

NAMPO 2017  
16-19 MAY

FREE

# SENWES Scenario

APRIL • MAY 2017

SENWES AND SENWESBEL  
LIST ON ZAR X

www.senwes.co.za



FOCUS ON: VILJOENSKROON

Senwes website  
refreshed

NAMPO

Senwes S



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## ON THE COVER

IN THIS EDITION Senwes Group Chief Executive Officer, Francois Strydom, and the Chief Executive Officer of ZARX, Etienne Nel, appear on the front page. The photo was taken during a gala event when Senwes and Senwesbel became the first companies to list on South Africa's first additional stock exchange in February.

In this edition we also feature the usual Nampo articles and we focus on Toit Wessels, who will be the chief organiser of Nampo for the first time this year. We also report on all the new events at Nampo in 2017, while they take on the next 50 years. We also feature the complete ladies programme in this edition, which makes a comeback at the agricultural show after an absence of a few years.

Viljoenskroon stalwart producer Paul Maré is in the limelight. Read about this and much more in the April/May edition of *Senwes Scenario*.

<http://fwd2.co/ScenarioApple>



<http://fwd2.co/ScenarioGoogle>



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## Editor's letter

# It's Nampo time!

IT'S THAT TIME OF THE YEAR AGAIN - NAMPO TIME! THERE WILL BE A NUMBER OF NEW THINGS TO SEE AND EXPERIENCE AT THIS AGRICULTURAL SHOW, WHICH WILL BE ENTERING A NEW PHASE, NAMELY IT'S NEXT 50 YEARS. THIS MEANS THAT IT IS ALSO TIME FOR NATION IN CONVERSATION, SENWES GRAINLINK AND OTHER ACTIVITIES WHICH WILL BE PRESENTED AT THIS ANNUAL EVENT ON THE AGRICULTURAL CALENDAR.

**T**he language of choice for many producers is Afrikaans, but just to remind our *Senwes Scenario* readers, complete English and Afrikaans versions of the *Scenario* are available on-line. In addition Senwes also has a new website in both Afrikaans and English.

Let's be honest - English is not exactly a strong point for most of the traditional South African producers.

I was reminded of this once again at the recent Grain SA congress at Nampo Park, where

a number of congress-goers made use of the interpreting facilities to listen to the translated version of certain speakers.

The experts say that in order to learn something quite easily, one should keep it relevant and break it up into more manageable portions.

Let's take rain as an example - which we were so blessed with in February.

Think of the irresistible smell of wet soil which makes any producer smile during a rain shower and which creates a huge desire for him to get into his tractor.

The English equivalent is *Petrichor*! It is the smell of raindrops on dry soil. The word is made up of two basic words. Firstly *Petra*, which means stone, and secondly *ichor*, which, in the Greek mythology, is the liquid that runs in the veins of gods. In English we would probably talk about the smell of God's water.

Producers are probably the biggest lovers of rain in the total universe. *Pluviophile* means exactly that - to be a lover of rain. *Pluvio* is a Latin word which means rain and, as we learned at school, *phile* at the back of a word refers to the person executing the action. *Pluviophile* is therefore a person who finds peace and joy on rainy days.

We hope that the rain will bring record crops. But our Senior Grain Analyst, Thys Grobbelaar, will tell us more about this in his article.

*Aubrey Kruger*  
REDAKTEUR

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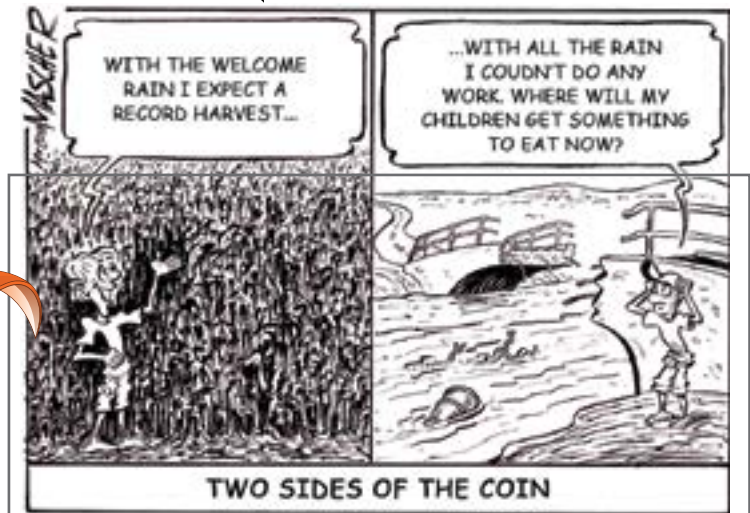
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## Pieter & Tshopo



The rain received in February brought a lot of joy, but unfortunately floods caused damage in certain areas.

### EWN NEWS

Regarding the recent floods: One often thinks of the positive aspects of rain for the agri-sector. However, it is a fact that there is often another side of the coin as well.

“ON Thursday, 2 March 2017, motorists using the Gillooly’s offramp were affected by the floods. Areas affected include Randburg, Roodepoort and Alberton, where at least 20 houses were damaged.”

### PAUL MARÉ

Senwes producer

“SUPPORT the guys rendering a service to you and who are closely situated to you. If they are prosperous, you will be prosperous, because indirectly they are your partners.”

### MIKE MLENGANA

Director General of the Department of Agriculture

“WE all have to contribute to the development and evolution of the agricultural strategy. No more sitting in the office planning for you, without you.”

### REV QUINTUS SCHOLTZ

Dutch Reformed Church, Doringkruin

At the opening of the 2017 Grain SA Congress.

“I would like to know from every farmer, what is your priority? By

knowing what your priority is, I will know your identity. I want to say, the time is now! Walk with Jesus, follow Him and be citizens of eternal life.”

### KOBUS VISSER

Director Corporate Liaison, Agri SA

“LAND occupation remarks reported in the media recently, were strongly condemned by Agri SA’s Rural Safety Committee during a recent meeting with a high-level police deputation.”

### MIKE MLENGANA

Director General of the Department of Agriculture

“IT is dangerous to deal with a person with little knowledge but who has a lot of power. In my view the person who has power is the one who serves others.”

### GREGORY SMITH

Research Assistant at Agri SA, Department: Natural Resources

“THE concern surrounding shale gas development is very real, understandable and cannot be

## STAND BY PRODUCERS IN DROUGHT

The Agri SA Drought Disaster Fund needs your help.

### HOW TO MAKE YOUR DONATION

Donations can be made via the webpage [www.droogteramp-fonds.co.za](http://www.droogteramp-fonds.co.za) with various payment options like EFT, Credit cards, Check and Debit cards, SnapScan or by SMS at R30 per SMS.

### WHY MUST I CONTRIBUTE?

Senwes appeals to all concerned South Africans to stand by our producers because they play a critical role in the food security of this country and the economy of the countryside.

ignored. Water is a source of livelihood for the farming community and it is important to have a full understanding of possible future conflicts of interest and the recommendations made to minimise any potential risks.”

# SENWES BREAKS NEW GROUND with listing on ZAR X

SENWES LEADS THE WAY IN MAKING AGRICULTURE A NEW ASSET CLASS.

Senwes and its holding company Senwesbel became the first companies to list on South Africa's first additional stock exchange in almost 60 years during a launch event held at the ZAR X offices in Bryanston on 20 February 2017.

Senwes Group CEO, Francois Strydom said the event marked an exciting day in the history of both the Senwes Group and ZAR X. "Being the first to list on South Africa's new stock exchange reflects our ethos of innovation to the benefit of our stakeholders and the country in general. Everything we do is aimed at providing pioneering, integrated solutions to food producers and other players in the food value chain so as to give everyone involved a competitive edge.

In this way, we can ensure sustainability of livelihoods, the environment and socio-economic development in the societies in which we conduct business. ZAR

X's fresh and practical approach to listing has given us a new, affordable and very low risk avenue through which to drive our strategy and, in the process, unlock additional value for our existing shareholders. Jointly, we're breaking new ground for agriculture in South Africa," says Francois.

Francois adds that: "The advantage for the investor of buying shares in a company listed on a licensed stock exchange is that a bigger pool of capital comes to the market, which means pension funds and unit trusts, for example, can buy Senwes shares. The advantage for the investor is that the share has more liquidity. The ZAR X advantage is that the platform offers a very secure environment to trade in shares in an electronic format; it is paperless and it happens in real time. Shareholders can also view the Senwes share price free of charge on the ZAR X website."

ZAR X CEO, Etienne Nel, said the Senwes Group's listing



Senwes and Senwesbel shares are traded on a licensed exchange platform, ZAR X since 20 February 2017. <http://senwes.co/zarx>



Senwes Group CEO Francois Strydom rings the bell at the ZAR X exchange to mark Senwes and Senwesbel's listing on ZAR X. With him are Senwes Group Executive Director Finance Corné Kruger, Senwes Chairman, Danie Minnaar and ZAR X CEO Etienne Nel.

breaks new ground in several areas of the South African business

landscape. "Twenty-odd years of experience with over the counter trading at BJM led to the realisation that there was a clear need in the South African capital market space for additional products with a new approach to doing listings and by extension trading. The situation changed dramatically in agriculture when government lifted grain commodities marketing restrictions. Supply and demand brought fundamental market forces into play along with soft commodities price discovery," said Etienne.

Etienne added that: "Today, agri-businesses have a commercial mindset focused on value creation

for all stakeholders. As a result, agriculture is becoming a distinctly important asset class for investors, most of whom want a return along with making a social impact. Senwes is therefore an ideal investment vehicle and we take pride in the fact that, by enabling it to list through our simplification of share trading, we are setting a precedent for South African agriculture to access growth funds that are normally available only through traditional banking finance."

ZAR X's introduction of a principles based listing regime reduces the complexities associated with listing, making it attractive for agri-businesses that would otherwise not consider listing.

For more information please contact Elmarie Joynt, Senwes Group Legal Counsel and Group Company Secretary on Tel: 018 464 7104 or via email at [Elmarie.joynt@senwes.co.za](mailto:Elmarie.joynt@senwes.co.za).





## NUUT



### Geelmielies

**DKC71-44B**

**DKC71-42**

**DKC74-74BR**

**DKC74-26R**

**DKC68-56R**

**DKC68-58BR**

**DKC64-54BR**

**DKC65-52BR**



### Witmielies

**DKC76-61B**

**DKC63-53**

... saam vorm jul 'n vennootskap van kennis wat sal sorg vir die regte kultivarkeuse sodat jy kan uitsien na 'n suksesvolle oes. Met DEKALB®-saad as deel van jou boerdery, gerugsteun deur Monsanto se navorsing, tegnologie en professionele advies, word jou verwagtinge keer op keer oortref. Monsanto se uitstekende wit- en geelmieliebasters is aangepas ooreenkomstig jou unieke behoeftes en omgewing en dra so by tot volgehoue sukses en 'n hoër opbrengs.



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MONSANTO



# Senwes again part of Nation in Conversation at Nampo

SENWES WILL AGAIN BE ONE OF THE SPONSORS OF THE COUNTRY'S LEADING AGRICULTURAL TALKSHOW, NATION IN CONVERSATION, WHICH WILL BE BROADCASTED LIVE FROM VARIOUS PLATFORMS DURING THE FOUR-DAY NAMPO HARVEST DAY FROM 16 TO 19 MAY.

« MARLON ABRAHAMS AND AUBREY KRUGER

The series, which has been broadcast for the past four years, has increased in importance to one of the largest role-players in the industry and mainstream economy. Viewers



can look forward to panel discussions on the following subjects: Finances: Labour, Diversification and Financial Planning; From Commodities to the Retail Market; The Role of Advisors, Technology and the Condition of Soil; Iron Ladies in Agriculture; Focus on the Youth: A Future in Agriculture; The Political Will and Successful Transformation Initiatives, to name but a few.

These exciting subjects will be facilitated by a number of credible presenters such as: Derek Watts from Carte Blanche; Eusebius McKaiser from 702 and Cape Talk; the former Nation in Conversation guest presenter and media specialist Jeremy Maggs; the CEO of Galileo Capital, Theo Vorster as well as former politician and current chairman of the In Transformation Initiative, Roelf Meyer; Money Talk presenter Bruce Whitfield; Nation in Conversation co-presenter Mpumelelo Mkhabela and Power FM personality, Andile Khumalo.

Stakeholders to be represented in this series will include thought leaders in the industry such as Senwes, Hinterland, Monsanto, AFGRI, Engen, Nedbank and the Department of Agriculture. Visit the Nation in Conversation website at [www.nasieingesprek.co.za](http://www.nasieingesprek.co.za) and download the application to join the conversation. 📱

## SPONSORS OF NATION IN CONVERSATION AT NAMPO 2017

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### VIP AREA



### GOLD PARTNERS



### FACILITIES



### VEHICLES



## SOMETHING FOR EVERYONE AT SENWES GRAINLINK EXHIBITION

**HAVE YOU EVER** wondered what a grain silo looks like on the inside and how it works? Be sure to visit the Senwes Grainlink exhibition to look at our scale model of a silo complex and for a 3-D electronic experience of the grain handling activities at a silo. Our skilled grain procurers will render advice and discuss the latest grain prices and expected trends with you.

The very popular market game is back again. Play with us and stand a chance to win one of four weather stations. These stations monitor rainfall, temperature and humidity 24 hours per day and the data is downloaded and saved electronically.

With the large number of applications, websites and other business applications, we offer a handy aid in the form of QR-codes which will take you to your required application. Our friendly team is ready to assist you with the setting up and utilisation of this technology.

