

Hinterlander

APRIL ■ MAY 2019

KWARTAALNUUS ■ UITGAVE 8

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Hinterland AT NAMPO 2019

Hinterland entered **Nampo 2019** sporting a brand new look this year. From 14-17 May, 2019 your favourite Hinterlanders were at their new location in front of the Hinterland weapons store, ready with lots of specials on the usual favourites. The retail store was upgraded to a cool, modernised pop-up store with outdoor and camping products for sale. The weapons store was, as always, a firm favourite with customers. The place was buzzing with activity daily.

This year focus was placed on growing our Hinterland online store, which gives the option of delivery of any of our online products directly to your door. Customers were encouraged to register for online shopping at Hinterland and stand a chance to win Basecamp products to the value of R10 000. We managed to get four hundred new registrations. The competition draw will take place on 27 May 2019 and the lucky winner will be notified thereafter. Visit the Hinterland social media platforms for more information.

Overall, a total of 5 000 transactions were concluded and approximately 15 000 people came through the Hinterland doors over the week. Well done to every Hinterlander who showed up and brought their A-game to make Nampo week a success.



Boodskap van die BD



Mede-Hinterlander,

Wat oorheers die afgelope ses of meer maande alle gesprekke, ongeag of dit langs 'n braaivleisvuur is, by 'n spoggeleentheid, of selfs 'n familiebyeenkoms? Ek is seker julle sal met my saamstem, dit gaan meestal oor die huidige ekonomie, politieke onstabiliteit, leë verkiesingsbeloftes of nog 'n bedrogspul wat êrens oopgeplek is. Almal is moedeloos en vuisvoos! Hoofopskrifte op die voorblaai van elke koerant en elke moontlike sosiale platform maak ook seker dat ons nie daarvan ontkom nie.

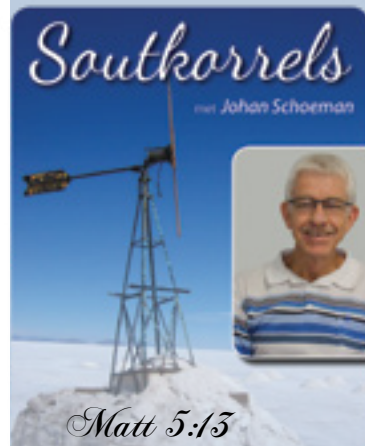
As ek terugkyk na die afgelope 11 maande, het die besigheid soos verwag nie die normale uitdagings vrygespring nie. Die laat reën en abnormale reënpatroon met gevolglike laat en veral minder aanplantings, het 'n wesenlike impak op die besigheid se finansiële prestasie gehad. Daarteenoor het die strenger toepassing en uitvoering van voorraadkontrolle en -beheer 'n wesenlike positiewe impak gehad op voorraadafskrywings en -verliese. Koste is ook met omsigtigheid bestuur, wat tot gevolg gehad het dat beheerbare koste binne begroting gebly het.

Met die nuwe finansiële jaar om die draai, is en bly dit belangrik om te verseker dat ons moet voortbou op die fondasie wat die afgelope jaar gelê is. Ons moet die fokus verskuif na die klant en die klant se behoeftes en moet daarop voortbou om oplossings aan die klant te bied, ongeag die uitdagende omstandighede.

Soos in my vorige skrywe, versoek ek weer dat ons positiwiteit moet behou en moet aanhou om 'n boodskap van hoop uit te dra. Kom ons bly gefokus op dit wat waarde toevoeg en dit wat werklik saak maak. Laastens, maar beslis nie die minste nie, moet ons aanhou om dit wat ons doen, met volle oorgawe te doen, toegewy aan en in afhanklikheid van ons Skepper, in die wete dat alles wat ons het en alles wat ons ontvang, alleen uit Sy genade is.

Ek deel graag met julle die volgende: "Ons probeer soms 'n groot boom skuif terwyl God net wil hê ons moet 'n saadjie plant. Doen wat jy kan en God sal doen wat jy nie kan nie".

