



agriculture & rural development

Department:
agriculture
& rural development
PROVINCE OF KWAZULU-NATAL

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MEDIA STATEMENT

TO ALL MEDIA

ISSUED BY KZN DARD

KZN DARD TO HOST THE 2ND ANNUAL LIVESTOCK AUCTION SALE AT ENYOKENI ROYAL PALACE

As part of the drought intervention measures, the KwaZulu-Natal Department of Agriculture and Rural Development had last year, initiated the Royal Livestock Auction Sale in conjunction with His Majesty, King Goodwill Zwelithini. This was aimed at providing a platform for rural livestock farmers to sell-off their cattle in order to minimize the impact of drought in their livelihood.

The auction was very successful and attracted farmers from all over the country and also generated about R5 million worth of revenue during its launch.

This years Royal Livestock Auction Sale will be hosted once again by the KZN Department of Agriculture and Rural Development in conjunction with King Goodwill Zwelithini and promises to be bigger and better.

This years auction will not only focus on the auction per se but will run parallel with a workshop aimed at skilling communal livestock farmers about breeding, environmental protection and rehabilitation.

Interestingly, there will also be festivities celebrating the 200 years of the existence of the Zulu Nation and 45 years of King Goodwill Zwelithini's reign as the Head of the Zulu Kingdom.

The auction does not only provide an opportunity for the elite livestock farmers but also ordinary rural livestock farmers are welcome to bid. They get to understand and be familiar with the processes of auction sales.

The Department has opened doors for local livestock farmers who are interested in selling their cattle to participate in the auction so that they can make a profit and be stimulated to enter the livestock market.

This is also a great opportunity for different sector leaders to network for purposes of economic activities and development.

The auction is managed by well-known and reputable organizers who are experts in auctioneering in KwaZulu-Natal.

Members of the media are invited to attend this important auction. It is planned as follows:

Date: 10 December 2016

Venue: ENyokeni Royal Palace, Nongoma

Time: 09:00

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