Beel Commercialising Livestock Farming Published by NAMC INTERNAL Commercial Sing Livestock Farming Published by NAMC INTERNAL COMMERCIAL COMME

Insemination
A reality for our farmers?

Nkandla Auction
Growing Demand by farmers

Rural Enterprise Talitha Pharma new kid on the block



Ncorha 2013 NRMDP Launch



National Red Meat Development Programme



I had to use my own money and resources – we just could not wait for mere processes and technicalities unknown to us



BOY Chief Ch

The NRMDP is not feasible neither plausible without the support of local traditional authorities, from the Sithole Local Traditional Authority – KZN, royal chiefdoms Amahlubi, Tembu and Mpondomse – Eastern Cape, and Tribal Authorities in North West Baga-Maibi and Baga-Phuduhucwana. They play a key part in encouraging enterprise development in their communities and while some are professionally endowed with the programme. The recently constructed CFP in Njiveni, had the local chief Jangusapaho Bokleni lobbying for his subjects to contribute to the finalisation of the programme. In North West, the Disake CFP was completed much to the delight of locals. Chief Pilane emphasised the need for the youth to join the programme.

Let's not say government is not working, here is the infrastructure and your future — my people lets protect it and make good use of it

Chief Pilane Disake

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On the 11th of September 2017, the National Red Meat Development Programme (NRMDP) and the Department of Rural Development and Land Reform launched another new Custom Feeding Program (CFP) in Mokgwalaneng, Disake situated in the Bokone Bophirima (North West Province). Close to 120 members of the community assembled at the newly built feedlot to hear on first account how CFP will benefit them.

Dr. Xolile Ngetu programme manager for NRMDP reminded the Mokgwalaneng residents that since 2014 the NAMC has been having engagements with the leadership of the Disake CFP. Today proceedings was merely a celebration of hardened earned efforts by the community.

He mentioned that the programme is very similar to the traditional pot that has three legs outlined - (a) to enable farmers to understand the structure, operations and requirements of formal red meat markets, (b) to develop marketing channels with the aim to increase smallholder farmer's participation in formal markets, and lastly (c) the training of youngsters with the passion of working with animals and practical assistance to align the age, health and breeding of animals more closely to market demand.

Complementing Dr. Ngetu's brief was Moses Mokaila from the Department of Rural Development and Land Reform (DRDLR) based in North West. He gave an overview of the structure of the CFP and its linkage to Agri-Park. The Disake CFP will form part of the Agri-Park network where it will be expected to supply meat to the local identified abattoir. This was to ensure that the Disake CFP would not solely depend on auctions and contact sale only but to have a long-term sustainable market. Mokaila further expanded that the AgriPark initiative had three components: (a) the Farmer Production Support Unit (FPSU), (b) Agri-hub (AH) and (a) the Rural Urban Market Centre (RUMC). The NRMDP by its design included all three components but more importantly the initiative aimed to provide market intelligence and information feedback

One of the local livestock farmers Philane had over 600 herd of cattle and was part of the people instrumental in lobbying for DRDLR to install boreholes across the 5 communities. 'Dr. Ngetu and his team must ensure that the programme will benefit our youth but I am proud that the three years we have invested has produced such a beautiful structure' he said. The NRMDP has also integrated artificial insemination as part of training the youth. Five youth from the community will join the programme and be trained on artificial insemination.









The National Red Meat Development Programme (NRMDP) is once again proving that the bridge it is standing on solid. On the 1st of June 2017, the National Agricultural Marketing Council (NAMC) visited Senqu Local Municipality situated in the Joe Gqabi District of the Eastern Cape Province. Seen here is Dr. Ngetu and members from the Sengqu municipality charting plans on establishing a CFP in the Sterkspruit area.

