

PRESIDENT'S MESSAGE 2025

It has been wonderful getting amongst fellow farmers and breeders across the country. The thing that strikes me most is the quality of person that we have in our industry.

2025 het soos 'n blits gekom en gegaan, dit is ongelooflik om te dink dat 12 maande so vining verby kon gaan. Ek dink ons kan baie dankbaar wees vir wat ons produkte pryse in 2025 gedoen het. 'n Slaglam prys wat met ongeveer R20/kg gestyg het, dit wil sê, tussen 20 en 25%. Stoorlam pryse is ook jaar op jaar aansienlik hoër met 'n styging van ±R15/kg of tewel byna 40%. Ons wol pryse is jaar op jaar ook byna 20% hoër. Dit maak verseker die somme wat deur ons as boere gemaak word aansienlik beter. This said we still have quite a way to go before we are back in the good times of old. I do however believe that they too will come again.

The last year, for me, has been filled with new experiences and new people. It has been wonderful getting amongst fellow farmers and breeders across the country. The thing that strikes me most is the quality of person that we have in our industry, it has been a real privilege to make these new acquaintances and I look forward to meeting many more in the future.

Merino SA het ook die fokus in die laaste jaar bietjie verskuif. In Mei, met die hulp en aansporing van 'n paar mede boere van Britstown het ons by die kantoor op Graaff-Reinet 'n vergadering van rolspelers in die vleisbedryf gehou. Ons het meeste van die ander skaap rasse, RMIS, RPO, slagters en uitvoerders daar gehad. Die doel was om te kyk of ons (Merino SA) en ander genootskappe saam na die bemarking van rooivleis (skaap en lam) kan kyk om so doende bietjie ekstra lewe in ons bedryf te kan kry. Almal betrokke was baie positief en het saam gestem dat dit nodig is om hiedie aangeleentheid saam aan te pak, eerder as wat elke genootskap dit alleen probeer doen. Ons terugvoer van mnr Dewald Olivier van RMIS was baie positief en ons sien uit na goeie saamewerking in die toekoms.

It is also our intention at Merino SA to become a lot more relevant for the commercial flock farmers in our industry, to achieve this we will need participation from them.

This participation can come in many forms; the first and obvious one is a reduced membership for flock farmers at Merino SA. Which we will definitely make possible for any prospective flock farmers wishing to become a member. The country is divided into different regions and each region has a council member sitting on the council of Merino SA. Elkeen van hierdie raadslede het nou al 'n whatsapp-groep in die streek wat hy verteenwoordig aan die gang gesit. Hierdie is nog 'n manier waarop kudde boere betrokke kan raak, gebruik hierdie groepe om'n bydra te maak aan ons bedryf. Ruil informasie en idees uit wat 'n aanwinst kan wees. Dis baie belangrik om te onthou dat positiewe bydraes die klimaat skep vir vooruitgang en negatiewiteit net die teenoorgestelde. Ek wil graag dan ook hierdie geleentheid gebruik om al die kudde boere wat die dinee die Donderdag-aand voor die Nasionale Veiling bygewoon het te bedank vir julle moeite om te kom. Dit was 'n voereg om julle daar te hê en ons hoop dat julle in die toekoms weer sal betrokke wees by sulke geleenthede.



The BKB Merino Classic held with Nampo Kaap in Bredasdorp in September was a resounding success.

I also want to use this opportunity to thank the Nampo Kaap Committee, Dirk Hanekom and DeWe Giliomee, for all the help and organisation of this amazing showcase. Also, Adriaan Geldenhuis and Willie van Heerden for all the hard work they put in. The atmosphere and spirit was electric and an absolute privilege for everyone who was involved and to be a part of. Ons het groot planne vir die Nasionale Veiling en Classic in 2026 en sien uit om julle

daar te sien.

FMD has placed huge economic strain on the large and small stock industries in South Africa and Merino SA appeals to all stock farmers to practice their animal husbandry in a responsible way. It has become relatively easy to practice Bio-Security and Traceability both of which will be very relevant in combatting FMD. Bio-Sekuriteit is nie net van toepassing op Bek&Klou nie, maar ook op ander aanmeldbare siektes soos Brandsiek. Brandsiek is 'n probleem wat eintlik baie maklik is om te beheer, maar tog sukkel ons nog steeds daarmee. Ek dink ongelukkig kan ons dit maar net eenvoudig voor die deure van onverantwoordelike boere en spekulante lê en dit is sekerlik tyd dat hulle verantwoordelik gehou word.

I do have one thought to share with my fellow producers. Ons bemarking werk tans soos volg, ons het 'n produsent, 'n agent en 'n koper. Tans kom die agent na die produsent, betaal hom met die koper se geld, die koper betaal die kommissie.

