry wil ons dit graag op
elke plant sien. Hoekom is daar
dan plante met een of een en 'n
halwe kop of geen kop?

√ Precision Planting

Van **primêre belang** vir produksie
is eenvormige opkoms, en wat is
die faktore wat eenvormige op-
koms beïnvloed?

- Eenvormige vog vir ontkieming
om die pitte op 'n gelyke diepte
in die vogtige grond te plaas.
- Eenvormige plantdiepte vir die
minimum temperatuur skom-
melinge en beter ontkieming.
- Die regte drukking op die
diepte beheer wêre. Te veel
druk veroorsaak kompaksie
op die wortelsone wat die ont-
wikkeling negatief beïnvloed.
Proewe toon 'n 6 tot 10%
opbrengsverhoging met die ge-
bruik van aktiewe drukbeheer
teenoor 'n vaste verstelling.
- Oesreste in die planter voor
wat vog van die pit af trek en 'n
hindernis in die groeipad is wat
kan veroorsaak dat die plant
later opkom. Dit kan bestuur
word met "row cleaners".
- Saad tot grond kontak. (Nie
lugleegtes om die saad nie) deur
van 'n "seedfirmer" gebruik te
maak word die pit in die klam
grond vasgedruk.

Singulasie

Singulasie beteken om een enkele
pit elke keer op die regte plek neer
te sit. Geen mis pitte of dubbel
pitte word bereik deur metereen-
hede te diens en seker te maak dat
die beste metereenheid gebruik
word. Verder is 'n goeie planter-

monitor, wat waardevolle inligting
van die plantproses weergee, van
kardinale belang om foute in die
proses te identifiseer en reg te stel.

Spasiëring

Met spasiëring word die individue-
le plante eweredig gespaseer om
onnodige kompetisie te vermy. Dit
word verbeter deur deeglik aandag
te gee aan die aandrywing van die
planter. Geslyte kettings en laers
kan 'n nagmerrie veroorsaak. Elek-
triese aandrywings per ry kan baie
kopsere uitkakel die hele sisteem
vereenvoudig asook variërende
opsies skep.

Optimale plantestand

Om die optimale plantestand vir
die regte kultivar en grondtipes
te kry word met proewe in same-
werking met saadmaatskappye
bepaal. Daar word van tegnologie
soos **vSet Select** van **Precision
Planting** gebruik gemaak om in
dieselfde land tussen kultivars
sowel as stand te varieer.

Verder word daar na voeding
gekyk om die regte bemesting op
die regte tyd en regte plek te plaas.
Dit lei tot optimale produksie.
'n "Pop-up" kunsmis in die regte
hoeveelheid kan 'n groot verskil
maak om te verseker dat in die
V4 tot V6 groeistadium die op-
brengspotensiaal so hoog moontlik
vasgestel word. 



Vir meer inligting oor die beste oplossing
vir jou boerdery, skakel **Francois Janse
van Rensburg** by 082 333 1330 of
francois@cerealis.co.za.
Petrus van Staden – Senior
Landboukundige by 051 853-1141 of
Petrus.vanStaden@senwes.co.za.

The spotlight is on *Senwes Scenario*

The *Senwes Scenario* magazine is currently conducting exciting research on various aspects of the magazine.

We sourced an independent company, Markdata (Lida Groenewald), to conduct a com-

prehensive and confidential needs analysis amongst our readers.

Senwes customers received an sms in July, informing them that they may be contacted for this important research. The research commenced on Monday, 17 July 2017 and will continue until 1 September 2017. Interviews

will be held telephonically and the Markdata team will make appointments with readers, selected on the basis of a representative random sample. Interviews

will take 20 to 25 minutes and your participation will be highly appreciated. Focus groups will also be established, where discussions will be held regarding the requirements of our customers in respect of Scenario.

Your feedback is invaluable to ensure that we meet your needs as our valued reader. For more information or any feedback regarding Scenario, please contact Lida Groenewald at lidag@mweb.co.za or 082 940 8600. All information will be dealt with confidentially.

Our strive to ensure that Scenario becomes your top magazine and we need your assistance to achieve this vision. 📍



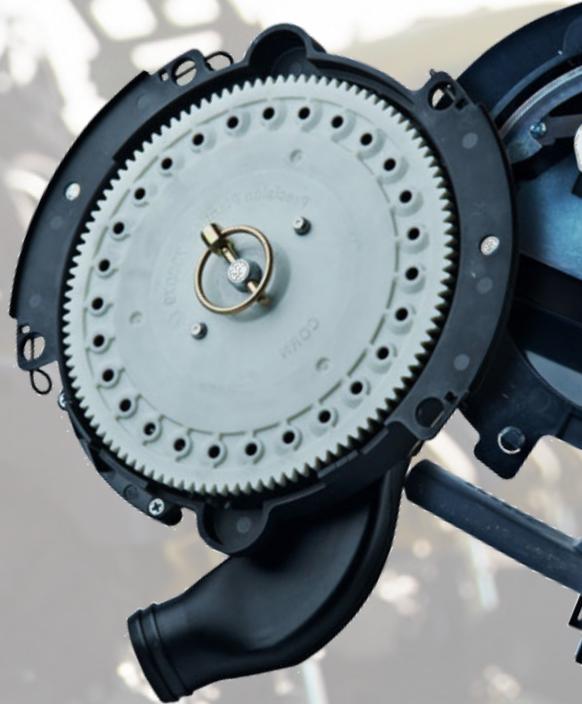
vSet

HIGHER
ACCURACY
HIGHER
YIELD

MAKE THE
**PRECISION
DECISION**



Precision Planting®





Karel Bezuidenhout's blood is green

IF YOUR NAME IS GREEN KAREL, IS MUST BE FOR A REASON! KAREL BEZUIDENHOUT'S BLOOD IS DEFINITELY GREEN - HE IS A JOHN DEERE AND SENWES CUSTOMER TO THE QUICK.

« AUBREY KRUGER

Green Karel farms on the farm Pecunia in Elliot in die Eastern Cape. He describes his land as very unique. “When you think of the Eastern Cape you think of mountains and cattle. I farm on level ground in a district which I regard as the cream of Elliot.”

May people make the mistake to call the farm Petunia, like the well-known flower. However, this Pecunia means money in Latin and forms part of 17 bordering farms of 3 400 hectares in total.

SIXTH GENERATION

He is the sixth generation Bezuidenhout farmer. The first came to the area in 1883. His father, Daniël, started farming on 130 hectares in 1972 and bought

the farm Pecunia in 1993. When he died in 2000, he owned 13 farms. Karel has a lot of respect for his father - “He was my biggest mentor. Everything I know he taught me. He had vision which not many others had.”

FARMING ACTIVITIES

Karel runs diversified farming operations. His versatile Dohne merinos and crop farming, which compliments the livestock farming component, make for effective farming operations. He expands on his livestock farming component: “My dad used to say that one has to have a good livestock component - it is like insurance for your future.”

Crops represent approximately 75% of his turnover and the livestock component 25%. Crops include soya beans and wheat on

200 hectares each, maize on 750 hectares and forage on 200 hectares. He has 2 200 Dohne merino ewes and 750 Bonsmara cows.

GRABBING OPPORTUNITIES WITH GRATITUDE

Karel grabs every opportunity that comes his way “and by God’s grace everything has worked out for me.” He believes that individuals differ by what they do with the opportunities which come their way. He had the vision to mechanise as far back as the early 2000s and he was the first producer in the area to use a harvester. This is where John Deere features. “I only have John Deeres on my farm,” said the green enthusiast who grew up with this world-class name. His father bought a John Deere 2120 in 1972 for R3 600.

THREE MODELS SUMMARISE HIS RELATIONSHIP WITH JOHN DEERE

Karel has 16 John Deeres, but the three most important ones are: “The 2130 (1979) - It is a European version with lights on the nose, indicators and a parking

The unique area in the Eastern Cape! Although these farms are situated on the more level surfaces in the district.



Karel Bezuidenhout and his two sons Anthony en Daniel at one of the 16 John Deere tractors, the 8850.



Green Karel's collection of about 500 John Deere models.



new John Deere harvester and received additional discount on it - "Senwes really puts its money where its mouth is," Karel said pleased. It really helps him, since he has one harvester only, which he replaces every three years. His farm is far out and he also harvests wheat in the middle of their rainy season.

JOHN DEERE MODEL COLLECTION

The 43-year old has been collecting models since he received his first model at the age of five. He has an incredible collection of approximately 500 John Deere models.

He remembers that models were difficult to obtain in the nineties, but Pietsap van Rensburg, a legend in John Deere circles, got the models for him and also did the restoration work.

"Uncle Piet is like my second father. We understand each other and I even bought some of his 4440 tractors," said Karel.

Christmas and birthdays are not complete without a John

>CONTINUED ON PAGE 22

mechanism instead of a hand-brake. I learned to drive on this tractor and spent many hours on the footplate with my father," Karel shared with us.

The 8850 (1983) – It was bought as brand new by his uncle, also Karel, and was the first and only V8 engine ever manufactured by John Deere. He bought the 8850 in 2008, after a farmer in Wellington had it for 23 years, still bearing the original CDA (Elliot) registration plates.

The two 6400 models (1996) - the first 6400 models in South Africa with cabs. The one model has 6 000 hours and the other he bought from his younger brother, Pieter.

SENWES

He is very grateful that Senwes is the new John Deere agent in the Eastern Cape. "It means we are no longer orphans," he said. With Bethlehem being 600 km from Elliot and Bloemfontein 400 km, he has now requested Senwes to look after his John Deeres, since the John Deere agents in the area failed to meet his requirements.

He has been doing business with Senwes since 2000 and "I know I am the longest-standing customer here. I have always

received excellent service in Bloemfontein." Karel has known the Aliwal North and Ugie, branch manager, Nelis van Heerden, for 13 years, ever since they worked on an old 965 harvester and 3140 tractors, when Nelis was still a technician. "Nelis has been supporting me through good and bad times ever since."

According to him Senwes is a company which does not only talk - it takes action as well. He is particularly impressed by something which the Executive Manager of Senwes Equipment, Ferdie Pieterse said: "We want to give back to our customers." He bought a



The Bezuidenhout family: Here is Karel with his wife Kathleen and two sons, Daniel (14) and Anthony (almost 11).

Karel Bezuidenhout

> CONTINUED ON PAGE 21

Deere model. "Everyone knows - I don't want any other gifts." He is in the process of setting up an exhibition room with a few working models. The saying goes that when an engine stands idle, it dies."

One of the models, the John Deere 4620, is very special. It was his first model, actually a 5020, which he played to pieces. Pietsap restored it to a 4620 for his 21st birthday. "This model was actually given to me as a gift twice."

FAMILY

Karel has been married to Kathleen for 17 years - she grew up on the neighbouring farm, Platkoppie. They have two sons, Daniel (14) and Anthony, who will be turning 11 soon. He said

22



Some of the 2 200 Dohne merino ewes on these farms.

that they are all very involved in farming. His wife has her own cattle and she also deals with the administrative part of the business, while Daniel has been driving the 9560 from the age of 10 and Anthony the 8345 from the age of eight.

MOVING WITH THE TIMES BUT STAYING ROOTED

Karel was born and bred here and matriculated at Elliot High School. He is incredibly grateful to his father. "In the six and a half years until his death, I gained

more experience than I could have gained at even the best organisation in the world," he said proudly. He is very interested in new technology, but it does not take him away from his roots.

Should you be in the area, remember to ask for Green Karel. There are three Karels, Green Karel, his cousin, also Karel Bezuidenhout, who is known as Blue Karel due to his love of Ford and Red Karel, Karel Johnson, due to his red hair.

But Green Karel wants no life beyond John Deere and Senwes! ●



90%+ DRAGTIG! KOEIE IN 'N PUIK KONDISIE

Afgesien van die afgelope klompie droë jare, het die toediening van die winterlek, Dryveld 46, beslis bygedra tot ons sukses.

Dankie Molatek! – Anette Wege, Kroonstad, Vrystaat.



DRYVELD 46

Dryveld 46 is 'n melasse-gebaseerde proteïen aanvulling op droëveld wat ruvoerinnome stimuleer en sodoende wintermassaverliese beperk. Die lek aanvulling lei tot verhoogde konsepsie en kalfpersentasies en is geskik as onderhoudslek vir droë sowel as lakterende diere. Gemeng met graan, kan Dryveld 46 ook as produksielek aangewend word. Boonop help die lek om droë galsiek te voorkom. Kyk dus uit vir die GROOT 46 vir verbeterde prestasie en 'n winterlek wat werk!



