



On Thursday and Friday, 25 and 26 May 2017 the third World Focus marketing conference was held in Delmas. The venue was Delmas Country Club where all the delegates, except the guys staying in Delmas was catered for. The conference was attended by twenty people from all over South Africa and Zambia all part of the World Focus marketing team.

The theme of this year's conference was "Wealth creation into the future". In other words, what do World Focus and its people have to do to stay not only relevant in the Agriculture Sector but to stay in front with new technology, as our vision states "Wealth creation by using innovative technology".

The program was opened by Rev. E Berg of the Dutch Reform Church congregation of Delmas West, followed by a message from Mr. Kallie Schoeman, Co-owner of **Schoeman Boerdery**, one of the Mega Farms in South Africa. Mr. Schoeman took the group on a ride through the opportunities awaiting a young company like World Focus at present as well as in future in Delmas, in South Africa, Southern Africa and the rest of the world. The pressure on producers of food is not only on enough food for the growing population of the world but also on growing healthy food. Healthy food means producing optimal crops by using as little as possible chemicals and with traceability to the field that the specific crop was grown. What I read out of the message from Mr. Schoeman is that we, as World Focus are definitely, and will stay relevant if we can develop and market products that meet the above-mentioned standards.

Our second speaker was Dr. Rene Uys from **Thinking Fusion** with a message of optimism in a South Africa where as it seems everything is turning against the farmer, the government, some of the political parties as well as the climate and the rand. Dr. Uys focused on being optimistic by using intellectual energy.

We then moved to the sessions where our Agents introduced themselves and the region that they work in. The agent then showed us what products produced by **World Focus** he is using, how and on what crops. First was Tinus Berg owner of **Seedfert**, a company based in Schweizer-Renecke (North West Province). Tinus focus mainly on Pecan nuts, Lucerne and Peanuts. He showed the group what his outlook is on Ca, Ca/Mg, Ca/Mg/K, where he enhances Lucerne yields from an average of 1,5 tons/ha per cut to an average of 2,8 tons/ha over seven cuts per year. In monetary terms, an increase of approximately R20,000 per ha at a price of R1,800/ton. The products that Tinus mainly use in the Jan Kempdorp, Vaalharts, Jacobsdal areas is **Complex Casul, Complex Casus, COA Fertigation, SuperK, SuperCa, Gliosense**.

Our next speaker was Theo Geldenhuys owner of **Bio-Farm Solutions** based in George, in the Eastern Cape. **Bio-farm Solutions** is responsible for the Eastern Cape as well as parts of the Southern Cape, from Ladysmith, Oudtshoorn in the Small Karoo up to Cradock in the Eastern Cape. Theo and his agents focus on Fruit, (Citrus, Apricot, Peach and Pears) and Vegetable seed. The products mainly use by Theo and his team are **Complex Calsus** and **Gliogrow**.

Louis Strydom from **AgroPedo** based in Bethlehem followed with his session in a field where a hole was dug for this purpose. He showed us the real impact of the wrong cultivation methods. He places emphasis on the importance of the correct cultivation methods as well as the correct way of liming.

Next was Hans Ellis from **Cumgro** based in Ashton, Western Cape. Hans's focus is on Organic farmers with a few more conventional farmers. Hans works from Clanwilliam in the west to Ashton in the east. In his presentation, he focused on two aspects, first how he was able to take soil with a close to toxic Na content to a level where the farmer was able to harvest, in a very dry season better than his long-term average, by using **Complex Calsul** and **COA Root**. Secondly, he showed the group how to combat phytophthora, a disease commonly occurring in fruit trees. He uses **Gliogrow & COA Root**, applying it with drip irrigation into the root zone. He showed us a lime orchard that was supposed to be pulled out three years ago with a yield of 94 tons/ha. Hans uses **Complex Calsus, Complex Calsul, COA Fertigation, COA Root, SuperCa** and **SuperK, Gliogrow** and **Gliosense**.

From Zambia's **Zambian Fertilizer**, we had Danie du Plessis, the National Manager of Marketing. He showed us what is going on in Zambia and how they use the **World Focus** range of products.

Hendrik Snyman was next with a presentation on the Highveld where he mainly work and does trials for the company. He showed numerous trial results where mainly **Complex Calsus + COA Fertigation were used**. The trail results differed from unbelievable to moderate. Carel van Vuren responsible for sales in the eastern Highveld also showed a few trial results with the same effects.

Last but not the least was John Kotze owner of **Nutigrun** based in Senekal. Mr Kotze and his team of sales persons attended. His presentation was on how he sees the use of specifically **Ultrafine Micronized Lime and Gypsum**. The company did various trails with the products. They even fixed micronized lime to their Urea treated with an organic acid based product. The trails done was not harvested yet but the results will be available soon.

The highlight of the conference was the award ceremony on Thursday evening with the function. Various awards were given to agents who did more than their best. In all I think the conference was a great success with people from all over South and Southern Africa coming together to discuss the **World Focus** range of products, but also to learn more of the country and its people.