Wie finansier daardie kommissie? Is dit nie reg om te sê dat dit in werklikheid die produsent is wat dit finansier nie? As ons aanvaar dat alle bykomende kostes uiteindelik van die produsent se prys afgetrek word, dan is dit logies dat hy die kommissie dra. Dan ontstaan die vraag: as ons dit in elk geval finansier, hoekom betaal ons dit nie direk nie en behou só beheer oor die transaksie?

It really makes no sense that we, as producers, avoid paying the commission in the name of "cost saving," while we are in fact financing our buyers to pay that same commission. I believe it is crucial that we are willing to ask the difficult and sometimes uncomfortable questions. We may not always get them right, but when we do, the answers might truly surprise us.

Huge THANK YOU to all our sponsors for the last year! As mentioned before an organisation like Merino SA would simply not be able to survive without the support of our sponsors. To all the Merino advisors who are working out in the field, a very big THANK YOU for the time and effort that you put into our industry. I think it is also necessary to remind you of the huge responsibility which you carry, PLEASE never take that responsibility lightly, you play an enormous role in the future of the Merino.

Aan Willie van Heerden en Melanie Erlank, ook 'n GROOT DANKIE vir dit wat julle vir ons daagliks in die veld en kantoor doen, dit is 'n plesier om saam met julle te werk. Aan Elize van

Heerden wat ons help met notules na vergaderings, baie dankie vir jou geduld. To Melissa Valentine who runs our social media, Thank you! Merino SA plans to be a lot more active on social media in the future. To my fellow council members, it has been a pleasure working with you this last year and I am sure the future of Merino SA is a bright one. I can assure all our members that the aim of this board is to pass the breed on to the next generation in a better condition. Also to all the members of Merino SA and all Merino farmers across the country my sincere thanks for the support that we have received from you through the course of the

last 12 months and please know that we are relying on that same support and encouragement for the next 12 months.

Soos ek laas jaar genoem het sal ek insette van julle, ons lede en Merino boere die land oor verwelkom, julle kan gerus met my skakel met enige idees of planne vir die vooruitgang van ons wonderlike ras.

Aan julle en julle gesinne, 'n Geseënde Kersfees en 'n baie voorspoedige 2026!!!

Grant Naudé
076 700 3855

MERINO SA COUNCIL 2025-26

South Africa is divided into 9 wards. Town and ward in brackets.

President: Grant Naudé (Hanover, 7),
Vice-President: Diederik van Pletzen (Jamestown, 4),
Members: Kosie de Villiers (Vrede, 1 & 2), Theron Swanepoel (Smithfield, 3), Tinus du Plessis (Middelburg OK, 5). Jaco Potgieter (Graaff-Reinet, 6), Andre Hugo (Calvinia, 8) and Adriaan Geldenhuys (Heidelberg, 9), Andrew Jordaan (Cradock, Technical Committee Chairman), Dr Bobbie van der Westhuizen (Bloemfontein, SA Studbook), Corné Nel (Beaufort-Wes, BKB), John Melville (Bloemfontein, OVK) and Willie van Heerden (Graaff-Reinet, Manager). The following individuals are co-opted as industry leaders / partners and actively participate in council meetings: Dan Kriek (NWGA), Deon Saayman (Cape Wools), and Isak Staats (BKB), recognized for his expertise in the industry.



Congratulations to Corné Nel, BKB's Fibre Manager for the Western Region, on his appointment as a new council member representing BKB on the council.

The main objectives (according to constitution) of the Merino SA Council are – to encourage the breeding and genetic improvement of production potential of animals in SA; to preserve unimpaired the purity of the SA Merino breed as Landrace in SA and to promote interest in the breed by all possible and available means; to encourage the collection, preservation and development of the breed through sound selection in accordance with the accepted description of a Merino, and to prevent infusion with other breeds; to set up breeding standards based on visual inspection and production traits for genetic defects and conformation, and to maintain it to the extent that it is related to functional efficiency; to compile accurate reports of the pedigrees and details of all animals registered by the Society at the RA in the Studbook, and to preserve and maintain said reports; to encourage production recording and the use thereof in breeding improvement in flocks; to promote and encourage the exhibition and competition of the breed at agricultural shows; to promote the selling of animals and the breed in general.



Die Merino Raad in aksie!

MERINO SA TECHNICAL COMMITTEE 2025-26

Breeder members: Andrew Jordaan (Chairman), Ras van Pletzen (Vice Chairman), Dirkie Uys and Geoff Kingwill, Grant Naudé (President), Willie van Heerden (Manager)

Co-opted: Le Roux Fourie (Breeder), Theroux Kemp (Breeder), Arno van Graan (ARC), Cor Uys (OVK), Corné Nel (BKB), Herman Labuschagne (SA Studbook), Jason Reding (SA Studbook), and Drs. Willem Olivier (GADI), Bobbie vd Westhuizen (SA Studbook) and Bernice Mostert (SA Studbook).

