SANDRINGHAM AGRI EXPO 2019



Samuel Wolhuter





Corne Botha (PIC), Stephan de Kock (Alfalfa boerdery) and Samuel Wolhuter (PIC)

Xaviera Louw makes her baby son Liam familiar with good quality pigs at a young age.

The annual Sandringham Agri expo took place on 10-12 October of this year. The expo serves as a platform for agricultural stakeholders to showcase the most recent technology and to network within the industry. This year was no different and served up an exciting expo. Sandringham expo creates an environment for the whole family to enjoy. With plenty of exhibitions on show, food vendors of all types, and even play areas for kids, the whole family can get excited about the expo.

The team of Samuel Wolhuter, Corne Botha and Xaviera Louw represented PIC South Africa. In conjunction with Lionel's Veterinary Supplies, PIC won the best exhibition for the third consecutive year.

PIC, the leader in the field of pig genetics, showcased what they had to offer for the industry. The expert team representing PIC at the expo, invited guests and gave advise on the wide range of products and services that PIC has to offer. The team highlighted that PIC has a big group of products available for the pig producers with the necessary distribution network to serve producers of all sizes. This, together with the experience rich team that provide technical support, PIC ensures that they are

well represented in the market and is a leading competitor in the field of pig genetics and technical services

The team of experts had positive conversations with stakeholders across the pork supply chain with plenty of interest about the current state of the industry. All stakeholders agreed that 2019 has been a challenging year for the pork industry. With the Listeriosis scare and the Foot and Mouth outbreak during the year and last year, prices decreased to record lows. Resulting in low profit margins and even sales below cost of production in some cases. However, the negative impact on the industry might have had a positive long-term effect. With prices to consumers falling to record lows, it created the necessary incentive for consumers to adapt their meat of choice. With the result of more consumers of pork, demand for this product followed.

PIC is of the opinion that the consumer market is ready to adopt more pork meat. It is however the responsibility of the industry to produce quality pork meat. PIC plays an active role in this by suppling producers with the necessary genetic products and technical expertise to produce quality meat for consumers at quantities that create profit margins for producers.







PIC Technical Support and Value Adding



Jacques Grobbelaai

PIC realize that as each producer recognizes the specific needs within their herd, a customized genetic program can be designed to successfully utilize the best options available. PIC's technical services staff is available to our customers to work with them on routine herd visits, technique management, reproductive evaluations, genetic program design, genetic cost calculation and AI program support. We encourage our customers to schedule routine herd and farm visits to allow us to assist in bringing them management tools and resources to propel on-farm performance. This service is offered at no additional charge to our customers and respect for herd biosecurity is maintained.

PIC believe in knowledge is power and thus have technical manuals available to be downloaded from their website ww.picrsa.co.za for free. These manuals are filled with loads of information and technical advice. Important topics include: Nutrition Specifications Manual, Al Manual, Gilt & Sow Management Manual, Wean to Finish Manual, PIC Selection Manual, Early Pig Care Manual, Real PIG Handbook 2019 and the Boar Stud Management Manual.

Support with Farm Specific and Customized Tools

Monitoring and analysis is key to finding opportunities for improvement on farm. Many systems and programmes are available to producers. Finding the most practical and time efficient system for your farm is where technical support can be of great help. A few examples would be: On farm training, Gilt Programmes, Herd Planning, Sow Condition analysis, Feed Usage analysis and optimized cost of production, Inputs on Bonus Systems, Fault finding and checklists, Optimized daily time schedules, Expansions and future planning.



The Kindergarden system

A Team Effort

Good relationships with your feed companies, nutritionists, suppliers, veterinarians and the market are very important to the technical service team at PIC. Access to inhouse and international expertise means that no challenge is to big and opportunities are always available for improvement.





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A typical PigCHAMP Report





