



DATE: 6 May 2011

ATTENTION: The News Editor

**Agra and Hartebeestloop Bonsmara bring another information day.**

A winning recipe for addressing the uncertainties and risks when buying bulls will be shared with farmers by Hartebeestloop Bonsmaras and Agra on an information session on 16 May from 15H00 at the Agra Bank Windhoek Ring.

Sharing of knowledge by stud breeders such as Hartebeestloop; Agra Professional Services' training programs and Agra Stud Services' expertise contributed largely to renewed interest and successful growth in stud breeding in Namibia. Stud breeders of all breeds participate in the training of commercial, new and communal farmers to the benefit of the beef industry in Namibia.

During the Hartebeestloop information day in Windhoek, Dr. Joggie Briedenhann, owner of Hartebeestloop will explain concepts regarding their breeding philosophy and herd performance as well as the value of pedigrees. Hartebeestloop Bonsmaras promises to share many observations, philosophies and experiments at this event. "We are known for challenging known principles and we will share some of these 'extraordinary' opinions to set everyone thinking", promises Dr. Briedenhann.

A number of the animals that will be on auction on 27 May at Hartebeestloop will be put on show and Kiep Lepen and Barend Dorfling, stud experts of Agra, will be in the pens to serve farmers with advice. Farmers will have the opportunity to see the quality of the herd which is the origin of HART 07-0087, the record bull that was sold at the 2010 Hartebeestloop auction for N\$450 000. Gunther Roeber of Agra Professional Services will discuss various aspects of farming with participants of the day.

Dr. Briedenhann further added: "Stud breeders often have a wealth of information about the bulls that they breed and offer for selling. It is not possible to summarize all this information in a catalogue or share it on auction day with prospective buyers. Information days such as these provide the ideal opportunity to discuss aspects of breeding, and the animals, in a relaxed atmosphere. There is not the usual pressure of an auction and this allows prospective buyers to get a more complete view of the farming enterprise of the breeder by asking questions." Agra sponsors the day and attendance is free.

**Ends.**

**Issued By:**

Albé Snyman  
Communications Officer  
Corporate Affairs Department  
Agra (Co-operative) Limited  
Tel: (061) 290 9273  
Fax: (061) 290 9250  
Email: [albes@agra.com.na](mailto:albes@agra.com.na)

[www.agra.com.na](http://www.agra.com.na)