BLOU BETEKEN SLIM ONTWERP VERMINDER BEWERKINGS SOLITAIR 9 LUGDRUKPLANTER



Veelsydige meeteenhede kan maklik ook kanola, sojabone, tef en ander fynsade hanteer



SOLITAIR 9 MET KRISTALL 9



Die saadeenhede is op 'n parallelogram sisteem gemonteer. Dit verseker akkurate plantdiepte.



Die Solitair 9 van LEMKEN lewer nie net op sy eie puik resultate by die saai van fynsade nie, maar verminder bewerkinge wanneer dit in kombinasie met verskeie LEMKEN implemente gebruik word. Elektriese uitmeet meganisme met lugdrukverdelers eenhede verseker akkurate plasing teen hoë spoed. Deur gelyktydig die grond te bewerk en te plant, verseker dit 'n korter plantperiode.

- Werkwydtes van 3 tot 6 m
- Ry-afstande van 12,5 of 15 cm
- Akkurate plantestand teen hoë spoed
- Volg grondkontoure uiters goed

Kontak jou naaste areaverkoopsbestuurder om meer oor LEMKEN uit te vind

Karel Munnik, direkteur + areaverkoopsbestuurder, 082-412-2577, k.munnik@lemken.com
Blackie Swart, areaverkoopsbestuurder, 082-404-9651, b.swart@lemken.com

 **LEMKEN**
The Agrivision Company

Soya Beans

as an alternative crop

THE BENEFITS OF PLANTING SOYA BEANS AS AN ALTERNATIVE CROP

« JONATHAN TAYLOR

Glycine max, more commonly known as soybean or soya bean, is a legume species that is native to East Asia. It is known for its use in both human and animal food production. The crop is considered one of the five oldest cultivated crops and was utilised by the Chinese as a source of food even prior to 2500 BC. However, it was only discovered by the western world as a source of oil and protein in the 19th century. The first report of soya beans in South Africa is believed to be in the Cedara Memoirs of 1903. Internationally it has caught a lot of attention for its high protein per hectare content as well as for the soil health benefits that it has. But what does this mean for you, the South African farmer? Should it be a crop you are considering this coming season?

Soya beans, like most legumes, are cultivated in areas that have an optimal summer temperature of between 20 - 30°C. They can grow in a wide range of soils but flourish in moist rich soils with good organic content. They can be grown in both temperate and tropical regions. 80% of the world's soya bean production

comes from the United States, Brazil and Argentina. South Africa, with its similar climatic conditions and latitude to both Brazil and Argentina, is a perfect growth haven for this highly sought-after crop. Some of the highest performing varieties locally have come out of Brazil such as Capstone Seeds' Glyphosate tolerant soya bean variety - Fundacep 65RR. Fundacep 65RR is a 5.9 maturity soya bean, which makes it widely adapted and suitable for most regions in South Africa.

With intensive maize farming done in South Africa, soya beans provide the perfect opportunity to make money while putting nitrogen back into the ground by using soya beans as a rotation crop. Not only do soya beans have a much lower cost per hectare when compared to maize, but they also perform nitrogen fixation by establishing a symbiotic relationship with the bacterium *Bradyrhizobium japonicum*. The bacteria fix nitrogen after becoming established inside the root nodules of the legumes. The nitrogen is taken from the earth's atmosphere and converted into ammonia (NH₃) or other mole-

cules that can then be accessed by plant organisms.

South Africa has recently made significant investments in the domestic soya bean crushing capacity. These investments have led to a crushing capacity of approximately 2,2 million tons and above. This investment was aimed at stimulating the domestic soya bean production and has worked. The soya bean production in South Africa reached 1 million tons in the 2015/2016 marketing season. There is still vast room for growth, however, as the total soya bean production is only a third of the country's crushing capability. According to Grain SA, South Africa's soya bean oilcake requirements for the 2015/2016 year were 1,5 million tons, 55% of which had to be imported. The average price per ton of soya beans has risen from R4 500 to R5 000 over the last 5 years. With the varieties like Fundacep 65RR getting 2.5 – 3mt/ha in a good season.

Soya bean production definitely needs to be on the radar of every South African farmer this season. ●



CAPSTONE Seeds

KONTANTGEWASSE

SOJABONE

FUNDACEP 65RR

Fundacep 65RR maak voorsiening vir vroeë aanplantings, wat hom ideal maak vir n dubbele kontant gewas, dus kan n goeie wisselbou stelsel toegepas word. Dit het uitstekende opbrengspotensiaal en is 'n vroeë siklus sojaboon met 'n volwassenheid groep van 5.9.

- Onbepaalde groei tipe
- Beter aangepas in soja gebiede
- Vroeë aanplanting – 350 000 plante per ha
- Glifosaat toleransie

MIELIES

BASTER MIELIE

GEEL

VARIËTEIT
CAP 122-60
CAP 444 NG
CAP 9444 NG
CAP 9006 Q
CAP 9004

WIT

VARIËTEIT
CAP 9299
CAP 311
CAP 341 NG
WE 3127
WE 3128
CAP 9401
CAP 9055
CAP 9503
CAP 9019
CAP 9001
CAP 9021

OOPBESTUIFDE MIELIES

GEEL

VARIËTEIT
Sahara
Okavango
Okavango
Flint
Nelson's
Choice Geel

WIT

VARIËTEIT
Kalahari Early
Pearl Select
Shesha
Nelson's
Choice
Nelson's
Choice QPM
ZM 1521
ZM 1421
ZM 1523
Matuba Select

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ons is ernstig oor saad.

MIELIES
KONTANTGEWASSE
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KONTAK ONS

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Verkoopverteenvoordiger - Swaziland

Deon Niemann - 083 949 5749

Verkoopverteenvoordiger - VS, NK, noordelike deel van die Oos-Kaap

Stiaan van Rensburg - 082 602 4414

Area Verkoopbestuurder - Hoëveld

Neville Young - 082 654 2162

Verkoopverteenvoordiger - KZN



www.capstoneseeds.com

Jacques wants to steer workshops in a new direction

JACQUES PRETORIUS IS THE NEW SERVICE MANAGER: WORKSHOPS AT SENWES EQUIPMENT. HE WAS APPOINTED IN THIS POSITION AFTER ANTOON SMALBERGER, WHO HAS BEEN IN THE POSITION SINCE 2010, WAS APPOINTED AS THE NEW JCB SALES MANAGER.

« AUBREY KRUGER

This position, which he has been filling since May this year, is a new challenge to Jacques and he was definitely the right choice - he has been involved with Senwes' workshops since 1997 and has 20 years' experience in this industry.

Jacques wants to bring about a total change to the workshops. He wants to steer the workshops in a new direction and his objective is "to bring about change in the workshops and to improve service levels, since there is always room for improvement."

What makes him particularly suitable for the position is that he has been the technical advisor for the Senwes Northern Region for the past two years, with eight workshops reporting to him. This was excellent preparation for the fact that he is now in control of the total Senwes Equipment service area, which involves 17 workshops and three technical advisors.

A number of actions have already been taken to improve service levels. Firstly he now has three technical advisors. Senwes Equipment has also launched an investigation into the workshops and Jacques and Ferdie Pieterse, Executive Manager of Senwes Equipment, are working closely in

finding ways to service customers more effectively. "The objective is to create technical depth in the business."

Jacques has his roots firmly planted in Senwes. He commenced duty directly after school in 1997 as apprentice at the Parys branch, where he qualified as technician in 1999. He worked as technician from 2002 until 2013, followed by a promotion to workshop manager at Parys in 2013. He was appointed as technical advisor of the Northern Region in 2015. He also worked as working foreman for Carb and Motor Repair Services in Parys from 2000 to 2002.

His excellent work resulted in positive growth at the Parys workshop within two years. The titles of Workshop of the Year and Workshop Manager of the Year in 2014 bear witness to this fact. He also knows how to work with customers. "Although one will never quite understand, I think I know how producers work and which aspects should enjoy priority attention," Jacques said.

MESSAGE TO PRODUCERS

His message to customers is simple: "Although we are not where we want to be, our objective is to improve service levels by 100% over the next three years, to have



technicians available to assist customers immediately and to create the necessary depth in the company." He also says that the most important focus will always be to put the customer first. We endeavour to give our very best in a sustainable manner and we believe that we will be successful - "We have a young team at present and we form a good unit," Jacques said passionately.

This 39-year old Klerksdorp-born man grew up in Wesselsbron, attended Sandveld Primary School in Wesselsbron and matriculated at HTS Sasolburg in 1996.

His father worked as silo manager for Senwes for many years. His wife, Alta, is a small-scale cattle farmer on the farm of her father, Hennie Fourie, and she is also Senwes' grain marketing advisor in Parys. They have been married for 14 years and have two children, Hencú (8) and Jancú (11).

He reassures customers that he is always available to solve problems. "Remember, we can only do something about a problem if we know about the problem." Customers can contact Jacques at 082 455 8590 or 018 464 7334 or send an e-mail to jacques.pretorius@senwes.co.za. 📞

TOP 70

SPEZIALE AANBIEDINGE

Basie Jordaan: 083 447 3379 • Antoon Smalberger: 082 806 4844

AGRICAD

			Prys/eenheid BTW uitgesluit
3893	3897	A BF073 TAPKAR	R201 000,00
	3903	A BF150 TAPKAR	R292 000,00

BPI

			Prys/eenheid BTW uitgesluit
5544	5560	BP GRONDBOOR	R19 700,00
5545	5559	BP GRONDBOOR	R19 700,00
5530	5540	BP 9T TILLER	R17 000,00
5530	5531	BP 7T TILLER	R24 500,00
5571	5569	BP 6RY ENKEL	R44 000,00
5528	5529	BP 5T TILLER	R21 000,00
5534	5535	BP 3F PLOUGH	R21 500,00
5532	5533	BP 33T TILLER	R46 000,00
	5575	BP 2B SLASHER	R21 000,00
5542	5543	BP 2.1M GRADER	R28 000,00
	1982	3-TAND RIPPER	R12 000,00
5536	5537	BP 16D OFFSET	R24 000,00
5546	5550	BP 2T TRAILER	R31 500,00
5551	5547	BP 2T TRAILER	R31 500,00
5549	5548	BP 2T TRAILER	R31 500,00
	5552	BP 2T TRAILER	R31 500,00
	5539	BP 5T TRAILER	R50 000,00

FALCON

			Prys/eenheid BTW uitgesluit
2795	2796	F CENTAUR 5M	R413 253,00

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FLINTCO

		Prys/eenheid BTW uitgesluit
3418	FERTO 2017-C	R295 000,00
3417	FERTO 2017-C	R295 000,00
3409	FERTO 2017-C	R295 000,00
3876	XFERT TOEDIEN P	R580 000,00
3430	FERTO 0606-A	R169 000,00
3433	FERTO 0303-C	R130 000,00
3434	FERTO 0303-C	R130 000,00
3432	FERTO 0606-A	R157 000,00
4734	RU PRE-PLANT	R1 060 000,00
5012	XFERT TOEDIEN R	R 523 000,00
4732	RU XMR RIPPER	R 317 000,00
4733	RU XMR RIPPER	R 426 000,00

MF PRODUKTE

		Prys/eenheid BTW uitgesluit	
2989	3814	MF Hamermeul petrol	R8 100,00
3836	3811		
	3831	MF Hamermeul elektries	R6 500,00
	3848	MF Hamermeul diesel	R11 000,00
	3719	MF Dorsmasjien petrol	R10 200,00
	3882	MF Dorsmasjien elektries	R9 500,00
	3823	MF Fire fighter	R11 500,00
	3849	MF Fire fighter	R9 500,00

ROVIC & LEERS

		Prys/eenheid BTW uitgesluit
2546	W/PLOEG	R90 751,57
2879	GA300GM GYRORAK	R48 721,37
3863	RL SLEEPPLANTER	R147 000,00
3862	RL 6RY NO TILL	R504 000,00
3856	RL MAXIMA 6RY	R370 480,38
3855	RL MAXIMA 4RY	R273 000,00
3873	RL PS160 SPREAD	R606 742,50
5487	RL DLB 12 15T	R134 026,20

JOU VISIE, *ons passie.*



JCB and Senwes Equipment

- a winning combination

AT THE BEGINNING OF 2016 WE REPORTED THAT SENWES EQUIPMENT HAD BECOME THE PROUD, OFFICIAL DISTRIBUTOR OF JCB PRODUCTS. SINCE THAT TIME A NUMBER OF DEMONSTRATIONS HAVE BEEN DONE AT JCB EXHIBITIONS, WHICH INCLUDED NAMPO HARVEST DAY AND THE SENWES EQUIPMENT EXPO 2017

« AUBREY KRUGER

Antoon Smalberger has been appointed as the new JCB sales manager - Senwes Scenario attended some of the demonstrations on the farms of producers with Antoon.

