

Intelact, changing the beef industry with benchmarking.

At Intelact Beef, we're at the forefront of a revolution in beef farming across South Africa, harnessing the power of benchmarking to transform the agricultural sector across six provinces. Our organization boasts an impressive herd of 40,000 breeding cows from 16 distinct breeds, positioning us not just as a business, but as pioneers of innovation and sustainable farming practices. Our dedication is to secure a thriving future for farmers and their successors.

For the last five years, our mission at Intelact Beef has been focused on supporting farmers to develop the most economically viable beef enterprises. Driven by a commitment to efficiency and productivity, our goal is to ensure beef farming in South Africa is profitable, sustainable, and forward-thinking.

Our strategy is built around a sophisticated benchmarking system that enables us to analyse and understand various metrics essential to beef farming success. A critical metric is the production of beef per hectare, a key indicator of success. In the competitive beef industry, maximizing production efficiently and sustainably is vital. Our data has consistently shown a direct correlation between the kilograms of beef produced per hectare and a higher return on asset, underscoring this metric's importance for economic sustainability.

However, our exploration has also revealed significant challenges within the industry. A key discovery was the negative correlation between the tons of feed purchased and return on assets, shedding light on the complexities of beef production and how purchased feed costs can significantly impact profitability. The opposite has been seen regarding home grown feed, the more home-grown feed you have in diet and the more money you spend on this (in moderation) the better your return on asset is likely to be. This finding emphasizes the need for farmers to adopt more efficient feeding strategies and explore alternative feeds or better management to reduce costs of purchased feed and get more home grown feed off our hectares while maintaining the quality and volume of beef produced.

At Intelact Beef, our commitment goes beyond just analytics. We are devoted to fostering a culture of continuous improvement and innovation within the beef farming community. By providing farmers with actionable insights and best practices, our aim is

to bolster the resilience of the South African beef industry. Our vision extends beyond merely enhancing profitability for individual farms; we seek to ensure the long-term sustainability of the beef sector and its crucial contribution to the national economy.

As we continue to expand our reach and refine our benchmarking methodologies, we remain optimistic about the future of beef farming in South Africa. With a focus on sustainability, efficiency, and profitability, Intelact Beef is leading the charge towards a more prosperous and sustainable beef industry. Despite the challenges ahead, we are confident that with strategic planning and a commitment to innovation, South African beef farmers are poised for enduring success.

Intelact and the Boran Society:

Our collaboration with the Boran Cattle Breeders' Society of South Africa over the past two years has showcased the Boran breed's true hardiness and the resilience of farmers working with this breed. Boran breeders have reported a calf liveability of 95%, a testament to the breed's excellent mothering abilities. Moreover, the breed's low input requirement has been highlighted by our group's breeders, who have shown an average direct feed input to the animals being 35% less than the study group average. This points back to the breed's resilience and outstanding performance with minimal input.

We, at Intelact, extend our congratulations to the Boran breeders in our group for their remarkable performance. The average operating profit and return on assets for Boran breeders have been 2% higher than the Intelact group average. Our data indicates that 49% of the Boran Breeders' income comes from the sale of female animals, potentially explaining the 3% lower net worth growth (of livestock) than the group average.

We firmly believe that the Boran breeders, by adhering to the breed's innate heritage and not altering the breed to fit a market, but rather accentuating the breed's original character traits, will see the Boran play a significant role in the commercial cattle industry of South Africa. The Boran has proven itself to be a hardy animal with herd performance on par with other breeds and an ability to thrive on low maintenance inputs, marking its significance in the industry's future.

In conclusion, the Boran's journey within the Intelact Beef family shows a promising future for this venerable breed in South Africa's commercial cattle landscape. Through adherence to its inherent qualities and the strategic support of Intelact Beef's benchmarking prowess, the Boran breed stands as a beacon of resilience, efficiency, and sustainable profitability. Our collective achievements with the Boran not only highlight the breed's exceptional performance under our benchmarking system but also reflect our shared commitment to enhancing the sustainability and economic vitality of the beef industry. Together with the Intelact benchmarking and Intelact consultants experience it has been evident that in certain environmental climates the Boran is an extremely profitable and sustainable breed to farm with.