

AMT™ is a South African based company that specializes in the analysis and forecasting of South African, as well as regional agricultural industry and market information. The purpose of our services is to enhance production, management and marketing efficiency within agriculture through timely and well-prepared market trend analysis.



AMT **Setting the Trend**

Business Profile
2017

2017



Vision

To be an internationally recognized centre of excellence in agricultural research and advise, and in providing objective, timely and accurate agricultural market information to the benefit and prosperity of producers, agribusinesses and policy makers.

What can AMT contribute to your company?

The simple and short answer is:

Relevant INFORMATION!!

The rapid pace of change, both in society and business, is visible all around

The data and information used as a basis for decision-making is in serious danger of becoming out-dated and distorted

Constant monitoring of the business industry and data analysis ensure that the information is timely and relevant

Generating new data is easy – getting this to be of relevance for strategic management or decision making purposes can both be timely and/or costly

Our Aim:

Is to provide you with expert views and insights as far as the latest market trends are concerned.

In addition, we specialise in short term market forecasting

This will not only save you time and money, but it will improve your understanding of an ever-changing agricultural market environment which is paramount in terms of your decision making



Vision

To be an internationally recognized centre of excellence in agricultural research and advise, and in providing objective, timely and accurate agricultural market information to the benefit and prosperity of producers, agribusinesses and policy makers.

CORE COMPETENCIES

Provision of information:

Accurate and timely information about the marketing environment is vitally important for the success of any business in a market that is characterized by risk and uncertainty. Such information does not only provide the necessary tools to make informed decisions about business propositions, but also assist in improving the core competencies of the work force that is vital to generate profits.

The abolishment of the previous agricultural marketing boards in South Africa brought about an information gap on how agricultural markets behave at a time that information is more crucial than in the past. Producers, agribusinesses, policy makers and numerous other agricultural groupings all currently experience a need to obtain knowledge on what drives supply, demand and prices of agricultural commodities in a deregulated and dynamic environment.

Additionally, the need also exist to know what factors could in future influence agricultural commodity prices. AMT specializes in the analysis and forecasting of agricultural markets thereby answering precisely in these needs.

Undoubtedly, a lot of efficiency is lost in the work place by the fact that information is gathered in an ad hoc and fragmented manner. By providing a one-stop-shop for agricultural market information AMT provides a firm basis to make informed decisions.

Since timing and accuracy of information is vital for profit making decisions AMT publishes weekly, monthly and annual industry reports. This significantly improves the efficiency of decision makers, which in turn entails that they could concentrate on the core activities of the business. AMT therefore does not only provide a sound marketing information system, but also contributes to the well-being of the agricultural sector in South Africa.



SPECIALISTS

Dr. David Spies: Manager Livestock and Feedlot Industry

He heads the livestock unit of AMT. David's vast knowledge of the livestock market, which includes amongst others, cattle/beef, sheep/mutton, pigs/pork, dairy and chicken makes him one of only a few experts in this field in South Africa.

Tel: (018) 299 2373
Cell: 084 514 1889
E-mail: david.spies@nwu.ac.za

Dr. Flippie Cloete: Manager Field Crops and Economic Outlook

He specializes in field crop market analysis; including amongst others, maize, wheat, oilseeds, soybeans and sunflower. He has extensive experience of the domestic and international market of field crops.

Tel:
Cell: 083 272 0871
E-mail: flippie@amtrends.co.za

Dr. Johnny van der Merwe: Manager Vegetables, Wool and Mohair and Agro-processing

He is responsible for the monitoring and reporting on all agricultural economic trends and the vegetable industry, more specifically potatoes, tomatoes, carrots, cabbage and onions.

Tel: (018) 285 2393
Cell: 073 140 2698
E-mail: johnny@amtrends.co.za

Dr. Ernst Idsardi: Manager Fruits and Trade

He is responsible for the monitoring and reporting on all fruit industry trends and trade data.

