

Hinterland vereer die room van Suid-Afrika se stoetbeeste



Hinterland is vanjaar vir die derde jaar die hoofborg van die Hinterland Nasionale Interraskompetisie. Die kompetisie het sedert sy ontstaan van krag tot krag gegaan en vanjaar was die grootste getal inskrywings, asook die meeste rasse nog. Hierdie kompetisie bly die hoogtepunt tydens die jaarlikse ALFA eksposisie, wat die toonaangewende vertoonvenster vir die lewende hawe, akademie en bedryfsorganisasies in die veewaardeketting is.

Wat die kompetisie so gesog maak is dat stoettelers moet kwalifiseer en nie net kan opdaag nie. Daar is tans twaalf kwalifiserende streekskoue waar hulle gekroon moet word as interraswenner.

Skoue word elke jaar herevalueer om as kwalifiserende skoue vir ALFA te kan deelneem wat beteken dat daar as gevolg van die kompetisie gesonde wedwyering op streekskouvlak ontstaan. Nie net tussen produsente wat hulle beste diere skou om te kwalifiseer nie, maar ook tussen skoue om hulle status as kwalifiserende skoue te behou.

Die 2019 aanbieding was werklik iets besonders met 10 vroulike diere en 12 manlike diere van reg oor die hele Suid-Afrika wat meegegeding het vir die gesogde titel. Die beoordeling was vanjaar weereens 'n hoogtepunt van die ALFA eksposisie en is behartig deur 'n paneel van vyf interrasbeoordeelaars, wie se kommentaar tydens die beoordeling boekdele gespreek het, van die kwaliteit van die aanbieding, voorwaar 'n pluimpie vir die Suid-Afrikaanse stoetboere.

Hinterland wil graag hiermee ons hartlike gelukwens oordra aan Riaan Lubbe wat vanjaar die Hinterland Nasionale Interraskamponen bul, vertoon het. Die Santa Getrudis bul, Kanonkop van die Redbarrel Stud is al die pad van Swartwater. Hinterland wil ook vir Piet en Hendrik Delpot van Migdol gelukwens met die Hinterland Nasionale Interraskampioen koei, 'n rooi Angus koei met die naam Hide-A-way Serenade.

Ook ons opregte gelukwens en dank aan alle kwalifiseerders vir julle onskatbare rol en bydrae tot die stoetbedryf van Suid-Afrika.



Boodskap van die BD



Geeste Hinterlander,

Ek begin graag met die volgende aanhaling van Jack Welch: "If the rate of change on the outside exceeds the rate of change on the inside, the end is near".

Hoe maklik sê ons nie dat die enigste konstante in die tyd wat ons leef, verandering is nie, sonder om verder ondersoek in te stel na die impak van die verandering, die gepaardgaande uitdagings daarvan te deur-dink en ons strategie te hersien sodat ons steeds die gestelde doelwitte behaal.

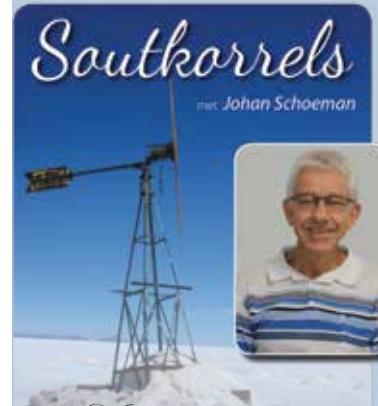
Verandering moet nie gesien word as 'n struikelblok nie - verandering is die pad na sukses! Om 'n relevante rolspeler in die landbousektor te wees en te bly, is inherente verandering nodig om volhoubaar oor die lang termyn te wees.

