

The Nguni's marketing power

Over the years, the Nguni has proven to be a cattle breed to be reckoned with. The Nguni's unique characteristics offer many advantages, and gives today's producer the potential of greater profit.

A red meat producer's economic survival depends largely on his ability to adapt to changing circumstances. Production and marketing in particular have seen many changes in recent years, creating serious challenges for producers. Fortunately, these have been matched by new opportunities.

THE NGUNI OFFERS EARLY MATURITY AND LOW INPUT COSTS

Today's producer is generally well-versed in the shortcomings of the current production and marketing system for red meat and its increasingly negative effect on profitability. For his business to survive, a cattleman needs greater involvement in the value-adding chain. In this respect, the Nguni's unique characteristics, including early maturity and low input costs, offer a strategically important advantage

BEEF OFF THE VELD

Co-operative projects similar to the Highveld Nguni Club's Bull Project, where young weaned bulls are grown out on pasture, present an opportunity to grow out stud bulls as herd sires and to market the remainder, as well as steers directly off the veld, as natural beef free of hormones, growth stimulants and antibiotics.

SUCCESS OF 'HOTEL FEEDLOTS'

The Kalahari Nguni Club, GWK and a feedlot owner in Douglas have co-operatively established a successful 'hotel feedlot' using a lower cost ration.

Cattlemen supply weaner calves at about 240kg and pay feed cost in advance. After the feeding period, the cattle are slaughtered and management costs are subtracted. The balance is paid out to the producer, contributing to his greater share in the value chain.



ABOVE RIGHT:

Terminal crossbreeding is one of the Nguni's many advantages. MARLI STEGMANN

BELOW:

The Nguni's early maturity and low input costs increase a red meat producer's profit. LBC BIGGS TRUST



TERMINAL CROSSBREEDING

The Nguni is the ideal dam line for terminal crossbreeding. The average Nguni cow weight of 367kg has the advantage that more animals can be stocked per hectare.

Through crossbreeding with a European breed bull, a Nguni cow can wean a calf at more than 50% of her weight. The Nguni's low input cost helps to ensure more kilograms of beef/ha

and greater profit. To optimise profit and realise capital growth, it is to the red meat producer's advantage to retain control of his product for as long as possible.

Exploiting the potential of his product offers the producer the opportunity to create real prosperity. The Nguni offers the cattleman all these advantages.

• Phone the Nguni Cattle Breeders' Society on 051 448 7303.

