



# **GRAIN SA**

## **"LIAISON AND COMMUNICATION"**

**FINAL REPORT TO THE MAIZE TRUST  
1 OCTOBER 2008 TO 30 SEPTEMBER 2009**

**PRESENTED IN SEPTEMBER 2009**

## FINAL PROGRESS REPORT

### PROJECT NUMBER

Liaison Communication: OB1

### PROJECT TITLE

Radio Services: National Radio (RSG)

### PROJECT LEADER

J G Loxton

### PROJECT DURATION

1 October 2008 to 30 September 2009 (ongoing project)

### PROJECT OBJECTIVES

To:

- Acquire and assimilate relevant and appropriate information for broadcasting to the grain industry on a continuous basis;
- Ensure through weekly radio broadcasts that farmers and the industry have access to commodity information on a popular, easily accessible medium; and
- Involve key role players in the value chain and industry to give their inputs on a continuous basis.

### ACTIONS TAKEN

The Wednesday programme remains for the exclusive use of Grain SA. Mr Hennie Maas is still the presenter of the programme that is called "RSG-Landbou". Grain SA is responsible for the topical issues, as well as for an updated schedule of important activities in the grain industry. News on all grain commodities is included in every RSG-Landbou programme, from Monday to Thursday. Therefore grain enjoys exposure four times a week in terms of news relevant to producers through to the consumers across the range of the whole grain industry.

### PROGRESS

Very positive feedback has been received about the approach of the programme, the information provided and news on the agricultural front is generally regarded as relevant and contemporary.

Advertisements about the programme are continuously placed in agricultural magazines such as Agri, Dairy Mail, AgriBonus and SA Graan/Grain at no charge.

The Editorial Committee determines the contents of programmes and ensures that information and progress in the industry are reported on in time.

## RESULTS

By the end of January 2009, 30 of the 52 annual broadcasts have already been concluded (Attachment 1).

## PROBLEMS ENCOUNTERED

None

## MILESTONES NOT ACHIEVED

Nothing to report.

## ASSESSMENT OF ADEQUACY OF THE FUNDING

Funding is adequate, subject to changes in tariffs or conditions by the SABC.

## ESTIMATED DURATION

This programme is very popular and relevant. It should be continued for as long as possible.

## FINANCIAL REPORT

We hereby provide the project budget versus actual figures for the period 01 October 2008 to 31 July 2009:

	<b>TOTAL BUDGET</b>	<b>TOTAL ACTUAL</b>	<b>MAIZE TRUST 70% OF ACTUAL</b>	<b>GRAIN SA 30% OF ACTUAL</b>
Airtime	R 214 500	R 47 040	R 32 928	R 14 112
Presenter and Production cost	R 138 000	R 20 960	R 14 672	R 6 288
Project leader	R 81 170	R 81 170	R 56 819	R 24 351
Official km	R 50 000	R 0	R 0	R 0
Office rent and equipment	R 1 500	R 1 500	R 1 050	R 450
Admin and management fee	R 3 850	R 3 850	R 2 695	R 1 155
<b>Totals</b>	<b>R 489 020</b>	<b>R 154 520</b>	<b>R 108 164</b>	<b>R 46 365</b>

**NOTES:**

- The actual expenditure is down R 334 500, due to a lower expenditure on:

Airtime	R 167 460
Presenter & Production cost	R 117 040
Official km	R 50 000
- The lower expenditure on airtime and presenter and production cost is due to the fact that AgriConnect is, from the 1<sup>st</sup> of January 2009, allowed by the SABC to attract advertisers and the income through this is used to make up these costs. Previously this was not allowed and therefore the parties concerned were liable for these costs.
- The saving on official kilometers is due to the planning and scheduling of the contents of the programme being done in a different way, which does not necessitate the attendance of the weekly editorial meetings in Pretoria.

