

AGRA – THE ROAD AHEAD

A few weeks ago, Agra's senior management held a three day intensive workshop to discuss and decide Agra's future strategy.

First, the external business environment in which Agra operates was discussed, focusing on the opportunities and threats.

Political and economic factors, socio-cultural, technological and physical factors such as bush encroachment were also taken into consideration.

Ideas and opinions were exchanged regarding Agra's business from an internal point of view. The strengths and weaknesses were identified.

Agra has an excellent branch network with exceptionally good auction facilities. Many dedicated staff members are employed by Agra. Satisfactory financial results were achieved last year and Agra has a good reputation in the business world.

The question was raised whether these positive aspects were used optimally to grow Agra and how to improve on negative external perceptions.

Agra's desirable qualities, for example its good relationship with suppliers and a good track record over more than 25 years in this business, were highlighted.

Some staff members are experts in their field in Namibia and possibilities to optimise their know-how for the benefit of the co-operative were noted.

The profitability of each division of the business was discussed and Agra's current

market share determined. Plans and actions to achieve an increment in market share formed part of determining our key objectives.

In terms of the stakeholders (groups that have an interest in Agra) the key players were identified who should be kept satisfied and informed. These stakeholders include clients, employees and suppliers.

Agra's dream of the future:

With all this background in mind, management defined Agra's key choices,



which are the focus areas on which Agra needs to focus in order to achieve its vision? *"Agra: my choice-my destination"* (dream of the future) and mission: *"We want to grow our business with a dynamic team, offering a great service experience"* (the way to achieve this dream).

The following 7 strategic thrusts were identified

To change or restructure our business where necessary to keep up with the demands of our customers and the

changing business environment

To strengthen our core business and optimise growth

To diversify through innovation. It is a fact that companies that do not identify innovative opportunities to diversify their operations will not be sustainable in the long term.

To put people at the heart of our business: Ensure that we provide our staff with competitive remuneration packages, ensure good communication channels, provide a pleasant work environment, ensure performance measurement and generally treat our people as our most important asset.

To entrench a service culture: Our customers are the reason for our existence. By ensuring that everyone at Agra subscribes and lives up to excellent service standards we will retain existing and attract new customers.

To strengthen the Agra brands: The most valuable intangible asset is the brand of a company. While the Agra brands are already well known, more effort will increase awareness and value.

To improve stakeholder relationships: These include members, customers, suppliers, our Government, service providers and our staff.

Action plans to implement the above strategic goals are currently being prepared by the respective teams.

REDAKSIONEEL

Die Koöperasie se bestuur het onlangs weer koppe bymekaar gesit om 'n toekomsstrategie vir Agra te bepaal. Dit is goed om van tyd tot tyd 'n bietjie tot stilstand te kom en jousef te evalueer en jou fokus vir ten minste die medium termyn weer reg ingestel te kry. Uit die werksessie het dit na vore gekom dat Agra sy bestaan aan sy kliënte te danke het. Dit staan dus eerste op die prioriteitslys om te verseker dat spesiale aandag gegee gaan word om diensvlakke te verhoog en na die behoeftes van kliënte omgesien gaan word. U kan meer hieroor in die hoofartikel van hierdie uitgawe lees.

Die moontlikheid bestaan weer vir die uitbroei van muskiete en die daarmee gepaardgaande gevaar vir die opdoen van die gevreesde siekte Malaria. Laasgenoemde het reeds die lewens van baie mense ge-eis, omdat nie genoegsame voorsorgmaatreëls getref is nie. In hierdie uitgawe word riglyne aan die hand gedoen om die byt en die las wat muskiete veroorsaak te beperk.