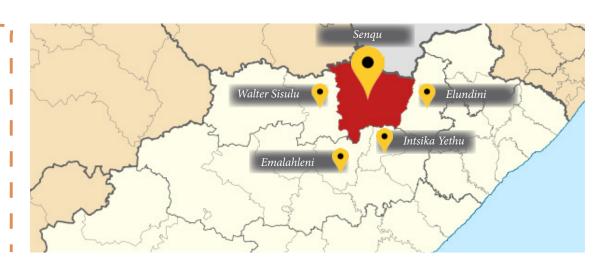
According to Mr. Madikizela (Programme Manager: Agriculture) for the Senqu Municipality, the area has seen an increase in livestock as on a weekly basis, 6 trucks collect over 300 cattle. He said this has become a normal activity. An unknown variance is the amount at which these animals are sold but figures vary from various farmers. A 350kg cattle

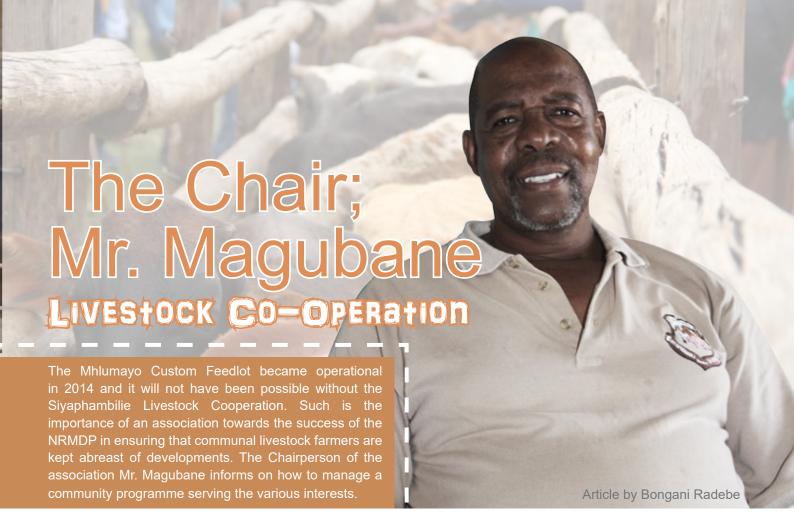
goes an average of R7800, while with some it could be lower than that. Dr. Ngetu mentioned that it was a normal occurence especially in areas disconnected from access to basic amenities. Those with the knowledge sell at good price however the worrisome factor is that farmers depend on the 6 trucks for markets. The engagement fashioned a new approach and a way forward;

- Feedlot to be built on a 5 ha, land has already been established
- Interim Technical Committee to established to engage local farmers
- Construction to begin early 2018, 12 jobs to be created in the interim
- Lucerne grass planting to be piloted with this CFP, focusing on youth and women

Senqu Local Municipality highlighted in red

Article by: Bongani Radebe





When was Siyaphambili Livestock Co-operation established?

The Siyaphambili Livestock Co-op was founded in 2002, at first it was called an Association up until it was converted to Co-operative in 2008. The leadership changes from time to time and currently, we are 11 committee members, 6 females and 5 males.

How did the Siyaphambili get involved in the NRMDP?

The National Agricultural Marketing Council came and approached the Siyaphambili Co-op and enlightened us about the National Red Meat Development Programme. We were at first hesitant but when we got invited to the Ncorha feedlot launch we went back excited and liked the initiative from then on. Since our involvement we have been working hand in hand with all stakeholders. Thankfully, the feedlot was constructed in 2014 and the traditional authority identified a land for us to build the CFP facility.

What has been the positive spin-offs you have seen from the programme?

The presence of the feedlot has changed a lot, especially for our cattle. From supplying tiny cattle to full-blown cattle, it does wonders really for our pockets. Even the taste of it, it is of a well standard grade. Another thing that we really appreciate about this programme are the auctions organised right here at this feedlot. Auction sales I must confess are good and it has become a norm and culture for there to be auctions. It is the community that wants them.

How do you balance the interest of your members, government and community as a whole to keep the programme alive and going?

The Siyaphambili Co-operation holds two meetings every year and then every month the executive holds theirs. We balance all the interests of our stakeholders through arranging meetings in time to tackle all the current issues and challenges arising.

The NRMDP is expanding to other areas and provinces, what advice can you give other Chairpersons in managing the operation of the programme?