You are cordially invited to visit and enjoy our exhibition. 📱



# Nampo geared for the next 50 years

BOASTS A NEW IMAGE IN 2017

THE CELEBRATION OF NAMPO'S 50TH BIRTHDAY IN 2016 DOMINATED THE HARVEST DAY, WHICH PAVED THE WAY FOR THE NEXT 50 YEARS WITH A NEW IMAGE AND NEW EVENTS AT THE 2017 NAMPO HARVEST DAY, WHICH WILL BE HELD FROM 16 TO 19 MAY THIS YEAR.

« AUBREY KRUGER

**T**he manager of Nampo 2017, Du Toit Wessels, says that there is a noticeable change in the Nampo logo. The marketing team came up with a refreshing and colourful new logo. Wessels says that the Grain SA logo was incorporated into the Nampo logo in a unique and funky way. "Nampo is, after all, one of the best trademarks in agriculture", Wessels said.

The slogan is also new - Unfold the future - or in Afrikaans, Ontvou die toekoms. It reflects the new vision of Nampo, linked to the next fifty years during which the latest innovation, technology and information will play a huge role. The new slogan fits in well with the new colourful trademark of Nampo 2017.

Another new flavour is the ladies programme, which will be presented for the first time since 2014. A morning programme (09:30 to 13:00) will be presented, to enable the ladies to visit the different exhibitions in the afternoon.

There will also be a new 4 x 4 track for four-wheelers and side-by-sides which will take place at the seed plots near the Southern gate.

International exhibitors will include Argentina, Israel, the USA and Italy, as well as newcomers Canada (with a Canadian pavilion), India, Russia and the United Kingdom. The number of exhibitors this year will be in excess of 700.

A number of radio stations will be broadcasting from Nampo, which will include Pretoria FM.

Another radio station is in the pipeline, as well as radio stations which will be covering the very popular agricultural chat-show, Nation in Conversation.

The Toyota Veeplaas Auctioneers Competition will have an international flavour this year and the winner will compete against the winners of Namibia, Botswana, Argentina and the USA. International evaluators will also be in action.

An additional innovation is the goal to move towards a ticket environment with Masterpass, where no cash is used. The system will be implemented for the first time this year. The ratio is currently 20/80%, with 20% buying their tickets beforehand. The target is to move towards a 50/50% ratio, with the ideal being 80% buying tickets beforehand.

The entrance fee this year will be R100 for the Tuesday and Friday, payable at the gates, and R110 for the Wednesday and Thursday.

However, you will receive a R15 discount if you buy your tickets beforehand at Ticketpro, which translates to an entrance fee of R85 for Tuesday and Friday and R95 for the Wednesday and Thursday.

The gates will be open from 07:00 to 17:00 daily - so, please join us in enjoying Nampo 2017 in all its glory.

For more information visit [www.nampo.co.za](http://www.nampo.co.za) or [www.ticketpro.co.za](http://www.ticketpro.co.za). 📞



## WOMEN PROGRAMME

presented in the GL Events tent

### TUESDAY – 16 May 2017

**9:45** **Sielskos vir die dag** – Retha de Villiers  
*Revive our hearts South Africa*

**9:55** **Plaaskombuis**  
Elma Postma and Arina du Plessis from  
Landbouweekblad  
*Appels (tert, slaai en sop)*

**10:55** **Standard Bank-gesprekke**  
*Moving forward*

**11:00** **Mooi storie**  
Lizz Meiring  
sponsored by Standard Bank

**12:00** **My plek of joune**  
Isabel Barends  
*Dekor 101: Só pak jy dekor aan*

### WEDNESDAY – 17 May 2017

**9:45** **Sielskos vir die dag** – Retha de Villiers  
*Revive our hearts South Africa*

**10:00** **My plek of joune**  
Isabel Barends  
*Toorkrag van 'n verfkwas*

**11:00** **Plaaskombuis**  
Elma Postma and Arina du Plessis from  
Landbouweekblad  
*Mielies (polenta, paptert, wafels)*

**11:55** **Standard Bank-gesprekke**  
*Moving forward*

**12:00** **Mooi storie**  
Lizz Meiring  
sponsored by Standard Bank

### THURSDAY – 18 May 2017

**9:45** **Sielskos vir die dag** – Retha de Villiers  
*Revive our hearts South Africa*

**10:00** **Plaaskombuis**  
Elma Postma and Arina du Plessis from  
Landbouweekblad  
*Vleis (kerrie, boerewors, sosaties)*

**10:55** **Standard Bank-gesprekke**  
*Moving forward*

**11:00** **Mooi storie**  
Lizz Meiring  
sponsored by Standard Bank

**12:00** **My plek of joune**  
Isabel Barends  
*Divas doen dit self – basiese DDS-hulpmiddels en hoe om dit te gebruik*

### FRIDAY – 19 May 2017

**9:45** **Sielskos vir die dag** – Retha de Villiers  
*Revive our hearts South Africa*

**9:55** **Standard Bank-gesprekke**  
*Moving forward*

**10:00** **Mooi storie**  
Lizz Meiring  
sponsored by Standard Bank

**11:00** **My plek of joune**  
Isabel Barends  
*Die duiwel is in die detail – hoe om dekor af te rond.*

**12:00** **Plaaskombuis**  
Elma Postma and Arina du Plessis from  
Landbouweekblad  
*Suiwel (melktertgevalde pannekoek, melkkos, macaroni-en-kaasskywe)*

# 2017 a crucial test for Toit at Nampo

THE 51ST NAMPO HARVEST DAY WILL BE HELD THIS YEAR, BUT TOIT WESSELS WILL BE TAKING OVER AS CHIEF ORGANISER OF NAMPO FOR THE FIRST TIME THIS YEAR.

We visited Toit to learn more about his vision for this leading agricultural show. At the outset Toit told us that his goal is not to chase record attendance figures. Nampo had a record number of 75 116 visitors in 2016. “My vision is more to generate business rather than to chase attendance figures.”

The 57-year old has been involved with Grain SA since 2012. He started as regional co-ordinator in the Cape and progressed to assistant marketing manager at Nampo. He also manages the Cape office, which was a perfect learning school for his new role.

Previously Toit was chairman of the Heidelberg Farmers Union, president of the Heidelberg Agricultural Show, director of Central Southern Cape Co-operative and grain procurer and grain trader in the Swartland and Southern Cape. He was also a member of management of the largest show in the Cape province, the Swartland Show, and president of Agri-Expo.

He is clear about his vision for the future. “Not bigger, but better. It already takes more than two days to walk through the entire show,” Toit said. He added that it will remain an agricultural show, with the objective of “optimising everything”.

Toit grew up in Heidelberg in the Cape, where he matriculated at Heidelberg High School. He grew up on a farm in the district and obtained a B.Agric Admin-degree at the University of Stellenbosch. Agriculture is his passion - he farmed on the farm Brakfontein near Heidelberg.

“Nampo is Grain SA’s biggest marketing opportunity and the existing recipe works.” However, he will be trying new things and will overcome the hurdles as necessary. He works from Pretoria, which is logistically easier, since 80% of the business is done in the Gauteng area. He is quick to state that he is merely the captain of the team which manages this business. He will be assisted this year by former Nampo organiser, Johan Loxton. Johan has 20 years experience, 18 years of which as the chief organiser of the Nampo Harvest Day.

Toit is looking forward to promoting the Nampo Harvest Day as “THE opportunity in Africa which no person involved in agriculture would want to miss.” One of his biggest challenges is to keep up with new technology and to correctly identify the requirements of the Grain SA agricultural community. ●



## FXR 17-360

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**R884 562**

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SPEIALE AANBOD

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Bak ingesluit

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# Hundreds of producers flock to the 2017 Senwes Equipment Expo

THE 2017 SENWES EQUIPMENT EXPO WAS BRIMMING WITH EXCITEMENT ON WEDNESDAY, 8 FEBRUARY AND THURSDAY, 9 FEBRUARY WHEN NO LESS THAN 600 PRODUCERS FLOCKED TO NAMPO PARK NEAR BOTHAVILLE.

« AUBREY KRUGER

## TIME FOR ACTION ON THE PROVERBIAL RED CARPET

**A**s in a fashion parade, one tractor and implement followed the other with flashing cameras and the spotlight on these giants in agriculture. Various John Deere, JCB, Rovic Leers, Falcon, Lemken and Orthman products were paraded in front of the crowd and experts held demonstrations and gave presentations. Various supplier representatives provided information on the history of their companies and products.

*The demonstrations were a highlight. The JCB guys demonstrate the finer aspects of their models.*

*Matthew Barkas, JCB Area Manager: Africa, was one of the speakers at the Expo.*

## LADIES PROGRAMME

A ladies programme was presented with singer Irene-Louise van Wyk, who sang a few hits in the Sampi Hall. Well-known actress and motivational speaker, Leandie du Randt, addressed the ladies.

These are a few of the photographs taken at the 2017 Senwes Equipment Expo! 📸

*Ferdie Pieterse, Executive Manager of Senwes Equipment, proudly talks about the 2017 Senwes Equipment Expo.*





The ladies at Senwes Equipment parade the John Deere mowers, just like models. From front to back are Ralie Fourie, Cathleen Powell, Sanet Basson and Muriel van Aswegen.



Senwes  
equipment

More than 600 producers attended the two-day 2017 Senwes Equipment Expo.



- ① Rev. Jackie van Zyl opened the first day in a suitable manner.
- ② Steve Thurtell (Falcon)
- ③ Lucas Groenewald (John Deere)
- ④ Carel Munnik (Lemken)
- ⑤ Willie Human (Rovic Leers)
- ⑥ Brian Nieuwoudt (Orthman)

The branch manager at Hartbeesfontein, Jana van der Westhuizen, actress Leandie du Randt and singer Irene-Louise van Wyk. Leandie and Irene did shows and addressed the ladies during the ladies programme.



Action, action - producers look at model upon model!

Lemken's models were also there.



Falcon was there as well.

# Senwes Strategy

## with Francois Strydom

2017 IS WELL UNDERWAY AND IT IS TIME TO PUT THE SENWES STRATEGY ON THE TABLE AGAIN TO MAKE SURE OF THE ROAD AHEAD.



« AUBREY KRUGER

### The current strategy

Firstly, Senwes' national strategy is aimed at the consolidation of the agri-sector. In other words, more of the same in order to create the benefit of scale.

Secondly, it goes about the reorganisation of the underlying portfolios upon consolidation. "When an agri-consolidation is done, the two underlying portfolios are never the same. The objective of consolidation is to reorganise in such a manner as to create better efficiency, larger scale and volumes, better focus, geographic and commodity distribution and trademark and risk diversification," said Francois.

### Different aspects to consider

#### SUPPORT

The first aspect to consider is the effective deployment of the support services basis. "We are already using service level agreements in our existing joint ventures to improve the efficiency of our support services and to increase cost efficiency. The strategy also involves the facilitation and underwriting of the deployment of better and more effective support services."

#### CLIENT FOCUS

The company's focus is on client-aimed deployment and service. "The aim of our business is to

offer business solutions to clients which will benefit their businesses," Francois emphasised. "The automatic consequence is to build up and maintain our own business."

#### INTEGRATION OF BUSINESS

Another aspect is the integration of the business. Francois said: "If you offer client-focused solutions to your client, it means that you also have to rank and prioritise his requirements."

In practical terms the end result is that the individual who is in contact with the client, should not sell his product or service to the client at any cost. He should rather determine the priority of the client, which means that the person concerned may have to take the client to one of his colleagues instead.

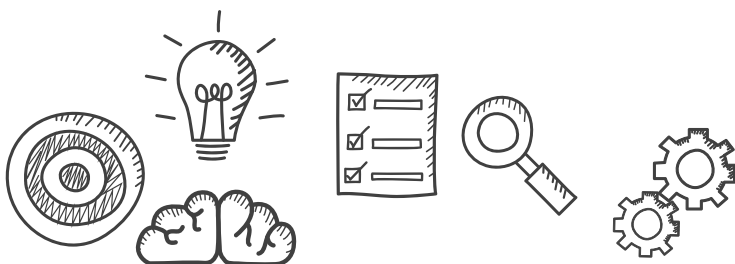
#### SPECIALISATION

It is important to remember: "Within the business we are specialised, but when we go to the client, we take the business to the client in a specialised manner. The client has no business with our internal specialisation - he needs a solution for his business."

### Why is the externalisation and diversification of the business necessary?

The reason why we investigate opportunities across our country's borders includes risk mitigation as well as trademark, company,

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Verdere navrae kan ook gerig word aan: Antoon Smalberger,  
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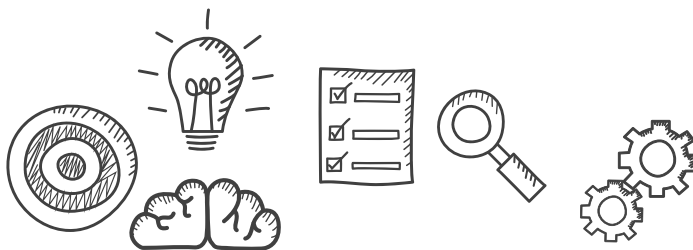


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"We are fully exposed to the country risks pertaining to South Africa at present. Diversification to other geographic areas brings exposure to the risks of other countries, which implies issues such as the stability of governments, infrastructure, access to other markets and exchange rate diversification."


## How are we progressing with the implementation of our strategy?

When we look at the Senwes portfolio, a number of joint ven-



- Interesting initiatives such as the hedge fund with Barclays, which serves as underlying instrument for transactions with a high probability of success at this stage.
- The possibility of other platforms and instruments which we can use in the hedge fund environment is being investigated.
- The recent acquisition of additional John Deere agencies in the Senwes Equipment and JDI environment, which could bring about more extensive geographic exposure and commodity diversification.

After extensive research certain international aspects were considered relating to government stability, grading status, exchange rate stability, soft commodity flows, access to international markets, juristic stability, etcetera.

Discussions are also being held with companies in Australia and we are in the process of investigating specific structures and possibilities. 



