

# The “Kragspan” is now even more powerful

## InteliGro

The InteliGro/VKB “Kragspan”, which was launched in the 2020/21 season for summer row crops, introduced its commercial offer for the 2021/22 season during an online event on 30 July. “The strategic cooperation between InteliGro and VKB envisions the sustainability of producers,” says Johan Nienaber of InteliGro.

“Our philosophy is that everything starts on the farm. Therefore, post the previous season, we engaged with our producers where we can improve and to design the commercial offer in accordance to their their specific needs.” Producers such as Junior Ferreira from the Bethlehem district, and Steve Terblanche and Jaco de Villiers who both farm near Reitz, said that the combination of cost-effective solutions, deferred payments, discounts as well as technical expertise which is available to producers on a daily basis, has had a positive impact on their farming enterprises. Based on these inputs, InteliGro and VKB brainstormed with key partners to design a revised commercial offer for the upcoming season.

The offer, which has been extended to Limpopo and now includes crop solutions for potatoes, addresses the critical factors of cost effectiveness and product availability. Product availability specifically has been highlighted as a major concern to all stakeholders in South Africa. The commercial offer allows producers access to crop-specific solutions that are aimed at optimising yield and maximising profit, which is supported by a highly beneficial commercial offer.

Key aspects of the various commercial offers for both summer row crops and potatoes include discounts on Dekalb seed, Multi Green fertiliser and InteliGro crop solutions, as well as a period of up to six months in which no interest is levied on producers' accounts with VKB. The commercial offer is backed by expert advice from InteliGro's Crop Solution Specialists, trial visits and access to information gathered through trials based on statistical research, as well as training and training material for producers and spray operators.

“This strategic cooperation is in its essence a power team in all respects,” says Francois Swanepoel of VKB, “and producers' sustainability is the top priority of our game plan for the 2021/22 season.”

Producers constantly face the challenges which includes the impact of climate change, the availability of quality labour, increased input costs, lower commodity prices and crop specific pests and diseases. The latest unrest which contributed to devastation in Gauteng and KwaZulu-Natal exacerbated matters by disrupting value- and logistics chains which impose a threat to food security.

The only way to address such the multitude of challenges is through the power of partnerships. “To ensure food security, we have to join hands with trusted business partners in the value-chain – entities that shares in your vision, value and thinking,” says Swanepoel. “For this reason we are on this journey with InteliGro to put sustainability within reach of our farmers.”

During the online information session, Christo van der Rheede, executive director of Agri SA, highlighted the need for producers to become involved in organised agriculture, “because together we are so much stronger”. He mentioned that, over the past few weeks, Agri SA and Agbiz have played a decisive role to address food shortages, but that these organisations liaise with government continuously on a broader range of issues. “We fulfil this important role to protect and advance the interests of farmers, and to ensure that farmers can remain competitive.”

The above-mentioned highlights the importance of the strategic cooperation between VKB and InteliGro to address agri-sector challenges.

“No farm, entity, region, agri-business, partner or country is an island,” says Swanepoel. Nienaber adds that VKB and InteliGro “Kragspan's” expanding network of extreme specialist business partners whom producers can trust and rely on, brings this reality to life. “Only through collaboration can we build a future characterised by sustainability and food security. Our passion is to continuously align ourselves with the needs of our producers.”

Contact your VKB branch manager or InteliGro Crop Solution Specialist for more information on these offers.



The InteliGro / VKB team is standing ready to speak about how we bring cost effective solutions to your farm. From left to right: Johan Nienaber (Regional Director InteliGro), Jnr Ferreira (producer), Janet Lawless (InteliGro), Francois Swanepoel (VKB), Izak Dreyer (producer) en Niel Kruger (Marketing Director InteliGro).