Firstly, I would highlight the fact that they are very much lucky to be receiving this programme in their respective areas because this marks the start of change in their lives. I would advise them to pay attention to all the Terms and Conditions of this programme, in order for them to run it successfully. Again they should also embrace the auctions so that they can witness the positive results of this programme through the well prices they would receive.

In your view, what can government, farmers and community do more to take the programme forward?

The community should bring their cattle to the feedlot, government should support by not staying far from the farmers and leave them alone with the CFP as there are lots of things that will be very difficult for them to run in the period of 5 years.



Greater Taung R1 946 287 Investment



40 Farmers



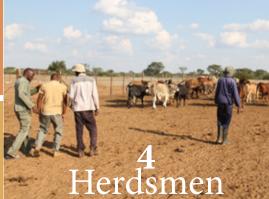
4 kraals
Animal capacity 260



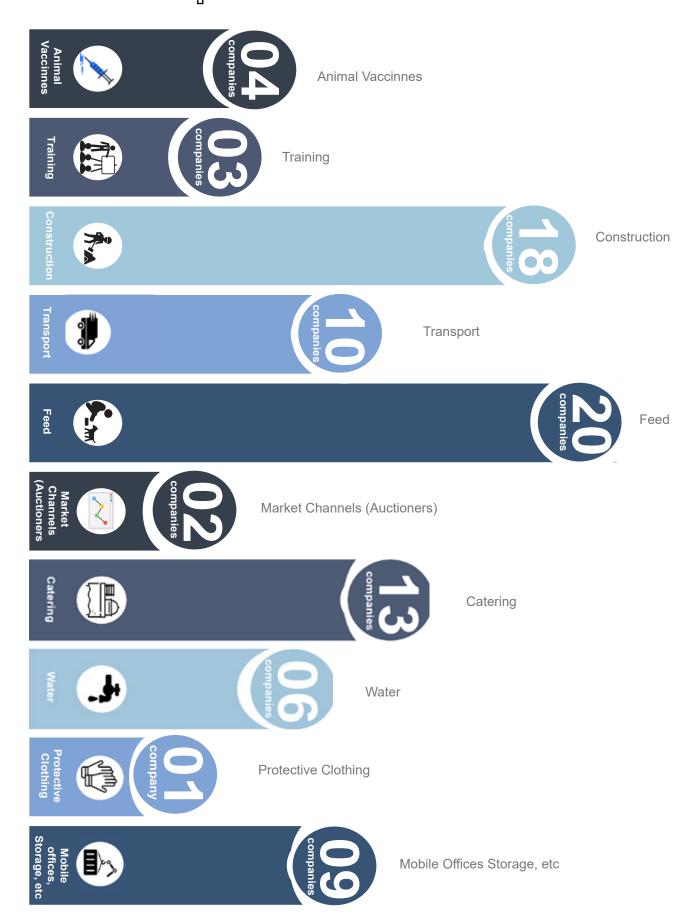


1st Intake 80 animals





Enterprise Opportunities





Making livestock farming possible Tallitha

Talitha Pharma started in 2013 as a tiny pharmaceutical company barely showing visibility in the livestock industry. Today, the company is becoming a household name in rural communities and trusted by communal livestock farmers looking for advice and animal health. The NRMDP procures some of its medical supplies from the company and since then, its service offering has left an indelible impression. One of the few black pharmaceutical companies specialising in livestock, founder and Chief Executive Officer Ayanda Mbotshelwa shares insights of the challenges and success experienced.

Describe Talitha Pharma

Talitha Pharma (Pty) Ltd is a 100% Black-owned and managed pharmaceutical company, which has been part of the Animal Health landscape since 2013. We empower communal and developing farmers to farm PROFITABLY and SUSTAINABLY; and we supply primary animal health remedies for livestock. We manufacture (through contract manufacturers) our own products, as well as distribute livestock remedies on behalf of strategic partners, including OBP vaccines.



In the face of going up against big companies, what were some of the challenges you had to experience in entering the market?

