



FARMSECURE™

SUSTAINABILITY AND PROFITABILITY IN AGRICULTURE



Feedback from Farmsecure and Standard Chartered Bank's Farmer of the Year for 2010



Compiled by the Media & Communications Team

The challenge of profitable farming in an increasingly competitive and risky environment is well known amongst the agricultural community. Farmers face challenges such as unpredictable weather patterns, rising input costs and economic fluctuations. The combination of all these elements can cause seasoned farmers to unfortunately land in a situation where they can no longer farm in an economically sustainable way.

Flip de Bruyn was one of these farmers.

Flip before his partnership with Farmsecure

Flip farms in the Bultfontein district on land that has been in the family since 1913.

He plants mainly maize and sunflowers, but he also has a livestock component of about 300 animals that feed on the harvested lands' plant-remains. He plants 2 000 ha of cash crops on a rotation planting plan.

He is married to Elmarie and they have three children. Michael is in grade 10, Coba is studying education and Henry studies B. Agric.

"It is questionable whether I would still be on the farm today if it wasn't for my partnership with Farmsecure."

Flip de Bruyn
Grain Farmer of the Year for 2010

According to Flip it is questionable whether he would still be able to farm today if it wasn't for his partnership with Farmsecure.

Flip agrees that the Farmsecure farming strategy is the reason for his success and has placed him on a more sustainable path. That is why he is optimistic about the future and is very interested in and excited about Farmsecure's new Optimized Farming Model that he will be entering into the 2011 / 2012 season.

Farming with Farmsecure

On Flip's farm, precision farming is now fully implemented which resulted in reduced tillage (an agricultural preparation of the soil by mechanical agitation of various types such as digging, stirring, and overturning). Flip believes in Farmsecure's approach and is very open about the fact that he did not feel the need for - or gave much attention to the concepts of precision farming before he became involved with Farmsecure. Today he believes firmly in not only precision farming, but also in Farmsecure's marketing strategy - which realises higher prices for him year on year versus his "hope for the best" approach in the past.

By being represented across the entire agricultural value chain, Farmsecure and its family of companies ensure that its farmer partners and farming operations are truly sustainable and profitable, achieving its vision to contribute to world food security.

As part of the ongoing relationship with farmers, Standard Chartered Bank and Farmsecure decided to create an opportunity for the companies to highlight the successes that was achieved by grain clients. Farmers that increased yields through the implementation of Farmsecure's precision farming would qualify for the Grain Farmer of the Year Award that was established by the two companies in 2008.



Farmsecure and Standard Chartered Bank's Farmer of the Year

The Farmsecure vision is to improve farmers' profitability and sustainability. The Farmsecure/Standard Chartered Bank's Farmer of the Year award gives tribute to farmers who practice the principles of this vision on farm level and succeed in farming more profitable and therefore ensuring their own sustainability.

The Farmer of the Year wins a trip to any country across the globe where Standard Chartered Bank is based - a choice of 70 international destinations like Africa, Asia and the Middle East - where he / she will gain a well-earned break from the demands of their farm. The farmer will also gain a once-off opportunity to meet local commercial farmers and share innovations and approach in sound farming practice.



The regional manager of each region nominates up to 3 candidates per region on the basis of a set of requirements. The candidate lists are presented to the Operations Manager, Agricultural Manager and Managing Director of Farmsecure Capital whose task it is to choose two candidates per region on the basis of the specific criteria. The two chosen candidates are visited individually on their farms. During the visits attention is directed specifically to the appearance of the farm, farming practices, interaction with employees, suppliers, the broader community and a general impression of the entire farming unit. On the basis of the requirements the candidate receives a mark out of 100 and is placed in 1st, 2nd and 3rd position.



"For the Operations team the Grain Farmer of the Year is a big event as each regional manager would like his nomination to win. It also rewards, amongst others, loyalty to Farmsecure as contractors needs to be at Farmsecure for at least three years to qualify. Personally, it gives me a great deal of satisfaction to end a year of hard work in such a way." - Jakes du Plessis, Farmsecure Capital.