The main objective (according to constitution) of the Merino SA Technical Committee is: The Technical Committee, which reports to Council in an advisory capacity shall consist of four members of the Society and council, can co-opt members to utilize their expertise. The Technical Committee shall mostly concern itself with matters of a technical and scientific nature, especially regarding production recording and evaluation.

MORE NEWS!

Awards and Certificates of Merit

Merino SA's dinner, held on the eve of the National Sale, was attended by producers, honorary members, brokers, advisers, and industry leaders such as the National Wool Growers' Association and Cape Wools SA. Several awards were presented at the dinner, which took place on the evening before the National Sale.



Honorary membership was awarded to Pierré Vlok at Merino SA's annual dinner. He served as BKB's Wool Manager in the Western Region and has been involved in the wool industry for more than 30 years. In the photo are Willie van Heerden (Merino SA Manager), Pierré Vlok and Grant Naudé (Merino SA President).



Jan Joubert, BKB Sheep and Wool Officer, who was named Merino Advisor of the Year. In the photo with him are Grant Naudé (Merino SA President) and Willie van Heerden (Merino SA Manager).



Pierré bids farewell to the Council!



Roelo van Heerden was recognised for his many years of participation and involvement with Merino SA. His award was presented by Karien van der Mescht, wife of Anton van der Mescht of OCTOFIN, one of the sponsors of the event. To the right of Roelo is Grant Naudé (Merino SA President).



Chrisjan Oosthuizen, BKB Sheep and Wool Officer is the Merino SA Advisors Course Dux Student 2025. In the photo with him are Willie van Heerden (Merino SA Manager) and Grant Naudé (Merino SA President).



Johan du Plessis was recognised for his many years of involvement with Merino SA shows and sales. With him are Grant Naudé (Merino SA President) and Karien van der Mescht.



Dr. Gretha Snyman of Grootfontein Agricultural Development Institute for her dedicated contribution to genomics and research. With her are Willie van Heerden (Merino SA Manager) and Grant Naudé (Merino SA President).

Dr. Japie van der Westhuizen also received an award in his absence as Studbook SA representative who served on Merino SA's Council and Technical Committee.

The following awards were also presented during the BKB Merino Classic 2025 at NAMPO Kaap, Bredasdorp. Prominent Merino breeders were honoured for their contributions to the Merino industry



The breeders who received special awards are Dirk Hanekom, Korenhof Merinos, Bredasdorp; Dirkie Uys, Kommarsekraal Merinos, Bredasdorp; Grant Naudé (Merino SA President); and Manie Fourie, Oude Muragie Merinos, Riversdal.

A PERSONAL MESSAGE TO OUR VALUED MERINO BREEDERS

Dear Merino Breeders,
As we look back on another wonderful year in the South African Merino industry, I want to take a moment to express my heartfelt thanks to each and every one of you. Your passion, dedication, and commitment to excellence in breeding are what make our industry strong, vibrant, and respected both locally and internationally. I am truly inspired by the care and skill you put into your flocks every day.

This year has been filled with so many opportunities to celebrate and connect with you. Visiting auctions, attending local Merino shows, and seeing your dedication firsthand has been an absolute privilege. The **BKB Merino Classic 2025 at NAMPO Kaap, Bredasdorp** was a particularly special highlight. Events like these are more than just competitions - they are celebrations of our shared passion, a chance to learn from one another, and a reminder of how much we can achieve together. It offered us the opportunity to honour breeders whose exceptional contributions continue to uplift and strengthen our industry.

Another memorable moment and special highlight of the year was the **Merino SA dinner**, held on the eve of the National Sale, where breeders, industry partners, and friends came together in a spirit of camaraderie and genuine appreciation for the work we all do. We again had the opportunity to honour breeders and friends of the Merino Industry for their exceptional contributions. **I really honour Pierre Vlok for his almost life long absolute dedication to the industry and his love for the "Vaalskaap". Mooi loop Pierre!**

I owe a huge thank you to the Merino SA Council, and especially our President, Grant Naudé, for their unwavering leadership, guidance, and support. Your vision and dedication

continue to steer our industry in the right direction, and we are so grateful for the countless hours you invest on behalf of all Merino breeders. We also want to thank the broader network of industry leaders whose expertise and guidance provide invaluable support to our breeders every day.