As a new entrant, one of the challenges we faced was building Talitha Pharma as a brand worthy of trust by our customers. While customers new us as individuals, we had to prove to them that we could deliver to our promise and do so even better than the conventional animal health companies they we used to. This credibility issue mainly manifested in some retail stores, also referred to as coops, resisting to place our products on their shelves, in fear of reprisal from their long-standing suppliers. Communal farmers carried us through those testing times by demanding our products, resulting in most coops stocking our products today.

Talk to us further about the LIVESTOCK HEALTH Programme you had developed?

We are of the firm belief that education is not exclusive, as such, it is our appetite towards learning and excelling that sets us apart. Our livestock health programme is premised on production outcomes, as against selling products. It is designed such that farmers can hold us accountable for our advice and interventions. We set production objectives together with the farmer, so that whatever intervention, which is not necessarily medication, will contribute towards achieving that objective. In this way, we form mutually profitable and sustainable partnerships with the farmers we serve.

Who does it target and why?

Our primary target market is communal farmers, whose needs are not always understood and may not be addressed by conventional animal health companies. The programme specifically addresses the communal farmer needs, so that they can farm profitably and sustainably, turning their livestock into a commercial unit. We can say this because, some among us got education through money raised by selling livestock.

Since your entry into the market, what has been the most notable achievements by Talitha Pharma?

Our most notable achievements come from the successes of communal farmers, for example, a farmer who shared with us that, out of 165 lambs, he lost only 3 and he attributes this to the partnership he has with Talitha Pharma. Another highlight is our Talitha Associate Consultant, who was able to purchase a bakkie for himself

through revenue generated by his association with Talitha Pharma. Besides, we have received numerous entrepreneurship awards and have featured on the Business Day TV.

From a developing perspective, do you think our communal livestock farmers are responding to government programmes like the NRMDP?

NRMDP is arguably one of the most visible and impactful programmes that address the needs of communal farmers. It is one of the models that could be built upon to drive transformative partnership between government, SME's and communities in a meaningful way. What makes this programme more significant is that, it enhances the asset value of communal livestock, thus restoring the pride and dignity of our people in their kraals. The rate at which the demand for this programme has grown over the past few years is testimony to the farmers' response to it.

In terms of rural development, how do you view your contribution?

Talitha Pharma is a significant contributor to the rural development agenda in the following ways:

- We are adding value to communal farming by empowering farmers to transition from subsistence farmers to income-generating units,
- Rural Enterprise Development: Our Talitha Associate
 Consultant (TAC) Programme creates an environment
 and assists young Agricultural graduates to run their
 own micro-franchise businesses, using the Talitha
 Pharma platform,
- Job-creation: Talitha Pharma employs 8 young people full-time. Through our TAC programme, we have created 36 job opportunities including the 12 TAC's who are associated with us.
- Most importantly, we engender national pride, a spirit of a nation that can feed itself, as against dependency on the state and others (a spirit of Vuk'uzenzele) through our various programmes.

Future prospects or plans by Talitha Pharma?

Owing to our learning attitude, we continue to refine our model in the Eastern Cape and some parts of KZN. Our objective is to roll our programme out to the rest of the country. Our vision is to become a reference standard of customer intimacy within and beyond our industry.



Baba Hlakaniphela Zondi walked away with **R99 757,90**

Baba Hambayedwa Ntombela walked away with \$\mathbb{R52} 711.22\$



THE NKA TOUGH

Article by Bongani Radebe

As early as June 2017, the NRMDP travelled to Nkandla to meet local livestock farmer who according to the KZN Department of Agriculture seemed impressed by the auction organised in Newcastle. Our pose together with the KZN DRDLR was to relay the value of the programme and what it has done for other livestock owners in other regions of KZN.

The mood at the first seemed to agree with the surge to organise an auction. When the days to the auction approached, apprehension and scepticism creeped in. Whether the blame was to be accorded to the weather or other natural causes, farmers reneged on their promise. Only few farmers participated but one stood above the rest; Baba Langa. He brought along 15 cattle to the auction pen to which he collected R200 000. Immediately, the very same sceptical farmers observing the auction scuttle about latched on their cell phones calling immediate family members to bring their livestock quickly. Gasps of 'its unbelievable' 'not possible' 'money opportunity gone' 'my kids could have eaten' 'what have I done' 'oh my king' added to the pandemonium.