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# Antoon Smalberger

## New JCB Sales Manager at Senwes Equipment

SENWES EQUIPMENT IS NOW A PROUD DISTRIBUTOR OF JCB PRODUCTS AND ANTOON SMALBERGER IS THE RIGHT MAN TO CONTACT, SINCE HE HAS BEEN FILLING THE POSITION OF JCB SALES MANAGER AND SUNDRY EQUIPMENT SINCE 1 MARCH 2017.

« AUBREY KRUGER

**A**ntoon is in charge of a number of aspects since his appointment, which include the buying of stock, setting marketing targets, customer service, new business - which includes municipalities and contractors - product support, training of personnel and spares.

The service is rendered in the traditional Senwes areas, as well as the new areas, namely Aliwal-North, Ugie and the East-London area, as well as additional JCB-areas in the Northern Cape at Kimberley and Prieska.

According to the new JCB Sales Manager and Sundry Equipment the service is aimed at adding value for the customer and his business. "We directly address the current gaps and customers no longer have to travel long distances to get service - the service is available in their home towns. The 19 workshops have qualified personnel to service customers and where there are workshops, there will be spares."

Antoon has 40 years' experience since he started in this industry in 1979. He fills this new position after having been service manager workshops at Senwes Equipment. Antoon has extensive knowledge of products and mechanisation and mechanisation is what he is interested in, his passion. He also has 30 years of experience which he gained while working for AFGRI, where he progressed from apprentice to qualified mechanic, working foreman and workshop manager at various branches. He was branch manager, technical manager and marketing manager for the Highveld region.

He is an agriculturist to the core and grew up on the farm Schoongezig between Volksrust and



Wakkerstroom in Mpumalanga. He undertakes to, as always, render the best service and support to any customer and will ensure speedy delivery of high quality machinery and equipment.

He has an undying passion for customers and to put them first. A one-stop service with the necessary advice.

Customers are invited to discuss any matters with him. His contact details are telephone number 018 464 7571 and e-mail address [antoon.smalberger@senwes.co.za](mailto:antoon.smalberger@senwes.co.za) ●



# Viljoenskroon IS FARMING COUNTRY

VILJOENSKROON – THE NORTHERN FREE STATE AREA CLOSE TO THE VAAL RIVER, IS FARMING COUNTRY. MOST PEOPLE SIMPLY DRIVE PAST THE TOWN ON THEIR WAY TO LARGER TOWNS AND CITIES, SUCH AS KROONSTAD, KLERKSDORP AND THE MAIZE CAPITAL, BOTHAVILLE. HOWEVER, WE WOULD LIKE TO REPORT ON A FEW INTERESTING ASPECTS ABOUT VILJOENSKROON.

« AUBREY KRUGER

## THE NAME VILJOENSKROON

It is interesting that the name of the town has an agricultural history. Producer Johannes Jansen Viljoen was the owner of the farm on which Viljoenskroon was founded. This is where the *Viljoen*-part comes from. The

*Kroon*-part is also linked to Viljoen, since Kroon was the name of his horse, which he used as a warhorse during the Anglo-Boer War.

## THE FOUNDING OF THE TOWN

The town was founded on the farm Mahemskuil in 1921 and declared as a municipality in 1925.

## VILJOENSKROON SILOS

### Silo 266

This silo must be one of the most beautiful silos in the Senwes stable. Nico Janse van Rensburg, the silo manager, agrees. Nico is well-known in Senwes circles with more than 32 years of service with the company. He has been a silo manager for the past 21 years, the last 20 years as project manager at Viljoenskroon.

Nico is very proud of his silo. He passionately tells us that “a month seldom passes during which tourists don’t visit the silo”.

To top it all, the silo received the award for being the best silo in Senwes a number of times, namely in 2004, 2006 and in 2010.

Viljoenskroon silo 266 has 24 silo bins, 20 bins can accommodate 4 500 tons each and 4 bins have a capacity of 1 100 tons each. The total capacity is 94 400 tons.

Producers will know that the silo uses advanced technology in order to handle grain with a moisture content of up to 18%. Seven aeration fans have already been installed. The silo was erected in

The Reformed Church in town.



A few of the silo dams at Viljoenskroon.



**PERSONNEL AT VILJOENSKROON SILO 266.** At the back are Chantelle Snyman (Senior Grain Grader), Nico Janse van Rensburg (Project Manager) and Johan de Lange (Assistant Silo Manager). In the middle are Joseph Tshabalala (Senior Grain Grader), Simon Kujoana (Operator), Petrus Selinga (Tractor Driver), Simon Meleje (Machine Operator and Cleaner), Joseph Sepoye (Board Operator) en Israel Litaole (Sampler). In front are Sam Marumo (Sampler) and Jankie Mokatsane (Operator).

1975 and mainly handles white and yellow maize, sunflower, soybeans, sorghum and wheat.

### VILJOENSKROON SILO 232

In line with a few other Senwes towns, Viljoenskroon also has two silos. Viljoenskroon silo 232 is down the street from Viljoenskroon silo 266. Silo 232 is the older version of the two. Assistant-Silo Manager, Louwrens Appelcryn, tells us that the silo was bought from the Senekal family in town.

The silo has 12 bins of 3 300 tons each - therefore a total capacity of 39 600 tons. Mainly white maize and sunflower are stored at this silo, while the rest of the commodities are stored at silo 266.

### SILO MEMORIES

Nico and Louwrens have quite a few memories of the silos. An interesting fact is that the silo is almost always filled to capacity, with the exception of 2016, due to the drought. A few years ago they had to really make plans to accommodate all the grain. They even outloaded at night and filled the Enselspruit and Potchefstroom silos as well. 22 train trucks were filled, as well as 22 dams of 120 tons each and the hoppers, drying kiln and mass bins were also filled to the brim. Indeed something to be proud of.

This silo complex is surrounded by other Senwes silos, namely Groenebloem, Mirage

and Vierfontein, all approximately 20 km from

Viljoenskroon.

### HINTERLAND BRANCH

Gerhard Louw is the proud branch manager at Viljoenskroon. He has 32 years of service and has been a branch manager since 1999, the last five years of which at Viljoenskroon. His inspiration was former regional manager, Jan Coetzee. His work is his passion and the branch slogan is "You can make the difference". He is proud of his team of 23 employees and according to him, they are the best.

The branch was inaugurated by former Senwes director, Japie Grobler, on 27 February 1998.

### WELL-KNOWN PEOPLE FROM THE AREA

Locals tell me that a number of former Senwesters are from this region. Two former Senwes directors, Jacob Steyn and Jimmy Shahim, as well as Senwes and Senwesbel shareholder, Bog Venter.

CEO of Attooh!, Wouter Snyman, is also a well-known figure and this thought leader in the financial sector visited the town a few weeks ago to motivate the children.

Famous golf player, Fulton Allem who has won 15 international golf titles is also from this region. However, he was born in Kroonstad.

*Die Groot Trek word by die NG Kerk gedenk.*

### OVERVAAL STEREO

The well-known community radio station in town is the 24 year old Overvaal Stereo. Station manager since 2016, Morne Geyser, tells us that broadcasting stretches as far as Vredefort and the station has approximately 34 000 listeners.

### SPORTS

Sports is very important in this town and include golf, rugby, netball and a number of other types of sports. The sports grounds, Rörich Park, were named after the first attorney in town, Faan Rörich.

### Golf Club

The local golf club is at least 80 years old, according to club house manager, Le Roux Fourie. The course was designed by golf legends Gary Player and Fulton Allem and boasts 18 tees and 9 greens. The club has approximately 100 members.

### Netball Club

Viljoenskroon Netball was established in 2016 and Senwes' own grain marketing advisor, Chantelle De Andrade, is the chairman of the club. Read more about her on page 28.

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## Viljoenskroon

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### OTHER INTERESTING FACTS

Another interesting fact about Viljoenskroon is that the Allem brothers have the largest grain storage facility in the Southern Hemisphere in town.

It became clear very early that this is maize country and the first grain silos were erected in 1924.

The most popular school in town is the Salomon Senekal High School.

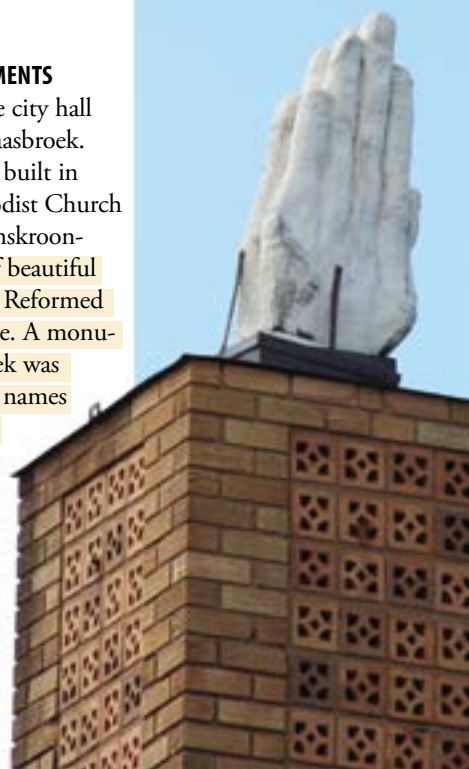
The Sentraal Westelike Co-operative Company erected ground-nut stores and a ground-nut plant at a cost of €50 000 years ago.

The library in town was inaugurated by former Administrator JJ Fouche in 1951.

### OLD BUILDINGS, CHURCHES AND MONUMENTS

Old buildings are in abundance. The city hall was built by a master builder, PP Haasbroek. The NG Church Viljoenskroon was built in 1946, followed by the Trinity Methodist Church in 1951 and the NG Church Viljoenskroon-East in 1966. There are a number of beautiful smaller churches as well, namely the Reformed Church and the AFM Revival Centre. A monument commemorating the Groot Trek was erected at the NG Church, with the names of people such as Andries Pretorius, Hendrik Potgieter, Sarel Cilliers and Piet Retief. The MOTHS also have a monument close to the city hall to commemorate heroes.

Should you want to relax, visit the well-known Wawelpark Holiday Resort close to Viljoenskroon. Viljoenskroon has a lot more to offer than you thought! 🌟



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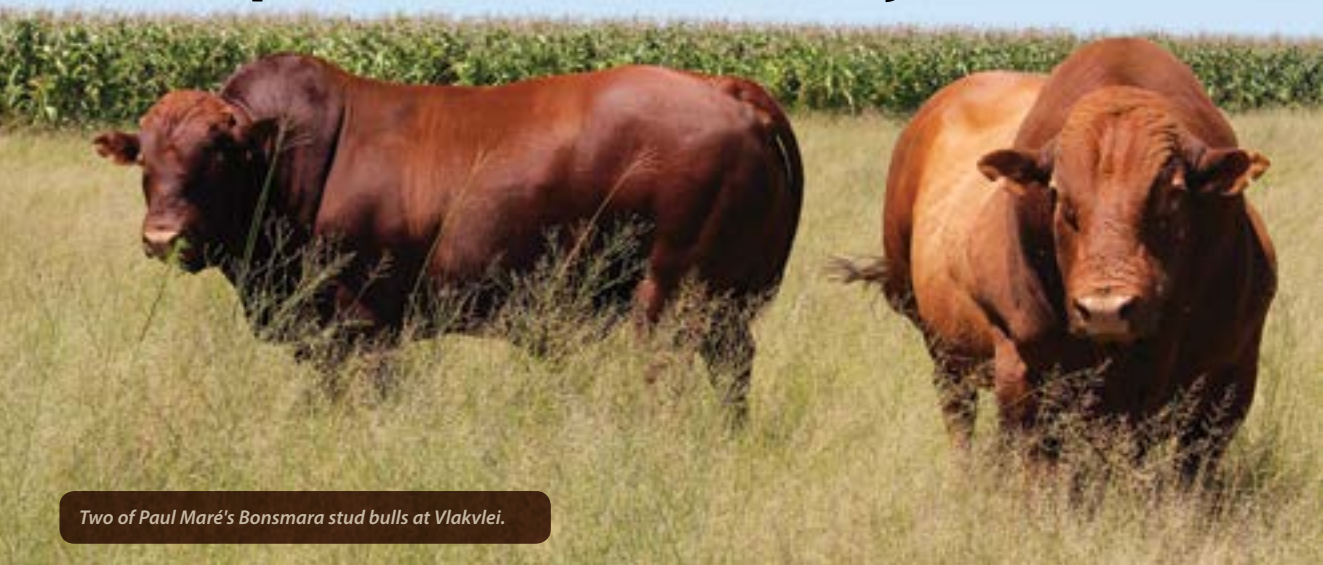


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**santam**  
landbou

# Paul Maré

## has a partner in Senwes at Viljoenskroon



Two of Paul Maré's Bonsmara stud bulls at Vlakvlei.

PAUL MARÉ IS REALLY A PROGRESSIVE FARMER AND TO TOP IT ALL, A STAUNCH SUPPORTER OF SENWES. IN ACTUAL FACT, SENWES IS HIS PARTNER.

« AUBREY KRUGER

### PAUL'S HISTORY

Paul has been involved in the Viljoenskroon community for almost all of his life. He was born in the district in 1953, attended school here and matriculated at Salomon Senekal High School in 1970.

### AGRICULTURE IS IN HIS BLOOD

Paul went to the army for a year, where he completed a leadership course in Heidelberg, and was stationed in Potchefstroom thereafter. His life made a turn in the engineering world and he obtained his B.Sc B.Eng-degree in 1976 at the University of Stellenbosch, and his honours degree a year later. He worked as civil engineer

in Kroonstad for seven years and worked for agricultural engineers in Pretoria, where he handled irrigation, dam building and water drainage projects in the Highveld and in the Western Cape.

