



## Minutes of the Annual General Meeting, Held at Afridome, Parys and on Zoom 17 March 2023, At 10:00

### 1. Opening and Welcoming

The meeting was chaired by Tito Vorster, President of the Simbra Cattle Breeder's Society.

### 2. Attendance Register

#### Present:

Tito Vorster (President), Pieter Meyer (Vice President), Kobus Bester (Breed Director), Chris Richter, Diethelm Metzger, Rick Dell, Gerrit Viljoen, James Prinsloo, Janco Prinsloo, Louwtjie Louw, Maraldi Steenkamp, Neil Pretorius, Daleen van Zyl, Jaco Mare, Tukkies Fourie, Linley Jones, Joel Lutge, Marius Potgieter, Andre van Wyk, Pieter Louw, Michelle de Lange, Elana Coreejes, Colin Coreejes, Richard Venema, Obakeng Mfikwe Arne Grobbelaar, Carl Rautenbach, De Wet Prinsloo, Christine Prinsloo, Katja Metzger, Kabous van Schalkwyk, JJ de Witt, Matthew Kinghorn

#### Zoom:

Danie van Vuuren, Wolfhard Aring, Byron Watson, Andy Brink, Ekkehard Pape, Bayer Olivier, Janco Vermuelen, , Hendrik Grobbelaar, Jaco Meyer, Foeta Louwrens, Egbert Hoff, Leon Becker, Charel Hanekom, Brink Grobbelaar, Cornelis Derksen, Graeme Currin

#### Apologies:

Fanie Mare, Christiaan Boucher, Llewellyn Angus, Janette van Niekerk, Anina Nel, Willie Lubbe, Thys Meyer, Schalk Erasmus

It was confirmed that a quorum was present.

### 3. Tributes to Deceased Members

Joel Lutge's Wife, Linley Lutge's Mother, Lourens Muller's father

Desire Vorster then opened the meeting with prayer.

### 4. Protocols for the Meeting

- 4.1. No additional agenda points were received for the meeting. As per the Constitution of the Society only matters listed in the agenda can be discussed at the meeting. Matters that are not recorded in the agenda, cannot be discussed at the annual general meeting.
- 4.2. Members attending the meeting via an online platform can participate by posting requests via the platform and will be afforded the opportunity to participate. Members attending in person that wish to raise a point must wait until they are acknowledged by the Chairperson and use the roaming microphone so that both the people present and those online can hear what is being said.

### 5. Approval of the previous minutes

**Diethelm Metzger** requested one minor amendment to the Afrikaans minutes, spelling of W. Aring he then proposed the approval of the previous minutes.

**Daleen van Zyl** seconded this proposal.

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BTW/VAT: 4490294784 • NPO Tax no: 9539806191 • RA No: 62/98/R-13 • Soc No: 62/98/B-87  
Council Members: A.T. Vorster (President); P.L. Meyer (Vice President); D. Metzger (Namibia);  
M.J. van Zyl; C.G. Richter; M. Meyer; B.J. Bester (Breed Director)

The chair of the meeting was handed over to Pieter Meyer while Tito Vorster provided the president's address.

## 6. Presidents Address (Tito Vorster)

Mr Tito Vorster applauded the progress and developments within the Simbra Society in the previous 12 months. His address titled "The Whole is Better than the Sum of the Parts" addressed the "parts" that make up the Simbra Society structure and emphasized their role and function in implementing the framework outlined in the Simbra Strategic plan. He touched on the role that the council, breed director, office staff and breeders play in the success of the breed. The differential advantage of the Simbra Society is that we are a Value Proposition Underpinned by Animal Science. He further plead for active participation when it comes to advertising in the newsletter and other social media platforms, courses and information days. A copy of the President's address can be seen in Attachment A.

**Mr Tukkie Fourie** voiced concerns pertaining to the levels of communication with the members and also the lack of specific focus on the members within the strategic plan. **Mr Tito Vorster** addressed some of the concerns that were raised and reiterated that points raised on the Agenda would be discussed in their allocated slots on the Agenda and that questions should not be addressed to the presidents address. The official points on the agenda were later discussed in their allocated slots.