Farm visits remain one of my favourites. There is nothing quite like meeting and exchanging ideas in person. These visits remind me of the remarkable work happening across South Africa and strengthen the bonds that unite our Merino community. Merino SA are especially excited about expanding our engagement with commercial farmers and look forward to welcoming even more of them into the Merino SA family in the years to come.

A heartfelt thank you also goes to all the **Merino Advisors throughout the country** - your dedication, support, and expertise are the backbone of our industry. In addition, to **Melanie Erlank**, our wonderful admin officer, I am so grateful for your hard work behind the scenes, ensuring everything runs smoothly and efficiently at the office.

Finally, I honour and give thanks to **God** for the opportunities, relationships, and successes we enjoy within the Merino industry. It is through His guidance that we can continue to grow, innovate, and celebrate our achievements.

To all our breeders: thank you for your dedication, passion, and commitment. Together, we are building a stronger, more sustainable Merino industry for today and for generations to come. I look forward to sharing another successful year with you, full of collaboration, growth, and celebration.

With sincere appreciation and warm regards,
Willie van Heerden

MERINO SA SOCIAL MEDIA INSIGHTS 2025

From educational breeder insights and top-seller auction highlights to behind-the-scenes stud life, 2025 showed us what truly captivates our community. Here's a look at the online engagement that brought breeders closer to the Merino story (January to November 2025).



FOLLOWERS

Total Followers
7,267
 Total Increase
+1,269 | +19.3%

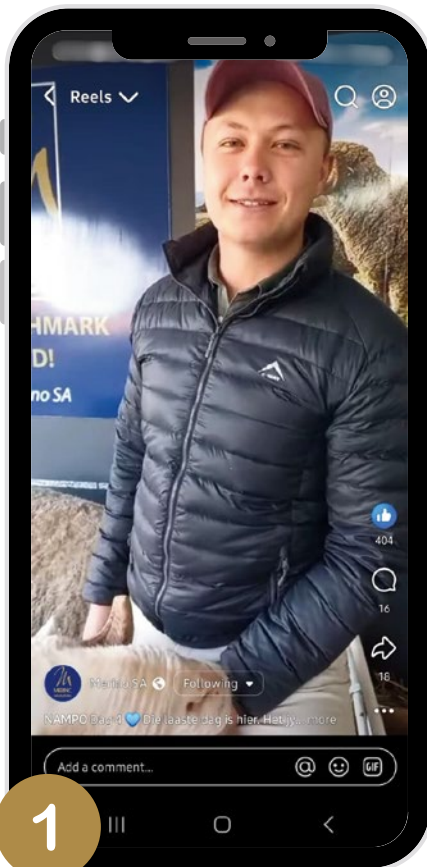
VIEWS

Total Views
1,006,344
 The number of times our content was played or displayed. Content includes reels, posts, and stories.

ENGAGEMENT

Total Interactions
12,744
 +183.3%
11,576 Reactions
513 Comments
655 Shares

BEST PERFORMING POSTS OF 2025



1

57,411 VIEWS
780 INTERACTIONS



2

33,503 VIEWS
583 INTERACTIONS



3

32,939 VIEWS
458 INTERACTIONS



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FRONTPAGE: WORKS OF ART



Artist: Petra Lombard
Get in touch – 082 468 1444

My name is Petra Lombard, and I live on a farm in the heart of the Karoo, where my deep love for nature and animals has truly flourished. It is in this vast, untamed landscape that I have come to understand its essence and appreciate its beauty.

For the past decade, I have explored various artistic mediums, eventually discovering charcoal as my preferred form of expression. My work focuses on capturing the raw beauty of the Karoo, and many of my commissions involve detailed charcoal drawings of sheep for local farmers. As a self-taught artist, I constantly strive to refine my craft and deepen my ability to portray the world around me with authenticity.

As a realism artist, my aim is to bring the viewer closer to the subject—whether animal or landscape—by translating the emotion and energy I observe into every stroke.

For me, it is all about attention to detail, understanding the play of light, and using perception to create a deeper connection between the observer and the subject. My goal is simple: to evoke a sense of closeness and appreciation for the natural world, drawing the viewer into the very heart of the animal or scene.

My absolute favourite subject to draw is the sheep of the Karoo. They offer rich visual texture, form, and deep symbolism. Sheep often represent innocence and gentleness. I enjoy focusing



on specific features such as their soft faces, deep dark eyes, and the structure of their hooves—using curved and straight lines to define each distinct part. Another reason I am drawn to them is the fleece: The way it catches the light in a unique way, creating a quiet glow in both sunlight and shadow. I find this particularly rewarding to capture in charcoal.

If you are interested in acquiring a unique piece or purchasing one of my artworks, please feel free to get in touch. I would be delighted to discuss your preferences and help you find the perfect addition to your collection.