Hier is 'n paar riglyne wat jy kan toepas om sukses te behaal, ten spyte van jou veranderde omstandighede:

- Begin deur die verandering te sien as 'n uitdaging en nie as 'n struikelblok wat nie oorkom kan word nie.
- Dit is belangrik om verandering met kreatiwiteit en optimisme te benader, om oplossings te soek in die ongewone en onbekende en dit aan te pak met soveel as moontlik feite en so min as moontlik aannames.
- Pak die situasie met vertroue aan. Glo in jou en jou span se vermoë om die uitdagings uit te presteer.
- Wees eerlik oor jou eie en oor elkeen in die span se vermoë en beperkings wanneer die plan of strategie saamgestel word en belyn die plan daarmee.
- Soek na geleenthede om erkenning te gee, terwyl vordering met die deurvoering van die plan soos oorengerek, konstant gemonitor en afwykings aangespreek word.
- Wees bereid om kritiek te ontvang, ondersoek geleenthede om te verbeter, leer uit jou ervarings en moet nie huiver om van die mense om jou en in jou omgewing te leer ken nie.

Ek sluit weer af met die versoek 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.

*Hinterland groete
Daan*



Die Bybel

Matt 5:13

'n Lig vir my pad.

Ek het onlangs 'n GPS met 'n lekker groot skerm en al die nuutste kaarte daarop as geskenk gekry. Maar ek het 'n Shell pad-atlas wat ek al jare gebruik en nogal goed mee regkom om my weg mee te vind! Nou gebruik ek die GPS as 'n papiergewiggie tuis op my lessenaar, wat alewig deurmekaar is. Veral as die venster oop is, waai die papiere oral rond. Gelukkig help die GPS dat dit nie meer gebeur nie!

Ook maar lekker stupid, dink jy by jouself! Ja, ek weet, dis sommer 'n storie, maar net so "dom" as wat dit mag klink, is dit hoe baie mense hul Bybels gebruik! Niks meer as 'n papiergewig wat iewers rondlê, of iewers lê en stof vergaar nie!

Maar wag, kom ek vertel jou van die Bybel!

Die Bybel is dié topverkoper boek wat in meer as 1 000 tale vertaal is. Dis met goeie rede die topverkoper, want dis vol noodsaaiklike inligting vir 'n suksesvolle en sinvolle lewe! Die Bybel is deur God self geïnspireer, dit leer ons oor die waarheid en wys die regte koers vir die lewe aan. Dit leer ons wat die "regte" dinge is om te doen en hoe om dit wat verkeerd is, reg te stel. Dit help ons ook om die "regte" manier van leef aan te leer, sodat ons volkome voorbereid en toegerus sal wees vir enige uitdagings wat die lewe ons bied.

Wat sê die Bybel, oor die Bybel?

Dis volmaak en gee lewe. Dit is betroubaar en leer ons hoe om wysheid te verkry. Dit is helder, gee insig en is kosbaarder as goud! Die Outeur beloof dat dit met ons goed sal gaan as ons daarvolgens leef, die riglyne daarin gehoorsaam en met ons hele hart Sy wil uitvoer. Die Bybel is 'n lamp wat ons die weg wys en 'n lig op ons pad. As jy die Bybel die rigsnoer maak van alles wat jy sê en dit gereeld oordink, sal jy voorspoedig wees en slaag in wat jy doen.

Die beste van alles

In die Bybel vind jy God se storie vir jou lewe, meer nog: Daarin kom klop Hy self saggies op jou skouer, wys jou na 'n Verlosser aan 'n kruis, en sê: *"Daar is my Seun, Hy het dit vir jou gedoen! Hy is die weg, die waarheid en die lewe, in Hom, ontdek jy wat dit is om waarlik te lewe!"*

**My Bybel - 'n papiergewig wat lê en stof vergaar?
Néé – dit is my onmisbare lewensreisgids!**



Retail *tales*

HOW TO BE A BETTER RETAIL BRANCH MANAGER.

BRANCH MANAGERS HAVE A TON OF RESPONSIBILITY AND THEY PLAY A VALUABLE ROLE IN THE OVERALL SUCCESS OF THE BUSINESS.

A good branch manager oversees the operations of all stores within a given area, and he/she needs to be able to juggle everything from staff development, compliance and sales to customer satisfaction, all while serving as an effective bridge between corporate headquarters and store locations, and more.

Here are a few traits and skills that will help you be a better retail manager.

FOCUS ON GOALS

As a manager, you have sales goals to meet, and it's your job to develop the sales teams from each store. Set expectations for each member, whether that's a goal based on something measurable like sales and executing a company-wide merchandising reset, or something more abstract like improving customer service?