Enkele reaksies is ontvang op die uitnodiging om te reageer op artikels in die Ring of om behoeftes uit te spreek vir artikels wat graag geplaas moet word. Ek glo daar is baie suksesverhale of ervarings uit ons landbougemeenskap wat ons deur middel van die Ring met ons ander lesers kan deel. Laat gerus van u hoor. Stuur u bydraes aan die bemerkingsbestuurder van Agra, Mev Birgit Hoffmann by Privaatsak 12011, Windhoek of per e-pos aan birgith@agra.com.na

Gedagte vir die maand: Bobby Loubser (1949-2006) het gesê . . . "Verandering, transformasie. Dis iets wat ons wêreld nodig het. Transformasie van armoede na produktiewe lewens. Van moord en diefstal na 'n samelewing waar ons mekaar oppas en versorg. Maar persoonlik ook. Ek soek verandering. Daar is dinge in my wat ek haat, en ek wonder hoe lank nog . . .

Koöperasiegroete

Sigi Lösch
Privaatsak 12011
Windhoek
Tel. 081 127 8580
e-pos: losch@iway.na

AGRA AND CCF COMMIT TO STRENGTHENING CAPACITY OF FARM WORKERS

The Cheetah Conservation Fund (CCF) and its project partner Agra, will present a practical farming training course tailored to the specific needs of farm workers from 16-20 April 2007.

Due to popular demand following the first two courses presented to 42 farm workers last year, CCF and Agra have decided to again make this course available. Ambassador lipumbu, a board member of CCF, complimented Agra on this worthwhile investment in Namibia's agricultural sector, while members of his farming team will attend the course as well.

In a survey conducted in the north central commercial farmland it was found that only about 30% of farms are occupied by full-time farmers. This situation stresses the importance of well trained personnel attending to the day to day management of the farming enterprise and being equipped to handle crisis situations. Thus it remains imperative that the capacity of the front-line staff is continuously enhanced.

One participant stated last year that it was the most enlightening course he had ever attended, while for the majority of participants it was the first time they had ever had the opportunity to attend and fully participate in a formal training programme. Farmers, who sent their workers to the course, reported that they were impressed by the practical knowledge gained. During 2006, CCF presented 12 training courses for 300 farmers and other stakeholders in the agricultural sector. This year 20 training courses are planned, targeting 500 farmers and land users in the livestock farming sector of Namibia.

Application forms for the practical training course and other courses can be obtained on request from the Cheetah Conservation Fund at Tel: 067 306225; Fax: 067 306247 or email: cheeta@iafrica.com.na

The Cheetah Conservation Fund is a Namibian non-profit trust dedicated to the long-term survival of the cheetah and its ecosystems.

Since 1990, the organisation has developed education and conservation programmes based on its bio-medical cheetah research studies, published scientific research papers and has presented educational programmes to over 120 000 outreach school learners, donated over 230 Anatolian livestock guarding dogs to commercial and communal farmers as part of the CCF innovative non-lethal livestock management programme, and has established a cheetah genome resource bank of cheetah sperm, tissue and blood samples.

Research into cheetah biology and ecology has greatly increased our understanding of the fastest land animal and education programmes for schools and the farming community help change public attitudes to allow predator and humans to co-exist. However, despite the many successes of CCF programmes, the cheetah is still Africa's most endangered big cat.

Website: <http://www.cheetah.org>

Agra is the largest multipurpose agricultural co-operative in the country with about 7000 Namibian shareholders. Founded in 1980, as a co-operative, profits are channeled back to shareholders and re-invested for growth in the country. Agra offers livestock marketing services as well as retail operations through an extensive network of branches throughout Namibia. With more than 70% of Namibia's population directly or indirectly dependent on agriculture, the measure of Agra's success in serving the country is its influence on service provision and expedited business processes in the agricultural sector.



Dr Laurie Marker, Director: Cheetah Conservation Fund, Ambassador Leonard N lipumbu, Board Member: Cheetah Conservation Fund and Ms Birgit Hoffmann, Senior Manager: Marketing: Agra Co-operative.