Hinterland groete
Daan



*Alles
pure
oerniet...*

Mat 5:13

Daar word vertel van 'n diep gelowige man, reeds afgestree en baie bejaard, wat sy lewe lank alleen gewoon het. Hy was 'n gereelde kerkganger wat Sondag vir Sondag getrou in die kerk gesit het. Sy enigste geselskap was sy hond, dié het hom soos 'n skaduwee gevolg. Hulle was baie na aan mekaar en jy het die man dikwels so in sy stap saam met sy hond, in 'n diep gesprek met die hond gesien. As jy naby genoeg was, kon jy dit selfs hoor. Die hond het Sondae saam met die man kerk toe gestap, en rustig onder die man se sitplek in die kerk gelê en luister na die prediker se boodskap.

Die man is uiteindelik oorlede, en sy hond wat so lank alleen saam met hom gewoon het en ook al oud was, is self ook net 'n paar dae na die man se afsterwe, dood. Hulle sê die hond het homself doodgetreur.

Toe die man oorlede is, is hy vanweë sy geloof en sy intieme verhouding waarin hy met God geleef het, opgeneem in die hemel waar hy sy ewige lewe sou deurbbring. Die arme hond wat Sondag vir Sondag getrou in die kerk was en ook "aandagtig" na die prediker geluister het, was egter nie so gelukkig nie. Hy is nie hemel toe nie, ongeag sy getroue kerkbywoning.

Klink half onregverdig nê?

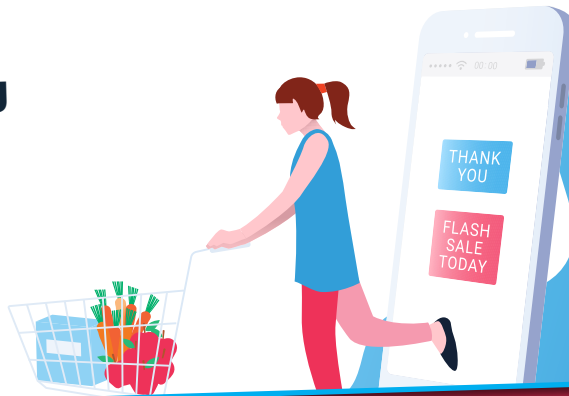
Dié storie van die hond is vandag ongelukkig ook op baie mense van toepassing. Mense wat Sondag vir Sondag in die kerk sit, of dalk nie elke Sondag nie maar tog gereeld, wat dink dat hul kerkbywoning hulle van 'n ewige lewe saam met God verseker. **Dit is ongelukkig nie waar nie!**

Néé, God vra 'n lewe in 'n verhouding met Hom! 'n Verhouding wat begin deur Jesus as Verlosser aan te neem. Dan word God my Vader waar Hy in my leef en ek in Hom! **Dan leef ek elke dag onder Sy beheer; in gehoorsaamheid aan Sy wil vir my lewe!**

Jesus sê in **Matteus 7: 21** "Nie elkeen wat vir My sê: 'Here, Here,' sal in die koninkryk van die hemel ingaan nie, maar net hy wat die wil doen van my Vader...." Dit gaan dus oor meer as 'n gewoonte om kerk toe te gaan, dit vra 'n **lewende verhouding!**

Ek bid jou graag **Filippense 1:9-11** toe; mag jy "op die dag wanneer Christus kom,geheel en al in die regte verhouding met God wees....." Sodat jy nie ook jou plek in die hemel sal mis nie!

Online Shopping

[Learn more](#)


Retail tales

4 significant transformations over the past decade.

THE RETAIL INDUSTRY HAS UNDERGONE A SIGNIFICANT TRANSFORMATION OVER THE PAST DECADE, AND IT CONTINUES TO EVOLVE FAST.

In 2019, the market will be defined by emerging technologies that change the way customers interact with their favourite brands, a shift in preferences, and the emergence of new battle lines for e-commerce.

Let's look at five trends that will shape retail in the year to come.

1. The Glass Box and Brands-as-a-Culture

More and more, customers are shopping with their emotions instead of their wallets. Indeed, millennials' changing preferences and attitudes regarding corporate responsibility, social consciousness, and more have already impacted how retail brands present and position themselves. The trend has resulted in brands having to equate their internal culture with their exterior identity.

Companies are increasingly engaging consumers outside of traditional shopping parameters and becoming cultural figures. This trend cuts both ways, however, as this new measuring stick can also result in unintended consequences.

Companies will have to consider the image their brand conveys to the world, and work to create cultures that match customers changing values and world views.