Setting goals is the first step, but great managers also help their employees achieve their goals. Ask your supervisors if there are ways you can help them achieve those objectives, and be sure to coach them along the way. Track their progress, and if you find that there are issues, take the time to find out what's going on — and find a solution.

EMBRACE TECHNOLOGY

Times, they are changing, and those who don't embrace new technology will be left in the dust. Adopting new technology can be daunting, but it's nearly impossible to be a good manager without taking advantage of the latest systems.

The best managers are data-driven and understand metrics like sell-through rate, sales per square meter and gross and net profit. Having the right tech in place means you can make more insightful recommendations that make a real difference to the bottom line.

BE DECISIVE

When working in retail, anything can happen: theft, a disgruntled manager, frustrated customers waiting in line. Managers should know how to always be prepared for the unexpected. The ability to evaluate and assess each situation and make a decision in the best interest of the business and team, is crucial to the success of your stores.

HANDLE CONFLICT WELL

It's inevitable that in the high-stress world of retail, there will be some conflict. Managers need to be able to defuse conflict and turn these work tensions into solutions. Conflict often arises because of an aspect which makes the employees uncomfortable or unhappy. This makes it critical that you tackle these issues directly and find a solution that can alleviate the situation as soon as possible.

SUPPORT AND MOTIVATE THE STAFF

Retail is known for having an exceptionally high employee turnover. Managers can play a huge role in reducing turnover by co-ordinating and encouraging staff. This starts by hiring individuals who are a good fit and share the mission of your store and brand.

Once they're trained and on-boarded as a valued part of your staff, it's your job to make sure the supervisors continue to engage with each employee every day. Schedule regular one-on-one meetings with your staff to check in on their progress with their objectives, and to set new goals when previous ones have been met.

PROMOTE OPEN COMMUNICATION

Remember to listen to your staff, hear their challenges and address them, and inspire them to always strive for improvement and success. When staff are encouraged to speak their minds in a respectful way, there's less chance of a conflict or resentment in the future. This means listening to both positive and negative feedback, and making decisions accordingly.

By creating an atmosphere where your team feels comfortable making suggestions about better ways to do things, you're creating a more efficient and more profitable workplace.

SPEAK OUT

against unethical behaviour!

*etiese
notas*



ETIESE KODE CODE OF ETHICS

- RESPEK -

"Ek eer, respekteer en gee om vir my klante en kollegas".
"I honour, respect and care for my customers and colleagues".

- RESPECT -

- BETROUBAARHEID -

"Ek doen wat ek sê".
"I do what I say".

- RELIABLE -

- TROTS -

"My diens is my trots".
"My service is my pride".

- PROUD -

- SUKSES -

"Ek streef daarna om suksesvol te wees".
"I strive to be successful".

- SUCCESS -

- EERLIKHEID -

"My woord is my eer".
"My word is my honour".

- HONEST -

To report any incidents or practices of unethical conduct.
To get Help, Support, Advice or Guidance.

ETHICS HOTLINE 080 464 7800

ETHICS OFFICE – HELPLINE 018 464 7725

Ethics Committee | Etiese Komitee

Daan Bronkhorst, Riaan Wilken, Jannie Brink, Johan Schoeman,
Johan du Plessis, Hester Barnard, Nolene van Rooyen, Burna Schoeman

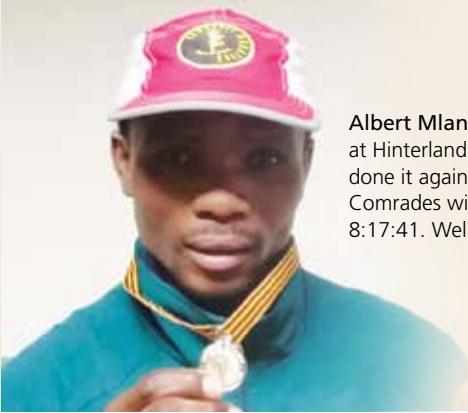
new RECRUITS

Welcome to the team!