While government officials had the look of 'we told you so' the nature of working in a development community based programme is the allowance to manage trust. The first auction was not a failure but a way of building a trust bridge with the local livestock association. If the programme was to ever succeed in this area, local livestock association was the first amongst nonbelievers to be converted. Hence the 2nd auction held on 21st of September 2017 in Nkandla hit the right cord. It had all the Nkandla support; the Nkandla Local Municipality, local traditional authority, community and the local livestock association.

83 herd of cattle were sold generating a total of R730 875.
61 OXENS, 7 COWS, 7 HEIFERS and 8 BULLS were on show and auctioned. The biggest winner of the day was Mr. Mtshali whose bull collected R14 200 weighing 694 kg. Some were first time cattle sellers but overall the excitement of the auction brought to the community was palpable.

Hlakaniphela Zondi, who is a proud community member of Nkandla was pleased with the auction outcome. He was one of the people who missed the first auction and he was pleased that he walked away with R99 757,90 having sold 11 cattle. He is the bread winner at home supporting 3 wives and 20 children. He prides himself that livestock is his stocking trade and with the money he made at the auction he will be able renovate his house, buy his wives and children clothes and pay for tuition fees.

Hambayedwa Ntombela, was also very happy that it brought him to tears. He brought in only 6 cattle, which saw him walking away with R52 711-22. Asked about why the tears, he said it was the first time he made so much money at a single go. "You don't understand, this money will be very much helpful to my children and grandchildren who are unemployed, it will assist in buying groceries and also to build up a new house" he said.

The great partnership between the farmers and the NAMC with DRDLR is really playing a huge impact in bringing change needed in this area. These auctions are part of the rural development agenda as they assist a lot with socioeconomic in the local municipalities. Chief Nkosi Sithole once again thanked the government for allowing the auction to take place in the Nkandla Municipality, and acknowledged the participation of the farmers.



The Lahlangubo Custom Feedlot was handed over by the MEC of Eastern Cape Rural Development and Agrarian Reform Mlibo Qoboshiyane. During the launch, 10 cattle were sold at an average of R10 000. Since its established, the highest price sold for an ox was R12 000. Before the completion of the feedlot, it was known that even good animals fetched R7 400 but since the launching, animal prices lately go for R10 000 and beyond.

It was a privilege to be visited by the MEC as his department also contributed to the CFP in terms of providing feed. The MEC also promised that the CFP will be provided with weighing equipment as part of livestock improvement. He said his department would assist the community of Lahlangubo with weighing equipment to help them when they are selling the cattle. A press statement issued by the MEC's office noted the following about the Lahlangubo CFP'

"This is a full realisation of our own agriculture economic transformation strategy that we adopted last year specifically to ensure that we are building structures that will give support to farmers to ensure that the livestock improvement programme and fattening of our own animals will realise the commercial value of those assets in our communities"

I must note that our Chief was instrumental in the process of handing over the feedlot. Without the community's help it would have been impossible to organise the launch. Area's such a security, catering and transportation was a result of the contribution by the community members.

The number of animals at Lahlangubo CFP stand at 98. New intakes were conducted in September and October respectively.



Farm animals can be easily injured by livestock. Farm animals can be unpredictable and should be treated with caution at all times. Therefore, proper handling of the livestock in all channels of production is important for good animal husbandry and welfare. "It's only recently that we've started thinking of animal handling from the animal's perspective," said Dr. Kersti Seksel. Animal handling refers to how humans should work with, respond to, and interact with animals within their surrounding territories. Handlers are involved in a variety of management activities such as feeding, moving animals to different locations, loading animals on trucks/ trailers, artificial insemination, assisting veterinarians with treatment or handling of injured animals, and etc. Other activities involve using animals as draught power which includes tasks such as plowing fields; pulling equipment such as wagons to transport farm goods, etc.

Handling equipment can speed up livestock confinement work operations, reduce time and labor requirements, cut costs, and decrease the risk of injury. Rope halter has been the basic tool for restraining cattle. It is crucial to place the halter on the cow correctly. Once the animal is haltered, the rope should be tied to a secure object. When handling animal, go easy, do not force them; it is only when the animal is provoked that their aggressive side come out.