One of the demonstrations was held at the farm Middelvlei, in the Theunissen area, which belongs to producer Andries Kriek. Andries showed a lot of interest in the JCB Telescopic Handler 53170, which caught his attention at Nampo.

He is one of a number of prospective customers being followed up at the moment. The JCB and Senwes Equipment team attended the demonstration with Matthew Barkas (JCB - Regional Manager Africa), Daniel Erasmus (JCB - Sales Engineer), Antoon Smalberger (JCB - Sales Manager) and Senwes Equipment Marketer, Herman Smalberger.

Barkas demonstrated the finer points of the product to Kriek, and Barkas and Erasmus assisted with technical know-how. Erasmus indicated that they do not only render this service to South Africa - he regularly travels

to countries such as Zimbabwe and Zambia, where exhibitions and demonstrations are held at shows and farmer days. They are currently following up in excess of 300 prospective customers and he visits a different agent every day. He mentioned that the demonstrations definitely had an impact and that they were starting to see the results thereof.

Kriek particularly likes the versatility of this specific model and the fact that it can carry out a number of tasks. This was the reason why he decided to buy the JCB Telescopic Handler 53170 after the demonstration. He is very satisfied with his acquisition.

Antoon Smalberger confirmed that such visits and demonstrations emphasise the value which JCB and Senwes Equipment offer their customers. Smalberger said that, in addition to the Telescopic Handler, the Frontloader and Mini Excavator are also very popular.

For more information regarding JCB products and demonstrations, contact Antoon Smalberger at 018 464 7571 or send an e-mail to antoon.smalberger@senwes.co.za.



JCB and Senwes Equipment demonstrations on producer Andries Kriek's farm, Middelvlei! Here are Nico Meintjies (Hertzogville), Antoon Smalberger (JCB - Sales Manager), Matthew Barkas (JCB - Area Manager Africa), Andries Kriek (Producer), Daniël Erasmus (JCB - Sales Engineer) and Herman Smalberger (Marketer in Bultfontein).



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DKC71-44B
DKC74-20
DKC74-24B
DKC74-26R
DKC74-74BR

Bestaande kultivars

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DKC62-84R
DKC64-78BR GEN
DKC73-72
DKC73-70B GEN
DKC73-76R
DKC73-74BR GEN
DKC80-30R
DKC80-40BR GEN

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Senwes Hennenman silo first with solar PV in SA

HENNENMAN SILO IN THE FREE STATE DID NOT ONLY BECOME THE FIRST SILO IN THE SENWES GROUP TO BE EQUIPPED WITH SOLAR ENERGY, BUT ALSO THE FIRST SILO IN SOUTH AFRICA TO BOAST SOLAR ENERGY WHEN THE COMPLETED PROJECT WAS LAUNCHED IN JUNE.

The above is due to an astonishing 1 120 solar panels with a capacity of 358kWp which were installed at the silo. The total projected solar energy

consumption is 472 460 kWh per year, which represents 62% of the total electricity consumption of Hennenman silo - it will result in a huge cost saving.

Francois Strydom, Group Chief Executive Officer of Senwes, says: "In accordance with our sustainability objectives and, inter alia, our contribution to decreasing the carbon footprint, solar power PV will bring about a saving of approximately 1kg CO₂/kWh. The projected carbon saving will amount to 472,5 tons of CO₂ per year.

This project commenced in January this year and was completed in April, when it was integrated into the existing electricity system. Silo Manager, Nico Els, monitors the solar panel PV with a special application, Sunny Portal, which reflects the total

kWh being produced per hour at the blink of an eye. He is very excited about the results thus far - the system recently indicated 1 600kWh and 281kWp, 10% above the projected maximum demand of 266kWp.

In an attempt to render effective service to its customers, Senwes regards it as appropriate to invest in technology and alternative energy.

The project is executed by Motla Consulting Engineers, commissioned by Senwes. According to Strydom solar panel PV-systems will soon be installed at other silos as well.

The project followed the installation of 2 392 solar panels with a total capacity of 753,48kWp, which was completed in June 2016 at Senwes Head Office in Klerksdorp. ●

Everything you need to know when converting to solar PV

Solar PV only represents 4% of the annual global energy production at this stage, but it is growing at the rapid rate of 46% per year! According to Moody's, South Africa had the fastest growing green economy in 2015. Even in the areas of South Africa with the lowest available solar energy, there is still more available than in Germany and the Germans have the highest installed PV capacity.

This is lovely to read and gives hope for the future of our planet, but how can a commercial farmer benefit from solar PV?

- Solar energy saves farmers money.
- Tax benefits for farmers.
- Become suppliers of choice.

Important questions to ask when considering a solar PV system:

- Do you use more electricity during the day or at night?
- Do you require standby power?
- Do you have north-facing roof space?
- Do you have ground space available?
- What is your typical monthly electricity consumption?
- Are the PV modules from a tier 1 manufacturer?
- Is the inverter type tested for NRS 097?

A typical residence without battery back-up could save up to 33% by installing solar PV, whereas a commercial operation could save up to

of 50%, depending on consumption patterns. This translates into a payback period of about 5 years.

The most important factor to consider when installing a solar PV system is to use a competent and reputable supplier. Someone who can give you sound advice on the best solution as well as the local regulatory requirements for installing and operating a solar PV system. A valid CoC for all solar PV systems must be issued. On larger PV systems it becomes important to have the system signed off by a Professional Engineer.

This provides peace of mind and protects the customer against potential insurance issues. ●



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Humansvlakte
this year's champions

Senwes Spinners

11 years, not out

MORE THAN A DECADE HAS PASSED AND SENWES AND NORTHWEST CRICKET HOSTED THE ELEVENTH YEAR OF THE SENWES SPINNERS FINALS ON SATURDAY, 27 MAY AT SENWES PARK IN POTCHEFSTROOM.

This initiative is really one of the fairytales in farm school cricket after Senwes and Northwest Cricket joined hands in 2006 to start this cricket programme.

Humansvlakte and Manana Primary Schools competed this year after having been the top schools in the Senwes Spinners Farm School Cricket Tournament. Humansvlakte managed to score 154/5 in their allotted 20 overs. Manana's bowling attack was led by Onalerona Senokwane (2/21) and Masaka Mohube (2/36).

Manana chased a winning score of 155, but Humansvlakte limited them to 79, all out. Rinus van Heerden (3/8), Herman de Waal (2/8) and Martin Bullock (2/15) anchored the Humansvlakte bowling attack and Orateng Jonas (25) and Masaka Mohube (12) were their best batsmen.

Humansvlakte were crowned as the 2017 Senwes Spinners Farm School Champions and won R5 000, while Manana won R2 500. The player of the match was Martin Bullock, with 54 runs from 32 balls, and bowling figures of 2/15.

The Senwes Spinners High Performance Team for 2017 was announced after the tournament, namely: Thabang Mokoane (Rabana), Rinus van Heerden (Humansvlakte), Dean de Bruin (Humansvlakte), Herman de Waal (Humansvlakte), Martin Bullock (Humansvlakte), Kopano Moathodi (Tlhabologo), Attie Liebenberg (Humansvlakte), Joseph Thamaga (Phakela), Masaka Mohube (Manana), Orateng Jonas (Manana), Molefi Mvuyo (Manana), Kamohelo Tonyame (DR Sello) and Sidney Lyell (Humansvlakte). The coach is Allan Meyer (Humansvlakte) and Tshepo Makokwe (Manana) is the team manager. ●

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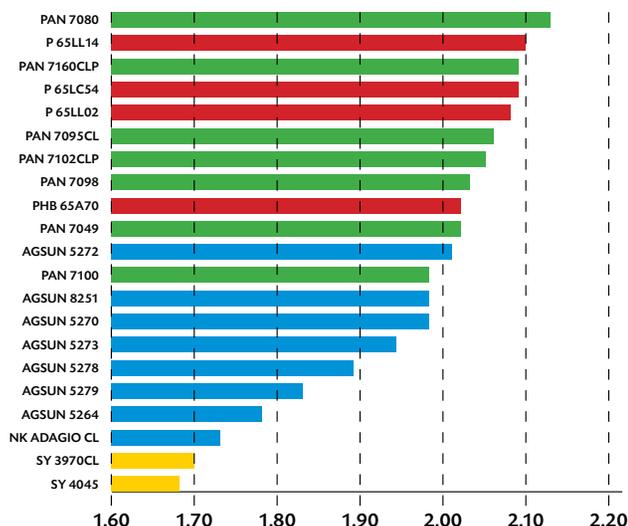
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LNR resultate Sonneblom 2015/16 - Gem. opbrengs 1.96 ton/ha



Opbrengswaarskynlikheid (%)

Kultivar	OPBRENGSPOTENSIAAL (t/ha) 2015/2016					
	1.0	1.5	2.0	2.5	3.0	3.5
PAN 7080	57	68	76	83	87	90
PAN 7098	72	68	63	58	52	47
PAN 7100	66	62	56	50	44	40
PAN 7102CLP	73	74	72	72	68	67
PAN 7160CLP	62	70	76	82	84	87

Kultivar	OPBRENGSPOTENSIAAL (t/ha) 2014/2015 EN 2015/2016					
	1.0	1.5	2.0	2.5	3.0	3.5
PAN 7080	72	75	78	80	82	83
PAN 7098	82	83	82	82	80	80
PAN 7102CLP	72	75	77	79	81	82

Pannar Sonneblompakket

	ENKELKRUIS	DRIERIGTING-KRUIS
Konvensioneel	PAN 7080	PAN 7057, PAN 7098, PAN 7100
Clearfield Production System	PAN 7102CLP, PAN 7156CLP	PAN 7160CLP
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Tips for pre-season and post-season inspections

« JACQUES PRETORIUS

Post-season inspections:

1. Post-season checking and general servicing of harvesters: Look at all bearings, casings, shaker arms and bearings against the casing of the harvester.
2. General checking and repair of corn heads. Look at wear and tear of gearboxes, contents of gearbox grease (oil), wear and tear of stalk rollers and settings on clutch and bearings.
3. Hydraflex and Flex Draper - look at wearplates on skid plates, wear and tear of Knife and Knife guides, wobble box bolts, wear and tear of augers as well as sensors and bushes.

Pre-season inspections:

- ❖ General checking and servicing of self-propelled sprayers. Look at wear and tear of nozzle flow check, pipes, clamps and taps, wear and tear of sprayer frame

and booms, valve clearances and general calibration of the sprayer, as well as wear and tear of wearplates.

- ❖ Spreaders, general enquiries regarding main drive mechanism and plates, as well as vains on spreading mechanism and calibration to ensure that the right quantity is spread out.
- ❖ General servicing and checking of tractors, wear and tear of front axle pins and bushes, belts and pulleys, water pump and clamps and pipes. Check for any leakages and lubrication points, as well as error codes and general errors.
- ❖ Checking of greenstar and autotrack systems, RTK signal and general functioning of the autotrack system.
- ❖ Checking and servicing of air conditioning systems and all cab filters, checking of air conditioner gas and switches and general functioning of air conditioning.
- ❖ General servicing and repairing of planters - look at planting

mechanism in particular.

Finger planter:

- Fingers, springs, metering board and adjustment.
- Seed-tube, seed-tube guide, seed-tube frame.
- Fertiliser metering unit, pressure pump, clamps and pipes.
- Depth control and closing wheels.