## 7. Breed Directors Report (Kobus Bester)

Mr Kobus Bester started by outlining the Simbra Mission and Vision.

Mission: To improve the Simbra Breed through genetic progress supported by animal science.

Vision: To profitably produce safe, high-quality sought-after beef, keeping in mind animal welfare and a low carbon footprint.

He then proceeded to discuss the framework outlined by the Simbra Strategic Plan paying attention to the goals that have been put forward certain focus areas and outlined the achievements that have been made in these focus areas. A more detailed document outlining the specific areas (see those highlighted in yellow) that were discussed can be found in Attachment B.

**Mr Andre van Wyk** had a question regarding the sires who's progeny could not be uploaded since they had not been genotyped. **Mr Kobus Bester** reminded those present that all sires to sire calves born after 1 September 2022 must be genotyped.

**Mr Obakeng Mfikwe** posed a question to **Mr Kobus Bester** regarding the market-related research that is being done/will be done and wanted to ensure that we were focusing in the right areas. Mr Kobus Bester supported that focus needed to be placed in the right areas and **Mr Tito Vorster** suggested that we formulate a strategy and circulate it.

## 8. Approval of Financial Statements

**Mr Kobus Bester** assured those present that the financial position of the society was healthy. Approval of the financial statements, as circulated, was requested by **Mr Tito Vorster**. The financial statements were accepted by the attendants of the meeting.

**Proposer:** Mr Pieter Meyer

**Secondant:** Mr Jaco Mare

**Mr Tukkie Fourie** requested that the Society financials be made available to him for review.

**Mr Tito Vorster** put forward the request that the society continue to utilize the auditor Furter Carstens

**Proposer:** Mr Diethelm Metzger

**Secondant:** Mr Chris Richter

#### 9. Matters added to the Agenda

- Simbra Journal 2022 (Tukkie Fourie)

The question was raised whether or not we would continue with a Simbra Journal? **Mr Tito Vorster** explained that the breeder's manual is a timeless document that carried more value than a journal and it that would be re-issued annually to allow breeders an opportunity to advertise and also ensure that the most up-to-date society rules and regulations would be upheld and distributed. He proceeded to request that we give the breeders manual a chance. A request was made by **Mr Rick Dell** to improve communication regarding advertising opportunities for the manuals.

- Screening of Bulls prior to auctions (Tukkie Fourie)

The request was made to clarify the procedures for screening of bulls by the new auction screening panel. **Mr Tito Vorster** responded that there would be a panel of between 3 or 5 people who would be doing auction screening. **Mr Kobus Bester** clarified that the panel would consist of three main members and one or two standby members **Mr Jaco Mare**, **Mr Kobus Bester** and **Mr Marius Potgieter** are the main members and **Mr Hendrik Grobelaar** would be on standby and an additional member would be reviewed and added onto the panel as a standby member.

- Recruiting and Support of New Members (Tukkie Fourie)

The question was raised asking what support structures are in place for new breeders? A request to add a more personal approach to the new members and new member development. **Mr Tito Vorster** plead to neighboring members to assist new breeders and to "take them under their wing", become the mentor in your area. **Mr Kobus Bester** acknowledged that this was an area wherein we could improve.

- Phase C Competition at Bloem Show (Rick Dell)

**Mr Rick Dell** requested that the Simbra office/Council notify breeders which animals qualify for the competition at the Bloem show. The point was noted.

#### 10. Election of Council Members

The procedures for election of new council members were circulated with the agenda as follows:

- a. In terms of the Constitution the council members are elected for a period of two years but may be elected for a second term of two years.
- b. The following council members term ends on 17 March 2023
  - i. Chris Richter (re-electable)
  - ii. Daleen van Zyl (not available for re-election)
- c. A nomination form was circulated. Nominations were sent to the Breed Director.
  - a. A ballot paper indicating the names of the nominated candidates was sent to members on 13 March 2023 to vote for their preferred candidates. These ballot papers were required to be sent before the end of business on Wednesday 15<sup>th</sup> March 2023. The auditors of the society will verify the completeness and accuracy of tabulation of the votes.
  - b. The newly elected council members were to be announced on the 17 March 2023

The newly elected council members were **Mr Chris Richter** who was re-elected and **Mr Tukkie Fourie**.