2. Making E-Commerce Shipping Faster

E-commerce continues its march toward becoming the most popular shopping medium across the board. In September 2018 the sector expanded by 11.4%. Today, most major brands have an online presence, and they all offer comparable prices. Even stores like Amazon and Walmart have become largely homogenous in this regard, so retailers seeking to differentiate themselves have found other avenues to deliver value to consumers.

A recent study found that the amount of time people are willing to wait for free shipping has dropped from 5.5 days in 2012 to 4.5 days on average. So cutting down on shipping time is vital for any e-commerce business looking to stay afloat.

Importantly, this trend is set to continue well into 2019 as brands evalu-

ate new ways to differentiate themselves from an increasingly saturated crowd.

3. The Rise of Experiential Retail

The old model of in-store retail strictly focused on products being sold. However, consumers have slowly but surely been moving away from strictly shopping for products, instead seeking a more engaging experience. The trend has been driven largely by millennials and their preference for experiences over things.

Even so, simply remodelling a store isn't enough. Nearly 3,800 stores are expected to close their doors by year's end, and the brands that do survive will have done so by creating engrossing experiences. The emergence of virtual reality, augmented reality and improved mobile technology will continue to push retail brands to add layers and new experiences to their traditional retail models.

4. Multi-Channel Is the New Normal

One of the interesting contrasts of the current retail model is that despite their alarming closure rates, retail stores still play a key role in the sales process. Nevertheless, it has transitioned from the primary point of sales to being part of a broader retail strategy. Instead of a single touch-point for consumers, the trend in retail over the past few years has been to widen the net that brands use to catch leads and convert them.

This is largely a result of the changing methods consumers employ to make shopping decisions. BigCommerce's 2018 Omni-Channel Retail Report found that only 11.8% of Gen-Z shops on Facebook, while nearly 25% of Baby Boomers shop on the social platform. Millennials, meanwhile, prefer to buy products they discover on Instagram and Snapchat. This calls for deep integration across all channels, including websites, marketplaces, social media and brick-and-mortar.

Multi-channel is vital for captivating consumers and keeping them engaged from first impressions to the eventual point of sale. Focusing on providing excellent service across sales channels will pay big dividends in the coming year.

The latest trends in retail are driven by a combination of an evolving technological landscape and the shifting preferences of consumers as demographics start to skew younger. By embracing these trends and preparing for them, retailers can look to 2019 as another positive opportunity to grow.

SPEAK OUT

against unethical behaviour!

ethics
notes

CONFLICT OF INTEREST

Obligations under the Hinterland Code of Ethics include that all employees will avoid and declare any conflicts of interest. When a conflict of interest is deliberately concealed it could result in disciplinary action against an employee and even dismissal. It is therefore important that employees should ensure that they report possible conflicts of interest to avoid disciplinary action.

But what is regarded as a conflict of interest, why is it important to report it and how should it be reported ?

What is regarded as a conflict of interest and why is it important to report it?

A conflict of interest may arise where a person's private interests influences, or may be seen to influence, the actions of the person as an employee of Hinterland.

The private interests of an employee may consciously but even unconsciously affect the judgement and commitment of the employee to the company. This will of course be inconsistent with some of Hinterland core ethical values namely the employee's integrity, business orientation, self-motivation and loyalty.

The relationship of the company with its employees should be based on mutual trust. As the company is committed to preserve the interests of people under its employment, it expects them to act only towards the company's fundamental interest.

Examples of conflict of interest:

- Any professional, personal or family relationship, allegiance, bias, inclination, obligation or loyalty which may in some way affect an employee's objectivity, independence or impartiality in making decisions in relation to the work done at Hinterland or any of its subsidiaries, joint venture partners, companies or direct competition to Hinterland;
- Any financial interest an employee, a friend or a relative may have in goods or services to be provided to an entity within Hinterland;
- Any involvement in other business activities that is in direct competition with Hinterland;
- Any involvement in activities that will bring a direct or indirect profit to a competitor;
- Using connections obtained through the company for own private purpose; and
- Any interest or shares an employee has in a competitor of Hinterland.

How do I declare a conflict of interest?