The Hinterland family grew by many new bodies in July and August this year. While we cannot feature all our new faces, we bid you all a warm Hinterland welcome. We would also 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 Lisa Prinsloo, General Clerk at Hinterland Bethal and Keegan Everts, Forklift Driver at Hinterland Potchefstroom. Welcome to the team!



RUN ALBERT, RUN



Albert Mlangeni, forecourt attendant at Hinterland Fuels Potchefstroom has done it again! Albert completed the Comrades with an impressive time of 8:17:41. Well done champ!

Ethics status report for March to June 2019

- 9 crime-related cases were reported
 - 10 crime-related cases were reported
 - 60% fraud-related
- 70% of the cases reported have been investigated

COMPARISON OF CASES REPORTED, DISMISSELS AND LOSSES

March to June 2019			
Department	Cases reported	Dismissals	Loss (R)
Shops	5	2	3 570
Fuel	0	0	3 996
Warehouse	4	1	80 664
Head Office	1	0	0
Total:	10	3	88 230

March to June 2018

Department	Cases reported	Dismissals	Loss (R)
Shops	5	0	0
Fuel	1	1	1 758
Warehouse	6	5	183 832
Head Office	2	0	0
Total:	14	6	185 590

Nuus VAN ONS TAKKE & HR

150 parkruns for Kevin Smit!

Closer and closer towards 250 parkruns

Extra! Extra! Read all about it! News hot off the press. Manager input supply, Kevin Smit, completed his 150th parkrun at Klerksdorp parkrun on 27 July 2019. Hinterlander readers will remember him as he reached his 100th about 14 months ago, on 19 May 2018.

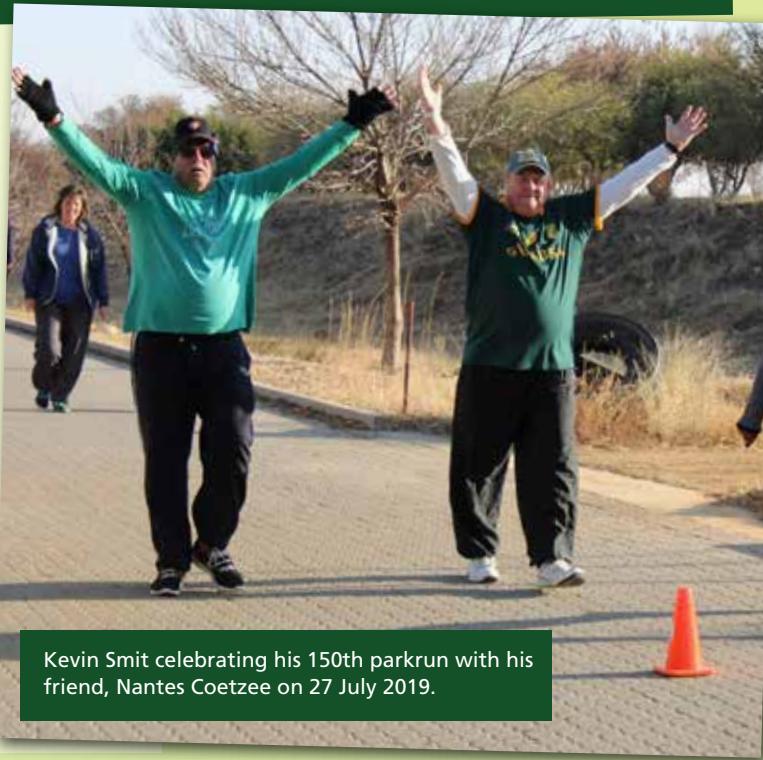
The big man Kevin even boasts with a personal best time of 38:47 and is the cream of the crop as he also became only the 24th parkrunner in the past five years to pass this point towards 250 parkruns at Klerksdorp parkrun.

On Kevin's big day he was emphatically cheered by all parkrunners, his wife, Leslie-Anne and friend and die-hard teammate at parkrun, Nantes Coetzee.

What is more, the veteran at our company did it in a mere 41 months, if you consider that the quickest humanly possible feat in this regard is just less than 36 months.