## 11. Election of the President

The procedures for the election of the president were circulated with the agenda and were as follows:

- a. The president of the society is elected for a term of two years. The election of a president was scheduled to take place on the 17<sup>th</sup> March 2023.
- b. The term of our current President, Mr Tito Vorster will end on 17<sup>th</sup> March 2023, Mr Tito Vorster has made himself available for re-election.

**Mr Diethelm Metzger** was handed the chair to manage the election. **Mr Diethelm Metzger, Mr Chris Richter** and **Mr Pieter Meyer** indicated that they were not available for nomination, making **Mr Tito Vorster** the only nominated candidate. The request was made to re-elect Mr Tito Vorster.

**Proposer:** Mr Jaco Mare

**Secondant:** Mr Daleen van Zyl

**Mr Tito Vorster** was re-elected as president of the Simbra Society.

## 12. Acknowledgements

The meeting was closed, and acknowledgements were made at the evening function.

## Attachment A

Presidents Address (Tito Vorster)

They, Them, You, Someone, Anyone, Whose, Nobody

These pronouns are often uttered as divisive words, passing on blame behavior or a mere excuse not to take responsibility for any action. This is in direct contrast with the concept “THE WHOLE IS BETTER THAN THE SUM OF THE PARTS” , an expression aptly defines the modern concept of synergy.

The acronym T.E.A.M is similar in meaning as that it stands for Together Everyone Achieves More.

For this acronym to bear fruit we need to understand the role of the PARTS of the Simbra Society.

The core of my message today is to define the role of two of the “PARTS” of our Simbra Community, being Society (Inclusive of the Council) and the Members. I will make mention of other sub-structures as well.

The Council

- The Council consist of the elected members, the Chairperson of the BIC, a representative of Namibia and our Breed Director Mr. Kobus Bester. The Breed Director is responsible for the execution of the decisions of the Council, the implementation of our strategy, representing Simbra in the broader industry and the management of the Society as a whole.
- The Council is governed by the Constitution of the Society.
- The Council must create a strategy that is most suited to meet the collective directive of the members of the Society.

Our strategy is in place, well documented and has been circulated to all our members. Normally strategic plans end up on a shelf gathering dust. Our strategy does however prioritize, in order of short-, medium- and long-term objectives, and how the strategy must be implemented and facilitates the measurement of our progress.

- **VISION:** To produce safe, high-quality sought-after beef profitably, while maintaining animal welfare and a low carbon footprint.
- **MISSION:** To provide quality service and leadership that **promotes genetic progress within the breed** and ensures a high return on investment for our valued members
- To create a structure that will support this strategy best within the framework of affordability.

With utmost assurance that I can state that we have an outstanding, competent and hardworking TEAM in place. Most probably one of the best in the country, Kobus, is an innovative, task orientated and hard-working Breed Director with immense knowledge of cattle breeding and the industry as a whole. The appointment Mathew Kinghorn, as Animal Scientist: Breed Improvement cemented our slogan “Simbra is a Value Proposition Underpinned by Animal Science”. His value add has been immense. Amanda Lessing’s dedication, hard work and perseverance is noteworthy. She is responsible and reliable for record keeping of pedigrees, constructing sales catalogues and uploading DNA and Keurings and ensuring that everything is done within the rules of the society. Let’s give this T.E.A.M a round of applause.

- The Council must oversee the implementation of the strategic interventions to achieve the overall strategy of the Society.

- Ensure the financial sustainability of the Society.
- Promote the breed.
- Determine rules and regulations governing the business processes and to ensure compliance in a just and equitable manner.