Tel: (018) 285 2342
Cell: 079 139 3335
E-mail: ernst.idsardi@nwu.ac.za

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Decription of Services

2017



FACT SHEET: Grain & Oilseeds Weekly Reports

Qualities: JSE Securities Exchange, CBOT prices and Kansas City Wheat Board (KCBT) prices, an overview of domestic and international fundamental analysis and factors that are influencing the markets. Graphics as well as text. Technical analyses are demonstrated with technical graphs. The weather is also discussed.

Value: A great help for producers and agribusinesses for short term strategic planning (week after week).

The **objective** with the weekly reports is to enable the participants in the agribusiness sector i.e. farmers, traders, processors of agricultural outputs, suppliers of agricultural inputs, etc. by providing them with the latest and most accurate market and industry information.

Provide **valuable information** to clients that will enhance their decisions thereby increasing their profits over the short term.

Typical client: Those individuals who has to take decisions over the short term.

Commodities:

- Maize
- Wheat
- Sorghum
- Soybeans
- Sunflower

Frequency: Weekly

Cost: See pricelist

WEEKLY REPORTS are published on commodities such as: maize, wheat, sorghum, soybeans, sunflower, vegetables, beef, mutton, pork and chicken.

Enquiries

Dr. Johnny van der Merwe
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E-mail:

johnny@amtrends.co.za

Subscription e-mail:

finance@amtrends.co.za

Web

www.agrimark.co.za



FACT SHEET: Livestock Weekly Reports

Different enterprises such as beef, mutton, poultry and pork are covered. Price projections are also made.

The **objective** with the weekly reports is to enable the participants in the agribusiness sector i.e. farmers, traders, processors of agricultural outputs, suppliers of agricultural inputs, etc. by providing them with the latest and most accurate market and industry information.

Provide **valuable information** to clients that will enhance their decisions thereby increasing their profits over the short term.

Typical client: Those individuals who has to take decisions over the short term.

Commodities:

- Cattle/Beef
- Sheep/Mutton
- Goats
- Pigs/Pork
- Chicken
- Milk

Frequency: Weekly

Cost: See pricelist

WEEKLY REPORTS are published on commodities such as: maize, wheat, sorghum, soybeans, sunflower, vegetables, beef, mutton, pork and chicken.

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FACT SHEET: Vegetables Weekly Reports

Qualities: Market prices, an overview of domestic and international fundamental analysis and factors that are influencing the markets. Graphics as well as text with technical analyses.

Value: A great help for producers and agribusinesses for short term strategic planning (week after week).

The **objective** with the weekly reports is to enable the participants in the agribusiness sector i.e. farmers, traders, processors of agricultural outputs, suppliers of agricultural inputs, etc. by providing them with the latest and most accurate market and industry information.

Provide **valuable information** to clients that will enhance their decisions thereby increasing their profits over the short term.

Typical client: Those individuals who has to take decisions over the short term.

Commodities:

- Potatoes
- Tomatoes
- Carrots
- Onions
- Cabbage
- Garlic
- Pumpkins

Frequency: Weekly

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FACT SHEET: Fruits Weekly Reports

Qualities: Market prices, an overview of domestic fundamental analysis and factors that are influencing the markets. Graphics as well as text with technical analyses.

Value: A great help for producers and agribusinesses for short term strategic planning (week after week).

The **objective** with the weekly reports is to enable the participants in the agribusiness sector i.e. farmers, traders, processors of agricultural outputs, suppliers of agricultural inputs, etc. by providing them with the latest and most accurate market and industry information.

Provide **valuable information** to clients that will enhance their decisions thereby increasing their profits over the short term.

Typical client: Those individuals who has to take decisions over the short term.

Commodities:

- Apples
- Pears
- Peaches
- Oranges
- Bananas
- Macadamia nuts
- Pecan nuts

Frequency: Weekly

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FACT SHEET: Monthly Reports

Reporting of monthly prices and market trends. Different industries such as maize, wheat, oilseeds, fibre, livestock products (beef, mutton, poultry and pork), vegetables, fruit and sugar are covered. Price projections are also made.

The objective with the monthly reports is to provide the latest and most accurate information to participants in the agribusiness sector such as farmers, traders, processors of agricultural outputs, suppliers of agricultural inputs, etc.

