



FARMSECURE™

SUSTAINABILITY AND PROFITABILITY IN AGRICULTURE



"We're more than a business, we're a message of hope. We are here to achieve something and that something is prosperity for all involved."

Jerome Yazbek
Farmsecure CEO



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FARMSECURE GOES MOBILE

Farmsecure's vision is to be a meaningful contributor to securing the world's food supply by creating sustainable and profitable agricultural enterprises, where the process is optimized from 'farm to shelf'. Farmsecure envisions that the rural sector can play a great role in food security for South Africa's agricultural industry and the profitability of the nation going forward.

Farmsecure's Enterprise Development team identified KwaZulu-Natal and the Eastern Cape as regions that hold enormous economic potential and opportunities with livestock. For this very reason Farmsecure's Enterprise Development livestock programme, now registered with a BEE grading, is the vehicle that will make Farmsecure a partner to the sustainability of rural communities and help them build viable economies for themselves.

The Mobile Model Solution

Rural livestock programmes generally lack veterinary assistance, knowledge and management skills and there is usually a poorly developed market opportunity to sell these animals at fair market prices. Part of Farmsecure's solution to this problem is the development of Mobile Units, or 'mobile clinics'. The units travel from village to village on a regular basis and advise livestock owners on monitoring their animal's health as well as general livestock management.

Div Bosman, Farmsecure's Enterprise Development Manager, summarised the initiative's aim by saying that "Farmsecure's goal is to create profitability within these communities so that they can be sustainable."



A local herd boy, Niklaas Diya, in the Quebeci area sees the model's potential and understands how the Mobile Unit will inform and help him improve his livestock's condition. "I am aware that my flock's quality is not right, it is in a poor condition at the moment and I like what I hear about Farmsecure getting involved."



Mobile In Motion

Months of hard work, planning and efforts with various departments, communities and other role-players in KwaZulu-Natal and the Eastern Cape, saw the first of two Mobile Units officially launched on Monday 7 November 2011 in Greytown, followed by a number of introductions in other areas.



CD Naudé, Operational Manager of Farmsecure's Enterprise Development, told us that "the reaction on the unit, from all the role-players as well as the community, was overwhelming. There is great excitement in the regions where it was exhibited. We are also delighted to have two new team members working in the field. Daniel Chabana is the Project Manager in the Eastern Cape and Herbert Mokoena is the Project Manager in KwaZulu-Natal."

Div reported that when looking at the expression on people's faces when they actually saw the Mobile Unit for the first time, confirmed that this initiative can really be life changing for millions of people in rural areas in South Africa.



The second unit was launched in the Eastern Cape on Tuesday 22 November 2011.

Div said that "both Kwazulu-Natal and the Eastern Cape's Departments of Agriculture and Veterinarian Science are very supportive of Farmsecure's programme because they saw that the work being done will support their efforts. Furthermore, the MSD Animal Health organisation bought into the model as well because they believe that it works. They provide the mobile units with the necessary medication and assistance with their support system across the country in terms of training, technology and the printing of pamphlets in all 9 national languages."



It is indeed exciting that this pilot project is in place and the model has the potential to be rolled-out in the rest of Africa where livestock is an important part of the continent's livelihood. Farmsecure is continuously building good relationships with all parties involved, including government and animal health bodies, to achieve something truly beneficial for South African agriculture and the country's future – a true beacon of hope and sustainability.