Vacuum planter:

- Metering unit, rubber seals, wear and tear on plate and brushes.
 - Testing of vacuum system on planters.
 - Checking of all bearings and wear parts.
- ❖ Please contact your nearest workshop for the testing and calibration of your seed metering units (Test machines available at Bothaville and Wesselsbron workshops).

Customers can contact any of our Senwes workshops for enquiries, or phone Jacques Pretorius at 082 455 8590. ●

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Open your newly downloaded app and scan the QR code(s) in our publication. The app will read the two-dimensional barcode and take you to the link where there will be more information or like in most cases, a video.

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Who is Hinterland?

Hinterland is an agricultural retail company built on traditional values and driven by innovative solutions. Hinterland, with its head office in Klerksdorp, was established in 2013 and represents a comprehensive agri-solution

which is relevant to a wide spectrum of customers, from the producer on the farm to the general consumer in town.

Hinterland's slogan, "Rediscover what matters", is symbolised in the promise of a social shopping experience and a one-stop-shop, where you can find all your requirements and services under one roof - from gardening, hardware and agricultural to outdoor life requirements.

HINTERLAND VALUES



- RESPECT**
I honour, respect and care for my customers and colleagues.
- RELIABLE**
I do what I say.
- PROUD-HEARTED**
My service is my pride.
- SUCCESS**
I strive to be successful.
- HONESTY**
My word is my honour.

REDISCOVER DIRECT INPUT PRODUCTS

Rediscover direct input products with anything from seed, fertiliser, agricultural chemicals, direct fuel deliveries and customer solutions. We also facilitate the following:

- ▶ Direct fuel deliveries to farms via our network of suppliers;
- ▶ Assistance with special/advance purchases;
- ▶ Storage of certain advance purchases;



- ▶ Tailor-made financing packages in conjunction with our partners, Senwes Credit and Unigro;
- ▶ Access to agri-services and solutions.

Kevin Smit is the manager, input supplies at Hinterland. Please contact him on 083 458 1306 or email him at kevin.smit@hinterland.co.za.

REDISCOVER HINTERLAND FUELS

More than 56 fuel stations supply 50ppm and 500ppm diesel at competitive prices, as well as 90 million litres of fuel to satisfied customers.



Derik Wolmarans is the divisional manager, fuel at Hinterland. Please contact him on 018 464 7353 or email him at derik.wolmarans@hinterland.co.za.



REDISCOVER AGRICULTURAL IRRIGATION

We offer a number of services:

- ▶ Accurate surveys by qualified surveyors and irrigation specialists.
- ▶ Irrigation system designs for all crops. Systems designed and supplied by Hinterland include: micro-irrigation systems, drip irrigation systems, centre pivots, underground drip systems, Tinkie AF160 overhead systems as well as pipelines and pump stations.
- ▶ Hydro-mechanical system designs.
- ▶ Water-driven power generating solutions.
- ▶ Electrical power requirements such as: VSD-systems variable speed drive, kVA requirements, transformers and electric cable sizes.
- ▶ Automation of systems.
- ▶ Construction designs for pump-rooms, earth dams (category 0-3), concrete wells and floats.
- ▶ General water services such as water registrations, water verifications and valuations, water demand, determining the effectiveness of systems, section 33 – reimplementation of lost water before qualifying period, environmental impact studies and geo-hydraulic studies.

Juan Booyesen is the head of irrigation at Hinterland. Please contact him at 061 076 8691 or email him at juan.booyesen@hinterland.co.za.



REDISCOVER ANIMAL CARE

At animal solutions the emphasis is on product, technical services and training. Due to our long-standing relationships with the most acknowledged suppliers in the animal value chain, we are able to offer the right product at the right time at affordable prices via our established network of retail outlets. The relationship that Hinterland has with the largest suppliers of animal feed and animal health remedies stretches over decades in many instances. For this reason we are proud of the product offering which we have available for the producer and continuously investigate new products and technology to ensure that our producers remain at the forefront of their industry.

Our technical services include herd management programmes such as health programmes, feed flow planning, the formulation of rations, production input costs, as well as selection and breeding programmes. We are involved with existing study groups and farmers' unions, which are used as platforms for the com-

munication of the latest industry trends. We also host information days for this purpose.

We place a high premium on training. Not only internal training to ensure that our staff are informed of the latest trends and products in the market, but we also believe in the value which external training adds. For this reason we offer training for farm workers and will shortly be doing slaughter-ox selection training as well, in which we would like to involve farmers from the stud and commercial industry as well.

Hinterland is proud to be the principal sponsor of the National Inter-breed Championships in Parys during @ALFA, where the country's national male and female inter-breed champion animals will be selected.



Phillip Lee is the animal production solutions manager at Hinterland. Contact him on 082 971 8692 or send an email to phillip.lee@hinterland.co.za.

Hinterland 
Rediscover what matters

Financial planning for the elderly

« LUCAS COETSEE
LIBERTY LEGAL SPECIALIST

If we consider that only 6% of retirees are financially comfortable, 94% of retirees are either financially dependent on the state or on family members. A vast number of South Africans emigrate, leaving their parents behind - we are then faced with the stark realisation that financial planning should be done for the elderly and with the elderly in mind.

FINANCIAL PLANNING FOR THE ELDERLY:

- Make sure that your parents have a valid will and if a parent is pre-deceased and they had a joint will, make sure that the surviving parent draws up a new will (it may be difficult/impossible to trace the original will at the Master's Office.)
- Make sure that your parents have a life file, containing a list of all investments, bank accounts, insurance policies, doctors details, list of chronic medication, medical details etc. This file will be so important in the event of ill health (especially requiring hospitalisation) and death.
- Make sure that your parents are being serviced by a credible financial planner. If at all possible, ensure that at least one of the adult children is involved in all the financial decisions taken and that the siblings are all kept in the loop. The balance of power between siblings

is incredibly important – you don't want any of them to feel that you are manipulating your parents to serve your own ends.

- Try to encourage your parents to use internet banking. This can be quite challenging as, depending on their age, the concept may be completely alien and can make them feel incredibly vulnerable. Assist them with this and be sure to educate them about the importance of keeping passwords safe and remind them on an ongoing basis of the scams that are out there. The advantage of internet banking is that you can easily assist your parents in the payment and management of accounts and to a large extent can automate the administrative side of their lives which can become so stressful in later years.
- Your parents may want to give you general power of attorney to deal with their affairs. Critical here is to understand that a power of attorney enables someone to transact on another person's behalf when that person cannot be physically present. However, as soon as the person granting the power of attorney lacks mental capacity, then the power of attorney is null and void - should one continue to act on it, it would amount to fraud.

HOW EFFECTIVE IS A POWER OF ATTORNEY?

A power of attorney is only valid when a person has mental competence – basically the person granting the power of attorney must still take all the decisions, the person holding the power of attorney is merely an instrument to give effect to those decisions (to stand in the queue and sign the documents, when the principal is too frail to do so, for example). As soon as the person granting the power of attorney no longer has mental competence – for example has dementia or Alzheimer's, then the power of attorney is no longer valid and may not be used!

To continue to use it constitutes fraud on your part. Time and again we see the abuse of powers of attorney and children manipulating their parents to benefit themselves (often at the expense of siblings), and at times even blatantly stealing from their parents.

It must be accepted that those who lack mental capacity are extremely vulnerable and thus strict measures are in place to protect them. In countries like the UK they have the concept of an "enduring power of attorney" – this power of attorney continues to be valid if the grantor becomes mentally incapacitated (it must be granted prior to the mental incapacity). Unfortunately this concept is not applicable to South African law, as it could solve many practical problems, at a small cost. ☹





Know your Certisure broker

« AUBREY KRUGER

MARTIE HARMSE

WHAT DO YOU DO AT CERTISURE?

I am a short-term insurance broker in Bloemfontein and surrounding areas. I assist clients with negotiating the best benefits at the most affordable premiums for their short-term portfolios.

HOW HAS YOUR CAREER DEVELOPED THUS FAR?

I joined the Senwes Insurance division in 1995 as an insurance clerk. I was promoted to claims clerk in 1998 and became an advisor in 2005.

WHERE WERE YOU BORN AND WHERE DID YOU GROW UP?

I was born in Pretoria (I am not a Blue Bull) and I grew up in Kimberley.

WHERE DID YOU GO TO SCHOOL?

Primary School HF Verwoerd (Kimberley) and Jim Fouche High School (Bloemfontein).

WHAT DID YOU DO AFTER SCHOOL?

I studied law and obtained a B.Luris-degree at UFS.

HOW DO YOU SEE YOUR FUTURE IN THE COMPANY?

It is a privilege to work for Certisure. I love what I do, which is to help people. I have wonderful colleagues. Thank you to Elizma, Joeline and Corne for their hard work.

WHAT IS THE BEST ADVICE THAT YOU CAN GIVE TO YOUR CLIENTS?

Attend to your short-term insurance. Make sure that your insured

values are correct. Complete an inventory in respect of your house contents in order to determine the correct amounts. Maintain your home. Choose the maximum limit when it comes to the spreading of fire and comply with the requirements of the Fire Act.

WHAT DO YOU DO IN YOUR SPARE TIME?

I love walking with my German Shepherd, Otto. I am a member of the local community police forum - I do patrols and help where I can.

FAMILY?

My husband died in a car accident in 2007. I have a beautiful 12-year old daughter, Zandri. And my mother and brother Hennis help me a lot. ●



ERGRAAN SOMERGRAAN SOMERGRAAN SOMERGRAAN

Die alles-in-een saadverskaffer



Geelmielie

- KKS 8214 R
- KKS 8216 BR
- KKS 8326 B
- KKS 4410
- KKS 4412 B
- KKS 4474 R
- KKS 8408 R
- KKS 8410 BR
- VP 8208



Witmielie

- KKS 8301
- KKS 8301 B
- KKS 8403 R
- KKS 4479 R
- KKS 4555
- KKS 4577 B
- KKS 4581 BR
- VP 8405 B



Sojaboon

- NS 5009 R
- NS 5909 R
- NS 6448 R
- NS 7211 R



Sonneblom

- Aguara 6*
- MG 305 CP
- MG 360 CP*
- NK Adagio CL
- SY 4045
- SY 4200

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*Kultivar is tans onder proef en is of sal dan oorweeg word om binnekort ingedien te word vir registrasie.

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Safex Scenarios with Susari

SUSARI GELDENHUYS

INTRODUCTION

South African grain prices are known for being very volatile due to uncertainty about what the future may hold for the grain market. Future stock levels, imports, hectares planted and yields are but a few of the factors which create uncertainty (and therefore price volatility) in the market. The recent change of the old season with low stock levels to the new season with more favourable production expectations, is proof thereof. These volatile conditions make it very difficult for market participants to make good hedging and investment decisions. However, there are two general aids in the form of fundamental analysis and technical analysis which will contribute to a higher probability of success when such decisions are considered.

Fundamental analysis and the basis of technical analysis were discussed in previous articles. The previous few articles focused on the utilisation of various instruments in technical analysis in order to make certain decisions.

As a rule of thumb, technical indicators can be interpreted more accurately when used in conjunction with the interpretation of trading volumes and open interest as indicators. The article below focuses on the utilisation of volume as a technical instrument.

VOLUME

Volume is regarded as one of the oldest and most used technical indicator in modern technical analysis. Despite the simplicity of the indicator, volume is one of the best instruments to capture buying and selling activities in the market. Volume can be defined as the quantity of a specific financial instrument which trades during a specified period. It therefore reflects the interest of market participants over a certain period of time. There are mainly three ways of interpreting volume, namely the strength of the trend, price reversal and price level breakout.

i) Strength of trend

When prices form a primary trend (either downwards or upwards), the strength of the trend is usually

confirmed by an upward trend in volume. The same applies in respect of countertrend price movements within the primary trend, where volumes are inclined to decrease and therefore reflect a continuation of the primary trend. A larger difference in volumes during the primary trend and countertrend indicate a stronger primary trend. The relationship between a strong downward trend and increased volumes is indicated graphically in Graph 1.

ii) Price reversal

Due to various reasons (technical and fundamental), trends cannot continue for unlimited periods of time. However, timing the reversal of a strong trend is important since it could have costly results if the reversal is identified incorrectly. With the assistance of volume (in conjunction with various other technical indicators¹), the reversal can be determined fairly accurate. As a rule, volume will decrease significantly at the end of a strong trend as market participants lose interest (irrespective of the reason), after which the

¹ Technical indicators which can be used to determine a trend change, were discussed in previous articles.



