



GRAIN SA

"SA GRAAN/GRAIN"

**FINAL REPORT TO THE MAIZE TRUST
1 OCTOBER 2011 TO 30 SEPTEMBER 2012**

PRESENTED IN SEPTEMBER 2012

FINAL PROGRESS REPORT:

PROJECT TITLE

SA Graan/Grain

PROJECT LEADER

J.G. Loxton

PROJECT DURATION

1 October 2011 – 30 September 2012 (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 2011 – 31 July 2012, 181 896 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.

PROBLEMS ENCOUNTERED

None that had an effect on the results.

MILESTONES NOT ACHIEVED

None

FINANCIAL REPORT

Amount approved 01-10-2011 to 30-09-2012: R 2 052 750

Expenditure	01-10-2011 to 31-07-2012: R 1 862 037 (70% of actual production cost)
	R 647 557 (70% of actual postage fees)
	R 2 700 307 Total

We hereby provide the SA Graan/Grain budget versus actual figures for the period 01 October 2011 to 31 July 2012:

	BUDGET	ACTUAL
INCOME	R 7 408 893	R 7 703 873
EXPENDITURE	R 6 145 921	R 6 199 192
SURPLUS	R 1 262 972	R 1 504 681

NOTES:

- The actual income is up R 294 980, mainly due to higher income from:

Advertising	R 216 563
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- The actual expenditure is up R 53 271, mainly due to
 - Higher expenditure on:

Production cost	R 193 053
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 - Lower expenditure on:

Postage fees	R 12 919
Commission - Advertising agents	R 98 117
Other expenses	R 23 506