



agriculture & rural development

Department:
agriculture
& rural development
PROVINCE OF KWAZULU-NATAL

MEDIA INVITE/ ALERT

TO ALL MEDIA

ISSUED BY: KZNDARD 01-12-2015

THE COMMUNAL LIVESTOCK GENETIC IMPROVEMENT PROGRAMME GETS A ROYAL NOD

His Majesty the King Goodwill Zwelithini in partnership with the KZN Department of Agriculture and Rural Development, will on the 05th of December 2015 host a livestock auction specializing in the sale of the Boran breed and other cattle at the Enyokeni Royal palace in Nongoma. The Boran is an indigenous breed, which comes from Kenya and has since been introduced to South Africa.

This livestock auction serves as a tool to encourage subsistence and small-scale farmers to change their mindset and adopt agriculture as a business and a science.

As part of the auction, KZNDARD will be embarking on a Communal Livestock Genetic Programme, which will see the introduction of indigenous breeds like the Boran to communities according to their adaptability. This will improve the genetics of livestock and prepare them to be marketed on a sustainable basis as well as introducing a market for communal livestock and ensuring economic participation and income for the owners.

The livestock auction will also be graced by the presence of His Excellency the President of the Republic of South Africa Jacob Zuma, Hon. Premier of KwaZulu-Natal Senzo Mchunu and KZNDARD MEC Cyril Xaba.

Members of the media are hereby invited to the auction sale, which will take place as follows:

DATE: SATURDAY, 05 DECEMBER 2015

VENUE: ENYOKENI ROYAL PALACE, NONGOMA

TIME: 09:00 AM

To RSVP please contact: Simphiwe Ndwandwe (KZNDARD) on 082 095 2210

For more information please contact:

Lelethu Manentsa (KZN DARD) on 071 492 5716