**In the year under review, we concentrated on the following:**

- Our differential advantage is that “Simbra is a Value Proposition Underpinned by Animal Science”. In this regard we acknowledge the role of the BIC members, under the chairmanship of Thys Meyer, and the hard work of our Breed Director, Kobus Bester, and our animal Scientist, Mathew Kinghorn. Our Breed Director will elaborate on this matter in his report.
- A secondary strategic intervention was an “inward intervention to achieve a specific outward objective”. Our members are the breeders of the Simbra product. We need to offer continued professional training to our members, commercial breeders, clients and potential clients to enhance the sustainability of Simbra stud breeding. To achieve this, we do the following:
  - At both our annual events we include continued professional training for whoever wishes to attend. To those of you that did not attend the Beef Information symposium, you missed out.
  - Our Breed Director and Animal Scientist travel throughout Southern Africa to present training courses at various events. In the year under review many such events took place and for the current year to date four training sessions have been completed by Kobus and Matthew. The Beef Information event being the fifth event in eight weeks.
  - The Simbra Training Manual, an outstanding document, a textbook in its own right. Thank you to the TEAM involved for the work you did to produce this manual. This manual supplements the continued professional training and is a source of information on hand that will assist you to be a successful beef producer. It is also the most effective manner to promote the Society, the Simbra breed and the various brands of the breeders that advertised in the manual.
- Our exposure on radio, TV, social media, farmers and information days, training courses, our YouTube Channel and the Breeders Manual have contributed significantly to expanding the Simbra footprint and promoting the breed

The council is in unity with a clear vision and mission. A T.E.A.M that collectively makes The Whole Bigger than the SUM of the Parts.

**Member’s role as PART of the Simbra community.**

- Members are the foundation of the Simbra community.
- This is a voluntary, member driven society, where the members have the biggest impact on the “SUM of the PARTS”. Collectively, our members are the custodians of the Simbra brand and product and are ultimately the driving force behind the Simbra Vision.

Like in all communities, we have members that are better equipped than others. We have new entrants and long-standing members. Pockets of Excellence and members that face challenges.

- It is important to note that we are on the right track and collectively we have progressed. New clubs, new auction groups, farmers days, information days and most importantly we are improving the value proposition of Simbra cattle.
- We need to encourage collective action to promote genetic progress with the desired phenotype and ensure a profitable and sustainable Simbra cattle enterprise. This is the PART that rests upon the shoulders of us as breeders. To do this we encourage you to do the following:
  - Embrace the strategy of the Society
  - To familiarize yourself with the rules, protocols, and standards outlined in the Breeders Manual
  - To stay up to date with our social media platforms and newsletters.

- Active participation in training and professional development courses to expand on your skill set.
- Familiarise yourselves with Internet Solutions (Breedplan) the LRF test protocol and Data submission forms.
- Establish a breed objective that promotes your stud and supports the Simbra Vision
- We encourage you to call on each other's strengths and expertise to acquire new knowledge and potentially expand your clientbase To take advantage of the opportunities that are available, and to become PART of the leadership within the Society, and industry.

#### Other Structures within the Society.

- Clubs.

We are progressing well with the establishment of new clubs and achieving successes in this regard, but continuous active involvement in club initiatives is required.

- The Breed Improvement Committee

The BIC is focused on areas that improve efficiency and enhance product value, whilst simultaneously improving the financial health of individual operations through technical advice on selection and management decisions that promote genetic progress.

- The Regional Representatives.

We need to improve on this very important aspect. We need to broaden the representation to include our auction groups and those individuals that have their own auctions as well as representatives from the other structures within the Society. This is a matter that the Council must decide on and it will be tabled at our next Council meeting.

- Show Committee

Due to FMD we did not have many events last year. This year we will show at Bloemfontein, Royal, Lichtenburg and most important our National Show at Parys in September 2023. The Breed Director will have a meeting with this committee to discuss aspects that will streamline the role and functions of this committee.

This is my plea to all of you.

Join the T.E.A.M so that The Whole will be Greater than the SUM of the PARTS  
Let us TOGETHER create a WHOLE that is BIGGER than the SUM of the PARTS

## Attachment B – Simbra Strategic Plan

The Simbra Strategic Plan is designed to take advantage of the opportunities facing the industry while simultaneously addressing the challenges. It is about how to best position ourselves in the industry to compete for a larger share of the market and to become the high – quality beef product of choice amongst producers and consumers alike. The Simbra Vision, Mission, Values and Focus Areas are as follows:

**VISION:** To produce safe, high-quality sought-after beef profitably, while maintaining animal welfare and a low carbon footprint.