Graph 1: Strength of Trend

SOURCE: COMPILED BY AUTHOR



Graph 2: Price turn-around

SOURCE: COMPILED BY AUTHOR



Graph 3: Breaking through significant price levels

SOURCE: COMPILED BY AUTHOR

prices break through significant support or resistance levels, but return to initial levels. This risk can be mitigated by using volume as an additional aid. The norm is that a drastic increase in volume can be seen when prices break through a significant price level. The increased volumes represent larger market participation, which serves as confirmation of the breakout. Graph 3 is a graphic illustration of prices breaking through a significant resistance level, where larger volumes can be seen along with the breakout.

CONCLUSION

By merely having a reasonable understanding of the above information, you will be a step ahead of the rest. However, it will be most beneficial to combine technical analysis with fundamental analysis in order to make the best possible decision. When the longer term support or resistance line is broken, it can usually be linked to fundamentally changing supply and demand factors.

Technical price graphs offer analysts the opportunity of visually representing the ratio between supply and demand and possible changes in the ratio can be indicated by various price indicators. With volume as basis, the next few articles will focus on the utilisation of open interest as technical instrument as well as the interpretation of the interaction between price, volume and open interest as a combination.

For more information or to obtain competitive option prices on a large variety of commodities, please contact Susari Geldenhuis at 018 464 7430 or 072 116 9999 or e-mail her at *Susari.Geldenhuis@senwes.co.za*.

volume will increase when a new trend is formed after the reversal. This interaction is demonstrated graphically in Graph 2.

iii) Price level breakout

One of the biggest fears of market participants is the possibility of a false breakout. This happens when



July and August 2017: Market movements

THYS GROBBELAAR

SENIOR GRAIN ANALYST, SENWES GRAINLINK

Article written: 07 July 2017

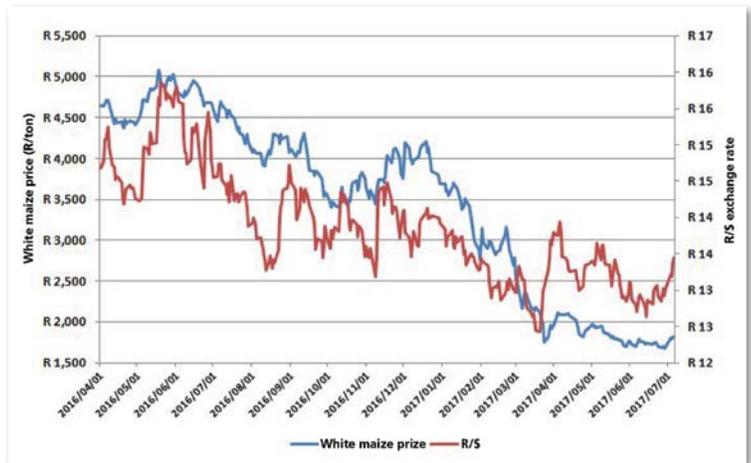
THE OBJECTIVE OF THIS ARTICLE IS TO PROVIDE A BROAD MARKET OVERVIEW OF THE MOST IMPORTANT GRAINS AND OILSEEDS, SINCE THERE IS A SIGNIFICANT TIME LAPSE BETWEEN THE WRITING AND PUBLICATION OF THE ARTICLE.

Price drivers in the grain and oilseeds markets

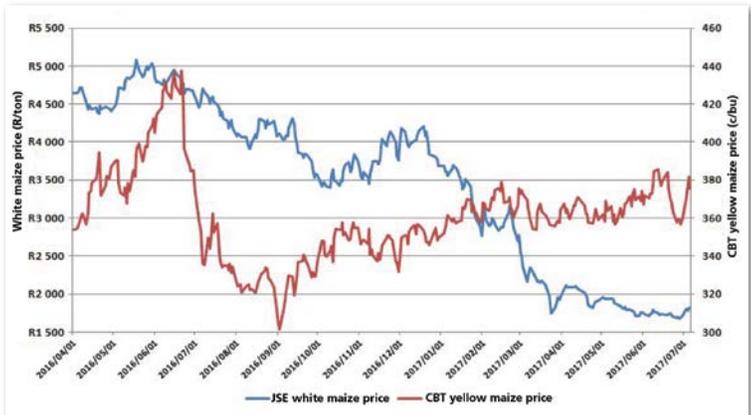
INTERNATIONAL FUNDAMENTAL FACTORS

Exchange rate movements

As discussed in previous articles, the rand/dollar exchange rate has the biggest correlation of all the variables impacting on South African commodity prices. Political movements, particularly in the financial market in South Africa, resulted in huge fluctuations in the rand/dollar exchange rate. The next graph indicates that the South African white maize price and the rand/dollar exchange rate are closely related. When the rand/dollar exchange rate declines, the South African maize price on the JSE increases. South African commodity prices form at a level of the calculated import parity or export parity of between the two levels, depending on the situation in respect of the calculated carry-over stock of the commodity concerned. Should the price of the commodity stabilise at the relevant parity price, depending on the



Graph 1. A comparison between the JSE white maize price and the R/\$ exchange rate.



Graph 2. The relationship between the JSE white maize price and the CBT yellow maize price.

calculated carry-over levels, the exchange rate will play the largest role in the price forming process.

This trend is evident in the first graph.

All eyes are always on the price movements of American yellow corn on CBOT. The price movements of white maize on the JSE and yellow maize on the CBOT

since April 2016 are indicated in the same graph. It is evident that there is not a strong relationship between the two commodity prices. The American yellow corn price increased fairly consistently since September 2016, while the JSE white maize price decreased consistently for the corresponding period. At this stage the

net margin is currently between \$0,02 and \$0,18 per gallon of ethanol produced. It means that the American corn price is not receiving much support from the current crude oil price.

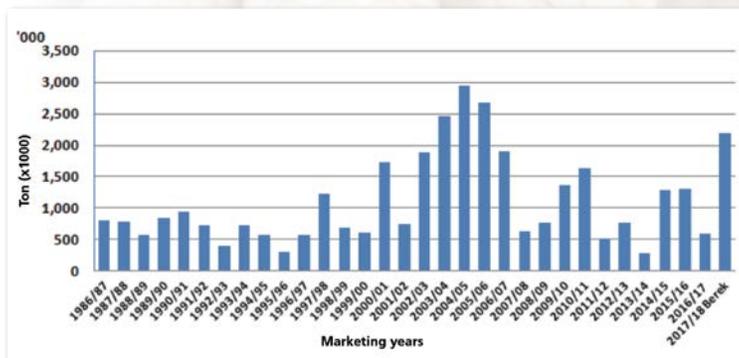
Price drivers in the domestic grain and oilseeds markets

White and yellow maize price trends on the South African exchange

There is some concern about the possibility of exporting a significant portion of South Africa's calculated white maize surplus. Export possibilities for white maize seem to be limited at this stage. According to the National Agricultural Marketing Council (NAMC), the surplus white maize stock levels will be 2,2 million tons at the end of the 2017/18 marketing year. Meteorologists predict a neutral phase of the ENSO-phenomenon, which is usually associated with good grain yields. The question remains: Will we produce another surplus next year and for how long will we hover around the calculated export parity level?

The carry-over stock levels of yellow maize, as calculated by the NAMC, do not seem to be problematic. Exports from South-East Asia have already commenced and various market participants are positive that we will be able to limit yellow maize carry-over stock levels. For this reason the price of yellow maize is R110 per ton higher than the price of white maize. However, there is quite a movement in respect of the consumption of white maize for animal feed. The question remains: How long will we hover around the calculated export parity levels?

> CONTINUED ON PAGE 44



Graph 3. Calculated carry-over stock levels of white maize in South Africa.

South African maize price is not receiving much support from the American maize price.

International commodity prices

The Americans are quite concerned about their corn, soya bean and spring wheat yield prospects. It is fairly dry and various market participants predict lower yields, which means that the prices of the commodities concerned are increasing.

The international maize production and consumption are increasing consistently, particularly since 2000. The calculated carry-over stock as percentage of consumption decreased significantly over the past two marketing years, which supports the international price to some extent. Large areas in the American maize production area are still dry, which supported the price over the past few days. Although the USA is experiencing moderate climate conditions, climate plays a huge role in the price

forming process.

The world soya bean carry-over stock as percentage of consumption is 26,7% at present, while the world wheat carry-over stock as percentage of consumption is 35,5%. Relatively high carry-over stock levels put pressure on prices to some extent. The next graph reflects the latest production, consumption and carry-over stock expectations in the USA.

Energy prices

As we know, the Americans use approximately 35% of their total maize crop for ethanol production. Maize used for ethanol production represents 44% of their local consumption. The crude oil price is at a reasonable level at present and Brent crude oil was in the region of \$43 per barrel in June 2017. At the current international crude oil price and the price at which maize is trading on the CBOT, the net margin of ethanol producers is very small. The

July and August 2017

>CONTINUED FROM PAGE 43

WINTER GRAIN: WHEAT

The wheat price for the far months, namely December 2017, decreased significantly on the JSE, the changes in the calculation of the wheat import tariff and the increase in the international wheat price being the main reasons. Expectations are that the wheat tariff may decrease further as international wheat prices increase. Visit the SAGIS website for a comprehensive explanation of the calculation of the wheat import tariff.

One of the variables in the calculation is the American hard winter wheat export quotation to the Gulf. Due to dry conditions in various wheat producing areas in the world, the Gulf export quotation of American Hard Winter Wheat (HRW) increases. The higher the HRW Gulf export quotation, the lower the calculated wheat import tariff to South Africa. It is sad that, although the calculation of the wheat import tariff is based on American GRW, cheaper Black Sea wheat and European Union wheat are mostly imported.

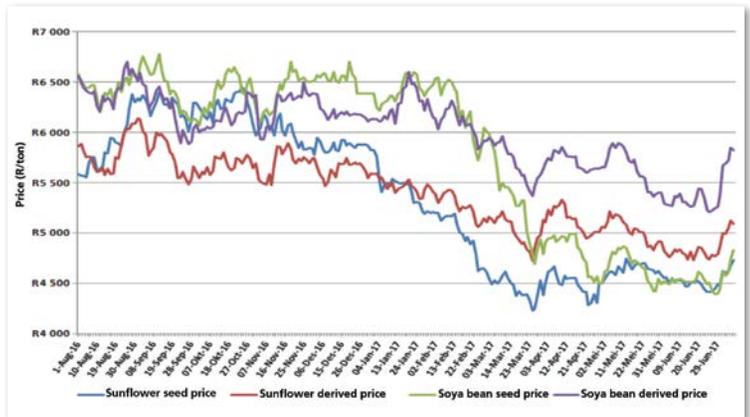
Oilseed complex:

SUNFLOWER AND SOYA BEANS

The sunflower and soya bean cash price movements are illustrated in the next graph. Both sunflower and soya bean prices trade below the calculated derived import parity of the two commodities. The prices of the two commodities usually decrease significantly during the harvesting process. Producers are inclined to sell the two commodities as they harvest, being the reason for the price decrease. According to the NAMC there will be no need



Graph 4. The December wheat price movement on the JSE.



Graph 5. The cash price for sunflower and soya beans on the JSE with derived prices of both commodities (Grain SA).

to import any of the two commodities this season. According to the NAMC calculations, approximately 30 000 tons of soya beans will have to be exported. The weakening of the rand and the increase in the international soya bean price also supported the JSE prices of the two commodities. According to Grain SA's calculations, sunflower and soya bean prices form at the calculated export parity level, Randfontein delivery. Expectations are that the price could move to the calculated export parity level and even closer to the calculated derived import parity level. There is no reason for large processors to have large

stock levels, since it puts pressure on prices.

The producer should stay in contact with his grain marketing advisor in respect of oilseeds.

SUMMARY AND CONCLUSION:

The large summer grain crop in South Africa will result in high carry-over stock levels. The maize price has decreased to calculated export parity level. All eyes are on exports to decrease the high carry-over stock levels. In respect of white maize there is some concern as to whether significant exports will materialise. Contact your local grain procurer to assist you with the grain marketing process. 🌾

ELKE BOER

wil graag *meer pitte hê*

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DIE SAAD VAN SUKSES

What can we expect for the coming season?