It is important to use appropriate animal-handling facilities and aids such as cradles and crushes. Proper animal handling adheres to the animal welfare, creates a desirable working atmosphere, and ultimately benefits the customers you serve. Hence it supports the farmer to save time and effort, effectively reducing stress on people and animals; and maintaining production quality. Inefficient and rough handling causes financial losses

because of bruising, poorer meat quality and lower milk production. A lack of knowledge of animal behaviour could put a handler into dangerous situations. Commonly, bulls tend to fight other bulls or people to establish dominance, thus it is advisable to castrate any males not intended for breeding. Even typically docile cows can be very protective and defensive of their young ones. Always be alert to their warning signals. To prevent unnecessary farm accidents, animal handler should assess the breed, temperament, gender mixture and size of your animals.

Sick animals can always pose a serious threat to human beings. Attempting to lift or push animals can transmit certain zoonotic diseases, and these are the diseases that can be transmitted from animals to humans. A person may be infected indirectly (through flies, mosquitoes, ticks, fleas) or directly. These diseases include rabies, brucellosis, salmonellosis and ringworm. To reduce exposure to such diseases, animal handler should ensure basic hygiene and sanitation practices, which include prompt treating or disposal of infected animals, proper cleaning and disinfect of contaminated sites as well as proper use of personal protective equipment.

It is important to make sure that handlers are adequately trained and familiar with the behaviour of the animals they are working with. Cattle behaviour in yards is influenced by rank. Handlers who understand livestock behaviour can reduce animal stress which improves weight gain, reproductive performance and animal health. Stationary cattle can kick forward to their shoulder and outward with their hind legs. Moving cattle usually kick directly backwards. Try to work beyond the kicking range of the animal or close to its body.





JOZINICES CENERATES R3,9 MILLION IN FIVE MONTHS Article by Zanele Ngema

In 2015, the Jozini feedlot facility was identified by the National Agricultural Marketing Council (NAMC) in partnership with the KZN Department of Rural Development and Land Reform (DRDLR) and the Department of Agriculture Forestry and Fisheries (DAFF). It introduced Custom Feeding Programme as a way to overcome drought that was threatening the income of livestock farmers.

Jozini CFP is situated in the KwaZulu-Natal province, under UMkhanyakude district. The facility is situated in Jozini local Municipality under the Chief of Nyawo in a place called KwaJona sales yard in ward 9. It assists about 71 dip tanks under Jozini Area. The area consists of seven traditional authorities, namely:iNkosi Mathenjwa, iNkosi Mngomezulu,iNkosi Nyawo, iNkosi Sqakatha, KwaJobe, iNkosi Nsinde and iNkosi Myeni.

The NRMDP changed the landscape and restored hope of the livestock farmers who in turn began to support the CFP to be a permanent programme. Since the programme was initiated it has gained the support of farmers bringing employment to the area. There are currently 5 herdsmen, and 1 Animal Health Officer overseeing the operation of the CFP.

The CFP is doing very well as Jozini farmers are keeping the CFP more active by hosting auction sales. between June and October 2017, the feedlot hosted five auction and all these auction sales were a success. Combined 441 animals were sold generating R3,9 million to the economy of Jozini. What is also unique about our CFP is that it serves as a collecting point for weaners. It provides training to livestock farmers, serves as an information centre for livestock farmers and it is also caters for livestock as well as small stock. The facility is herd by Jozini Livestock Association. The Jozini Livestock Association organizes training for farmers and assists farmers with information related to livestock.

We would also like to thank the Local Traditional Authorities and the Jozini Livestock Association without them the programme wouldn't have been a success. One of the most important primary function they play is to encourage farmers to brand their animals in order to prevent stock theft. Secondly, they assist livestock farmers to understand the livestock prices and red meat value chains thus ensuring during auctions they are able to sell their animals at best prices. We give thanks to all Departments for organising trainings and in making sure that we are prepared in running these community development programmes.