**MISSION:** To provide quality service and leadership that promotes genetic progress within the breed and ensures a high return on investment for our valued members

The Simbra Society makes decisions and conducts its business in accordance with the following **VALUES:**

- Approach everything that we do with pride, passion and to the benefit of our Breed and its valued members
- Consciously working to understand the power of collaboration and collective effort
- Engaging and directing effective research relevant to our needs and the greater good of the industry as a whole
- By building and maintaining close relationships with those who we have assessed as being the best in their field of expertise

The Simbra Society has identified a number of key focus areas wherein we believe lie the keys to success of the Breed as well as its members.

### **FOCUS AREAS:**

- 1) Market Demand and Relations
- 2) Natural Resource Management
- 3) Animal Welfare
- 4) Productivity and Efficiency
- 5) Research and Development

The Simbra Corporate and financial model is not included in this document and is maintained separately. However, the model should be adjusted from time to time as the objectives in this plan are reached to ensure that the financial structure and position of the society is always at its strongest.



# 1) Market Demand and Relations

This focus area encompasses a number of facets considered to enhance market demand and improve market access and relationships with industry representatives and stakeholders. The approach taken to improve market demand and relations will be centered primarily around the refinement and evolution of the Simbra Brand name, with focus on both the technical (product) and emotional (consumer) attributes that define brand position. Profit Underpinned by Science!!!

Outcomes and Objectives		Term		
		Short	Medium	Long
1	Establish a differentiated product/brand name			
1.1	Research into Simbra meat quality will help us to understand strengths and weaknesses of our product		✓	
	Before research into meat quality can begin. We need to determine what aspects of meat quality are relevant and important to Simbra that make our product unique/ differentiated. Targeted Research!			
2	Procure market intelligence and direct resources to markets/market segments that represent opportunities for return on investment			
2.1	Investigate new market opportunities and quantify demand for Grassfed beef vs Hormone free beef?		✓	
2.2	Engage with feedlots/feedlot associations about production of hormone free beef			✓
	To be competitive (without a premium) hormones is necessary. A grading system might change this outlook.			
2.3	Engage with retailers (Checkers and Woolworths) about marketing hormone free beef vs Grassfed beef			✓
2.4	Investigation into viability and benefits of a grading system			✓
	Collaborative effort between LRF and ALL Societies is required to put pressure on RPO and other respective industry bodies for the adoption of a grading system.			
2.5	Consistent Engagement with breeders to find out their market requirements. What is working for them?	✓	✓	✓
	We encourage club representatives to communicate with their members regarding market needs/requirements and provide feedback to society			
2.6	Consistently engage with Vleissentraal/Swiftvee to procure market intelligence	✓	✓	✓
	Communication between auctioneers and societies is important to ensure that each societies breed objectives are being promoted.			
3	Communication and Distribution platforms			
3.1	Design new, more functional website	✓		
	In progress			
3.2	Promote the use of Semen Bank and assist breeders in marketing through Semen Bank	✓		

	Established, some people use it. We encourage breeders to make use of the platform.			
3.3	Establish a commercial database for marketing purposes	✓		
	Multi-phase project to acquire the right information. A commercial addressbook has been established for marketing purposes. Restricted by POPI Act			
3.4	Engage with new and existing sponsors to discuss partnerships that are mutually beneficial to both parties.	✓		
	We have established a sponsorship prospectus and approached some industry bodies. Breeders are also encouraged to review the prospectus if they wish to sponsor.			
3.5	Promotion and maintenance of Simbra Youtube Channel	✓		
	Youtube Channel is active. We encourage breeders to subscribe.			
3.6	Promotion and maintenance of Simbra Newsletter	✓		
	Newsletter platform is established. Breeders are encouraged to send in articles and/or adverts			
3.7	Advertisements through the Simbra Facebook page to reach a larger audience	✓		
	Cover Page is available for advertising purposes at a prescribed fee			
3.8	Formalise a marketing protocol for our breeders			
	Whatsapp Group – Monday and Wednesday (week before). Emails 1 per auction (if pamflet is too large google drive link will be sent). Breeders can post their own pamflets on the facebook group			
4	Sponsorships			
4.1	Establish “Package Deals” for Sponsorships. See Appendix A for Prospectus	✓		
4.2	Approach Sponsor for Simbra Branded Clothing			
	Havent received a sponsor. But we have a supplier			

## 2) Natural Resource Management

Shifts in global climate have the potential to threaten food production and food security and have an impact on biodiversity. The agricultural industry as a whole has been painted in bad light when it comes to greenhouse gas emissions. This focus area is centered primarily about creating awareness and addressing concerns around environmental impact through scientific studies and communications. There is a need for non-competitive cooperation with industry partners to align communications on biodiversity and the carbon sequestration benefits of beef production. Efforts should be focused on protection and maintenance of our natural land, air, and water resources.