### FAMILY

He married Jeanette in 1985, who unfortunately passed away in 1996. He has three children, namely Erik (29), Silizna (31) and dad's namesake Paula (18), who is currently in matric.

The daughters are not involved in agriculture, but they are all crazy about animals. They are also excellent horse riders. However, Erik is the one who will take over the farming operations. He has been farming since September 2016 and, like his father, he

explored a different field first - he has a legal background. He followed in his grandfather's footsteps by becoming an attorney. He studied B.Com and LLB and this has been his first year in agriculture. Erik currently farms on the neighbouring farm Glenmore.

### THE BEGINNING

Paul started to farm on a 500-hectare farm, Limerick, at Skandinawiëdrif, approximately 40km from his current farm, Vlakvlei, where he farmed from 1983 to 1995. He even planted kiwi-fruit under irrigation. He increased his farming operations by expanding his farming operations to the family farm, Vlakvlei (480 hectares) in 1990. He farmed on both farms for the next five years and at the end of this period, in 1994, he bought Vlakvlei from his father, Frikkie, and over time he obtained additional land in the area. He has approximately 5 000 hectares at present, 2 500



Paul Maré between two of his farm managers, Sybrand van Niekerk and André Steenkamp.

Erik Maré, secretary Corinda Marais and Paul Maré.



hectares of which are used for crop planting.

Paul produces mainly white maize. In the past he also planted ground-nuts and soybeans and he started with precision farming practices in 2012. He now specialises in planting maize. "It makes your labour management so much easier," says Paul.

### THIRD GENERATION FARMER

He is proud of the fact that his grandfather and namesake, Paul Jakokus, was also a farmer. He planted summer crops and was a dairy farmer. A number of the old dairy buildings are still standing and he has just not been able to demolish these buildings. "There is some sentiment involved in these buildings," he says.

His father, Frikkie, also had a dairy and farmed with Simmentalers. However, his father never really farmed with him. His real passion was his legal practice, Venter/Havemann/Maré. Viljoenskroon inhabitants will remember him as mayor of the town. He fulfilled this role a number of times from the sixties to the eighties. However, he died in 2012.

### PRECISION FARMING

Better yields were the result of precision farming and the yield

improved from an average of 4.1 tons per hectare to 5.1 tons per hectare. Then you also have to take into account fuel and fertiliser savings, GPS-technology and precision liming and fertilising. "We used to change the direction of our rows every year and used to loosen the soil and then compact it again. We have now started to apply the train-tracking method and we no longer move the loose soil areas."

### STUD-FARMING

The stud-farming, which started in 1987, expanded to approximately 400 Bonsmara stud cows over the years. He says that the cattle farming unit is done in synergy with the crop farming unit. Land not used and marsh areas are utilised by the cattle during the summer months and stubble on the fields during winter. They also make approximately 500 tons of silage every year, which is used as rations for the phase D bulls.

### AUCTIONS

Paul holds his own auctions every year and this year the auctions will be held just before the Nampo Harvest Day on 10 May at Vlakvlei farm. He will be selling 70 stud bulls, 20 stud cows and 120 commercial cows. He has two auctions nowadays - one covering

the winter stud season and one the summer stud season requirements.

### FARMING AT VILJOENSKROON

Farming in the Northern Free State is different to farming in the Eastern Free State, where they receive more and earlier rain, they plant earlier, they have sour pasture and the winters are more severe. He can say this: "Should a farmer rooted in this area move, he will have to pay school fees again." This links up well with his motto: "In farming you should not move around too much - rather do what you do even better." His goal is to optimally develop his land to ensure the best production in respect of crops and cattle.

### PERSONNEL

Paul has 30 full-time employees and also accommodates a number of seasonal labourers.

These employees include four farm managers, Sybrand van Niekerk, Christo Snyman, André Steenkamp and Pieter Hattingh. "They all have extensive farming experience. "Strangely enough, I did not recruit one of them," Paul says, because they all knew him before they came to work for him. They have been working for him for between 7 and 26 years. In addition to the farm managers,

> CONTINUES ON PAGE 22





Approximately 500 tons of silage are produced annually at Vlakvlei.



Paul collects hats and has a few Senwes ones as well!



Bambi the Yorkie goes everywhere with Paul. There are three other dogs as well, Tommie the Bull Mastiff, Rex the Doberman and Spotty the Cattle Dog.



## Paul Maré

> CONTINUED FROM PAGE 21

Paul says that his secretary, Corinda Marais (who happens to be a former Senwester) is his right hand.

### SENWES

The discussion then turned to Senwes. "I believe in partnerships. I decided early in my career to make Senwes my main business partner." And he is glad that he did it. He has been buying all his inputs from Senwes, he does his financing of production inputs, land, vehicles and implements through Senwes Credit. He even remembers the days when Senwes had bureau services. "I use Senwes in all areas of my farming operations," says Paul. No wonder he has been a member of Senwes since 1984. His father, Frikkie, used to be a Senwes member as well.

Paul states without hesitation: "I only deliver grain at Senwes." Viljoenskroon and Groenebloem Silo are a mere 10 km from his farm, which is very convenient. The farms near Limerick use the Potchefstroom Silo. Paul is of the opinion that Senwes should establish a tractor mechanic service at Viljoenskroon again, which would result in more John Deere customers.

### AWARDS

Paul laughs while I admire the trophies at Vlakvlei. "This is not really what one works for." The trophies include the Bayer-LNR Platinum trophies for his 2005 and 2006 Bonsmara studs. His focus is more on the production of quality bulls for commercial farmers.

### SEASONS AND RAINFALL

Since farming and engineering are his passions, we cannot conclude this article without mentioning that he is a rainfall pattern and season enthusiast. He meticulously records weather patterns on his farm and is an avid admirer of Prof. Will Alexander, who predicted the drought of the past few years in 2007, when he was part of the CSIR. His predictions are based on the 21-year sunspot cycles.

Paul says that he has an excellent team of employees and he has to make special mention of his parents, Frikkie en Heléne, who made the biggest contribution to him being the producer that he is today. Keep improving on your accomplishments, Senwes producer! 🍷

# Dit is weer tyd om stil te staan



**Senwes is een van die trotse borge van dié gespreksinisiatief**

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Senwes 



# Senwes website refreshed

THE NEW SENWES WEBSITE IS LIVE. WITH THIS CHANGE COMES A MORE UNDERSTANDABLE STRUCTURE AND AN IMPROVED USER EXPERIENCE.

## THE GOAL

The aim of the initiative was to redesign the website with the end-user in mind, thus focusing on the products and services provided by the group of companies. This process also focused on reducing the number of pages on the site by packaging and organising relevant information more effectively.

## ON THE HOME PAGE

Users can still find the latest market information on the home

page and an overview of the six main focus areas of the website. Direct links to some of the most sought-after information are also a convenient feature of this page.

## THE NAVIGATION

An improved navigation system was implemented to ensure that subsections are more visible and users get to the desired information without hassle. The aim was to position the most visited pages first and to not have more than three subsections. Fewer subsections on a website reduce the possibility of information being hidden and improve the overall accessibility.

## THE SEARCH

Users can also depend more on the search function. This improved feature seeks relevant information, pages and contact numbers and provides search results within seconds.

## THE CONTACT BOOK

Another new feature added to the site is the contact page that lists the various business units with their contact numbers. Users can also search for business units or specify a radius to see those units close to them.

## THE SITEMAP

A sitemap is also available to help users familiarise themselves with these changes. This sitemap outlines the structure and various subsections of the website to get to the desired information in the blink of an eye.



Sitemap

## VISIT THE WEBSITE

[www.senwes.co.za](http://www.senwes.co.za)

Any enquiries regarding the website can be directed to Johan le Grange (Jnr) at 018 464 7521 or Muhammad Amod at 018 464 7331. ●





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# What is a QR Code?



A Quick Response Code (QR code) is a useful way to link print with digital media. This two dimensional barcode system serves as a gateway to more information about the topic, item or service where it is printed.

## HOW DO I SCAN A QR CODE?

Smartphones are the key and while you are reading through the *Senwes Scenario* you can scan these QR codes with ease for more relevant information.

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26



EPOL se spesifiek-geformuleerde voere vir melkbeeste bied 'n kostedoeltreffende oplossing vir die unieke voedingsbehoeftes van lakterende diere sodat optimale melkproduksie keer op keer behaal word. EPOL verseker 'n ekonomiese voerkoste per liter melk geproduseer. Dit is baie belangriker as koste per ton voer.

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Die hoë voerkoste noodsaak dat ons moet seker maak dat die voedingsstowwe in die ruvoer ten volle benut word. Met EPOL se kundige ondersteuningsdienste en voedingsoplossings is dit moontlik. Dankie Epol! — Ron Jordaan, Irene, Gauteng



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SUKSES IS IN DIE SAK



# How farmers can be more *fire-smart*

**W**ith the dry autumn and wintertime approaching farmers need to be more alert to veldfires. Here are a few tips:

- ① Learning to recognise the **weather conditions** associated with high fire danger: temperature, wind speed/direction and humidity.
- ② Owners of **thatched houses** must take all the necessary precautions such as installing drenchers, using fire blankets and having fire extinguishers readily available.
- ③ **Using technology:** satellite-based fire information tools such as AFIS provide real-time fire information.
- ④ Investing in their own well-maintained **fire fighting equipment** (such as a petrol/diesel-powered water pumps).
- ⑤ **Creating a veld fire plan**, covering the eventualities of both staying and defending their property or leaving it ahead of the veld fire.
- ⑥ Restricting the use of **farm machinery** on days when the fire danger is high.
- ⑦ **Being extra careful** when using welding, cutting and grinding equipment.
- ⑧ Establishing **firebreaks** between their land and roads or railways.
- ⑨ **Training staff** in firefighting techniques and safety standards relating to smoking, burning rubbish, etcetera.
- ⑩ **Join a Fire Protection Association** for enhanced security – failure to do so will have a court automatically assume you are guilty of negligence in the event of a liability lawsuit. ●

27



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# Chantelle De Andrade

## Service with a smile in Viljoenskroon

CHANTELLE DE ANDRADE IS THE BUBBLY 32-YEAR OLD GRAIN MARKETING ADVISOR IN VILJOENSKROON. THIS GRAIN MARKETING ADVISOR RENDERS SERVICE WITH A BROAD SMILE.

« AUBREY KRUGER

**C**hantelle has been working for Senwes since 2014 - first in the Koppies area and for the past year in Viljoenskroon.

### HER JOB IN VILJOENSKROON

She says that her work has been cut out for her. According to Chantelle the Viljoenskroon producers are well informed. "They are not only well informed, but also very challenging." She says that the producers like new contracts and to be kept up to date with the latest developments.

They are not narrow-minded as far as business is concerned and Chantelle has to come up with innovative ideas to satisfy them - "They keep me on my toes," Chantelle adds with a smile. She also says that these producers appreciate other marketing strategies, while some farmers have their own marketing strategies in place and they do not deviate. She is of the opinion that "the producers in Viljoenskroon are very adaptable."

As far as Chantelle's obligations

towards her clients are concerned, she really complies with her side of the business transaction. "I keep them updated with what happens in the market. I obtain information in any possible way, by watching the State of the Nation Address, keeping up to date of what is happening in Chicago and everything that has a direct impact on the market." Then she suggests the type of contract which a client should enter into, "particularly in a year such as this year, where you should have different strategies to hedge your grain and realise the best price, particularly when Safex prices are low". We also take into account 5-year averages, assist with the conclusion of new contracts, check markets and weather patterns in the morning and in the afternoon her diary is full of appointments to visit the more than 100 producers on their farms.

Her area is quite extensive and runs from Groenebloem Silo to the other side of Vierfontein Silo near Bothaville. After only a year in this area she has already visited all her producers and they have visited her a number of times in her office. To top it all, she is also involved with the Manna Study Group and the Groenebloem Farmers Union in the area.

### MORE ABOUT CHANTELLE

This Welkom-born woman attended school at Naudéville Primary School and Goudveld High School, where she matriculated in 2002. Chantelle has five



children, namely twins Nickola and Joshua (10), followed by Antonie (8), Ruben (4) and Marco (3).

Her other passions, in addition to grain, are running and horse-riding. She has been running since 2008 and has become more serious about it over the past two years. She ran the Two Oceans Marathon twice - the half marathon in 2014 and in May 2016 she finished the 56 km ultra-marathon in 6 hours and 30 minutes. She also takes part in the Western Mounted Games and a number of horse-riding items keep her on her toes.

If you like talking and excellent service, Chantelle is the right grain marketing advisor for you! ☺

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# Sakkie Joubert enjoys solving problems

SAKKIE JOUBERT IS THE RELATIONSHIP MANAGER AT THE HINTERLAND BRANCH IN VILJOENSKROON. HE HAS KNOWN THE PRODUCERS IN THE AREA FOR MORE THAN 16 YEARS, SINCE HE STARTED TO WORK IN THIS AREA IN 2001.

**H**e celebrated 28 years of service with the company on 15 March this year, after having joined the company in 1989. Sakkie started as sales clerk at Dewetsdorp in 1989 and was appointed as assistant branch manager in Reddersburg nine months later, where he worked for two years. This was followed by a two-year term as assistant branch manager in Petrusburg. He worked as branch manager in Smithfield for the next five years, followed by the position of assistant branch manager at Hartbeesfontein and Klerksdorp, before he was transferred to Viljoenskroon in 2001. He gained a lot of knowledge of the cattle farming oriented south before he moved to the crop farming areas.

Here at Viljoenskroon he has been doing the same work for years, although his job titles changed through the years from customer service manager to input marketer and relationship manager. What he enjoys most about his job is "To have contact with the farmers and to solve their problems." He also enjoys creating opportunities for producers to continue doing business. He is primarily responsible for finan-

cing, to buy input products and to assist producers in effectively applying their funds.