The possibility that a conflict of interest may occur can be addressed and resolved before any actual damage is done. Therefore, when an employee suspects that a conflict of interest exists, they should bring this matter to the attention of management so corrective actions may be taken. Supervisors must also keep an eye on potential conflicts of interest of their subordinates.

A possible conflicts of interest can be reported on the Hinterland Intranet platform. The responsibility of resolving a conflicts of interest then resides in the Human Resource department and senior management of the department where the employee is employed.

When in doubt, rather declare the conflict.

A register is kept to act as proof that a possible conflict of interest was reported. Employees will also be prompted to declare any conflict of interest. An employee should, however, not wait until he is prompted to report a possible conflict of interest but report it immediately.

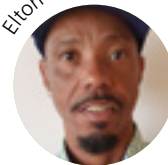
Let's act ethical and declare any possible conflict of interest

new RECRUITS

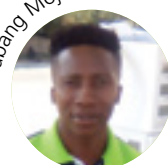
The Hinterland family

grew by a whopping eighty-eight new bodies in February and March this year. While we cannot feature all our new faces, we bid you all a warm Hinterland welcome. We would like to remind all staff to please upload and update their photos on their intranet profiles so that your colleagues are able to recognise you. The featured new recruits in this edition are Elton Marjorie, Receiving Assistant at Hinterland Vereeniging and Thabang Mojanaga, Forecourt Attendant at Hinterland Odendaalsrus.

Elton Marjorie



Thabang Mojanaga



Welcome to the team!



Jarrod Deyzel,

son of Hinterland Newcastle general clerk Sanet Deyzel, is a sporting superstar on the rise.

Jarrod has been selected for the KwaZulu Natal Provincial teams in his age group for both cricket and rugby.

Well done superstar.

Ethics status report for January and February 2018

- 9 crime-related cases were reported
 - 44 % theft-related
 - 56 % fraud-related
- 20% of the cases reported were finalised

COMPARISON OF CASES REPORTED, DISMISSALS AND LOSSES

January and February 2018

Department	Cases reported	Dismissals	Loss
Shops	5	1	228 175
Fuel	1	0	0
Warehouse	4	0	0
Total:	10	1	228 175

January and February 2017

Department	Cases reported	Dismissals	Loss
Shops	4	0	0
Fuel	2	0	0
Warehouse	4	0	0
Total:	10	0	0

Nuus VAN ONS TAKKE

FROM THE CUSTOMER'S perspective!

This was the theme of the Hinterland conference held on 2-3 May near Parys and which was attended by branch managers and other key personnel. Day one began with an interesting scenario where staff were greeted by a dirty coffee station with filthy utensils. The conference room was also in a distinct state of unpreparedness. The reaction by staff was clear in their disgust and disappointment. However, it turned out that the whole ruse was intentional and aimed at attendees realising the impact of their branch's appearance on the customer.

The actual conference room and facilities were in-fact impeccable and the conference was facilitated by franchise expert and author, Annie Baptiste who highlighted four areas which could be focused on to increase sales. "Increase your contacts; convert your contacts to sales; sell more items per transaction; or increase the cost of items." She also spoke about the importance of recognizing "moments of truth" with the customer, first impressions, last impressions, being accountable and many more interactions which staff sometimes take for granted. "You are all brand ambassadors, the impression you make on the client will decide on their loyalty, don't ever walk away from a client because its "not your area", she said. "Whether you are the cashier or the store clerk, take ownership of the customer and be helpful."

The conference broke-up into smaller working groups to brainstorm optimizing touch points with customers and how to upskill staff to take advantage of these opportunities. Attention was paid to telephone and email etiquette, effective in-store displays, access to the building, the parking lot, cross selling, add-on, value add, even tracking the movement patterns of the customer inside the store and down the aisles.

Operations Manager Louis Lingenfelder spoke about the importance of saving money while increasing profits; while Rupert Jacobs, Manager Corporate Marketing and Retail Development announced that Hinterland had partnered with Light Speed Digital Media to optimize the company's social media and online presence. Rupert also got the conference to participate in a real time retail experience survey via their cell phones.

Day one ended on a high note with a black tie award ceremony where recognition was given to branches and branch managers who stood out in various categories (visit Hinterland facebook page for more details).

The awards function was attended by Francois Strydom and Thinus Prinsloo who represented Hinterland's two shareholders, Senwes and AFGRI, respectively.

