

ALWAYS BE AHEAD OF YOUR TIME

BREYTON MILFORD

AGRI-EXPO

THE AUDIENCE

- Farmers
- Dairy Farmers
- Industry leaders and Role-players
- Businessmen and Women
- Entrepreneurs

THE GRAVEYARD SESSION...



And they say there are no new business ideas?
Lady selling lemonade on the beach (reportedly
clearing \$250.00 per day)...

AGRI-EXPO

- Oldest agricultural society in South Africa
- 186 years old
- Played a major role in South African Agriculture
- Paddock-Rosebank-Goodwood
- 1995 sold Goodwood
- 1996 registered the trade name, Agri-Expo
- 300 members
- 15 board members
- 12 permanent staff

AGRI-EXPO'S INVOLVEMENT WITH AGRICULTURE

- Wine
- Equestrian
- Agricultural shows
- Women in Agriculture
- Youth
- Marketing

AGRI-EXPO AND THE DAIRY INDUSTRY

- South African Cheese Festival
- South African Dairy Championships
- World Jersey Cheese Awards
- World Championship Cheese Contest
- Burgundy Cheese Making Fellowship

RASC NEXT GENERATION

- Agri-Expo is a member of the Royal Agricultural Society of the Commonwealth
- The RASC is the voice of agriculture in the Commonwealth
- Conference every second year
- Biannual year – Next Generation Assistance and Understanding Mission

PAPUA NEW GUINEA - 2009



SINGAPORE & INDIA - 2011



SOUTH AFRICA 2017

- Theme: Bridging the gap between emerging and commercial farmers
- 13 Delegates
- 8 Countries
- 12 Days
- 35 Visits
- 3000 km

EMERGING FARMERS ON MUNICIPAL LAND



SMALL SCALE FARMERS ON CHURCH LAND



NEW COMMERCIAL FARMERS



EMPOWERMENT PROJECTS



COMMERCIAL FARMERS



MORE YOUNG PEOPLE WANT TO BE INVOLVED IN AGRICULTURE





A picture is worth a thousand words



“Through this trip I have learned the importance of agriculture and communities have to go hand in hand for a greater Africa.”

-Darren Ho



A picture is worth a thousand words



“Through the mission am very much impressed with how smallholder farmers are adding value to the products in order to increase profits which is different from my home country where farmers don't add value and how extension service is being implemented in western cape department of agriculture.”

–Joseph Before



A picture is worth a thousand words



“It has been a very fruitful mission. I have learnt on how Agri-tourism can enhance smallholder farmers economic development.”

–Maurice Mantchombe



A picture is worth a thousand words



“This trip has taught me that even one mans hope, faith, determination and perseverance can make a difference. No matter how little it may be, don't give up.”

–Michael Chileshe



**A picture is worth a
thousand words**



“I am in awe of the Passion,
dedication, enthusiasm and
family values of every person
I met.”