During the recent drought he played a huge role in accommodating producers with debt arrangements to afford them the opportunity of recovering and continuing with their farming operations. These actions ensure that Viljoenskroon will remain a high potential crop farming area. He says that the past four drought years have been severe and it had a huge impact on local producers, who normally have good yields.

And he should know, since he grew

up on the farm Mentzburg in the Dewetsdorp area, where he was also born. More about Sakkie is that he matriculated at the Dewetsdorp High School in 1976 and was stationed at 1 Special Service Battalion in Bloemfontein, after which he obtained his Agricultural Diploma at Glen Agricultural College in 1979. Sakkie tells us that he enjoys target shooting and he practices this as a sport.

In addition to 28 years of service, Sakkie and his wife, Ivona, celebrated their 35th wedding anniversary on 13 February. They have two children, Hennie en Maré, and have been blessed with four grandchildren.

For an excellent experience, visit Sakkie Joubert, your relationship manager at Viljoenskroon! ●





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# Mike Mlangana:

## Still a devoted director-general to SA farmers

IF YOU ASKED THE DIRECTOR-GENERAL OF THE DEPARTMENT OF AGRICULTURE, MIKE MLENGANA WHAT HE IS, A DIRECTOR-GENERAL OR INDEED A DEVOTED SERVANT OF THE PEOPLE, HIS ANSWER WOULD DEFINITELY BE THE LATTER.

**M**ike sent out a very clear message to a packed Fanie Ferreira hall during the 2017 Grain SA conference held at Nampo Park in March, when he addressed about 500 attendees, many of whom form the heartbeat of South African agriculture. In his speech Mike highlighted three main areas of concern, namely unity, transformation and the contribution of the sector towards economic growth.

### UNITY

He is very adamant that “agriculture must first of all be inclusive. We can’t move forward at the expense of others anymore.” He then focused on one of the reasons for failure: “We appointed people on the basis of their political alliance. And the consequence was devastating chaos. This lack of unity led to that and many other disasters.” What further accentuated the problem was the “lack of integration in agriculture which

allowed external forces to create uncertainty about policies and growth.”

### TRANSFORMATION

“Transformation is a must,” he said slowly after appealing to farmers to integrate one small-holder farmer into their businesses. Mike then quickly disposed of the matter of land ownership: “I know you are uncertain about the land reform issue,” laying their fears to rest by saying: “You do not need to be afraid, we’ve got a Constitution.”

As a fellow farmer he is aware that farmers are good people. Transformation also means that every farmer must “help to surface good things”, thus dispelling “the perception that people in agriculture are inhumane.”

### CONTRIBUTION TO ECONOMY

The belief is that agriculture contributes a mere 0.2% to the GDP. Mike’s answer to that is a clear: “We are not!” He said that agriculture created the whole value chain, but the challenge now is to “find a way to create a value chain that allows agriculture to stand tall in this country.”

Agriculture needs to contribute on another level. He informed farmers that negotiations are currently underway with China, India and others so that farmers “can plant for a market they know exists.” Gone are the days that you rest in wintertime - the face of agriculture is changing rapidly.

His focus is to change the enterprise - “So I’m going to force a partnership instead of recapitalisation.”

“The focus must be on productivity. Coupled with this focus is Vision 2030, which has a goal of creating 1 million jobs by concentrating on small holder farmers who are prepared to be that farmer - “Farming is about passion. Therefore farms will only be given or sold to those who have passion.”

He also gave a few short pointers to those in attendance:

- “We all have to contribute to the development and evolution of the agricultural strategy. No more sitting in the office planning for you, without you.”
- “It is dangerous to deal with a person with little knowledge, but who has a lot of power. The person in my view who has power is the one who serves others.”
- “The recapitalisation process is one that is going to force a partnership between a commercial farmer and a black farmer who has yet to utilise that land.”

He concluded by assuring farmers that his office is always open – “If a farmer calls, we take that call.” Vowing to continue his calling until he achieves his ultimate goal to serve others – “You are not good until the person you serve says so.” 🌱





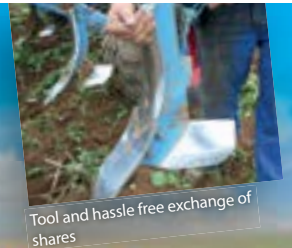
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# Eddie Morrison

Still your experienced arms specialist at Nampo and Bothaville

AFTER 37 YEARS EDDIE MORRISON IS STILL YOUR INDISPENSABLE AND MOST RELIABLE ARMS SPECIALIST AT THE HINTERLAND BRANCH IN BOTHAVILLE.

## EDDIE HAS LOADS OF KNOWLEDGE ABOUT ARMS AND AMMUNITION

You don't just find someone of Eddie's calibre anywhere! He started to work at the Bothaville branch in 1980 and since the weapon safe opened on 19 August 1984, Eddie's name has been synonymous with arms. Not only in Bothaville and South Africa, but also in countries such as Botswana, Namibia, Tanzania and Zimbabwe. "We export arms and ammunition directly to them. We really go to a lot of trouble to render good service," said Eddie.

Eddie, who is the head of sales at Bothaville, has a great love for arms. One would think that this love developed during his time in the armed forces - he was stationed in Pretoria in 1974 and 1975. But no, "my love started at Senwes in Bothaville." As soon as he started to work with arms and ammunition, his passion grew and he knew then already: "This is something nice."

Eddie was born in Welkom and attended school at Wessel Maree High School in Odendaalsrus, where he matriculated. His hero

is Dr Lukas Potgieter, who must have been the biggest arms fanatic and specialist in South Africa. According to Eddie "there was nothing that he did not know about arms and ammunition. He even wrote articles for the Farmers' Weekly."

The 61-year old tells us of the most sales ever done at one time at Bothaville in 1994, when arms to the value of more than R1 million were sold during an arms-day. All the stock from Klerksdorp, Potchefstroom, Odendaalsrus and Wesselsbron were drawn to supply customers in the maize capital in the heart of Nampo territory. "People were queueing at the doors and into the empty stand opposite the old Branch 3."

## 34 YEARS AT NAMPO

To top it all, this arms expert will be celebrating his 34th consecutive year at the Nampo Harvest Day this year. Good news this year is that Hinterland has the Creedmoor 6.5 Howa in stock - a full 20 of these - "we managed to become one of only two distributors of the Creedmore 6.5 Howa in South Africa. It is a new and faster calibre, very accurate and is used on shooting ranges for target shooting," said Eddie.

You will definitely find a large variety of arms, ammunition, reloading equipment and telescopes at Nampo 2017 in the Hinterland hall. "This will include shot-cartridges, mostly imported from America. A consignment of 40 000 cases of 250 rounds each was imported at once. We have been doing this for many years for customers and producers,


since they use it for clay-pigeon shooting and for pigeon shooting in sunflower fields." We will also have CZ pistols, which will be available at good discounts at all branches where arms are sold.

As usual there will be some promotional prices at Nampo as well, and Eddie says "it will be as good as at his branch in Bothaville. Producers know that they can come to Nampo to buy their ammunition, guns and telescopes. They know we have been here for decades and some even do their annual purchases at Nampo."

Nampo also generates a lot of after-sales business with young customers visiting Hinterland at Nampo and "old customer friends of 20 to 30 years come to greet me at Nampo every year - customers are not only customers, they are friends."

Eddie is extremely grateful to his customers and his employer. "What I know, I learned from my customer friends. I am also grateful for the incredible support from management. Even after my accident a week after my birthday, on 15 February 1985, they were there for me. Whether I am in a wheel chair or not, they are there for me. These people are absolutely wonderful."

Be assured of excellent service from Eddie. He believes that, with such a variety and good discounts, "a customer simply cannot just walk out of the shop. There must be something that he wants to buy."

Visit Eddie at the Hinterland branch in Bothaville for an excellent variety of arms and excellent service. 

# Meer as net LANDBOU



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[http://senwes.co/7min\\_DVD2014](http://senwes.co/7min_DVD2014)



# Interest-free loans to trusts

THIS FAIRLY DRAMATIC CHANGE IMPACTS ON INTEREST-FREE LOANS TO TRUSTS, AS WELL AS THOSE LOANS THAT ATTRACT INTEREST, BUT AT A RATE LOWER THAN THE OFFICIAL INTEREST RATE.

« LUCAS COETSEE  
LIBERTY LEGAL SPECIALIST

**T**he difference between the official rate and the actual rate of interest charged is deemed to be a donation in the hands of the person who made the loan as from 1 March 2017.

For example:

Mr X transfers assets worth R20 000 000 to his discretionary trust, on loan account. The official rate of interest is 8% per annum. Mr X does not charge the trust any interest on the loan.

$R20\,000\,000 \times 8\% = R1\,600\,000$  is the interest that should have been charged, but was not. Mr X is deemed to have donated the R1 600 000 to the trust. The current rate of donations tax is 20%.

Assuming no other donations are made by Mr X:

$R1\,600\,000 - R1\,00\,000$  (annual tax free donation) =  $R1\,500\,000 \times 20\% = R300\,000$  in donations tax to be paid by Mr X to SARS.

As long as the loan account remains on the books of the trust, this calculation will be done each and every year, applying the relevant val-

ues at that point in time. It does not matter when the loan was made, donations tax will apply to all outstanding loans as from 1 March 2017. This amendment will impact on many high net-worth clients who have transferred assets or cash to trusts on loan account.

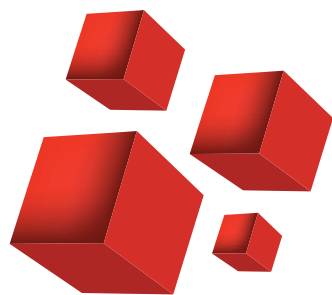
They may wish to review their trust structures to now charge interest, or to make provision to ensure they have the cash to pay the donations tax. They may even consider winding up their trusts. Very important here is to go back to basic principles.

If the trust was established to protect and create wealth for future generations, then, while no one is going to be happy to pay more tax, it will be accepted that this is the price you pay to meet your ultimate needs. If the only reason for the establishment of the trust was to save on tax, the bitterness at the tax burden will be all the greater.

It is important to remember that the new provisions do not apply to all trusts and all loans. Specific types of trusts (e.g. trusts set up as public benefit organisations and vesting trusts) will be excluded and loans made in relation to primary residences will be exempt. ☺



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*Willem and Gert Junior Stols are proud of their entertainment area at the top of a centre pivot.*

# Centre pivot becomes entertainment area

I MET TWO YOUNG FARMERS, WILLEM (21) AND GERT JUNIOR (19) STOLS, ON THEIR FARM APPROXIMATELY 6 KM FROM NAMPO PARK NEAR BOTHAVILLE. THESE TWO PRODUCERS HAD THE BRAINWAVE TO CREATE AN ENTERTAINMENT AREA IN THEIR FIELDS AT THE END OF JANUARY 2017. ON TOP OF A CENTRE PIVOT!

« AUBREY KRUGER

**T**hey say that they first saw an ordinary platform on Facebook and promptly decided to take the idea “to the next level”. They judiciously contacted Agrico first, and received the proverbial green light from them to erect the entertainment area, on condition

that nothing may be welded to the centre pivot. No problem for the brothers, who matriculated at Kroonstad High School! They got going immediately and used everything, from corner iron, chicken wire and rectangular tubing to build the entertainment area and they bolted everything down to the centre pivot.

When I asked about the number of people who will be able to use the area at one time, the answer was: “After we built it, 14 farm workers jumped up and down on the platform and it withstood this test.”

On top of the platform, which is more than 4 metres high, one can really relax. They jokingly add: “Pa Gert can sit up here and look at the maize. And when we want to loaf a bit, we will be able to see him approach from afar.”

They braai with family and friends over weekends. And when a Senwester comes to visit, such as this journalist, he is taken to the centre pivot 17 km away. Andrew Weber, Key Account Manager and Phillip Havenga, Relationship Manager, also visited the brothers on 14 February.

It is extremely peaceful on the platform and one can hear the wind rustling through the maize plants. The view is beautiful, with the Senwes Regina silo as part of the landscape. But where did they braai before they built this exceptional entertainment area? We used to put the portable braai on the lawn or braai in any open space in the veld when we were there.

With nine centre pivots on the farms Krugerskraal and Nederlanden, and three more being planned, you can be sure that the two fourth-generation producers will definitely build another one and will make further improvements on the first one with lights and fridges. However, they are not allowed to draw power from the centre pivot.

But one thing is for sure - someone will soon have an even better idea.

After a two-hour visit, with the centre pivot swaying fourteen degrees backwards and forwards, we have to say goodbye. What a lovely place. You can see for ever, you can relax and there is nothing to worry you - except the mosquitos. ●

# Agri-Hertzogville wins R10 000 from John Deere Finance

The Agri-Hertzogville Farmers Union sent a 45-strong contingent to attend the inaugural Senwes Equipment Expo at Nampo Park on 8 and 9 February this year, earning the union a cool R10 000, courtesy of John Deere Finance.

If Senwes Equipment Mechanisation Managing Executive, Ferdie Pieterse had any concerns about the turnout at the event, he did not have to worry.

More than 1 200 producers, stakeholders and spouses attended the two-day event, which saw an impressive selection of John Deere and JCB products on display.

The event also featured various presentations by companies like John Deere, JCB, Rovic Leers and others. Read more about it on page 10 and 11 in *Senwes Scenario*.



In the photo above Marius Groenewald, Chairman of Agri-Hertzogville, and his wife Tania, receive their prize from Ferdie Pieterse and John Deere Territory Manager, Philip du Plessis.

Marius said the prize was welcome and would be ploughed back into the union.

Tania applauded Senwes Equipment's first Expo saying it was "very interesting for the ladies, especially the motivational speech by actress Leandie du Randt and the performance by singer Irene-Louise van Wyk.