"Standard Chartered Bank is proud to partner with Farmsecure in recognising agricultural excellence and innovative farming practices in South Africa. This award identifies leaders who have a significant impact on commercial agriculture and serve as examples for the industry and mentors for upcoming farmers. Farmsecure is integral in enabling us to achieve our objective of developing a sustainable agricultural sector across Africa. This is in line with our promise to be here for good for the long run", commented Zhann Meyer, the Africa Head for Agriculture at Standard Chartered Bank.

The 2009 winner was Dirk Loubser of the farm Hakbospan, Mareetsane in Northwest. Flip de Bruyn was announced as winner at the yearend function of Farmsecure Capital in 2010 and crowned as the Farmsecure/Standard Chartered Bank Grain Farmer of the Year. He received the coveted "Farmer of the Year" trophy, R100 000 prize money, as well as a special Farmsecure Certificate. Flip could use the prize money to visit any of the 70 countries in which Standard Chartered Bank operates and was also invited to lunch with the Managing Director of Standard Chartered Bank in the country chosen.



The trip of a lifetime!

Flip and his family had the chance to relax after a successful farming year in September 2011, when they departed on their overseas trip to Europe. Flip gave feedback on his wonderful experience when they returned to SA in October.

"Die toer was baie lekker en nog meer spesiaal omdat my vrou en kinders saam kon gaan. Ons was in totaal 5 persone. Was dit nie vir hierdie reis na die buiteland wat ek by Farmsecure en Standard Chartered Bank gewen het nie, was daar nie 'n manier hoe ek en my hele familie oorsee kon gaan nie. Dit was een van daardie ondervindings waar jy vir jouself sê "Geniet elke oomblik!"

"Ons het die 30ste September vertrek, 'n dag vroeër in Engeland geland voor die toer begin het, om die Standard Chartered Bank se Direkteur in Londen te ontmoet. Ons het ook die tyd gebruik en op 'n 'hop-on hop-off' toer deur die stad met een van die rooi busse te gaan en die dag afgesluit met 'n bootrit op die Teems rivier.

“Ons reis het begin met ‘n Trafalgar toer, daarna gevolg met ‘n bus na Dover en ferry tot by Calais. Ons is van Calais na Amsterdam waar ons op die kanale gevaar en oorgeslaap het en verder tot in België. Vanaf België het ons deur Duitsland en Switserland getoer en die vakansie afgesluit in Frankryk.

“Een van die hoogtepunte van die vakansie was in Switserland waar ons met ‘n trein teen ‘n 45° helling by Mount Pilatus opgegaan het. Ons is weer met ‘n kabelkarretjie teen die berg af en het daarna op die varswatermeer by Lucerne gevaar. Dit was ‘n ongelooflike ervaring.



“Tydens ons vakansie het ons mooi gekyk na al die landbou bedrywighede. Die landbou in Europa is pragtig mooi en groen, alhoewel dit toe net voor winter was en die weer was ook nog lekker warm. Ons het ook gereël om een dag na ‘n trekker fabriek (die vervaardigers van die trekkers wat ons gebruik), so 80 km vanaf Parys, te gaan waar die personeel ons die hele fabriek gewys het, gevolg met ‘n ete.”



Flip farming into the future

With Farmsecure as a partner, Flip is positive about his future in farming.

“Ek voel ek is reg vir 2012 se plantseisoen. Die lande is 70% bewerk en ons wag nou net vir die reën om te val. My lande is klaar reggestel met monsters wat geneem is ens. maar mens moet dit altyd op ‘n sekere standaard hou. Farmsecure Optimized Farming (FOF) bied mens ‘n gerusstellende saai boerdery opsie waar jy nie die hele tyd so blootgestel is aan al die insetkoste en hoë oortrokke rekenings nie.

“Ek sien veral uit na die Optimized Farming produk. Ek het my jaarlikse vooruitskatting gedoen en het net weer besef dat as jy op jou eie moet plant, al jou eie regstellings moet doen en alle insetkoste self gee, gaan daar omtrent geen wins wees nie. So hierdie nuwe stelsel van Farmsecure pas my baie goed en dit laat mens toe om alles te doen wat nodig is sodat jou oes sy maksimale potensiaal kan bereik.”