New levies for meat importers

The Minister of Agriculture, Water and Forestry, on recommendation from the Meat Board, imposed in terms of section 17(1) of the Meat Industry Act, 1981 (Act No. 12 of 1981) an import levy on livestock, meat and meat products to be paid by each importer prior to obtaining an import permit as follows:

On livestock: a levy per head of an animal to be imported, at the same rate as it is imposed on an animal exported or slaughtered. (i.e N\$12.00, N\$2.40, N\$2.90 per head of cattle,

small-stock and pigs respectively)

On meat and meat products: a levy of five cents (N\$0.05) per kilogram of the product to be imported. This levy shall be paid by either Bank guaranteed cheque or deposit payment into the Meat Board current account (55507079793) at First National Bank, Corporate Branch. No permit will be issued without proof of payment. Proof of deposited payment should be faxed to 061 -228310.

The Minister also announced an increase in the tariff of the Meat Board general levy in respect of

pigs from N\$1.62 to N\$2.90 per head as well as an introduction of a classification levy of N\$5.00 and N\$1.00 per head of cattle and small stock respectively. The Meat Board classification fees of N\$3.20 and N\$0.60 are consequently abolished.

The implementation date was 1 January 2007 as per the Government Notice. The Meat Board however granted a grace period to all stakeholders to adjust their systems until 31 January 2007, after which no excuses will be accepted.

The levies to be paid per unit, excluding VAT as per Government Notice No.210, 1 December 2006 are as follows:

Livestock	General Levy per head	Special levy per head		
		Animal health levy per head	Meat classification levy per carcass	FanMeat levy per animal
Cattle	N\$12.00	N\$1.00	N\$5.00	N\$2.50
Sheep/goats older than 1 year	N\$2.40	N\$0.20	N\$1.00	N\$0.50
Pigs	N\$2.90	-----	-----	-----
Meat and meat products	N\$0.05 per kilogram			

Plus 15% VAT

Rehoboth Veilings

03 April om 10:00
Grootvee

12 April om 10:00
Grootvee

24 April om 10:00
Kleinvee

08 Mei om 10:00
Grootvee

22 Mei om 10:00
Grootvee

29 Mei om 10:00
Kleinvee

Navrae:
Andries Steyn - 081 122 2882
Frikkie Booysen - 081 124 7509
Tiaan Steenkamp - 081 122 3320

agra
SERVICE RANGE COUNTRYWIDE

Be Alert - Malaria Prevention

During and after the raining season, widespread open water occurs, which generates ideal conditions for mosquitos to breed and causes the possibility of an increase in obtaining Malaria.

Malaria in Namibia is mainly found in the northern half of the country, although cases also frequently occurred in the central and southern parts of the country. Malaria can be a serious and fatal disease without prompt treatment.

Malaria is transmitted to people by the bite of an infective mosquito, which usually bites after dark. The risk of Malaria can be reduced by using personal protection measures together with a new prophylaxis. The following measures are effective in reducing the risk of mosquito bites:

- Sleeping under a mosquito bed net when mosquitoes are active during the night especially between 20:00 and 06:00. Locally manufactured bed nets are available at Safari Den in Windhoek as well as at most Agra branches. Nets can be treated with insecticides, for more effectiveness.
- Where possible avoid going outside between dusk and dawn when mosquitoes are active and commonly bite.
- Wear long sleeved clothing and trousers. Take note that dark colours attract mosquitoes.
- Apply mosquito repellents to exposed skin and clothing.
- Sleep in rooms with windows and doors screened with mosquito netting.

continued on p. 5

AGRA STOETVEILINGS OORSIG - NUWE NAMIBIESE PRYSREKORD BY DORPER VEILING

Die Namibiese prysrekord vir 'n Dorperram het gespat tydens 'n veiling van Philip Strauss, op die plaas Duurdrift. Die bod vir 'n Dorperram uit die stoetery van hierdie vooraanstaande teler, is vir N\$160 000 op Kola Steyn, ook 'n Namibiese Dorperteler, toegeslaan. Die veiling is deur Agra aangebied. Die totale aanbod van die dag, wat uit 75 ramme bestaan het, het van eienaar verwissel vir 'n gemiddelde prys van N\$12 144, wat alle vorige gemiddeldes oortref het.