Outcomes and Objectives		Term		
		Short	Medium	Long
1	Science-based information to support sustainable production			
1.1	Advocate for the collection of important agricultural and environmental data to assist in establishing sustainability benchmarks. This can be done through surveys initially	✓		
	If we want to be the breed that promotes a low carbon footprint. We need to determine our current footprint as a benchmark.			
1.2	Encourage testing of Net Feed Intake bulls to identify bulls that produce progeny with lower emission potential		✓	
	Depending on outcome of BGP 2 funding. Potential subsidy available for NFI			
1.3	Research into developing methods of quantifying factors that impact the rate and extent of greenhouse gas emissions (PhD Student)		✓	
1.4	Once greenhouse gas emissions can be accurately quantified. Apply an emissions reduction target and timeline.			✓
2	Engage with potential partners			
2.1	Approach Cultivating Carbon about potential collaboration/partnership.	✓		
	We have approached them once. Potential future collaboration. Awaiting scientific research results			
2.2	Approach tertiary institutes to develop grazing plans to improve sustainability. This will form part of the modules available on the Simbra Education Centre	✓		
2.3	Approach qualified grassland scientist/ecologist to establish practical and affordable plans to improve sustainability. Also, to act as the go-to consultant.	✓		

### 3) Animal Welfare

The technological age has led to a higher level of consumer awareness. News travels fast, bad news travels faster. This focus area is centered primarily around strengthening our commitment to ensuring the highest standards of animal care and welfare through continuous training and development programs.

Outcomes and Objectives		Term		
		Short	Medium	Long
1	Animal Handling and Welfare Manual			
1.1	Compile a module that conveys the correct codes of practice. This manual should include key components such as biosecurity, animal handling, animal handling facilities, animal health and vaccinations, disease identification and management transport of animals. This will also form part of a module in the Simbra Education Centre	✓		
1.2	Promote and educate people on biosecurity practices	✓		
	Biosecurity protocol available in the breeders manual			
2	Engage with potential partners			
2.1	Approach Afrivet, MSD, Elanco, Zoetis, Virbac for potential sponsorship	✓		
2.2	Afrivet conducts courses in disease identification, potential collaboration here.	✓		

## 4) Productivity and Efficiency

The beef production climate is continually evolving and requires progressive breeders to meet economic demands. This focus area aims to improve efficiencies, enhance product value and increase demand. Whilst simultaneously improving the financial health of individual operations through technical advice on selection and management decisions. This focus area hopes to optimise strategies for productivity and efficiency through nutrition, reproduction, and genetics. Objectives outlined in this area are monitored by the Breed Improvement Committee.

Outcomes and Objectives		Term		
		Short	Medium	Long
1	Beef Genomics Project			
1.1	Train new staff to assist with data processing and capturing in an attempt to improve data quality and quantity. This person will deal directly with farmers.	✓		
	Karlien was available and not utilised. She has resigned.			
1.2	Identify and encourage the use of AI Sires to improve linkages between herds. Promote the use of the Semen Bank	✓		
1.3	Encourage the use of SNPs. Benefits should be outlined in course material.	✓		
1.4	Re-evaluate Data Collection plan of BGP and adjust where necessary.	✓		
	Updated BGP 2 proposal has already been submitted to TIA			
1.5	Obtain sufficient phenotypes and genotypes for establishment of a genomic reference population			✓
	Breeders are encouraged to undertake total testing. With particular emphasis on difficult to measure traits and to continue to SNP stud sires.			
1.6	Transition from microsatellite parentage to SNP parentage			✓
1.7	Increased participation in Simbra Breeding by emerging farmers (KyD)		✓	
	ARC + DALRRD has helped us in previous emerging farmer (KyD) days. We have confirmed that this will be an annual event.			
1.8	Establish Linkages within the breed with Simmentaler and Brahman for potential crossbreed project.			✓
1.9	Influential Animals have been identified – compile a 2 or 3 phase SNP collection plan		✓	
	Identified influential sires. Phase one has been done. Phase 2 and 3 are to target younger influentials.			
2	Engage with Potential Partners/Sponsors			
2.1	Engage with Unistel/Neogen about SNP special offers	✓		
	Simbra and LRF have engaged with Unistel. Contract are being discussed			
3	Simbra Education Centre and Simbra Academy			
3.1	Establish Simbra Education Centre	✓		