Article written: 09 July 2017

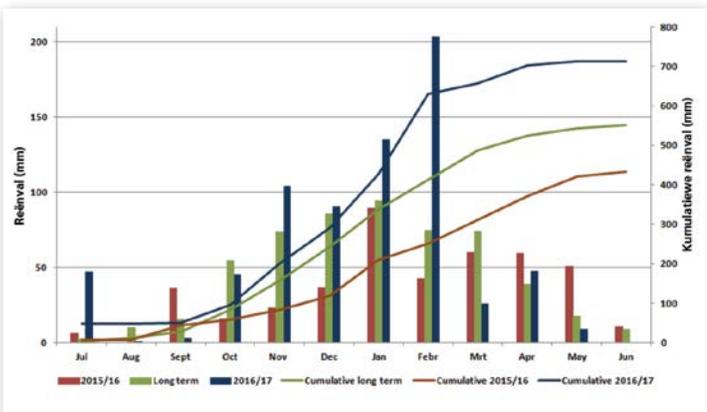
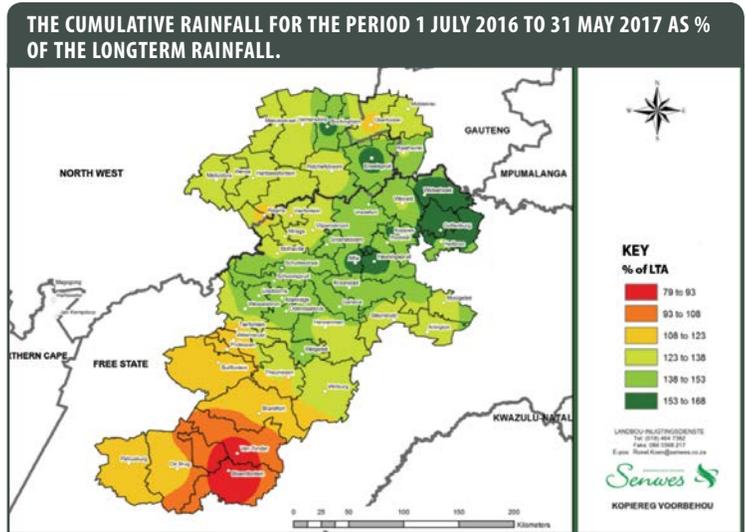
« THYS GROBBELAAR
SENIOR GRAIN ANALYST,
SENWES GRAINLINK

THE PAST SEASON

The summer season is the period, from 1 July to 30 June the next year. The 2016/2017 summer season came to an end at the end of June 2017 as far as rainfall is concerned. The season was a welcome relief after two very dry preceding seasons and rain occurred fairly evenly across the summer rainfall area. No areas in the summer rainfall area experienced serious drought. The long-term average rainfall for the central summer rainfall area is in the region of 590 millimetres while an average of approximately 740 millimetres were received over the past season. South Africa is also heading for the largest maize and soya bean crop in history.

The next map indicates the past season's rainfall as a percentage of the long-term rainfall. The eastern areas of the traditional Senwes area in particular received significantly more rain than the long-term average. The area around Bloemfontein received less than the long-term average.

The next graph reflects the long-term average, the very dry 2015/16 season as well as the rain-

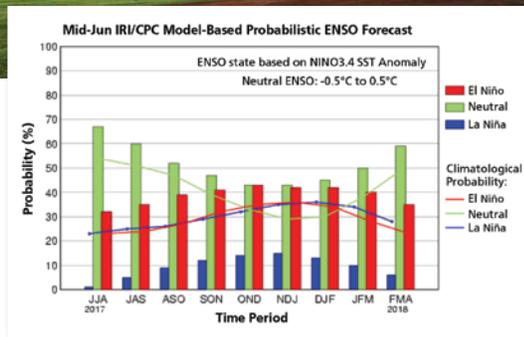
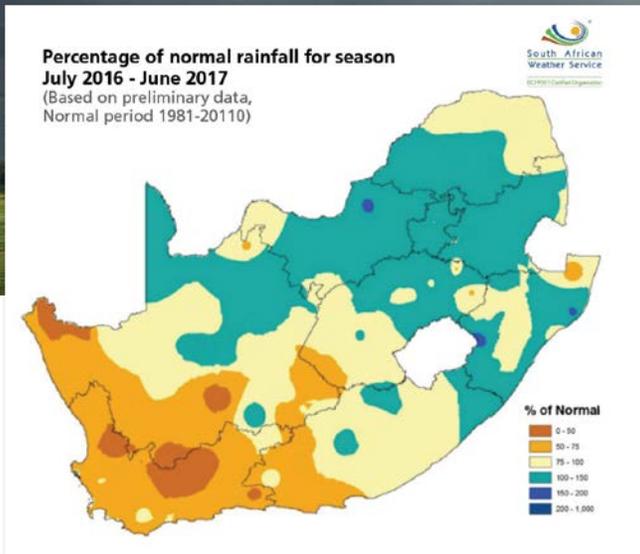


Graph 1. A comparison between the average rainfall of the 2015/16, the 2016/17 and the long term rainfall for the Senwes area.

fall distribution of the past season. The excessively high rainfall for February was just in time to save the summer crop. However, it rained less in the western parts of

the summer rainfall area than in the eastern parts.

The map of the South African Weather Bureau clearly indicates that the Western Cape and parts



of the Eastern Cape received very little rain over the past twelve months. The largest part of the South African summer rainfall area received significantly more than the long-term average seasonal rain. A strong La Niña-season was predicted initially, but a weak La Niña-system realised.

INDICATORS FOR THE 2017/2018 SEASON

The prospects for the coming season are unknown as yet. A strong El Niño-type season, which is normally associated with below-average rainfall and high temperatures, has been predicted since the beginning of April 2017. It usually results in poor crop performance and poor grazing. The International Research Institute for Climate and Society from the Columbia University, whose predictions are based on various prediction methods, predicts an ENSO-neutral phase for the coming season. This prediction addressed the fears of another drought to some extent.

The Australian government’s

Bureau of Meteorology, which does a lot of research on the El Niño/La Niña phenomenon, reflects an inactive status, as indicated in the diagram below. We will have to wait at least four months to get clarity on the season as far as the El Niño and La Niña-status is concerned. A neutral or inactive ENSO-type of season usually results in good climatic conditions over the summer rainfall areas.

The SOI is calculated on the basis of the atmospheric pressure differences between Darwin in Australia and Tahiti in the Pacific Ocean and is one of the indicators taken into account. The index gives an indication as to whether the sea temperature in the NINO 3-4 area will increase or decrease. It plays a huge role in the development of an El Niño or La Niña-cycle. The SOI has been neutral for quite some time, but it changed to negative over the past month. However, time alone will tell about the direction in which the SOI will move.

The sea temperature is increa-

sing in the NINO 3-4 area. We will have to wait and see what happens here as well. One should have a much better idea by September 2017. Most of the prediction models indicate that the sea temperature in the NINO 3-4 area will probably not increase.

The South African Weather Bureau indicates in its latest Seasonal Climate Watch that rainfall will be slightly above average for the period August to October 2017. The previous two predictions indicated above-average rainfall, which did not materialise. The map below indicates the regions where above-average rainfall is expected. It is positive, however, that more rain is indicated for the dry Western Cape.

SUMMARY AND CONCLUSION

Concerns were addressed over the past few weeks when the predictions for another El Niño-cycle changed to a more neutral cycle. The previous two droughts emaciated man and animal. We are hoping that the coming season will be a good one. ●



5
YEARS
Grasland

Ons wêreldklas kalk, wat die strengste kwaliteitsbeheerproses ondergaan, is daar om te verseker jou beskikbare landbougrond word ten volle benut.

Ons het die afgelope twee jaar groot beleggings in ons aanlegte gemaak om dit op wêreldklasstandaard te kry.

Pluk die vrugte (of graan) van ons intensiewe navorsing wat daarop gemik is om topgehalte kalk beskikbaar te stel wat jou opbrengste verbeter en jou winsgrense verhoog.

Koop kwaliteit, koop **Grasland Kalk**

Grasland se fyngemaalde kalk is uiters reaktief, wat beteken jou grond én jou beursie vind baat by ons produkte wat vinnig resultate lewer.

Kry resultate, koop Grasland kalk.

Hunting environments

JAN-LODEWYK SERFONTEIN



THE SUN RISING FROM BEHIND THE ACACIA TREES MADE ME THINK OF THE WEEKEND'S HUNT. IT WAS A SUCCESSFUL WEEKEND IN ALL RESPECTS, BUT COULD WE PERHAPS HAVE DONE IT BETTER?

I will be hunting in the bushveld this week - we really are so privileged to have so many opportunities to hunt in a variety of environments in South Africa. We are also privileged to be able to hunt different types and sizes of game. What does this mean in respect of preparation? What should I change in order to be a better hunter?

In the Kalahari we set our rifles to shoot accurately at 200 metres. Long shots are not easy and for this reason we decided on hard point bullets for the body shots. The bushveld would usually present the opportunity for shots over a short distance, with possibly a head-shot or two. Soft point bullets would be ideal for head-shots. One would obviously have to change your settings for the shots over a shorter distance.

A few shots on the shooting range would

help with the coming week's hunt.

Why all the changes and planning when I merely plan to change to another environment?

Hard point bullets for body-shots penetrate better and limit meat damage. They penetrate in a straight line, even after hitting bone. They don't break up and when they enter the chest, the damage is done to the chest organs. However, if they are used for a head-shot, they may penetrate so well that they miss the brain. If you use a soft point bullet for a head-shot, at least a few pieces will break off and penetrate the brain.

The disadvantages of a soft point bullet are also a reality. Over the past weekend one of the hunters used a soft point bullet for a body-shot. It passed through the body, damaging a number of organs. The liver and heart were hit and blood loss resulted in a humane way of killing the animal. When the animal was skinned, it became evident exactly what happens with the soft point bullet after impact. A huge hole could be seen where the bullet exited, as well as five smaller holes where the fragments exited. In the case of a larger animal, the pieces entering the opposite shoulder cause excessive bleeding. Unfortunately it also results in a lot of damage to the meat. A hard point bullet would possibly have resulted in quick death as well, with less damage to the carcass.

We also saw the results of a hard point bullet. A neck shot to an ostrich hit the windpipe, without any other damage which caused death. It was an accurate shot, but not fatal - a soft point bullet would have had a better outcome in this instance. A good head-shot to an oryx with the same hard point bullet would have been instantaneously fatal.

A number of questions regarding the use of soft and hard point bullets arise:

If soft instead of hard point bullets, or vice versa, were used, would the outcome have been better? Is less damage to the meat so important that you prefer not to use soft point bullets for body-shots? Would a soft point bullet have fragmented to the extent that it would have killed the ostrich instantaneously? Will all the bushveld shots be head-shots over a short distance? What if the animal stands in such a way that you can only manage a body-shot?

After all, hunting is not a situation that can be planned perfectly. Which bullet is best for your specific hunt? There is not one simple answer that takes everything into account. Plan your hunt, know your rifle and be certain of your trajectory. A good shot will result in a mortal wound, whether you use a soft or hard point bullet. 

Dumping – a worldwide problem affecting South Africa



DUMPING IMPACTS SOUTH AFRICA'S GRAIN PRODUCERS, WITH THE POULTRY INDUSTRY THE LARGEST COMPONENT OF OUR AGRICULTURAL SECTOR. **SCENARIO** ASKED FRANCOIS BAIRD, FOUNDER OF THE FAIRPLAY ANTI-DUMPING MOVEMENT, TO EXPLAIN ITS IMPLICATIONS.

« FRANCOIS BAIRD
EDITED BY AUBREY KRUGER

The threat to the South African poultry industry by dumped chicken imports has highlighted a nasty trade issue affecting countries and industries worldwide.

Dumping is a predatory trade practice that can put producers out of business. Foreign producers sell surpluses at below cost, or below their “normal price”. It is sold here at huge profits, but prevents local producers from recovering input costs.

The local industry is being eroded. Small producers go out of business and larger operations cut production and restructure. When the local industry collapses, importers control the market and have pricing power.

Thousands of jobs have already been lost and more are at risk. With one of the highest unemployment rates, dumping imports misery and exacerbates poverty, endangers food security and national security if the price of food becomes unaffordable.