KOMANI CUSTOM FEEDING PROGRAM STILL GOING STRONG

Article by Zikhali Bokwe

Under this quarter, we conducted an intake on the 15th of August 2017 numbering 121 cattle. Our normal standard operating procedure when we conduct an intake is to allow cattle to rest, receive healthy feed and fresh water. This is a question I have always been asked.

We started with the informal sales on September 2017 with 50 animals sold through the informal market.

Mr. SA Mfama was one of the farmers we flagged who sold many animals from this feedlot and was really happy with the well market price received. The highest price of the animal sold through the informal market was R11 500 and the average price for cattle sold was R9 500.00.

At the moment the CFP is busy preparing for the formal market planned for end of November 2017 and early

December with the number of animals sold at the abattoirs were 70. The other remaining animals in the CFP were sold at the auction sales. We are on a drive to change communal livestock farming to be commercial farming, looking at the work done at this quarter. We managed to organise training for the farmers with Meat Trader Abattoir and currently the CFP is busy organising the second training with the Agricultural Research Council (ARC).

Without any hesitation, in a very short space of its operation, Komani CFP has been doing very well on sales and the marketing is not a challenge at all as local farmers are supporting the CFP.

NEWLY EMPLOYED ANIMAL HEALTH OFFICERS

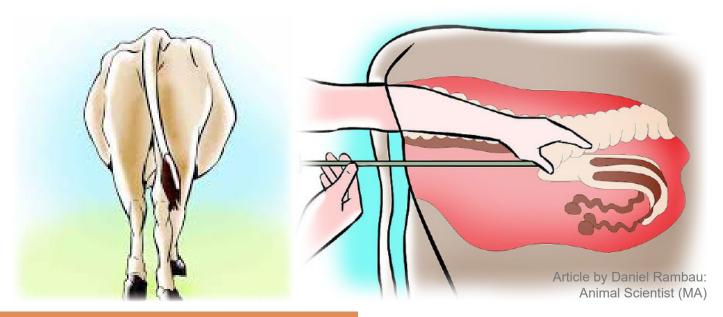


Nkumbulo **Baliso** Animal Health Officer Gxwalibomvu CFP, Eastern Cape



Kuhle **Maqanda**Animal Health Officer
Ngangeqili CFP, Eastern Cape

Plans to introduce artificial insemination into the programme



The National Red Meat Development Programme (NRMDP) plans to introduce Artificial Insemination in all custom feedlot program. The use of AI, is crucial in the development of breeding beef cattle in rural areas of South Africa. This tool could be effective to beef producers to improve productivity and profitability of their cattle operation.

The Al program will ensure continuous supply of animals to the custom feeding programmes. Artificial insemination is the process of collecting semen from a male animal and artificially depositing it into the reproductive tract of a female. One can cite a number of potential benefits from the use of Al such as improving production traits in cattle operation; the ability to mate specific sires to individual cows; reducing the number of herd bulls needed in cattle operation thus decreased costs; improve genetic potential for replacement heifers; and when combined with estrous synchronization, a shorter calving season can be achieved, resulting in a more consistent, uniform calf crop, and increased safety for animals and farmers.

The potential for the local farmers to successfully breed superior cattle has the biggest influence on the farmer's ability to generate a continuous and sustainable income. However, within the cattle enterprise, access to hiring professional technicians by smallholder farmers to practice artificial breeding in their cattle remains limited. Hence, the NRMDP discovered a need for equipping local youth with skills to apply AI technology in cows to assist local farmers at their homestead.

The program aims to equip six unemployed youth with necessary skills to conduct an AI programme on the livestock of farmers in all NRMDP feedlots. Participants will be trained by an AI specialist from the NAMC. After completion of the AI training, attendees will be able to understand the basic anatomy and physiology of reproduction in cattle; and also able to practically inseminate a cow. Participants will be able to apply their knowledge and skills to prepare for insemination procedures, time of insemination to coincide with oestrus cycles, prepare equipments and work sites, as well as to correctly select and thaw semen for insemination, inseminate animals, clean up and record data after insemination process.

For more information, contact Dr. Xolile Ngetu at xNgetu@ namc.co.za