**Table of content:****(Attachment 1)****1 OCTOBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Pietman Botha	Grain SA	Intentions to plant for summer crops
Mr P Rademeyer	Pannar	Germination of maize
Mr Hennie de Lange	Unigrain	Overview of the grain market

**8 OCTOBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Vermaak	Grain SA	Farmer Development
Mr AK Geldenhuis	Pannar	Vegetative stadium maize plant
Mr Gert vd Walt	Unigrain	Overview of the grain market

**15 OCTOBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr T Drinkwater	ARC-GCI Grain SA	Black maize bug
Mr AK Geldenhuis	Pannar	Vegetative stadium maize plant
Mr Jaco Bezuidenhout	Unigrain	Overview of the grain market

**22 OCTOBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Schalk Stapelberg	Grain SA	Grain Producer of the year
Mr Pieter Rademeyer	Pannar	Germination of maize
Mr Harm du Plessis	Unigrain	Overview of the grain market

**29 OCTOBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Pietman Botha	Grain SA	Intentions to plant for summer crops
Mr Pieter Rademeyer	Pannar	Germination of maize
Mr Hennie de Lange	Unigrain	Overview of the grain market

**5 NOVEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Supply & demand of summer crop
Mr Jaco Blignaut	Pannar	Growing process of maize
Mr Jaco Bezuidenhout	Unigrain	Overview of the grain market

**12 NOVEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Danie vd Berg	Grain SA	Trail stands of developing farmers
Mr Jannie Blignaut	Pannar	Maize seed production
Mr Toit Wessels	Unigrain	Overview of the grain market

**19 NOVEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Come Louw	Grain SA	Diesel price
Ms Jannie Blignaut	Pannar	Maize seed production
Mr Gert vd Walt	Unigrain	Overview of the grain market

**26 NOVEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Progress in harvesting of wheat
Pannar	Pannar	Maize seed production
Unigrain	Unigrain	Overview of the grain market

**3 DECEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr T Drinkwater	ARC	Ground weevils
Mr Ruaan Bosch	Pannar	Maize
Mr Harm du Plessis	Unigrain	Overview of the grain market

**10 DECEMBER 2007**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr T Drinkwater	ARC	Dusty service beetle
Mr Bennie Dunhin	Pannar	Heat-unit
Mr Hennie de Lange	Unigrain	Overview of the grain market

**17 DECEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Biofuel
Mr Bennie Dunhin	Pannar	Maize disease
Mr Albertus Viljoen	Unigrain	Overview of the years' grain market

**24 DECEMBER 2008**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Me Jane McPherson	Grain SA	Developing farmers
Mr Bennie Dunhin	Pannar	Leaf disease
Mr Hennie de Lange	Unigrain	Overview of the grain market

**31 DECEMBER 2008**

PERSON	ORGANIZATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr Kobus Laubscher	Grain SA	Feedback on 2008
Mr Bennie Dunhin	Pannar	Ear rot
Mr Harm du Plessis	Unigrain	Overview of the grain market

**7 JANUARY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Me Lientjie Visser	ARC	Ground Analysis
Mr Bennie Dunhin	Pannar	Root rot
Mr Toit Wessel	Unigrain	Overview of the grain market

<b>14 JANUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Dr Andre Nel	ARC	Do's and don't's of sunflower
Me Sunette Smalberger	Omnia	Plant juice analysis
Mr Gert vd Walt	Unigrain	Overview of the grain market

  

<b>21 JANUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Hans vd Berg	Grain SA	Area Meetings
Mr Willie Kotze	Grain SA	School Programme
Mr Hennie de Lange	Unigrain	Overview of the grain market

  

<b>28 JANUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Me Pietman Botha	Grain SA	Area estimates
Mr Wessel Lemmer	Grain SA	Market Scenario's
Mr Toit Wessels	Unigrain	Overview of the grain market

  

<b>4 FEBRUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Dr Mark Hardy	Dept. of Agriculture Western Cape	Sustainable dry land crop production research in the Western Cape

  

<b>11 FEBRUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Jan Dreyer	ARC – Grain SA	Preparations for groundnut harvest

  

<b>18 FEBRUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Corne Louw	Grain SA	Fuel price trends and fertiliser prices

  

<b>25 FEBRUARY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Dr Kobus Loubser	Grain SA	Build-up to Grain SA-congress
Dr Roelof Botha	Consultant - Grain SA	Presentation of regional meetings