Ferdie added that the success of the event meant that it could very well become an annual occurrence. ●



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## Know your Certisure Broker

**CARLA WISE**



« AUBREY KRUGER

### WHAT DO YOU DO AT CERTISURE?

I act as insurance broker (still under supervision) for Certisure in Viljoenskroon and market short-term and crop insurance of different insurers. I also deal with claims and I am responsible for the management of the Viljoenskroon office.

### HOW HAS YOUR CAREER PROGRESSED UNTIL NOW?

Directly after school I started to work for the local panelbeaters. I married the owner, a high school sweetheart, a year later. I worked there for 17 years before I joined Certisure four years ago.

### WHERE WERE YOU BORN AND WHERE DID YOU GROW UP?

I was born and bred in Viljoenskroon.

### WHERE DID YOU ATTEND SCHOOL?

I completed my primary and high school careers in Viljoenskroon – Salomon Senekal High School.

### WHAT WERE YOUR PLANS AFTER SCHOOL?

I did not really have plans after school. Financially it was not possible to go for tertiary education, which is why I immediately took a job.

### DO YOU SEE A FUTURE FOR YOURSELF IN THE COMPANY?

I would like to obtain the necessary qualifications and to render excellent service. My objective is to ensure that the client feels comfortable to do business with me, as broker. Happy client, happy broker, happy Certisure.

### BEST ADVICE YOU WOULD GIVE TO YOUR CLIENTS?

Make sure that you know your needs in respect of short-term or crop insurance cover. Communicate with your broker and make sure you understand each other. It will only strengthen the future client/broker relationship.

### WHAT DO YOU DO IN YOUR FREE TIME? ANY HOBBIES?

I like reading when I get a chance to do so.

### FAMILY?

I am recently divorced and have two daughters, Marijke (18) and Anke (13). ●

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# Safex Scenarios with Susari

SUSARI GELDENHUYS

## INTRODUCTION

South African grain prices have been known to be very volatile due to uncertainty about what the future holds for the grain market. Future stock levels, imports, hectares planted and yields are but a few of these factors which cause uncertainty (and therefore price volatility) in the market. These volatile conditions make it difficult for all 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 last article focused on determining support and resistance levels. This article will expand on this by analysing various price formations.

## PRICE FORMATIONS

Price formations can be defined as a graphic price movement pattern which is determined by various support and resistance lines. There is a high probability of success when the formations are recognised and interpreted correctly. The most generally used formations, which usually indicate a trend reversal include: *Tops and Bottoms*, and *Head and Shoulders*.

### *Tops and Bottoms*

As one of the most commonly

used formations, *Tops and Bottoms* can be identified and interpreted relatively easily. The formation normally indicates a trend reversal after a support or resistance level has been tested various times, but could not be broken successfully. Various *Tops and Bottoms* can form with the respective names leaving nothing to the imagination. A *Double Top* or *Bottom* indicates a resistance or support level which has been tested twice and a *Triple Top* or *Bottom* indicates a level which has been tested three times.

A *top (bottom)* formation is mainly formed by determining the horizontal resistance level (support level), after which the adjustment serves as horizontal support level (resistance level). Should market

<sup>1</sup>Formations which normally indicate a continuation of the preceding trend were discussed in the previous article.







Graph 1: Double Top

SOURCE: COMPILED BY AUTHOR



Graph 2: Head and Shoulders.

SOURCE: COMPILED BY AUTHOR

prices have tested the resistance level (support level) various times and should it then break through the support level (resistance level), a new trend would form in the opposite direction to the preceding trend. A reversal in the trend is normally confirmed by an increase in trading volumes and it is recommended that trading volumes be analysed in conjunction with *Tops and Bottoms*. Graph 1 is a graphic representation of a *Double Top*.

### Head and Shoulders

This formation is definitely one

of the most popular formations amongst technical analysts, since the formation can be analysed over any period of time. For this reason it is the ideal formation for both short-term and long-term market participants.

Both a *Head and Shoulders* and *Inverse Head and Shoulders* are interpreted on the same basis. The basic concepts of a *Head and Shoulders* are explained here. The formation is made up of five characteristics (as represented graphically in Graph 2): strong preceding trend, left shoulder, head, right shoulder and neckline.

- i. The *Head and Shoulders* formation can be interpreted more accurately if the formation forms at the end of a **strong upward trend**<sup>2</sup>. As a rule of thumb, a trend reversal will be more significant if the preceding trend forms over a longer term.
- ii. The **left shoulder** of the formation forms where prices reach a new high, but recover in order to form a higher low within the preceding trend.
- iii. From the low of the left shoulder, prices increase to form a new high. Buyers are not able to maintain this sharp increase

> CONTINUES ON PAGE 44

<sup>2</sup>The same interpretation applies in respect of an *Inverse Head and Shoulder*-formation, which forms at the end of a strong downward trend.

## Safex Scenarios

&gt; CONTINUED FROM PAGE 43

- and prices usually decline through the support of the preceding trend to end up at a point which is relatively aligned with the previous low. Such price movements then form the **head** of the formation.
- iv. From the previous low, buyers enter the market again but unfortunately they cannot maintain a material price increase. Market prices then form a lower high to form the **right shoulder**, where the high is reasonably aligned with the high of the left shoulder. Prices then decrease to eventually break the neckline.
  - v. The final characteristic of the *Head and Shoulders* formation is the **neckline**. The neckline is formed by joining the low at the end of the right shoulder (beginning of the head) and the low at the end of the head (beginning of right shoulder). This line can either have an upwards or downwards slope, or can even represent a horizontal line.

Should prices close under the neckline, the formation is completed and a market position in line with the expected price decrease can be. The interpretation of the formation further offers an expected price target. This target is determined by measuring the vertical distance between the neckline and the high of the head and projecting this distance downwards from the point where the

market breaks through the neckline. Please note that it is beneficial to interpret the formation in conjunction with volumes, since an increase in trading volumes will further confirm the trading opportunity.

## 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 formations. With support and resistance lines as basis, various formations exist which can be analysed to generate possible buying and selling signals. Future articles will focus on the interpretation of the formations.

For more information or to obtain competitive option prices on a large variety of commodities, please contact Susari Geldenhuys at 018 464 7430 or 072 116 9999 or e-mail her at [Susari.Geldenhuys@senwes.co.za](mailto:Susari.Geldenhuys@senwes.co.za). 

The *Senwes Scenario* editorial staff hereby apologizes for faults that crept in during the production process of this article in the February/March edition.




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# April and May 2017: Market movements

THYS GROBBELAAR

SENIOR GRAIN ANALYST, SENWES GRAINLINK

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 market

### INTERNATIONAL FUNDAMENTAL FACTORS

#### International economic situation

The dollar weakened against the most important currencies in the world. The rand strengthened against the dollar in the process. The rand/dollar exchange rate has the most significant correlation of all the variables which impact the South African commodity prices. The strengthening of the rand will therefore also have a reasonably negative impact on local commodity prices. (Graph 1).

#### International commodity prices

Large carry-over stocks and relatively favourable growing conditions over the largest part of the world are putting pressure on the international prices of commodities such as maize, wheat and soybeans. The next graph indicates the price movement of yellow maize on the Chicago Stock Exchange. Graph 2 indicates a slight increase in the American



Graph 1. The R/\$-exchange rate movement



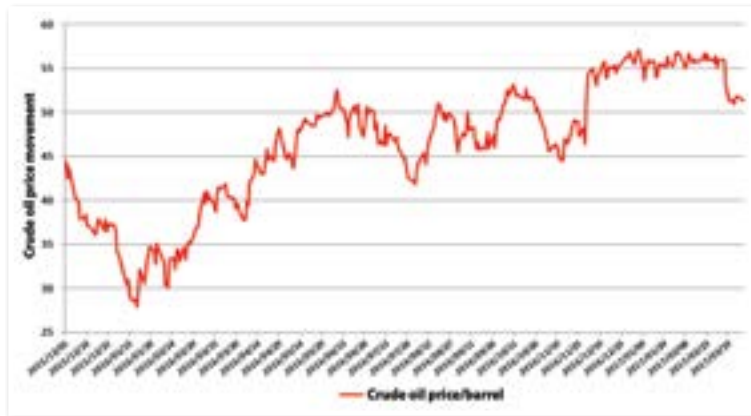
Graph 2. American yellow maize price (c/bu) movement on CBOT (Reuters).

yellow maize price, but it comes with the traditional price trend where prices increase slowly after harvest time until the pollination process has been finalised and when there is more clarity about the crop. The American yellow maize price declined to a reasonable extent over the past three seasons. The relatively low American yellow maize price is,

however, putting pressure on the South African white and yellow maize price.

#### Energy prices

As we know the Americans use approximately 35% of their total corn crop to produce ethanol. At the current price levels of American corn, seven of the largest ethanol plants in the USA



Graph 3. Light sweet crude oil price/barrel (Reuters).



Graph 4. The long term July contract white maize price as well as the 2017 price movement on Safex.

realise a gross margin of between \$0.39 and \$13.42 per metric ton. It is a very small margin and will probably limit the maize price movement to a reasonable extent.

## Price drivers in the local grain and oilseeds markets

### WHITE AND YELLOW MAIZE PRICE TRENDS ON THE SOUTH AFRICAN EXCHANGE

The first crop estimate of the National Crop Estimate Committee (NCEC) for the season indicates that the third largest crop in South African history will realise. This means that, according to the calculations of the National Agricultural Marketing Council (NAMC), there will be an exportable surplus of approximately 1,3 million tons of white maize

and one million tons of yellow maize. The chances are also good that the NCEC may increase the next crop estimate, which will increase the exportable surplus even further, the reason being that the white and yellow maize prices are trading in the region of the calculated export parity. The difference between the calculated import and export parity can be up to R2 300 per ton, depending on where imports and exports are done from.

Graph 4 indicates the price movement of the white maize July contract on the JSE. Since July 2016 the contract price has been following a declining trend. The La Niña-episode which was predicted for the coming season, impacted negatively on the price since these types of seasons are

associated with above average yields. During December 2016 large parts of the western production areas of South Africa did not receive much rain and sand storms resulted in the destruction of a large portion of the planted summer crop, which strongly supported the price for a week or more.

It is evident from graph 4 that the July 2017 contract is moving in a totally different direction than the long-term July contract. As mentioned, the large calculated exportable surplus is the main reason.

Two variables which have a significant impact on the calculated import parity are the R/\$-exchange rate and the American yellow corn price. Table 1 is a sensitivity analysis which indicates the effect of a change in the R/\$-exchange rate and the American yellow corn price on the calculated export parity. The July 2017 American yellow corn price is in the area of \$3.60 per bushel and the R/\$-exchange rate is in the area of R12,50 for a dollar. It translates to a calculated export parity of R1 756 per ton. At the time of the writing of this article, white maize for the July 2017 contract traded at R1 723 per ton on the JSE.

Certainty about the quantities of white and yellow maize exported and a movement of the calculated carry-over stock closer to the required pipeline, could impact positively on the white and yellow maize prices. Unfortunately this means that the white and yellow maize prices are at the same level of or below the calculated export parity level to ensure that adequate quantities are exported. The current low maize price resulted

> CONTINUES ON PAGE 48

in a large number of producers not having traded or hedged their grain. This could result in further pressure on prices during harvest time. Producers should contact their grain marketing advisors on a regular basis in order to utilise opportunities over the short term and to do the necessary to manage the low price level situation over the longer term. Certain marketing instruments can be used to manage the current low price levels in the best possible manner.

Oilseeds complex

SUNFLOWER AND SOYBEANS

According to the first crop estimate of the NCEC, the calculated

carry-over sunflower stock could be in excess of 180 000 tons for the marketing year. However, conflicting feedback is being received on the sunflower yields realising. Disappointing yields are reported by some while others report excellent yields. The current sunflower price is significantly lower than the soybean price and sunflower is being pressed at good margins. It is hoped that sunflower carry-over stocks will be used up in this manner and that prices will recover. The sunflower price on the JSE is lower than the calculated derived export parity level. Due to the fact that sunflower is normally sold by producers immediately, the so-called harvest pressure being

experienced is worse than in the case of maize.

Graph 5 indicates the seasonal price trend in respect of sunflower. Sunflower prices usually decrease from mid-January and usually recover from mid-May. This year's decline started by mid-October 2016 and is still continuing. Expectations are that the declining trend will continue until mid-May.

The same price trend is noticed in respect of soybeans. The NCEC predicts a crop of 1,07 million tons. The supply and demand for sunflower are reasonably balanced, but despite this the price decreased sharply, as in the case of sunflower. The soybean price decrease started later than that of sunflower, namely from mid-January 2017. This decline is expected to continue until the end of April 2017, in line with the long-term seasonal trend. Producers should keep in contact with their grain marketing advisors as far as soybeans are concerned well.

SUMMARY AND CONCLUSION

Price levels of all summer crops are under pressure at present. Price levels are below the calculated production costs in many instances, particularly in respect of maize. Exports will have to take place before the maize price will recover. The exchange rate, which is totally unpredictable, could have an impact on the price. The question is, in which direction?


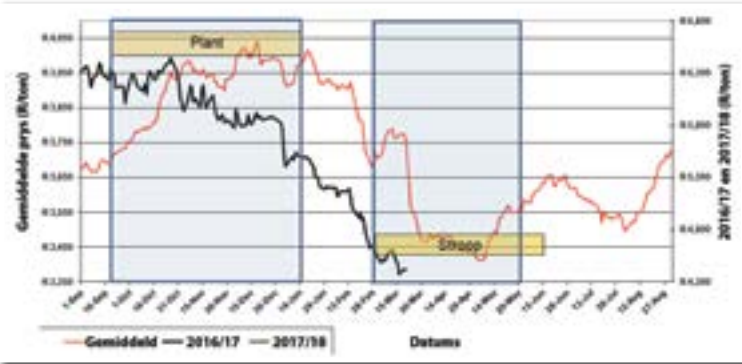
Although miracles can not be brought about in respect of marketing, the producer should stay in touch with his grain marketing advisor. The necessary planning can be done to address the low price situation in the best possible manner. 