During his speech at the function, MD Daan Bronkhorst stressed the fact that the customer's needs and expectations is always to be considered and should be part of every planning or strategic focus to ensure that customer service consistently exceed customer expectations.



The second day of the conference was highlighted by presentations by various divisions in the company like, Fuels, Irrigation Solutions, Animal Health Solutions, Human Resources and Operations with a focus on optimizing business practices to unlock more sales.

Daan closed the conference with a rallying call to action asking all staff to meet and exceed their objectives for the new financial year. "We will achieve our goals if we remain focused and passionate and adhere to our operational procedures. Failure is not an option, if you don't know or you are unsure about anything, ask, ask and ask again until you get the right answer, even if it means asking me directly," he said.

Staff are encouraged to speak to their branch managers and staff who attended the conference to learn more about the strategies and focus areas discussed over the two days.



Best branches - From left to right front row: Flip Kleynhans (Winterton branch manager), JJ de Lange (Val Depot branch manager), Johan Cilliers (Potchefstroom acting branch manager).

Back: Kobus Bester (Eeram branch manager), Amanda Conjé (Witbank branch manager), Jaco Van Graan (Hoopstad branch manager), Deon Strydom (Bethal branch manager), Hendrik de Klerk (Kroonstad branch manager)

Nuus VAN ONS TAKKE



Geskenkbewys VIR HIERDIE KONTANTKLERK!

Kontant was nie te ver weg van hierdie Vereniging kontantklerk by die Hinterland tak nie. Dit was nou in die vorm van 'n geskenkbewys toe Charl-Mari van der Berg 'n R500 eetbewys gewen het met haar getuienis oor hoekom sy juis by Hinterland werk!

Hinterland Fuels

POTCHEFSTROOM OPGRADERING

Potchefstroom tak is tans onder konstruksie. Die opgradering behels die vergroting van die rybaan deur die pompeilande te verleng, die implementering van nuwe brandstofmoniteringstechnologie en die verandering van die handelsmerk met LED-beligting.

Die grootste verbetering is die OK Express geriefswinkel, wat die ou kiosk sal vervang. Die mees suksesvolle vulstasies is dié wat op datum bly met die nuutste tendense en tegnologie - Potchefstroom verskil nie en wil graag hê dat hul klante dit eerstehands moet ervaar.

Geriefswinkels bevorder impulsaankope. Ons wil voordeel daaruit trek en verseker dat ons 'n eenstop-geriefsondervinding vir klante bied wat uniek sal wees in die betrokke deel van die dorp.

Die openingsdatum kom vinnig nader en ons werknemers moet op die uitkyk wees vir die spesiale aanbiedinge tydens die opening.

Knipmes braai om nuwe BESTUURDER te verwelkom

Hinterland het gasheer gespeel vir 'n reeks knipmes braaie om hul nuwe takbestuurders aan klante en Hinterland gemeenskappe landswyd voor te stel.

Pieter Myburgh, die nuwe takbestuurder by Hinterland Amersfoort, was baie tevrede met die wyse waarop dit gehou is. "Die bywoning het ons stoutste verwagtinge oortref. Die gemeenskap het in groot getalle opgedaag om die geleentheid te ondersteun - dit is altyd lekker as hoofkantoor erkenning gee aan ons ouens wat in klein dorpie bly," het hy gesê. Die geleentheid is by Amersfoort Gholffklub gehou en almal het dit geniet. Komediant en motiveringspreker Andries Vermeulen het die Hinterlandspan oral vergesel en het die nodige pret aan die geleentheid verleen.



New Branch Manager at Eeram

Kobus Bester is die nuwe takbestuurder by Hinterland Eeram! Kobus, wat vanaf Reitz, 'n klein dorpie in die Vrystaat kom, het die leisels by Eeram in Februarie oorgeneem. Terwyl hy in Viljoenskroon op skool was, het Kobus by 'n prominente kunsmismaatskappy tydens skoolvakansies gewerk. Dit is waar sy liefde vir landbou vandaan kom. Hy is 'n sportentoesias wat vir twee jaar in sy jonger jare, rugby gespeel het vir die Noordwes Universiteit (PUKKE). Kobus het by die Hinterland familie aangesluit in November 2016 as takbestuurder by Harrismith tak, en lei die span by die Eeram tak vanaf 1 Februarie 2019.