  

<b>4 MARCH 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Comparison of maize production following the production estimates
Dr Bradley Fleck	ARC:Grain Crops Institute	Plagues in maize production

<b>11 MARCH 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Dr Kobus Laubscher	Grain SA	Recap: Grain SA congress
Mr Willem Kilian	ARC: Small Grain Institute	Wheat cultivars in Western Cape

<b>18 MARCH 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Come Louw	Grain SA	Fuel prices in April
Dr Tom Drinkwater	ARC Grain Crops Institute	"Kommando" worms

<b>25 MARCH 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Pietman Botha	Grain SA	Production budget: winter grain
Me Elri Burger	ARC: Small Grains Institute	Production manual

<b>1 APRIL 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Effect of harvest estimates on supply and demand projections
Dr Tom Drinkwater	ARC: Grain Crops Institute	Insect plagues during maturity stage of maize

<b>8 APRIL 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Jub Jubelius	Grain SA	Expectations: NAMPO Harvest Day
Dr Hugo Smit	ARC: Small Grain Institute	New wheat cultivars

<b>15 APRIL 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Dr Jan Dreyer	ARC: Grain Crops Institute	Harvest readiness of groundnuts
Mr Eric Nel	Engen	Ticket sales: Nampo Harvest Day

<b>22 APRIL 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Come Louw	Grain SA	Expected fuel and fertiliser prices
Dr Vicki Tolmay	ARC: Small Grain Institute	Russian wheat aphid

<b>29 APRIL 2009</b>		
<b>PERSON</b>	<b>ORGANIZATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Pietman Botha	Grain SA	Production estimates summer grains
Dr Andries Groenewald	ARC: Grain Crops Institute	Wheat cultivars



<b>6 MAY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Winter grain scenario
Me Marlene vd Walt	ARC: Grain Crops Institute	Calibration weed sprayers

<b>13 MAY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Wimpie Rossouw	Grain SA	Livestock section at NAMPO Harvest Day
Mr Piet Groenewald	Omnia	Farmer patents

<b>20 MAY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Andries Theron	Grain SA	Wheat situation in Western Cape
Dr Justin Hattingh	ARC: Small Grain Institute	Organic crop cultivation

<b>27 MAY 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Neels Ferreira	Grain SA	Grain SA opinion on agricultural dispensation
Dr Bradley Flett	ARC: Grain Crop Institute	Micotoxins

<b>3 JUNE 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Wessel Lemmer	Grain SA	Summer grain carry over and exports
Dr Andre Jooste	NAMC	World markets: Agriculture

<b>10 JUNE 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Corne Louw	Grain SA	Role of Grain SA to monitor prices
Dr André Nel	ARC: Grain Crops Institute	Sunflower risk factors

<b>17 JUNE 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Danie vd Berg	Grain SA	Grain SA and developing farmers
Mr Pietman Botha	Grain SA	Negotiation of better prices for grain

<b>24 JUNE 2009</b>		
<b>PERSON</b>	<b>ORGANISATION</b>	<b>SUBJECT</b>
Mr Hennie Maas	Presenter	News
Mr Corne Louw	Grain SA	Role of Grain SA to monitor prices
Dr André Nel	ARC: Grain Crops Institute	Subsistence farming

**1 JULY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr Jan Dreyer	ARC: Grain Crops Institute	Ground nut fertilisation

**8 JULY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Dr Kobus Laubsher	Grain SA	Grain and the consumer
Mr Wessel Lemmer	Grain SA	Status summer grains

**15 JULY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Me Jane McPherson	Grain SA	Status wheat in Western Cape
Mr Andries Theron	Grain SA	Insurance for damage after financial loss due to theft

**22 JULY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Me Marna v Jaarsveld	Grain SA	Regional Meetings
Me Elbe Smit	ARC: Grain Crop Institute	Weed control in winter

**29 JULY 2009**

PERSON	ORGANISATION	SUBJECT
Mr Hennie Maas	Presenter	News
Mr Nico Hawkins	Grain SA	Scope of production: summer grains