-Sam Steggles



A picture is worth a thousand words



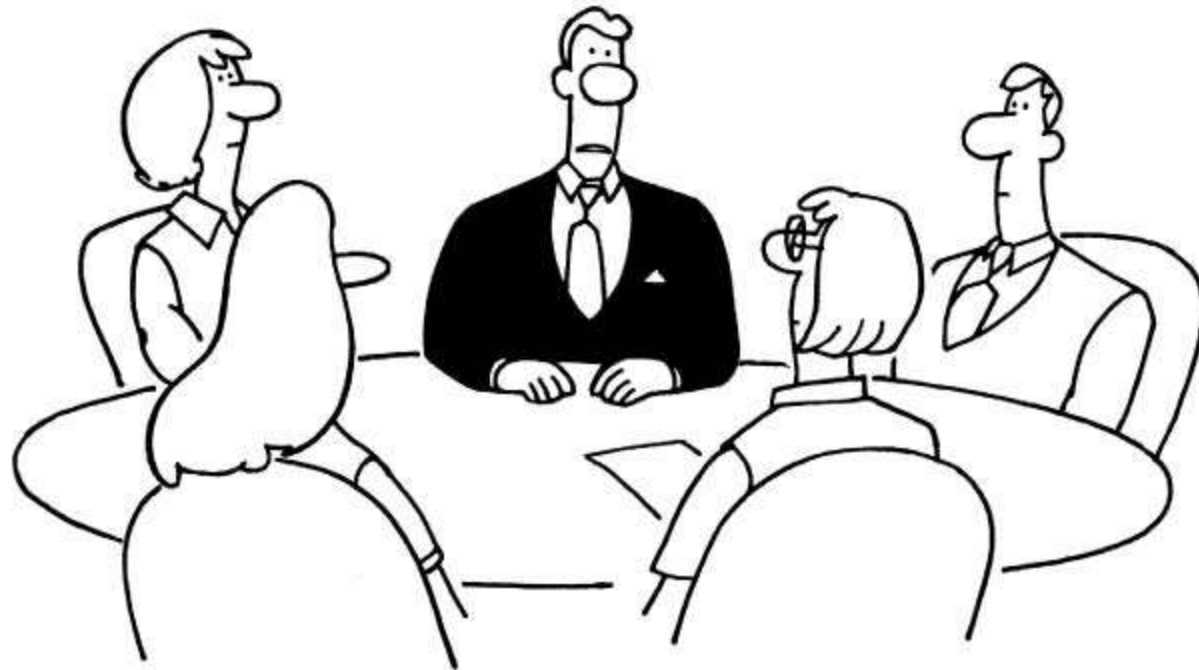
“I have learned from other black farmers how I can transform myself from being an emerging farmer to becoming a commercial farmer. I have also learned to take hands, irrespective of colour or race, to be successful. THIS IS THINGS I NEVER KNEW OR UNDERSTOOD, BUT NOW I KNOW IT.”

–Stewart van Rooy

SOMETIMES WE NEED TO LOOK AT OURSELVES
THROUGH ANOTHER LENS...



ROLE OF FARMERS AND ORGANISED AGRICULTURAL ASSOCIATIONS



“Whew! That was close!
We almost decided something!”

NOT IN SOUTH AFRICA!!!

- South African Farmers were proactive
- They had to help themselves
- They had to gain knowledge and implemented it
- They had to form their own structures

HOW DID THEY DO THIS?

Cooperatives to shorten the value chain

- NCD/Clover 1898 Natal
- Midde Vrystaat Suiwel Kooperasie
- Reivilo Noord Kaap
- Boesmansrivier, Bonnievale
- Sebraskop Kaasfabriek
- Darling Romery
- Komga Creamery

OTHER COOPERATIVES

- Milk recording Coop
- Insemina Co-op
- Natal Breeding Cooperatives
- Boere Boekhou Kooperasie
- SACCA for the distribution of dairy products

FARMERS WERE INVOLVED IN THE WHOLE VALUE CHAIN!!!



WHAT HAPPENED TO THE COOPERATIVES?

- Cooperatives were privatised into companies
- Some listed on the stock exchange
- International Companies came in and saw the potential in these companies
- Nestlé, Carnation, Danone, Parmalat etc

IS THERE A PLACE FOR COOPERATIVES TODAY?



AND THE DAIRY FARMERS OF TODAY...

- 1593 Farmers
- +30 000 Farm Personnel
- +670 000 Dairy Cows
- + 3 Billion Litres of milk
- Total turnover of + R15 billion

DAIRY FARMERS OF TODAY: INNOVATION

- Manure uses and recycling
- Cow comfort
- Genetics
- Precision feeding
- Transformation
- Organised structures (MPO)

DAIRY FARMERS ARE AHEAD OF THEIR TIME!

Why???

**GROWTH AND COMFORT DO NOT
CO-EXIST...**

A BOAT IS ALWAYS SAFE IN A HARBOUR... BUT THAT IS NOT THE PURPOSE OF A BOAT!

- Marketing dairy is vital. To the public and to the farmers...
- Never stop learning
- See the opportunities in transformation
- Try to be involved in the value chain for as long as possible
- Stand together with your organised structures and give guidance
- Build partnerships with everyone involved in the industry

YOU ARE AHEAD OF YOUR TIME!

DOEN SO VOORT!



THANK YOU