Pieter Myburgh

Hinterland Amersfoort branch welcomed **Pieter Myburgh** as their new manager on 1 February 2019. He was welcomed in true Hinterland style with a fun-filled knipmesbraai. Pieter has been in the retail industry for 16 years with experience ranging from hardware retail, furniture retail and also the banking industry. He was previously floor/shop manager at Hinterland Ermelo and is excited about this new venture and looks forward to making a home for himself in Amersfoort. "I see a huge opportunity for growth in my branch and am positive with the support available. I believe that excellent customer service starts with staff being knowledgeable, motivated and proud."

Picnic in the parking lot



It was a day of good food, great company and rock 'n roll at the Hinterland Klerksdorp picnic in the parking lot. The event, like all other Hinterland events, was aimed at raising Hinterland brand awareness and attracting customers from diverse groups to the store.

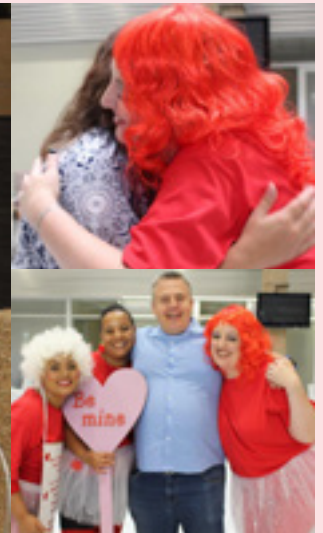
"The aim is to turn all the traction and engagement on social media into feet in the store, that is why we do this", said Earl Smiles, Hinterland Klerksdorp branch manager.

In terms of sales, the picnic in the parking lot event was a big success. With the extra two hours that the store stayed open on Saturday afternoon, the store managed to generate an impressive R70 000 increase in sales.

A Hinterland Hugfest this Valentine's

Valentine's morning got off to a cuddly start at Head Office with Hinterland huggie fairies handing out hugs for a good cause. The deal was, you get one tight squeeze in exchange for a R5 donation and the money collected will go towards buying toiletries for the Triest Training Centre for people with intellectual disabilities. Head office staff came out in full support of this worthy cause and an impressive R2 200 was collected in just under two hours. What a wonderfully warm way to start the day.

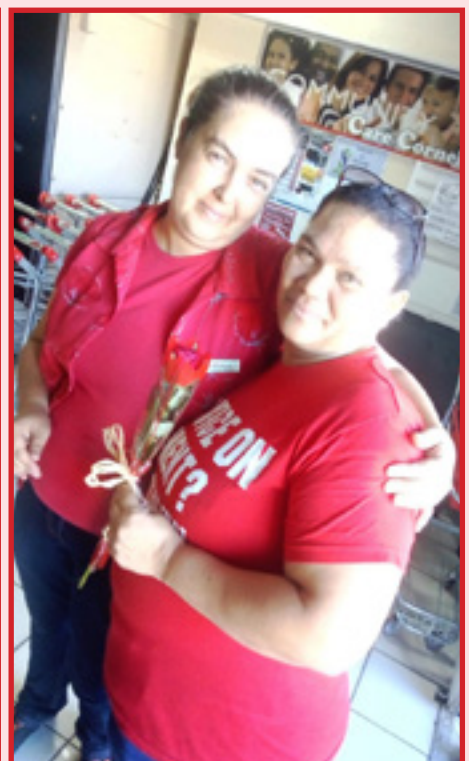
Well done Hinterlanders!!



Triest give-away

The seeds of Hinterland's labour of love bore beautiful fruit on 15 February, a day after Valentine's day, at Triest Training Centre for people with intellectual disabilities. Hinterland used the money collected in their Valentine's "hug drive" to buy toiletries for the people at Triest. In a heart-warming display of kindness, Hinterlanders delivered the packages to the centre. Their gesture was received with warm hugs and a song of gratitude.