Nog 'n rekord wat spesiale vermelding regverdig is die tipe 5 Dorperamme wat vir 'n gemiddeld van N\$29 210 van die hand gesit is. Die 93 ooië wat aangebied is, is vir gemiddeld



V.l.n.r. Kola Steyn, Petrus, Philip Strauss, Deon Klopper, die afslae en Gert van Wyk van Agra by die ram van N\$160 000.

N\$2 636 verkoop, terwyl die hoogste prys N\$7 200 was.

vervolg op bl. 6

Dries Wiese van die Kasteel Wit Dorpers het as gasverkoper op die veiling 25 wit Dorperamme verkoop vir gemiddeld N\$7 079, terwyl sy wat ooië gemiddeld N\$2 080 behaal het.

Op 'n veiling van **Riaan de Klerk** is 81 Dorper ramme aangebied en verkoop. Klas 5 Ramme het gemiddeld N\$11 450 behaal, terwyl Stoetramme vir gemiddeld N\$4 818 van die hand gesit is.

Malaria Prevention

Drugs to prevent Malaria should always be used together with personal protection as mentioned above. The Ministry of Health and the World Health Organisation recommend prophylaxis against Malaria. The prophylaxis should start one week before visiting the endemic area and should continue for 4 to 6 weeks after leaving the area.

Doxycycline could be used as alternative. It is contra-indicated in children less than 8 years of age and in pregnant women. Should you however have any drug allergies, chronic illnesses or are taking other drugs or vaccines, it is advisable to consult your doctor before beginning prophylaxis.

If you experience any of the following Malaria related symptoms including, fever, headache, rigours (shivering), backache, diarrhoea and/or vomiting and malaise, it is extremely important to report to the nearest health facility for proper diagnoses and prompt treatment.

If on your return home you experience any flu-like symptoms you must seek immediate medical attention and inform your doctor that you have recently visited a malarious area.



Art 03 N\$ 75.00
Art 04 N\$ 85.00

SLEGS VIR DIERGEBOUK
Produkt van Suid-Afrika

MDB Cypertraz Pour-on

Beheer bosluise, asook huis-, stal- en gesigsvlieë, en dood ook luise op beeste.

Geformuleer vir:

- maklike aanwending
- beter verspreiding op vel
- geen melkontrekking

Dosis: Vir die beheer van bosluise, huisvlieë, stalvlieë, gesigsvlieë en luise gebruik 10ml / 100kg lewende massa.

Besikbaar by jou naaste Koöperasie, Agriwinkel of Veearts

Renostervoël-versoentbaar



CEVA MDB, 'n afdeling van CEVA Animal Health (Pty) Ltd, 'n Suid-Afrikaanse maatskappij. CEVA Animal Health (Pty) Ltd, 'n Suid-Afrikaanse maatskappij. CEVA Animal Health (Pty) Ltd, 'n Suid-Afrikaanse maatskappij.

CEVA Animal Health (Pty) Ltd, 'n Suid-Afrikaanse maatskappij. CEVA Animal Health (Pty) Ltd, 'n Suid-Afrikaanse maatskappij.

Erwin Strübing Tel. 062-581 665 • Sel. 081-279 0837

CEVA MDB
Grootheid-afdeling

AGRA STOETVEILINGS OORSIG

LP Martins van Leonardville het die duurste Wit Dorperram vir N\$18 000.00 aangeskaf.



Riaan de Klerk (verkoper), L.P. Martins (koper), Petrus van Wyk (hanteerder) en Gert van Wyk van Agra.

Die duurste Dorperram is vir N\$18 000 aan Gerhard Nel van Windhoek verkoop.



Riaan de Klerk, Gert van Wyk van Agra en assistent Japie Dreyer by die ram van N\$18 000.

Die 6 Boerbokramme wat aangebied is, is almal verkoop waarvan JM Strauss van Windhoek vir die duurste ram N\$4 200 moes opdok.