Over the past year and a half, his name became well known in Klerksdorp as he volunteered a total of 75 times, three times more than the official 25 volunteer club, as he helped out with the timing, barcode scanning, cheering, etcetera. And when you do parkrun, you don't just do it locally. Kevin tried out some others as well, namely at Clarens, Hazview, Parys, Potchefstroom, Summersfield parkrun in Kruger Park and indeed the Umhlanga parkrun. .

His new aim is to go for 250 parkruns, which is the official milestone being celebrated at parkrun. **Well done Kevin!**



Kevin Smit celebrating his 150th parkrun with his friend, Nantes Coetzee on 27 July 2019.

Happy 6th birthday Hinterland



On **Friday, 31 May**, Hinterland celebrated its sixth birthday since the introduction of the brand new brand in 2013. To celebrate this milestone, Hinterlanders across the branches set up creative displays and shared cake and cupcakes with customers who came through our stores on the day.

Nuus VAN ONS TAKKE

Casual snaps from Hinterland Cares

On 6 September 2019, Hinterland Cares Project urged all head office staff to put their hearts where their smiles are in support of their Casual Day initiative. The theme of this year's Casual Day celebrations was "Time to shine" and staff were urged to dress accordingly, and come take a photo for only R5 at the Hinterland photo booth. Fun props were also provided at the booth.

All proceeds went towards spoiling residents of the Triest Training Centre.



Knipmes braais

to welcome new manager

Hinterland has been hosting a series of knipmes braais as part of a cool way to introduce their new branch managers to customers and Hinterland communities country-wide. We continued with more braais across the country, this time stopping by Parys, Heilbron and Harrismith. Funny man and motivational speaker, Andries Vermeulen, has been going around the country with the Hinterland team, adding a fun flavour to the entertainment at the events.

Who let the dogs out?



Hinterland Klerksdorp had another successful dog show on 10 August 2019 at the branch, with Francois Jacobs (Hinterland Sings 2019 winner) entertaining the crowd and audience for the day with his spectacular voice. Supreme Pet, Protek SA, Marltons, Rogz and Zoetis were the main sponsors of the day. Esteemed veterinarian Dr John Chibase was on site to administer free rabies shots to the participating entrants.



Hartswater

Die **Hinterland tak** in Hartswater het op Woensdag 24 Julie weer in aksie gespring met 'n groot opening!!

Die nuwe tak is op die hoek van DF Malan- en Phukanistraat geopen deur Hinterland se Besturende Direkteur, Daan Bronkhorst, asook Hartswater takbestuurder, Johan Zietsman, wat die lankknipseremonie behartig het om die nuwe tuiste aan klante, verskaffers asook lede van die publiek bekend te stel.

Op die ritme van sanger Ricus Nel se liedjies, is die amptelike opening in die nuwe stoer gevier. Die opening is geskoei op die idee om 'n tipiese

plaasatmosfeer te skep, baie soos dié van die ou skuurdansende op die dorp. Met 'n plaaslike spitman, Frederik van Zyl se Skaapstrein, is daar ook heerlik gesmul.

Hierdie verhaal begin egter al op Sondagaand, 2 April 2017, so skuins na 18:15 met Zietsman wat 'n oproep van die sekuriteitsmaatskappy ontvang nadat 'n hele ry alarms afgegaan het. Hy het dadelik geweet daar is groot fout en binne twee minute was hy by die tak. Hy het die deur oopgeruk met die rook klaar dik, afgekruip om die hoofskakelaar af te skakel en met sy uitkom was daar brandweeraars en hulp van die gemeenskap. Die vlamme kon eers om 23:00 in bedwang gebring word.

MANDELA DAY 2019



The winners of the Brandfort branch crazy **Agri Mania** competition with their cool bodywarmers.



Hinterland Hoopstad het op Donderdag **8 Augustus** al begin vier aan Nasionale Vrouedag en dit was hope pret!

Bultfontein Boertjiefees a big success!



Hinterland was present at the festival which took place from **30 – 31 August 2019**, filling up one of the halls with their suppliers and a variety of products.

Event organiser Jan Pienaar extended a word of appreciation to all the sponsors, mentioning that the festival is an agricultural event and it wouldn't have been possible without the sponsors and partners. He also mentioned that he looks forward to working with sponsors again next year.

