



GRAIN SA

"SA GRAAN/GRAIN"

**FINAL REPORT TO THE MAIZE TRUST
1 OCTOBER 2006 TO 30 SEPTEMBER 2007**

PRESENTED IN SEPTEMBER 2007

FINAL REPORT:**PROJECT TITLE**

SA Graan/Grain

PROJECT LEADER

J.G. Loxton

PROJECT DURATION

1 October 2006 – 30 September 2007
(ongoing project)

PROJECT OBJECTIVES

To disseminate reliable and timeous commodity strategy information to all role-players free of charge.

ACTIONS TAKEN

The circulation of SA Graan/Grain is revised on an ongoing basis and various actions are being initiated to ensure that the total grain producing area in South Africa has access to the publication.

PROGRESS

SA Graan/Grain is still regarded as one of the leading agricultural publications. Throughout the duration of the project, SA Graan/Grain managed to maintain its competitiveness in the agricultural publications market.

SA Graan/Grain covers all grain commodity news and information, which consists of a wide spectrum of industry-related subjects such as production issues, input commentaries, research and development reports, market and marketing news as well as general information and topics. The editorial tendency, presentation and specialised articles published in SA Graan/Grain confirm that it is one of the leading publications in the agricultural sector today.

The SA Graan/Grain Editorial Committee, consisting of farmers, Grain SA staff, representatives from the ARC (Grain Crops Institute and Small Grain Institute) and representatives from various grain commodities, convenes monthly and makes direct inputs to SA Graan/Grain.

RESULTS

For the period 1 October 2006 – 31 July 2007, 162 603 copies of SA Graan/Grain were distributed to members of Grain SA and other grain farmers, agricultural institutions, government departments, research institutions, libraries, universities, schools, embassies and other important role players in the agricultural sector as part of Grain SA's responsibility to make information available to all role players.

DISTRIBUTION OF SA GRAAN/GRAIN BY INDUSTRY ROLEPLAYERS	
INDUSTRY ROLEPLAYERS	
INDUSTRY ROLEPLAYER	NUMBER OF COPIES
Department of Agriculture, national and provincial	102
Other government departments	34
Educational institutions	1045
Research institutions	41
Input suppliers (products and services)	794
Processors	70
Media	88
Organised agriculture and agricultural institutions	43
Grain farmers (members and non members of Grain SA)	7657
Other farmers	6229
Other	187
TOTAL	16290

PROBLEMS ENCOUNTERED

None that had an effect on the results.

MILESTONES NOT ACHIEVED

None

FINANCIAL REPORT

Amount approved 01-10-2006 to 30-09-2007: R 1 727 600 (70% of postage fees and 70% of production cost)

Expenditure	01-10-2006 to 31-07-2007:	Postage fees	R 369 859 (70% of actual)
		Production cost	R 1 017 647 (70% of actual)
		Total	R 1 387 506

We hereby provide the SA Graan/Grain budget versus actual figures for the period 01 October 2006 to 31 July 2007):

	BUDGET	ACTUAL
INCOME	R 4 102 090	R 4 220 659
EXPENDITURE	R 3 583 041	R 3 539 888
SURPLUS	R 519 049	R 680 771

NOTES:

- The actual income is up R 118 569, mainly due to a higher income from advertising (R 109 863).
- The actual expenditure is down R 43 153, mainly due to lower expenditure on:

Production cost	R 10 218
Postage fees	R 13 629
Office cost	R 17 014
Personnel cost	R 23 197
Meeting cost	R 15 411

and higher expenditure on:

Commission on advertisement sales R 42 965

- The Maize Trust has agreed to fund SA Graan/Grain, whilst a surplus may be achieved on the total budget, on condition that, when a surplus is declared for a specific financial year, Grain SA should refund a proportional amount of the surplus to the Maize Trust.

Based on the SA Graan/Grain actual income and expenditure for the period 01 October 2006 to 31 July 2007, the proportional refund of the surplus would be as follows:

	<u>Total</u>
Actual income	R 4 220 659
Actual expense	R 3 539 888
Actual surplus	R 680 711

Maize Trust contribution as % of total income: R 1 439 670 of R 4 220 659
= 34,11%

Proportional refund of surplus to Maize Trust: 36,11% of R 680 711
= R 232 211

FACTUAL FINDINGS

The factual findings by external auditors as requested by the Maize Trust, for the period 01 October 2006 to 30 September 2007, will be handed to the Maize Trust at the end of October 2007.