Die **Gesamentlike Kleinveeveiling van Nico Binneman, Freddie Dreyer, Freddie Dreyer (Snr) & Kobus van Wyk** op Aranos het ewe



Die ram "dot com" van Nico Binneman, wat vir N\$21 000 aan Banie Pretorius van Aranos verkoop is.

goeie pryse opgelewer toe 93 Dorpers verkoop is.

Klas 5 Ramme het 'n gemiddeld van N\$11 400 behaal, terwyl stoetramme vir gemiddeld N\$6 159 verkoop is.

Kudderamme se gemiddelde prys was N\$4 583

Die duurste ram was die ram "dot com" van Nico Binneman wat vir N\$21 000 deur BW Pretorius van Aranos aangeskaf is.

Die 18 Boerbokke wat aangebied is, is almal verkoop vir gemiddeld N\$6 062.

F J Vogel van Aranos het die duurste ram van Freddie Dreyer (Snr) vir N\$8250 gekoop.

Op die **Koës Dorperstreekveiling** is 45 Dorper Ramme aangebied en verkoop:

Die 11 Dorper Stoetramme is vir N\$5 045.45 gemiddeld verkoop, terwyl 26 Kudde Dorperamme gemiddeld N\$3 800 behaal het.



Die Simmentaler bul van AP Bouwer wat tydens die Windhoek Summer Sale vir N\$52 000 aan Stefan Voigts verkoop is.

Tydens die **Windhoek Summer Sale** is 35 bulle van verskillende rasse aangebied en van die hand gesit.

Die gemiddelde prys vir 4 Bonsmara sowel as 4 Brahman bulle was N\$19 750.

'n Hereford bul is vir N\$8 000 verkoop, terwyl 5 Santa Gertrudis bulle 'n gemiddeld van N\$12 200 gehaal het.

Die 5 Simbra bulle het die hoogste gemiddelde prys van N\$24 000 behaal.

Die bod vir 16 Simmentaler bulle was gemiddeld N\$21 687.

Mnr AP Bouwer het die duurste Simmentaler bul op die veiling aangebied. Die bul is vir N\$52 000 deur Mnr S Voigts aangeskaf.



Klaas (Hanteerder), Kobus van Wyk (Verkoper) en Gert van Wyk (Agra) by die ram wat vir N\$14 000 verkoop is.

Die 5de Gesamentlike Produksieveiling van Kobus van Wyk, Nic Kruger en Francois & Wallace Theron is by die Agra/Standard Bank Ring, in Windhoek aangebied.

21 Boerbokramme is gemiddeld verkoop vir N\$6 309. Die duurste ram was 'n ram van Kobus van Wyk wat vir N\$14 000 aan De Lange Kotze van Aranos verkoop is. Die 44 Boerbokooie wat aangebied is, is vir gemiddeld N\$1 634 verkoop.

Die gemiddeld van die boerbokramme van Kobus van Wyk was N\$7 000.00 en die gemiddeld van die ooie N\$ 3 100.00, wat uitstekend is.

Op dieselfde veiling het 24 Van Rooy Ramme gemiddeld N\$3 152 gehaal met die duurste ram N\$5 500. Die 150 Van Rooy Ooie is vir gemiddeld N\$675 van die hand gesit.

Wit Dorper Stoetramme is gemiddeld vir N\$3 833 verkoop, waarvan die duurste ram N\$4 000 behaal het.

Wit Dorper Stoetooie is gemiddeld vir N\$875 verkoop.

Kudde Wit Dorperamme het 'n gemiddeld van N\$3 555 opgelewer met die duurste ram N\$4 500.

Die 22 Kudde Wit Dorperooie is gemiddeld verkoop vir N\$515.

Damararamme se gemiddeld was N\$2 666 met die duurste ram N\$3 000. Damara Ooie se gemiddelde prys was N\$438.

Volgens Kiep Lepen, Bestuurder Agra Stoevedienste, word bogenoemde veilings as suksesvol beskou met diere van alle rasse van hoogstaande gehalte.