Provide valuable information to clients that will enhance their medium term decisions thereby increasing their profits over the medium term.

Typical client: Those individuals who has to take decisions over the medium term (month on month).

Commodities:

- Maize
- Wheat
- Soybeans
- Sunflower
- Cattle/Beef
- Sheep/Mutton
- Pigs/Pork
- Poultry
- Wool
- Mohair
- Vegetables
- Fruit

Frequency: Monthly (Jan-Nov)

Cost: See pricelist

MONTHLY REPORTS

are published on commodities such as: maize, wheat, oilseeds, livestock, fiber, vegetables, fruit and sugar.

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FACT SHEET: Reviews/Outlooks

Qualities: In depth industry reports providing long term trends and projections for the new season.

Value: Very valuable for the farmer and industry over the long term. Gives a picture of what is happening currently in the domestic and international markets.

The objective with the industry reviews is to provide the reader with the necessary market and other information pertaining to a specific industry or area. This will assist decision-makers with their long-term investment decisions in particular industries or areas.

A perspective on the coming season is also provided.

Provide valuable analyses to clients that will enhance their long term decision taking abilities.

Industry/Area:

- Feedlot
- Economy
- Agricultural Economy
- Trade Agreements
- Livestock
 - Beef
 - Mutton
 - Pork
 - Chicken
 - Wool
 - Mohair
 - Dairy
- Field Crops
 - Maize
 - Groundnut
 - Wheat
 - Sorghum
 - Soybeans
 - Sunflower

Frequency: Annually or bi-annually

Cost: See pricelist

INDUSTRY REVIEWS: In depth industry reports with more long term trends and projections for the new season.

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Subscription Details & Costs for Corporate Clients

2017

SUBSCRIPTION DETAILS AND COSTS 2017

To receive your regular updates of Agricultural Marketing Information, please indicate at the relevant products and complete the form and send it back to finance@amtrends.co.za

Description of services and products available on request.

WEEKLY Reports	Number of publications	Cost p/a (R)*	Subscription <input type="checkbox"/> / <input type="checkbox"/>
Maize	50	R5000	
Wheat	50	R5000	
Soybean & Sunflower	50	R5000	
Vegetables	50	R7500	
Livestock	50	R7500	
Fruits	50	R7500	

MONTHLY Reports	Number of publications	Cost p/a (R)*	Subscription <input type="checkbox"/> / <input type="checkbox"/>
Maize	11	R6600	
Wheat	11	R6600	
Oilseeds	11	R6600	
Livestock (Cattle & Sheep)	11	R6600	
Livestock (Pork, Poultry & Milk)	11	R6600	
Fibre (Wool & Mohair)	11	R5600	
Vegetables	11	R7600	
Fruit	11	R7600	

Reviews/Outlooks	Number of publications	Cost p/a (R)*	Subscription <input type="checkbox"/> / <input type="checkbox"/>
Feedlot	September	R4200	
Economy	June & December	R4200	
Agricultural Economy	May	R6000	
Trade Agreements	May	R4200	
Agro-processing	August	R6200	

LIVESTOCK

Beef	February & August	R3200	
Mutton	March & September	R3200	
Pork	April, October	R3200	
Poultry	May & November	R3200	
Wool	May & November	R3200	
Mohair	April & October	R3200	
Dairy	May & November	R3200	

FIELD CROPS

Maize	March & September	R3200	
Groundnut	March & September	R3200	
Wheat	May & November	R3200	
Sorghum	February & August	R3200	
Soybeans	May & November	R3200	
Sunflower	May & November	R3200	

Sub Total	
14% VAT	
TOTAL	



SUBSCRIPTION FORM

To receive your regular updates of agricultural marketing Information, please complete the form and send it back to finance@amtrends.co.za

Private	<input type="checkbox"/>	Language preference	Afrikaans <input type="checkbox"/>
Corporate	<input type="checkbox"/>		English <input type="checkbox"/>

Title	
Name	
Surname	
Name of Business	
VAT number	
Postal address	
City/Town	
Postal Code	
Tel	
Fax	
E-mail address	
Cell	

Date

Signature (duly authorised)