	<b>Will be established after the website is live (continually updated)</b>			
3.2	Simbra Education Centre will be a public platform on the website that contains educational resources about genetics, nutrition and animal health etc.	✓		
3.3	Annual week for Simbra Academy will continue to address important topics related to stud breeding. This will also be open to the public.	✓		
	<b>March Beef Info Week. In September training days for breeders</b>			
3.4	Continual engagement with industry sponsors to assist at Simbra Academy will help to get guest speakers from the industry.	✓		
4	Provide opportunities for academia and service providers to expand research and development capabilities for genetic improvement by utilising enhanced data available			
4.1	Engage with Allflex about Sensehub systems and research into fertility measures		✓	
4.2	Continue to work with Vytelle and Breedplan regarding research into shortened length NFI tests		✓	
	<b>49 days test length has been approved. Awaiting new protocol before implementation</b>			
5	Simbra Courses (Inspectors, Judges and Beginners Induction Courses)			
5.1	Simbra Inspectors Manual and course materials and procedures have already been established. Course material needs to be kept up to date.	✓		
	<b>Will be updated for 2024</b>			
5.2	Encourage each regional club to host at least one course/info day a year whereby breeders both commercial and stud can learn. Also provides a good opportunity for breeders to market their product.	✓		
5.3	Establish Course material for new breeders. Induction course should be compulsory and cover topics related to data submission and rules of the society. As breeders advance, they can attend inspectors and judges' courses for more technical information.	✓		
	<b>Will be incorporated into Simbra Education Centre</b>			

## 5) Research and Development

Research and Development will be imperative to generating the innovative technologies and knowledge to ensure continued competitiveness and sustainability of the industry. This focus area will cover areas such as research capacity, training courses, and continuous professional development programs.

Outcomes and Objectives		Term		
		Short	Medium	Long
1	Enable and encourage communication and collaboration between industry and research organisations to better understand industry needs for innovation and translate this into research			
1.1	Establish and maintain relationships between universities to get master's and PhD students to do research.	✓		
	Good Relationship with UFS. In the process to establish relationships with TUKS.			
1.2	Training and connecting of young researchers with producers and other relevant industry stakeholders to ensure that research undertaken addresses industry needs and local situation.		✓	
1.3	Continued mentorship of new scientists		✓	
	Continued mentorship and promotion of new scientists promotes succession of scientists. Don't only be the breed underpinned by science - but the breed society that is underpinned by scientists			
2	Engage with Industry partners to enhance productivity, profitability and competitiveness			
2.1	Collaboration with industry stakeholders to host information days. NERPO has been contacted in regards to an emerging and developing farmers project collaboration and mentorship program		✓	
	Developing farmers day was hosted by Simbra, ARC and DALLRD. Nerpo was contacted for potential projects (in the pipeline). RPO and RMITED initiative have also been contacted and looks promising.			
2.2	Advocate and communicate financial lending opportunities to support new entrance into the industry. Contact Absa to see if they would also be willing to assist. Also communicate with NERPO		✓	
3	Youth Involvement			
3.1	Courses held at Universities of the Free State and Central University of Technology	✓		
	CUT course has been held. UFS is in May.			
3.2	Some courses held at high schools as well. Klerksdorp and Wagpos	✓		
4	Succession Program			
4.1	Work with industry partners to create a program targeting at helping young scientists to navigate their way through succession planning			✓