



Low input, high productivity: Hallmark of the Boran

“From Africa for Africa – the hardiness of Africa is inherent to the Boran breed,” says Johan Erasmus of Jeras Boran. His enthusiasm for the breed stems from the day he made his first acquaintance with the Boran in Kenya in 2004.

“When it comes to profitability, the Boran is second to none, producing more kilograms per hectare than any other breed,” Johan says. The Boran is his breed of choice due to its natural ability to adapt to difficult conditions. The Boran offers stud and commercial breeders a profitable option and excels in cross-breeding programmes.

Passionate about his stud

“The breed also boasts the third highest membership of breed societies in South Africa. Its membership of 412 breeders is a clear indication of the breed’s potential,” says Johan. He is the current vice-president of the Boran Cattle Breeders’ Society, a senior inspector in the local Boran industry and a member of the Namibian Boran Cattle Breeders’ Society.

Johan farms on approximately 2 800ha in the Derby district in the North West province. His stud started out in 2004 with one Boran heifer and imported embryos from Kenya which were used to

build his stud. Today his Boran stud of approximately 150 cows is his passion. He is also involved in a Boran breeding project together with business partner, Willem Janson of Bundu Boran near Nelspruit.

His commercial cattle herd consists of approximately 900 cattle and he has been using his Borans successfully in cross-breeding programmes. He plans to cross his F2 Boran cows with a purebred British or European bull. While building a stud is a long-term investment, he has already incorporated approximately 42 cow families or lines in his stud.

A profitable breed

“I farm with and breed Borans because it is such a profitable breed. It is the breed that produces the most kilograms of beef per hectare of any breed. Their maintenance is low because they are hardy and well-adapted. The cows are medium-framed and therefore more efficient per hectare.



The Boran is a hardy breed that is resistant to diseases and parasites.

My ideal Boran cow weighs between 400 and 450kg. Another positive aspect is that Borans are easy to handle and have a calm temperament,” Johan says.

Borans exhibit outstanding resistance to parasites and diseases. Johan often rents bulls for use in cross-breeding programmes in heartwater areas, and he has achieved good results year after year. “The African mother line offers excellent immunity and the cattle are able to handle hot conditions very well.”

Careful selection

Johan believes in selecting for “natural” traits. The breed’s strong traits have been transmitted naturally for more than 1 300 years. He selects cows exclusively for femininity or feminine traits, which include a good quality coat, a wedge shape and even a beautiful facial expression – a “sexy” cow, Johan says.

He firmly believes that cows with proper feminine qualities produce calves without fertility problems plaguing them. A bull, he says, should not be selected based on conformation alone. “Be sure to also look into his mother and sisters.”

Johan sells his animals at local and Namibian auctions. His best marketing tool is a satisfied client who can recommend his product to other buyers.

For more information, contact Johan Erasmus on 083 664 0075 or email johan@jeras.co.za.



Outstanding conformation, masculinity and hardiness are but some of the traits of the sires found in Johan Erasmus’s Jeras Boran stud.