Steel, textiles and sugar are other products where dumping occurs. The EU has raised barriers against dumped steel imports from China. The US has acted against dumped sugar from Mexico, etc.

Dumping is not fair trade and not fair competition. The South African poultry industry has been shown in an independent survey to be far more efficient than the EU, but cannot compete against dumped EU chicken. EU countries subsidise their poultry industries and agricultural input costs.

Dumping contravenes the rules of the World Trade Organisation (WTO). The remedies, usually increased tariffs, are to protect industries and allow recovery. In South Africa those remedies have been slow. The country was targeted because it remained open when other countries closed their borders to protect local industries.

Some tariff increases have been granted, but are not enough. Further increases have been applied for and a decision is expected soon.

The loss of 1 350 jobs in KwaZulu-Natal sparked an outcry which focused government and business attention on chicken dumping. Government, the poultry industry and trade unions are part of a task team proposing further measures to protect jobs.

Measures are needed urgently. Avian influenza outbreaks in Europe have temporarily halted chicken exports, but dumping will resume when export bans are lifted. South African production has been limited slightly by two iso-

lated bird flu outbreaks. An HPAI outbreak in June in Zimbabwe was followed by those in South Africa. The first outbreak amongst chicken in South Africa with previous outbreaks being restricted to ostriches.

A statement by the G20 countries recognised the right of countries to implement “legitimate trade defence instruments” against unfair trade practices. Less welcome is that there has been little sign that the EU – source of 80% of dumped chicken portions in South Africa – intends heeding the warning in its own Sustainability Impact Assessment of its Economic Partnership Agreements with countries in Africa and elsewhere.

The report noted that EU exports had the potential for “damage to local production that could disproportionately threaten the livelihoods and food security of rural populations.”

Poultry is the largest component of our agricultural sector, contributing 18 percent of agricultural GDP in 2016, and 39 percent of animal product gross value.

The industry employs 110 000 people. If it collapses, 20 000 more jobs would be at risk in the grain industry – poultry producers buy almost half of South Africa's maize and nearly all soya. Logistics and supporting industries in the value chain would be hit. Dumping must be stopped.

Only government can act to impose tariffs and regulatory constraints on dumping; while affected industries can take hands to support the campaign against dumping. For more information visit www.fairplaymovement.org. 🌱



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Who can we trust? Stay savvy on-line!

JENNY MATHEWS

RECENTLY I URGED READERS TO LEARN MORE ABOUT TECHNOLOGY AS A TOOL FOR BUSINESS, BUT ALSO TO ENSURE THE TOOLS DON'T END UP RULING THEM! IT'S INCREASINGLY CLEAR THAT WE NEED TO BE STREET SMART AND SAVVY ABOUT THE TWO-WAY STREAM OF INFORMATION BETWEEN OURSELVES AND SOCIAL MEDIA. ON THE ONE HAND WE NEED TO BE WISE ABOUT WHAT WE PUT 'OUT THERE' AND ON THE OTHER WE NEED TO BE CAREFUL ABOUT WHAT INFORMATION AND VISUALS WE ALLOW INTO OUR BRAINS... MOST IMPORTANTLY WE NEED TO DOUBLE-CHECK EVERYTHING WE READ BEFORE WE BELIEVE!

FAKE NEWS

Today my WhatsApp was flooded with a post "*Please tell all the contacts in your messenger list not to accept Jayden K. Smit, he's a hacker... he'll hack you!!!*" I immediately googled **www.snopes.com**, the fact-checking and Internet reference source for urban legends, rumours, and misinformation (try it sometime, it helps). Hoax! I learned there have been countless similar hoaxes: '*Accepting a Facebook friend request from a stranger will not provide hackers with access to your computer and online accounts*'.

Another mischievous post on Facebook claimed that Minister of Basic Education Angie Motshegka was warning children against too much reading as it could cause brain cancer. It is easy to read such news and click 'share' and so you, in ignorance, help perpetuate fake news. The truth is Motshegka is passionate about reading and has launched a campaign called Read to Lead. This should be a lesson to us never to pass on information we have not verified first.

Never before have we had so much information at our fingertips and if this abundance is going to help make us smarter and better informed or more ignorant and narrow-minded will depend on ourselves. Neuroscientist Daniel J. Levitin says, "*What looks like (and reads like) the truth may be riddled*

with lies if you look more closely." MISINFORMATION abounds and has proliferated!

Common strategies used to hide misinformation in plain sight are:

- **Hide lies amongst some truths** - one effective technique is to get a whole bunch of verifiable facts right and then add one or two that are untrue.
- **Website Masquerades** - many websites are false, use misleading names and pretend to be something they are not. If a site looks fishy to you, click around until you see what entity owns it. Do a Google search to see who else links to that web page.
- **Numbers are given without any context** - in this way wrong impressions are easily created. Pure sensationalism!
- **Claims are made using false sources** - Unscrupulous writers rely on most people not reading footnotes or checking citations. When a product sounds too good to be true, check further.

MEDIA LITERACY

In a world where anybody can launch any 'news' at any time we must develop our own level of media literacy to avoid being easily 'duped'. Improve your on-line savvy by considering these pointers on how to tell real news from fake news from journalist



Laura McClure:

- **Who is the author?** - Always look for a journalist's byline. Learn more about their journalism and whether they built their reputation on reporting the truth.
- **What are the claims?** - Real news will include multiple primary sources when discussing a controversial claim. Fake news sites use fake sources. When in doubt, dig deeper. Facts can be verified.
- **When was it published?** - Look at the publication date. If it's breaking news, be extra careful.
- **Where was it published?** - Real news is published by trustworthy media outlets with a strong fact checking record.
- **How does it make you feel?** - Fake news or propaganda is designed to awaken strong emotions. If you feel super angry, pause and take a breath. Then check on other news sites to decide if it is real or fake. Don't believe everything you read. There is no substitute for critical thinking.

BE AWARE: YOUR SOCIAL MEDIA PRESENCE INFLUENCES PEOPLE

Your reputation on-line

When we interviewed potential new tenants for a townhouse, it was a simple matter of typing a name into Facebook's search bar to get an idea of the tenant's suitability - or not! Naturally the chap who had uploaded photo after photo of himself out partying wildly... well he was quickly crossed off the list!

Do you know a jobseeker?

In the same vein nowadays when a company is looking to hire a new employee, they do their research. This means they are likely to take a sneak-peek into social media accounts. They can form a pretty good impression of an applicant beyond the tidy CV - and they are totally within the law doing so. So if you know of anyone looking for a job, I recommend you advise them to do some social media auditing to tidy up their online image!

FACEBOOK TIPS

If you find undesirable 'stuff' on your facebook page, you don't have to feel helpless. You can man-

age what appears there. In the top right hand corner of the post you will see a drop down arrow → V. Click on it and see a list: Save link, Hide post, Unfollow, Report this post and Turn on/off notifications for this post.

- If you wish to refer to the post later, click 'save link' and you will find it remains under saved links in the sidebar.
- To delete a post from your wall, 'Hide post'.
- If you are interested in a thread of conversation, click 'Turn on notifications for this post' and that conversation will appear on news.
- If a post is offensive it is worthwhile reporting it - the Facebook administrators do respond.

DON'T BE DUPED: CRITICAL THINKING SKILLS

Roxanne Bailey lecturer at NWU, says critical thinking is an important life skill. It must be an objective of education since we live in an era where individuals are confronted daily by a magnitude of information and we need to distinguish between truths and untruths. We all have a responsibility to hone our higher-order thinking skills. This is a challenge but it is not an impossible task, particularly if we choose to guard our minds against misinformation. Just as information is available at the touch of a finger, so too is a double check. Finally consider discussing this issue with your children. They will have even more to do with online 'news' than you and need to learn to always check the credibility of what they read and learn online! ☺

Hinterland presents 3rd target shooting day



Is your diary fully booked for August? The Bothaville Hunters Association will once again be presenting their annual target shooting day in conjunction with IntelliGro.

The target shooting day will take place on Saturday, 26 August at the Marouzlansrust Shooting Range, approximately 17km outside of Bothaville where the shooting ability of shots will be tested on the 100m, 200m and the 300m range. The day promises to be a challenge with a large variety of targets to be shot at. Every shot will require a total of 15 rounds for the day.

Prizes will be awarded in die Senior, Open, Ladies, Junior, Rim-fire, Junior Air-gun and Junior Hunting Rifle categories.

In the past as many as 120 shots participated and attempts are being made again to involve all the surrounding towns in order to get at least 200 participants on the day. Any person with a hunting rifle can enter. The range has been designed in such a manner as to level the playing field for all the shots at all levels.

The entry fee for the day will be R250 for early entries, which will be accepted until 20 August. After that, right up to 26 August,

the entry fee will amount to R350 per shot.

Shots should be aware of the fact that, should they not stay for the prize-giving ceremony, they will forfeit their prizes. Hidden prizes and lucky draws will form part of the day, which means that anyone can win a prize. Shots can do their last shooting-in at 08:30 and the competition will commence promptly at 09:00.

For more information and to book, send an email to bhvskiet@gmail.com or contact Christo Roux (Chairman) at 082 926 4366 or CP Scheepers (Secretary) at 079 717 3830. ●

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» Voeding volgens plantontwikkeling »

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(Alle produkte is geregistreer onder Wet 36 van 1947)

Vermaak is baas op aardklop plaas

Hoogtepunte sluit in:



MUSIEK:

Laurika Rauch en Loki Rothman:
Musiekmania: Musiekmakers **Laurika en Loki** gooi stem en kitaar bymekaar vir 'n musikale makietie.



Afri-Frans Reüniekonsert is terug vir 'n nostalgiese musiek karnaval met Myra Maud, Mathys Roets en Anna Davel in hierdie eenmalige vertoning.

Dis klassiek wat klop wanneer vier paar hande onder leiding van Charl du Plessis en klassieke trawante in **40 Vingers** in 'n geveg van vingers en elmboë, nuwe verwerkings van gewilde, gunsteling klassieke, pop, jazz en rockmusiek uitbasuin in 'n feestelike fanfare.

Dit is soos dit is: **Drie van die Bestes** met 'n sakvol nostalgiese droommusiek en drie musikale musketiers Mathys Roets, Kevin Leo en Danie Niehaus.



DRAMA

Manne: Alles is snaaks tot iemand seerkry, dan is dit nie meer snaaks nie...maar skreeusnaaks. Vier kamerade herenig vir 'n jagnaweek. Met ratelende geraamtes in die kas, stap vyf manne die boendes binne, net vier keer terug... Met o.a. Chris Vorster, Hennie Jacobs en Hannes Brummer.

Melk en Vleis: Meesterregisseur Marthinus Basson hou die leisels van die kleindorpse storie wat vertel van 'n sterk vrou wat haar

onafhanklikheid prys gee as sy haar hart gee aan 'n sjarmante jong boer. Met o.a. Ilse Roos en Paul du Toit.

Pa, maak vir my 'n vlieër Pa is 'n huldeblyk aan skrywer Chris Barnard in die verhaal van skuld, liefde en verwyrt. As drome versplinter, word drome ooit weer geheel? Met Sandra Prinsloo, Waldemar Schultz en Wilhelm van der Walt.

Pieter-Dirk Uys praat padlans in **Weerklank van 'n Wanklank** as hy die padwysers wat die verloop van sy lewe bepaal het, uitwys - soos altyd met 'n skalkse lag en 'n skelm traantjie.

Diva Sandra Prinsloo weet hoe om harte te frommel in haar nuwe eenvrouvertoning, **Moedertaal**.



KOMEDIE:

Koöperasiestories is volksbesit met armsvol nostalgie en lekker lag. Met o.a. Marion Holm, Chris van Niekerk, Margit Meyer-Rödenbeck. 2017 se topverkoper landswyd.

Met **Toetse** skyn geliefde getroudes Elize Cawood en Wilson Dunster die lig op die ewels van mediese fondse, hospitaalplanne en toetse op jou oudag. Dis seer ja, maar lekker seer.

En vir die manne:

Gesprekkereeks: Hierdie jaar is daar 'n groter aanbod met 'n spesifieke fokus op aktuele, sake- en landbougesprekke wat aangebied word by die Potchefstroomse Besigheidskool.

Die feestereën belooft om 'n paar verrassings **spesifiek** vir die manne op te lewer.