Visitors were treated to competitions, live demonstrations, animal shows, treats & sweets and live music from Afrikaans singers.

Weiveld Rally



Die Weiveld Rally het op Saterdag, **31 Augustus** plaasgevind in Parys en was 'n groot sukses. Dankie aan almal wat die dag saam geniet het.

InHinterland TV-programme is back



Hinterland is the first agricultural retail company to set up its own TV-programme aimed at the non-agricultural customer. The programme, InHinterland, has aired for two seasons with great success.

We have exclusive behind-the-scenes footage of the third season of the InHinterland television programme, which will be aired from September on kykNET's Groot Ontbyt programme every Thursday morning around 6:10 am. These programmes will feature some of our suppliers talking about problems and the solutions they can provide with the various products that they supply.



Leon van Rooyen Hinterland Nelspruit ontvang 'n 1ste plek vir 'n uitstekende uittalling by die Mpumalanga Skou.

Nuus VAN ONS TAKKE



Hinterland Klerksdorp

WE HAVE A WINNER!

Francisco Jacobs was the eventual winner of the **Hinterland Sings** competition! Francois emerged strong beating hundreds of other hopefuls who, over a four-week period, battled it out on the mic for the top spot. The competition launched in June and followed an Idols-style format with contestants auditioning in front of four judges and a live audience at the Hinterland Klerksdorp branch parking lot. Twenty-one semi-finalists were selected from the live auditions and they competed on 22 June for the last ten final spots. The final showdown was on 28 June 2019, where Francois wowed the judges with his undeniable talent. The winner takes home a whooping twenty thousand rand in cash, a recording deal and management package worth thirty thousand rand plus the opportunity to make a music video for one of his songs.

Organiser Ezra van der Walt says that the main aim of this competition was to really change someone's life. "We wanted to give the winner as much exposure as possible and give them the confidence to explore their musical talent and take it from Klerksdorp to the rest of the world." Sponsors of the competition included Hinterland Klerksdorp, Supreme Pet, Protek SA, Loud Mouth Studios, Platinum North West TV, Life FM.



The judges



The semi-finalists



AGRI MANIA

Crazy low prices!

WENNERS:
KROONSTAD
TAK



20

Questions with...

John Kirsten

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

I am the branch manager at Wolmaransstad. I have been in this position for just over two months.

2. What is the coolest thing about your job?

Seeing teamwork on a daily basis – when everybody just gels together to make a mean team and gets the job done.

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

Having to understand that there are some things you can't control, like the economy and the weather.

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

Airplanes – I still want to learn to fly someday.

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

I enjoy history and quizzes a lot – let's just leave the body out of it for now.

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

Efpee Coetze and Danie Nel – we met in grade 9 on break and are friends to this day.

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?

Definitely the mind – I would never want to forget those closest to me and the hard lessons I've learned that made me who I am.

8. What is your favourite food?

Almost anything deep fried and Mochacho's Nachos.

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

Will I be there to walk my daughter down the aisle.

10. Who is your celebrity crush? Why them?

Britney Spears – Why not? Lol.

11. What would you want to be remembered for?

Being a great father, loving husband and true friend.

12. What do you love most about yourself?

Everything. Lol.

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

My family – especially my wife and my little girl, who is only one and a half years old.

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

I was born in Namibia – grew up in Aroab until about age 7 – moved A LOT – Started working a few jobs – got married to my wonderful wife at age 32 and was blessed soon after with my little girl – and here we are.

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

My little girl, also being able to grow up in my parents' home and still having them in my life – with their support I am where I am today.

16. What is your idea of a perfect date?

A sky full of stars, blanket under a tree in the middle of the veld and a bonfire crackling in the quiet night – with a little wine obviously.

17. What is your dream holiday destination?

The Maldives.

18. Beer, Brandy, Whiskey?

I only do Rum – RED HEART RUM.

19. Who is your favourite superhero and why?

He-Man – because he is awesome – in one episode he welded a broken metal chain together simply by pushing the links together.

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

Friendliness. I enjoy walking into all our different branches and always being greeted like they have known me for years.