Table 1: The calculated import parity of South African white maize to Southeast Asia.

Maize origin: Randfontein			Load cost advantage			USA-\$11			
Delivery point: Southeast Asia			Basis CBT to FOB(\$/t)			\$22			
Date: 24 March 2017			Quality premium:			\$5			
		USA CBT yellow maize price (\$/bu)							
Exchange rate		3,40	3,50	3,60	3,70	3,80	4,00	4,20	4,40
R/\$	12,00	R1 571	R1 618	R1 666	R1 713	R1 760	R1 855	R1 949	R2 044
	12,50	R1 657	R1 706	R1 756	R1 805	R1 854	R1 952	R2 051	R2 149
	13,00	R1 743	R1 794	R1 845	R1 897	R1 948	R2 050	R2 152	R2 255
	13,25	R1 786	R1 838	R1 890	R1 943	R1 995	R2 099	R2 203	R2 308
	13,50	R1 829	R1 822	R1 935	R1 988	R2 042	R2 148	R2 254	R2 360
	14,00	R1 915	R1 970	R2 025	R2 080	R2 135	R2 246	R2 356	R2 466
	14,50	R2 001	R2 058	R2 115	R2 172	R2 229	R2 343	R2 458	R2 572



Graph 5. The long term seasonal price trend of the sunflower (Spot price) on Safex.



# How is the season progressing?

« THYS GROBBELAAR  
SENIOR GRAIN ANALYST, SENWES  
GRAINLINK

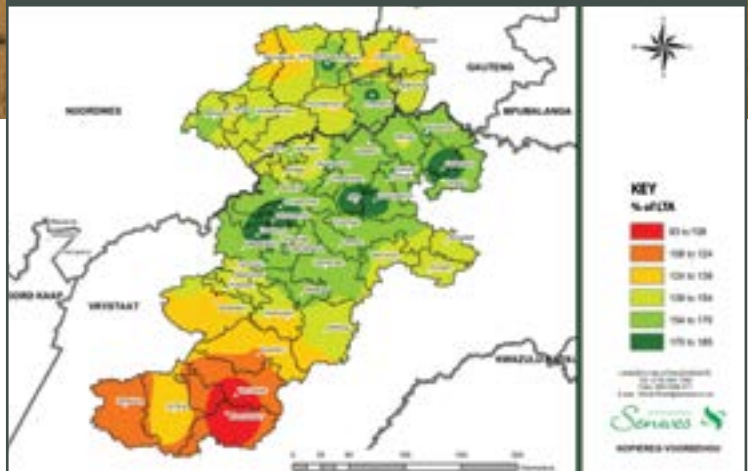
## RAINFALL THIS SEASON

The traditional Senwes area was fortunate this season as far as rainfall is concerned. The total area has received more than the long-term average rainfall to date. The central area in particular received much more than the long-term average and water damage has been suffered in certain central areas. However, the south-western part of the traditional Senwes area of operation received less rain than the rest of the area. A very good crop is expected.

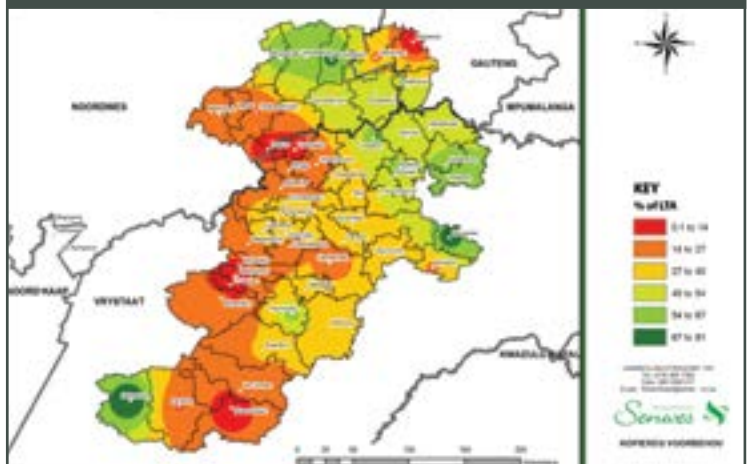
Very little rain was received in March and the largest part of the Senwes area received less than the long-term average, particularly the western areas. During a crop tour it became evident that crops in certain areas need more rain. Should rain not be received, yield losses can be expected in places. However, the crop looks promising in general.

> CONTINUES ON PAGE 50

THE CUMULATIVE RAINFALL FOR JULY 2016 TO END OF MARCH 2017 RAINFALL AS % OF THE LONGTERM CUMULATIVE RAINFALL



MARCH 2017 RAINFALL AS % OF THE LONGTERM MARCH RAINFALL IN THE TRADITIONAL SENWES AREA



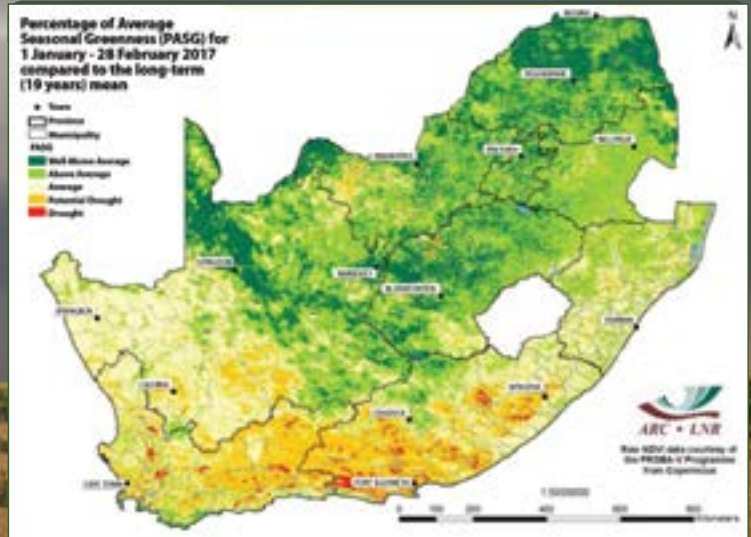
## How is the season progressing?

> CONTINUED FROM PAGE 49

The map on the right indicates the NDVI (Normalised Difference Vegetation Index) of South Africa for February 2017, compared to the long-term February situation. This index is calculated using a formula and space observation satellites are used in the calculation of the index. It is evident that parts of the Free State, Northwest, Limpopo and the Northern-Cape are much greener than the rest of the country. It means that more active growth has been experienced than during the corresponding long-term period. The good rainfall during January and February 2017 was the main reason. It is evident that Mpumalanga, KwaZulu-Natal, the Eastern-Cape and parts of the Western-Cape have received less rain and are dryer than the long-term average. The very dry areas, where almost no vegetation can be seen, are also clearly visible on the map.

We can therefore look back on a favourable season in the traditional Senwes area. However, as far as wheat is concerned, prospects are not as favourable for the coming

## NDVI OF SOUTH AFRICA FOR FEBRUARY 2017



season. Although this is the time during which we would like to capture moisture, autumn rains have not been adequate.

## INDICATORS FOR THE REST OF THE 2016/2017 SEASON

Indications of an El Niño-year coming up are increasing. The sea temperature in the NINO3-4 area of the Pacific Ocean is getting warmer. The so-called NINO 3-4 index indicates the difference of the sea temperature compared to the long-term average. The record high sea temperature of the previous season is evident in the map below. A neutral status is indicated

in terms of El Niño/La Niña vir this season.

The Australian Government Bureau of Meteorology does extensive research on the El Niño/La Niña phenomena and reflects the status of the episodes as “watch”, as indicated in the diagram below. There should be more certainty about the season in terms of an El Niño or La Niña-status in five months time.



## SUMMARY AND CONCLUSION

Although the season commenced on a negative note in particularly the western parts of the traditional Senwes area of operation, it ended on a very positive note. Good crops are expected and indications are that the new season will commence with good sub-soil moisture levels. ●



# What does my calibre name mean?

JAN-LODEWYK SERFONTEIN



**W**ay before guns were designed and manufactured, other weapons were used for survival and to conduct war. Knives, spears and a bow and arrow are but a few of the weapons used over time. Like guns, other weapons also had names and descriptions to identify them. The long bow, short bow and the recurve bow are examples of such descriptions.

In the 17th century in North America, the guns used were longer than 6 foot and not very accurate. During the 18th century guns were designed in Europe which seldom had barrels longer than 30 inches. The barrels had between 7 and 9 grooves with a slow turn.

During the 18th century communication and standards were not well developed and a number of new guns and calibres were designed on two different continents. Since the 18th century a similar way of naming new calibres has been used. At present there are two organisations which list and test calibres, but the organisations use similar naming methods.

When a calibre originating from Europe is named, two measurements are used, together with a name. The first measurement is the diameter of the bullet in millimetres and the second measurement is the length of the casing. The name mostly refers to the original manufacturer of the calibre. For instance, a 7 x 57 Mauser bullet is 7 mm in diameter. Its casing is 57 mm long and the Mauser factory designed the calibre.

Weapons which originated in America are named by using one measurement and a name. The length is in inches. A .243 Winchester bullet is .243 inch in diameter and designed by the Winchester factory. It is important to note that the diameter of the bullet is .243 of an inch and not 243 inches.

But why does my 308 Winchester and my 300 Winchester Magnum use the same diameter bullet? And why is the diameter of my 303 bullet more than the diameter of my 308 bullet?


Looking at the next cross-section of the barrel of a gun, two differ-

ent diameter holes can be seen - X being the bore diameter and Y being the groove diameter.

The diameter of the bullet used in the name of the calibre, can be the groove or bore diameter. In the case of the .303 the bore diameter was used. In the case of the 308 Winchester, the groove diameter was used to describe the diameter of the bullet. In the case of the 300 WM, the bore diameter was used for the name of the calibre.

## A FEW INTERESTING CALIBRE NAMES

- 30-06 Springfield: .300 Bore diameter bullet developed in 1906.
- 25-06 Remington: .30-06 Springfield casing downsized to be able to shoot a .257 caliber bullet.
- 308 Winchester: Also known as the 7.62 x 51 since its bore diameter is 7.62mm and its length 51mm.
- 7mm-08 Remington: .308 Winchester casing downsized to be able to shoot a 7mm caliber bullet.
- 22-250 Remington: 250 Savage casing downsized to be able to shoot a .224 calibre bullet.

Be careful of the 6.5-284 Norma - the .284 casing was designed in America by Winchester. Later, in Europe, Norma downsized it to a 6.5mm calibre bullet, being the reason for the 6.5mm and the .284 inch in one name! 





# My career is affected!

REV CAREL BOTMA



“So I hated life, because the work that is done under the sun was grievous to me. All of it is meaningless, a chasing after the wind.” (Ecclesiastes 2:17 to 22).

The first impression one gets when reading this Scripture, and particularly this verse, is that the writer must have been extremely disillusioned with life and his work. He finds himself caught up in the cobweb of life where the never-ending cycle of birth, work and death is chewing him up and spitting him out. The impression is that life is an absolute torment. “So I hated life, because the work that is done under the sun was grievous to me.” (Verse 17).

I grew up on a farm and I often long for the uncomplicated life which I knew there. The farm

life which I remember was characterised by a peaceful existence where farming required relatively low input costs. Farmers planted grain, bred cattle and could market it profitably. Even the small-holder managed to be successful. I don't want to imply that there were no droughts or setbacks. Obviously it was also part of a farmer's risks. However, they were not as vulnerable to possible setbacks as they are today. I am sure there are other people, like me, who long for the idealised farm life of milk and honey. However, farming has changed dramatically in the meantime.

During interviews which I held with farmers for purposes of my research, the disillusionment with farming amongst farmers was glaringly evident. They indicated that when they started out, it was with enthusiasm and ideals for the future, but that farming has degenerated into a daily fight for survival without any prospect of new objectives or hope. Farmers find themselves caught up in this situation. They are not trained for any other career and farming is in their blood. They also invested a lifetime in this industry, which means that they are totally committed to their land.

This scenario is only one example of what is happening

in so many other career situations. The corporate world is becoming increasingly competitive. Whether you own or manage a company or whether you are merely an employee, you will be able to identify with what farmers are experiencing in their industry. In the never-ending chase after deadlines, targets, marketing and sales, it is possible to lose some measure of job satisfaction and motivation. Are you also struggling to understand the meaning of your work and your life and do you wonder if you have reached the point where you are starting to hate everything which you keep yourself busy with every day, as stated in Ecclesiastes?

Everything you work so hard for, comes to nothing. Everything is chasing after wind. You have become weary of life, you feel powerless against unchangeable issues such as inflation, fluctuating prices, political climate, etcetera, which you are confronted with on a daily basis. You feel powerless, hopeless and overwhelmed - it does not matter how hard you try, you just don't seem to be able to make a difference - nothing is going to change. You have exhausted your emotional reserves...

“So my heart began to despair over all my toilsome labour under the sun. All their days their work is grief and pain; even at night their minds do not rest” (Verses 20 and 23). ☹





## Herontdek dít wat saakmaak

Ons doel is eenvoudig – om elke mens wat oor ons drumpel stap te hóór. Ons produsente en elke stadsjapie met 'n tuin, 'n huis en 'n passie vir die buitelewe... Ons sien uit daarna om jou te ontmoet by ons NAMPO Oesdag uitstalling.



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# No pastoral idyll: take off the rose-tinted spectacles – it is time!