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NutriGreen Gwano Pellets, Gro Green en Flower Power bevat die 3 belangrikste plantvoedingselemente naamlik: stikstof (N), fosfaat (P) en kalium (K) asook al die mikro-elemente wat die plante benodig vir gesonde groei, byvoorbeeld yster (Fe), mangaan (Mn), koper (Cu), sink (Zn) en boor (B), om maar net 'n paar te noem.

NutriGreen Gwano Pellets is 'n 100% organiese algemene misstof en kan in blombeddings, groente- en kruie-tuine en ook op grasperke toegedien word en is ideaal vir bome, struik- en blom- en vrugdraende plante.

NutriGreen Gro Green is 'n organiesgebaseerde misstof wat onder meer met stikstof (N) verryk is om ekstra blaargroei te stimuleer.

NutriGreen Flower Power is ook 'n organiesgebaseerde misstof wat onder meer met kalium (K) verryk is om blom- en vrugvorming te bevorder. Dit is ideaal vir rose, blomplante, vrugtebome asook groente.

Of jy nou 'n "groen" tuinier is of nie, die NutriGreen-reeks is die ideale voeding vir jou hele tuin! ●

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 - Flower Power: N 48 g/kg, P 10 g/kg, K 36 g/kg, Zn 61 mg/kg, Cu 17 mg/kg, Mo 22 mg/kg, Fe 869 mg/kg, B 256 mg/kg, Mn 212 mg/kg, C 296 g/kg, Groep 2 misstof, reg nr B4652;
 - Gro Green: N 39 g/kg, P 10 g/kg, K 40 g/kg, Zn 61 mg/kg, Cu 17 mg/kg, Mo 22 mg/kg, Fe 869 mg/kg, B 256 mg/kg, Mn 212 mg/kg, C 315 g/kg, Groep 2 misstof, reg nr B4655;
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Unfinished work

READ: John 21

REV WILLIE BOTHA

ONE OF THE QUOTATIONS IN JOHN MAXWELL'S DIARY READS: "I MUST ALWAYS TRY TO REMEMBER THAT I AM AN UNFINISHED JOB."

It makes one think. We are never perfect. As long as we live, God will never be done with us. We read in John 21 how Jesus changed Peter's embarrassment into an opportunity. Jesus in fact prepares a table for the second time when He invites the disciples after the wonderful fishing event to eat with him. Eating together was a gesture of hospitality and the table is set for a new chapter in Peter's life.

Peter does not have a good history in the book of John. He was the one who boasted and who denied his Lord. After the meal Jesus turned towards him and

asked: Simon, Son of John, do you truly love Me?" Peter replied that he truly loved Him, to which Jesus responded "Feed My lambs," which means that Peter should look after his church. Peter must take care of the church in the same way that Jesus cared for them during His life of earth.

The reality and seriousness of the question really hit him when Jesus asked Peter the last time whether Peter loved Him. Peter denied the Lord three times and now he gets three chances to confess the name of Jesus. By doing it in the presence of the other disciples, his image as a leader is recovered. Peter would gradually realise that no-one, not even he, could walk with Jesus - however, he can and must use his enthusiasm and passion to live for Jesus. He would have learned then that he is not a finished job - that God is never done with him.

Please note that Jesus called Peter by name when he called him

to be a disciple. You are Simon, son of John, and you will be called Cephas. Jesus deliberately gives him this name to create the impression that He is calling him, as if for the first time. When Jesus forgives someone, He removes all sin. He knows how to start from scratch with someone.

The question as to whether he loves Jesus, implies all possible meanings relating thereto. Love implies total sacrifice of yourself and loyalty to the one you love. If you love someone, you will do anything for that person - you will also be prepared to suffer for that person. It also implies obedience. It includes a life of prayer and closely following someone.

We can respond to our faults and sins by denying it and to eventually give up on our relationship with God. Or we can confess and discover that God is busy with us, an unfinished job. His forgiveness calls me to greater possibilities and opportunities. ☺



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The small business owner & labour disputes

Steps small businesses should take in the event of a dispute are dependent on the nature of the dispute and the forum to which it has been referred. In almost every dispute, the first step is for the employee to lodge a dispute with the CCMA or bargaining council with jurisdiction over the employer.

Once the employer is aware of the dispute and receives a copy the next step is for the CCMA/bargaining council to convene a meeting of parties in the form of conciliation or conciliation/arbitration. The employer must attend, if not the CCMA/bargaining council could proceed in its absence.

The purpose of conciliation is to establish if the employer and employee can resolve the dispute amicably and by agreement. If not, the CCMA will issue a certificate of non-resolution (where the parties are only conciliating the dispute) or will proceed to arbitrate the dispute (where the meeting convened is a conciliation/arbitration and where no objections have been lodged).

THE HIGH COST OF INEXPERT ADVICE

In case of unfair dismissal, the CCMA/bargaining council and Labour Court have authority to reinstate an employee alternatively to award that employee compensation up to a maximum of 12 or 24 months remuneration, depending on circumstances.

WE RECOMMEND THAT THE FOLLOWING INFORMATION BE OBTAINED: Given the financial consequences which may arise for SMEs where employees have been dismissed, SMEs are advised to get expert employment legislation advice if they lack experience to deal with such issues.

HELPFUL LINKS:

The National Employers' Association of South Africa's (NEASA) website contains a list of resources to assisting employers (www.neasa.co.za).

The law in terms of labour policies and procedures (www.ccma.org.za/).

Employers must familiarise themselves with South African labour laws, act promptly in a dispute and be active during conciliation process. This allows the small businesses to focus on the success of their business rather than on long and costly employment disputes. ●

Laai die **GRATIS** Efekto app af om uit te vind.

Beskikbaar op:



Garden & Home Pest Control

Now is not the time to do nothing

« CARL KIRSTEIN

The period from July onwards is usually a quieter time in the garden. However, it does not mean that there is nothing to do in the garden. Now is the time to make structural changes and to finish all the work which could not be done in June.

This includes attention to the ground cover, moving trees and shrubs, putting compost in your flower beds and applying lime.

I personally start pruning my plants and trees during late July since there are very few pests to attack freshly pruned branches. It is also a good opportunity to have your equipment serviced and to get it ready for the summer.

TIPS

The leaves in the flower beds are dry now. Remove, put it in a bag and dance on the bag to crush it. It can be a very attractive and effective ground cover without any expenses.

You need to plan your beds now. Soil can be prepared and the necessary compost and fertiliser can be worked in.

In August we can attend to our lawns. Nothing looks worse than a neglected lawn. Mow your lawn very short and aerate with a garden fork or spiked roller. Top-dress and level out your lawn. Use a plank to level the topdressing. By doing this you will leave more soil in hollow places and less in higher areas. Fertilise and water.

Where the lawn struggles to grow, for instance under trees, prepare the soil and plant your grass. I can recommend Ginger Green, since it makes for a beautiful lawn and it grows in the sun or shade. Keep your lawn short - do not allow your gardener or garden services to turn your lawn into a thick carpet.

Enjoy the rest of the winter with healthy vegetables from your vegetable garden. Organic soups and stews are now at the order of the day. Stay green and organic! ●

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MILANIE VOSLOO

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WE ALL STRUGGLE WITH UNSOLVED PROBLEMS, BAD RELATIONSHIPS, CONCERNS AND OUR OWN INADEQUATE ATTEMPTS TO EXPERIENCE SOME OF GOD'S LOVE.

Often we feel so inadequate when we really need wisdom, or when human advice no longer suffices. We then realise that only God can help.

I wonder: Why do we first attempt on our own to sort things out? Why do we try to find the answers by ourselves, get advice from others, exploit our own resources and then... when nothing helps, we look to our Father? Is He our last resort because we think we can do it by ourselves? Is it because our independence is an inborn drive, or because we wonder if God, up above, will really be interested and if He will have advice for my insignificant human needs?

When we eventually stand before Him, empty-handed and open ourselves up to hear Him and kneel before Him, distraught, then something happens. Then we hear: "Since the first day that you set your mind to gain understanding and to humble yourself before your God, your words were heard, and I have come in response to them." (Daniël 10:12b) We don't necessarily receive an answer immediately, relationships don't change immediately and the realities of our challenges remain. But something inside us changes. We become calmer. More peaceful. We know at a deeper level what we need to do and what we can leave in His hands, for Him to deal with. He - Who is in control - will do the right things or He will give us the grace to deal with what cannot be changed.

We will not find answers to everything in life, but when we place our lives in the hands of our almighty Father, He gives us new perspectives. He brings new insight, the will to do things differently... or we simply receive a feeling of peace, knowing that He is there. Will always be there. Because He is... God.

Lord, please forgive me for trying on my own. I so often think I will come right on my own! While I can make things so much easier by living with You. By sitting with You first. Waiting for your answer. Here I am Lord. I am waiting on you. Without my will. Without thinking that I know... waiting for You. 🙏

Win

HOOP WAT KAALVOET LOOP

Life is hard at times... just like a pair of uncomfortable shoes at the end of a long day. At times like this you

can come home to God; when you can kick off your heart's shoes and share your broken humanity with Him. In that safe space with Him you will experience how He banishes the dark inside of you and brings new hope.

Hoop wat kaalvoet loop has 101 devotions, beautifully designed and full of hope and inspiration. Milanie Vosloo shows you how you - despite many things - can be joyful about life and continue to hope. How you - despite everything - can continue to trust, simply because you have a Father who holds you close. With arms full of mercy and blessings.

The devotions in this book were taken from Milanie's top sellers, *Sielskos vir die vrou wat lééf!* and *Laat Sy liefde jou lei*. The book also contains scripture verses for specific needs and note pages at the back. The book was launched in August 2016. It is available at R179,95.

Milanie Vosloo is a top-selling author, who has touched the lives of thousands of women through her books. Her honest way of writing enables her to touch the heart and soul of her readers ... to inspire them and to bring hope. You will find that Milanie's words will touch your heart, because she shares her life experiences as successful businesswoman, writer, mother and friend with you with sincerity and wisdom.



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My material life and my emotional well-being



READ: Psalm 16

REV CAREL BOTMA

The message I want to bring today is that a lack of a means of living does not only result in stress - it can also be the cause of a lack of quality of life. Some people experience it more intensely than others. In this respect, one can distinguish the following categories:

The Bible is full of examples where the believer is instructed to take care of the poor. Even in the earliest times there were people who lacked material possessions. We are confronted with this dreadful reality every day - when the beggar knocks on your door, street children beg at your car window or when you see a homeless elderly person with a sign around his neck at the traffic light.

Your income may be limited to the extent where you are able to buy the bare necessities. There may not be money for luxuries - you may always be struggling to balance your budget. The presence of people who are really poor fills you with fear that you may soon be the one to lose it all. The grip on your wallet becomes tighter and tighter.

Some of us have more than enough in terms of our material well-being. However, true to our human nature, we do not only want to protect and maintain our material resources - we also want to increase it. Particularly when we start comparing ourselves to others and we discover that we are not as

well-off as our neighbour. It results in a cancerous competition and we start focusing on the things we do not have, instead of focusing on what we have been blessed with. We are discontented and we become obsessively jealous of the possessions and material well-being of others. We covet our neighbour's wife, his house, his slave, his cattle and his donkey. Jealousy takes over our lives and we know what the end result is: Kain killed Abel because of jealousy!

The tenth commandment does not say that we may not see and appreciate the good things of life. However, it requires us to be satisfied with what we have received from God. Discontentment and dissatisfaction imply that God is stingy and that He neglected us by giving us inferior bread crumbs. This is contrary to the nature of God! He gave us one of the most valuable possessions ever, namely everlasting life.

I don't want to provide answers for the reasons for poverty and why you may not have the material possessions you require - I cannot do that. What I can do, is to tell you that God does have a reason for your particular situation. When you think about it, the poverty which you received is good, because God has a reason for it - He means well with it. This understanding enabled David in Psalm 19 to confess: "O Lord, You are the portion of my inheritance and my cup; You maintain my

lot. The lines have fallen to me in pleasant places; Yes, I have a good inheritance". The person who can sing out these words, is able to experience quality in respect of his material life - even if he has not received much.

God is challenging you to, despite your material needs, still live a sensible and joyous life. Not only should you be satisfied with what He gave you, but you should also be grateful for it. Had it not been for the generous hand of God, we would have had nothing, not even poverty! ☺