Jan Kempdorp Valentines Promotion



Nuus VAN ONS TAKKE

Hinterland Sing

Hinterland Klerksdorp is op 'n missie om die beste sangtalent in Noordwes te ontdek! Die Hinterland Sing kompetisie word in Junie 2019 geloods. Die kompetisie sal op 'n Idols-formaat geskoei word en oudisies sal voor 'n paneel beoordelaars gehou word. Die oudisies sal gedurende die eerste drie naweke in Junie by die Hinterland Klerksdorp tak gehou word en Almur Marais en

Brain Moyake sal deel van die beoordelaars-paneel wees.

Twintig semi-finaliste sal gekies word tydens die oudisies en hulle sal meeding vir die laaste tien plekke op 22 Junie 2019. Die wenner sal 'n reuse twintig duisend rand ontvang, sowel as 'n opnamekontrak en bestuurspakket ter waarde van dertig duisend rand.

Organiseerder Ezra van der Walt sê dat die hoofdoel van die kompetisie is om werklik iemand se lewe te verander. "Ons wil soveel as moontlik blootstelling aan die wenner gee, sowel as genoeg selfvertroue om hul musiektalent te verken en dit vanaf Klerksdorp na die res van die wêreld te neem."

Enigiemand tussen die ouderdomme van 13 en 25 kan deelneem.



Hinterland Klerksdorp tak bestuurder Earl Smiles en Ezra van der Walt by Laerskool Saamtrek



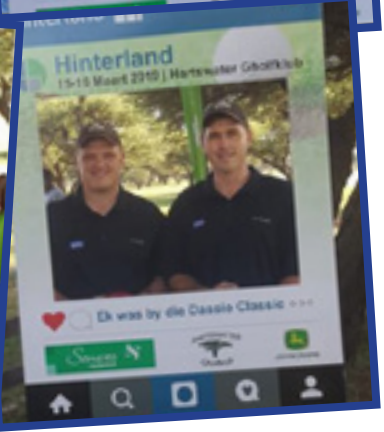
Hinterland Klerksdorp held a shavathon and colourthon on **2 March 2019** to show support to CANSA Klerksdorp. Hinterland MD Daan Bronkhorst led from the front and supported the cause by having a colour-job. He had his hair sprayed bright blue. While head-office staffer Annelize Niemand donated 30cm of her golden locks! Some brave Hinterlanders also joined in the fun and coloured their all colours of the rainbow.

Dassie Classic 2019

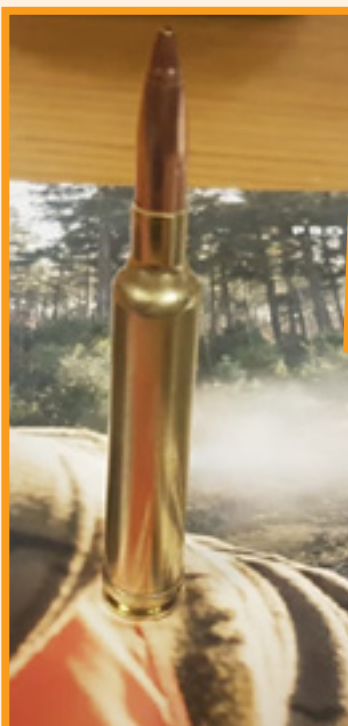
Die **17de** jaarlikse Hartswater Dassie Classic gholftoernooi wat deur Hinterland geborg word, was vanjaar weer 'n reuse sukses met 120 spelers wat aan die toernooi deelgeneem het. Die entoesiasme en afwagting was van so 'n aard dat die toernooi 48 uur voor die amptelike openings-tyd, reeds vol bespreek was.

Senwes, John Deere en Hinterland was ook as maatskappye betrokke en het 'n groot bydrae gelewer tot die sukses van die toernooi. Marlene Momborg van Hinterland en takpersoneel werk jaarliks baie hard om 'n sukses van die toernooi te maak. Die toernooi word ook gehou as gemeenskapsprojek en R1 000 sowel as al die potjiekos wat oorbly, word aan die plaaslike ouetehuis geskenk.

Benewens die inskrywingsfooi, word meer as R120 000 deur maatskappye geborg wat betrokke is by uitstallings en bemaking. Die baan was in 'n uitstekende toestand na die goeie reën en is die trots van Hartswater. Hartswater Gholfklub voorsitter en Senwes personeellid, Robert Goosen, wil graag vir Senwes, John Deere en Hinterland, sowel as hul filiale, bedank vir hul betrokkenheid by die klub, en spesifiek tydens hierdie toernooi.