JENNY MATHEWS

CERTAIN PRECONCEPTIONS ARE GUARANTEED TO PROVOKE ME AS I BELIEVE THERE ARE CERTAIN MYTHS WHICH NEED URGENT DEBUNKING! FOR ONE, THE NOTION THAT FARMERS WHO WORK HARD OUT IN THE FIELDS EVERY DAY ACTUALLY LIVE A PEACEFUL AND PASTORAL LIFE... SITTING ON A TRACTOR HUMMING OVER GREEN FIELDS OR WALKING PEACEFULLY AMONGST THEIR GRAZING COWS... IS AN ILLUSION THAT NEEDS TO BE SHOT DOWN.

**Y**es, it is a sweaty business - but nowadays such 'charming' activities fill perhaps 10% of the farmer's diary! Modern farmers are more likely to be networking or investigating new precision farming approaches or acquiring fresh skills, using newest innovations and technologies. The farmer seldom spends a single day in quiet solitude; rather he is in constant contact with trend

analysts, service providers and market agents. The tensions of each day run high as the farmer strives to survive against all odds in an environment which is challenged economically and politically. Money which could be spent on farming improvements or social responsibility instead has to be spent on heightened security around the farmstead with rising theft and increased threats to personal





It is now time to pray ... and it is time to speak up. So give your support to those organisations that are your voice!

safety. The bottom line: Farming requires a full-on commitment and there is never a moment when the farmer is not worrying over one or other decision: Should we plant/spray/harvest today, tomorrow... next week? Should I hedge my crop now? Will the price move up/down next week? Should I install alarms for improved security? How effective are security companies? Should I buy/sell land... how serious is this threat to land ownership? Should I mechanise...or do the right thing and create employment... but then I am exposed to labour issues and farm workers must be given a share in the farming business... I am hardly surviving in the current economy, how can I facilitate that process? Farmers are as challenged as the most highly pressured businessmen to find the road to survival and anyone believing that farming is an easy career ... is wearing rose-tinted spectacles!

So what concerns are farmers currently preoccupied with? A “hot” topic on everyone’s lips is the land question. Many a sleepless farmer questions the wisdom of holding onto land which may be expropriated without compensation...

Political analyst JP Landman places the issue under his looking glass. He highlights Zuma’s SONA 2017 wish to “return the land to the people using Constitutional means” and Minister of Land Affairs Gugile Nkwinti’s statement in the National Assembly to conduct “a pre-colonial audit of land ownership, use and occupation patterns” and to develop a single law to address the issue of land

restitution without compensation”. He notes that Ramaphosa deflected the question when asked about expropriation without compensation saying, “Amending the Constitution is a strategy... implementing what is in the Constitution is another strategy”. Landman believes “the balance of forces at the moment is against changing the Constitution”. This is strengthened by the release of ANC policy documents stating: “There are no “change the Constitution” or “expropriate without compensation” proposals... It is all very much “return the land to the people using Constitutional means”. Landman also highlighted Section 25 (2) in the Constitution, which specifies that compensation must be “just and equitable”. Nowhere is the willing buyer, willing seller dispensation entrenched in the Constitution. Theo Boshoff of Agbiz emphasises that Section 25 ‘mechanisms were carefully crafted to bring about transformation and restorative justice in a manner that is just and equitable, based on international norms and standards.’

At the 2017 Grain SA Congress, Chairman Jaco Minnaar emphasised that the organisation says ‘NO’ to land expropriation without compensation. He also highlighted the fact that increasing numbers of farms in the market are readily available for government to buy up for the land reform programme, but these opportunities are not being pursued. Minnaar gave voice to the overwhelming pressure experienced by farmers by taking issue

with the way farmers are consistently depicted in a negative light and are treated as the culprits in the slow land reform process.

The Agricultural Outlook 2016 – 2025, issued by BFAP (<http://www.bfap.co.za>), highlights that South African agriculture has performed well in spite of global competition and poor climatic conditions, and is optimistic about producers’ ability to deliver on the food security issue. But it also highlights the fact that uncertainty amongst farmers on the property issue means farmers are hesitant to invest new capital e.g. in replacement orchards, employment patterns or labour-intensive crops. The pressure and burden of responsibility for land reform and transformation placed on commercial farmers seems to be an attempt to deflect attention from the inherent weaknesses in failed implementation strategies employed by government. BFAP notes: “Many of the constraints that have hampered growth can be turned around through an efficient and effective bureaucracy and clear and direct leadership” and “Small things which require no further requests to treasury but merely realignment or resources have the potential to bring large returns by unlocking potential growth”.

The powers-that-be have the mandate to make changes and they also have the means to ... but the will to implement is shrouded in the mists of political ambition and rhetoric. Agri SA’s Omri van Zyl says farmers need

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to speak with a united voice to ask the government questions such as “What has happened with the funds promised as drought aid?” and “When do they plan on maintaining infrastructure such as road surfaces which are critical to farming success and which we pay our taxes for?” It is time to hold government accountable. These issues are not about the colour of our skin, they are about the heart of the matter: Farmers do want the agricultural landscape to transform, peacefully, and to farm in an environment that is conducive to success for all.

BFAP’s message to government seems simple: “Provide enabling conditions (a better functioning state without red tape and ineffective processes), implement a range of models for land transfer

to beneficiaries, ensure effective support to beneficiaries and eliminate political patronage for the land reform and agricultural programmes. Then we will see a thriving and growing agricultural sector, which should provide fertile ground for new farmers to put down roots.”

This vision should give farmers cause to hope! “To everything

there is a season, and a time to every purpose under the heaven: A time to be born, and a time to die; a time to plant, and a time to pluck up that which is planted; a time to kill, and a time to heal; a time to break down, and a time to build up” (Ecclesiastes 3). It is now time to pray ... and it is time to speak up. So give your support to those organisations that are your voice! ●

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# A purple cloak and a crown of thorns?

READ: Matthew 27:27-44

REV WILLIE BOTHA



WHAT HAPPENS IN MATTHEW 27 IS PRE-EMINENTLY DRAMATIC IRONY. SO MANY THINGS HAPPEN IN A WAY TOTALLY DIFFERENT TO WHAT THE READER EXPECTS.

**S**hortly before Jesus was still performing miracles, He enjoyed the admiration of the crowd when He entered Jerusalem. But now tide has turned against Jesus. Judas sold Him out and Peter renounced Him. There was no sign of the other disciples, which He hand-picked. Where the crowds jostled to see Him before, He was now alone. Earlier a magnet, now forgotten.

In the governor's official residence they dress Jesus in a purple cloak, a royal garment. He is belittled because He is not really a king. A crown of thorns is placed on His head and a cane is handed

to Him as sceptre. Pagan soldiers spit on Him and ridicule Him. The mixture of gall and wine is far removed from the wonderful wine He made of water in Canaan, which the guests could not get enough of. The board above his head - *King of the Jews*. King of the Jews only? This is the dramatic irony. They ridicule Him for so much less than what He really is. No garment in this world is worthy of the Son of God. No sceptre pure enough to be placed in His hands. No precious stone or precious metal good enough to be placed on His head. He was crucified because they thought He was the king of the Jews, while it was actually the King of the World

hanging before them. If we were surprised by His humble birth in a manger, what will we say when we realise that He died in an atmosphere of hate?

The irony goes even further: Typical of humanity, everyone ridicules him. The head priests, family heads and those well-versed in the Scriptures should at least have known better. In fact, they knew the law and they were expecting the Messiah. It is ironic that they did not recognise Him for who He is. Also that He came in a way so much more than what they expected. Ordinary people walked past the cross and shook their heads in a dismissive manner. "He could save others, but He cannot save Himself." Little did they know that He was hanging there for those shaking their heads, the murderers next to Him, the priests, family heads and those well-versed in the Scriptures - and the soldiers.

What does Jesus wear in your mind? A purple cloak and a crown of thorns? Is He a magnet in your life or have you forgotten Him? Who is Jesus to you? Perhaps the king of the Jews only, long, long ago? Someone for whom you shake your head? I hope He is the God in your life as described by Peter in Matthew 16:16: "You are the Christ, the Son of the living God." And, as the officer had to confess to his utter shock: "This man really was the Son of God." 9





# Win a copy of Leandie du Randt's new book

The well-known actress, Leandie du Randt, is currently in the process of marketing

her new book country-wide. Her new book titled *Gemaklik in Jou Eie Lyf*, *WEES DIE BESTE JY*, is the talk of the town since she is the first actress touring the country to market her book by means of no less than 35 shows, during which she will also talk about the contents of her book.

Leandie is known for her roles as Ivanka Gouws in the soapie *Binnelanders* and Mieke in the Afrikaans series, *Getroud met Rugby*. Sy can also be seen in the movies *Semi-Soet*, *Klein Karoo*, *Die Windpomp*, *Mooirivier*, *Strikdas* and *Hollywood in My Huis*, to name but a few. ●



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## WIN WITH SENWES AND LEANDIE DU RANDT

*Senwes Scenario* readers have a chance to win a signed copy of her book. One lucky reader can win a copy of *Jou Eie Lyf*, *WEES DIE BESTE JY* wen.

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# What to do from March in your garden

**A**utumn is in the air and it is an exciting time on your garden calendar.

It is the perfect time to cut back, take out and divide and replant your agapanthus, Irisio Campanula and chrysanthemums in well-prepared soil, compost, organic fertiliser, etcetera.

You have to plan and prepare your winter/spring garden as well at this time. Sow your sweet peas, poppies, primula, fox gloves, larkspur and Namaqua daisies. If you follow the instructions, it is really easy and a pleasure to see the seeds germinate and become beautiful plants.

It is also a good time to sow grass seed such as shade-over and all season evergreen, since it germinates better in cooler weather.

This is the time to plant trees and shape your shrubs to allow them to establish well and gain an advantage before spring.

Fertilise your garden liberally to strengthen plants for resistance against the cold. Place a thick layer of mulch around the plants to protect their feet against the cold.

It is also time to plan you winter vegetable garden. Sow your spinach, lettuce, beetroot and the total cabbage and onion family.

## A LAST FEW HOT TIPS

If you are going to plant bulbs, dust them with an insecticide to prevent them being attacked by worms and insects.

Clean all your water bowls, fountains, etcetera before the first cold.

Enjoy the season and don't stop gardening.

Regards

Carl 🌱

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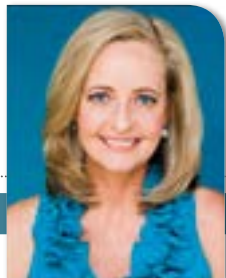
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**(February/March 2017): CUM:** Joey Delport from Lichtenburg.

**Hannon:** Madelein Oosthuizen from Koppies and Jacoba Boshoff from Bloemfontein. CONGRATULATIONS!



# To always hope!

MILANIE VOSLOO

IN A WORLD WHERE WE CANNOT ALWAYS CONTROL EVERYTHING AND WHERE THINGS GO WRONG, WE SOMETIMES FEEL "HOPELESS".

**I**n a world where we cannot always control everything and where things go wrong, we sometimes feel "hopeless". Particularly when we pray and feel that our prayers are not answered, we ask but we find no solutions, we try to talk to God but we feel that He is distant. In such times we trip over our own disbelief, our doubt, impatience... our human despondence.

And then - totally unexpected and in a surprising way - we find the answer. God shows us that we could not, but He can. That our human limitations prevented us from finding creative answers, but that He is omniscient. That broken humans are unfaithful, but God... never. We then realise that He is in control. He knew better, again. Did the best. At exactly the right time.

The biggest challenge for us as believers is to constantly remind ourselves that God is God. That He, who created the heavens, still maintains the total creation in the finest detail. Remembering yesterday's faithfulness makes us realise that He is the God of tomorrow. It is the knowledge that He is bigger than all our challenges, which helps us to continue hoping.

The truth is: Your God knows about your despondence and your unanswered questions. But your Father also knows when you, your situation, the people around you, life... eternity... are ready for the right answers.

May you always hope. Even when you do not understand anything; when you face the future without answers; when there is no proof. May you cling to the knowledge that the risen Lord holds you safely in His hands and that He is with you, every day.

**Remember today: There is no end ... until God decides otherwise. It is not dark... the Light will always be there. The future is not without hope... Hope is within us.**

*Father - thank you that I may hope with confidence; that I may live my life with expectation. Because I am Your child. You are my hope. ●*

## Win a book

**JOIN** Milanie Vosloo on her walk to peace and the God of joy. In *Jou Voetpad na VREDE* she tells us that God wants His children to be happy and fulfilled, through Him.

The 366 devotions discuss various themes such as hope, honesty, faith, giving and receiving, happiness and just being yourself. Readers will be reassured that believers can always try again, despite dark moments, and that we can be at peace because we are guided by God.

Milanie's prayer for her readers is that their path to peace will convince them that God will never desert them and that they will once again become aware of His love and grace.

The new book contains 366 devotions on 412 pages. The book is available at a price of R189.95. The book follows on Milanie's *Sielskos vir die vrou wat leef, Laat Sy liefde jou lei, Gekoester in God se liefde, Moed vir elke môre, Net soos jy is* and *Sielsgedagtes*.



**Win with Senwes en Cum Publishers.** One lucky reader can win a copy of *Jou Voetpad na VREDE*, 366 devotions on your journey with the God of joy. SMS Senwes, Cum, your name, telephone number and e-mail address to 31022 on or before 31 May 2017.

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« Wat beteken  
**verbeter** vir jou?

... om oneindige  
**moontlikhede** in 'n  
**sandkorrel** te sien. \* »

Ons by **Kynoch** sê dankie aan julle, die nasiebouers, dromers, visionêre, diegene wat ten spyte van teëspoed die potensiaal van 'n harde landskap raakgesien het en steeds 'n saadjie vir toekomstige geslagte geplant het. Ons haal ons hoed af vir jou, die voedselprodusent.

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