HUNTING REFRESHER COURSE



Hinterland supplier Retief Kruger presented a hunting refresher course to customers who are reloading and for those who are planning on reloading.



On Saturday, **2 March 2019**, Hinterland Hunting and Outdoor Bultfontein presented a hunting refresher course.

The day was attended by customers who are already reloading as well as customers who plan to start reloading. Everyone who attended agreed that the day was a great success and everyone left a little bit wiser.

The course was presented by Hinterland supplier, Retief Kruger of Inyathi Sporting Supplies. Apart from the theory that is very important, each person was also given the opportunity to apply what has been learned in practice by using the Hornady equipment made available that day.

Each attendee received a certificate of attendance as well as a discount on any Hornady purchase after the course.

One customer was the lucky winner of Hornady recharge equipment.

Middelburg DROUGHT Relief



The Middelburg branch was the collection point for the relief fund for drought stricken Springbok in the Northern Cape. Seen here are Hinterland staff members Jaco Coetzee and Izaan de Lange with all the food, toiletries and animal feed collected up until March 2019.

Hoëdrukweidingsdag

Die **Hinterland Potchefstroom tak**, saam met Voermol Voere, K2 Saad en Gallagher, het gasheer gespeel vir 'n baie suksesvolle hoëdrukweidingsdag op die plaas van Gideon Oosthuizen in die Rysmierbult gebied. Die dag is deur sowat 220 boere bygewoon, van so ver as Namibië. Die hoofspreeker van die dag was die bekende hoëdrukspesialis, Johan Zietsman van Zambië. Toepaslike onderwerpe is bespreek en daar is na praktiese hoëdrukmetodes gekyk in die kampe. Die dag is afgesluit deur Ulrich Muller van Voermol Voere, wat oor strategiese voeding, spesifiek vir 'n hoëdrukweidingstelsel, gepraat het. Hinterland bedank graag al die borge en veral vir Gideon Oosthuizen, wat sy plaas en diere beskikbaar gestel het vir die dag.

Ongeveer tweehonderd boere het die hoëdrukweidingsdag bygewoon op die plaas van Gideon Oosthuizen in die Rysmierbult gebied in Potchefstroom.



20 Questions with...

Ben Charlie



1. What do you do at Hinterland and how long have you been doing it?

I am a driver at Hinterland Harstwater and I have been driving for 6 months.

2. What is the coolest thing about your job?

The coolest thing about my job is being able to go and explore new places. To learn where other Hinterland branches are and getting to know where my colleagues work.

3. What is the most challenging thing about your job?

The most challenging thing is getting lost. It gets frustrating because I have to get back to work on time and getting lost derails me.

4. Besides your job, what other passions do you have?

I love playing and watching soccer.

5. How do you keep your mind and body healthy?

I exercise every morning before work and I eat a healthy, balanced diet.

6. Who is your oldest friend and how did you meet?

Richard Snyman. We met at school and have been friends ever since.

7. If you were to live to 90 years and either retain the mind or the body of a 30-year-old, which would you choose?

At 90 years old, I just want to be present enough to still enjoy my pension fund.

8. What is your favourite food?

Pap and braaivleis or pap and wors.

9. If you could find out one thing about your future, what would you want to know?

I would want to know how successful I will be in future.

10. Who is your celebrity crush?

Meagan Good.

11. What would you want to be remembered for?

I would really want to be remembered for my honesty and integrity.

12. What do you love most about yourself?

I am someone who has a lot of respect for other human beings and they show me respect in return.

13. Who in your life brings you the most joy?

My family.

14. Tell us your life story in as much detail as possible using as few words as possible?

I have been around, hopping from job to job, but now I have finally found work that I truly love at Hinterland with friendly people.

15. For what in your life do you feel most grateful?

I am grateful for the opportunity to work for a great company. I am also very grateful for the love and support of my family.

16. What is your idea of a perfect date?

Candlelight dinner with wine and good food.

17. What is your dream holiday destination?

Hawaii.

18. Beer, Brandy, Whiskey?

Beer.

19. Who is your favourite superhero and why?

Iron man. I love that movie so much. It always has me sitting on the edge of my seat.

20. What is the one thing that Hinterlanders have in common?

Our passion, our honesty and our integrity.

