

This edition

Using ESO to plan a broiler chicken production enterprise **P.1**

Tips and tools for advisors **P.1**

How to: Update my profile information **P.2**

Monthly National ESO User **P.2**

To receive the Extension Suite Online newsletter via email, register your details on: www.newsletter.esuite.co.za

USING ESO TO PLAN A BROILER CHICKEN PRODUCTION ENTERPRISE

Zandy Manyathela and David Vilikazi

The broiler industry in South Africa is rapidly changing and becoming a highly technical business. This is because of the unique structure of poultry farming, its long-term investment and the ever increasing demand of white meat as animal protein. As a result, new broiler producers should understand the financial and managerial requirements of poultry production before they commit themselves. It is important to gather all relevant information and properly plan before starting the business.

Effective planning of any broiler enterprise involves the process of making plans for the efficient management of all farming activities required to realize social and economic satisfaction.

To ensure success, broiler producers must have sufficient knowledge of all the different aspects of broiler production and management. Successful broiler production depends on the adoption of a systematic and efficient management program (including purchasing and a rearing system for day-old and growing stock, feeding, health and disease prevention, housing and marketing).

The following tips may be important for successful broiler production:

- Design a well ventilated housing structure for chicks with all the required equipment.
- Buy healthy stock or chicks from a reliable hatchery or dealer where the parent stock is properly housed and well managed.
- Provide sufficient artificial heat to keep day-old chicks warm at all times and always check the chicks at night as the last daily action.
- Provide the chicks with adequate good quality feed and clean water.
- Hygiene of the brooding quarters will prevent the spread of diseases and parasites.
- Clean and disinfect the chicken houses properly, prior to the transfer of the growing stock.
- Feed commercial broiler rations (starter and grower) for the first 4 weeks and change to a broiler-finisher ration at the correct weight.
- Consult a veterinarian for a vaccination programme suited to your area and business operation. The most economical method to control diseases would be achieved by proper management, good sanitation and the implementation of an effective vaccination program.



Zandy Manyathela and David Vilikazi

- Research and analyse all possible markets before commencement of the production cycle to ensure a definite market at the time of harvesting the broilers.

For comprehensive information to assist in the planning of a broiler enterprise, users of ESO can navigate to the '**Broiler chickens**' main menu icon at the top of the ESO main desktop. Select '**Production Information**' on the sidebar: Here you will find '**Production**' (including systems and schedules), '**Management**', '**Nutrition and Water**' and '**Health and Disease**' related information.

The '**Economics**' section (also on the sidebar) provides information on your '**Enterprise Budget**', '**Adding Value**', current and historic '**Market Prices**' and different '**Business Models**'.

The '**Regional Data**' navigation tab (on the main navigation bar) provides '**Infrastructure**' (suppliers and services) and '**Environmental**' (climate) information to assist you in planning your broiler chicken enterprise.



TIPS AND TOOLS FOR ADVISORS

Matsunke Malefane

Basic communication tips

Because it is essential for extension officers to communicate effectively, the following easy tips will help greatly to ensure that the intended message reach the receiver:

- Keep the **information appropriate**.
- Keep the message **inline** with the **audience knowledge** and **experience levels**.
- **Define any unknown concept** before expanding on it.
- Keep the message **structure logical**.
- **Repeat** the important section(s) of the message.
- **Always** use relevant examples.

The importance of the ESO user profile cannot be overemphasised, as this information allows a better understanding of the Manstrat AIS user group and enables us to create a secure environment for every user. Users can locate their profile information by clicking on the profile button in the toolbar, top left-hand corner of ESO. Each ESO profile consists of three sections, "Edit Profile", "Security details," and "Field of expertise," these sections can be changed or edited at any time by the user.

On the "Edit profile," page a user can insert personal, contact, and organizational information. This page supplies ESO with information that enables the system to communicate with users, and it is therefore important that details supplied is accurate and updated.



The "Security details" page contains the information that enables a user to log into ESO. Users can change their passwords on this page at any time.

Last but definitely not least, is the "Fields of expertise" section. On this page, a user has the opportunity to indicate in which agricultural areas he or she specializes.

Let us all make an effort in the next two months to update our profiles where necessary and to complete our fields of expertise to your own advantage and that of your Provincial ESO system. Ours are up to date, is yours?

MONTHLY NATIONAL ESO USER: JUNE 2013

ESO utilisation is determined through monitoring user utilisation in the nine provinces and by attaching values to Visits, Pages Visited and Duration of Visits; a rating is calculated to establish the National ESO USER of the Month. The monthly national ESO user will receive the

following prizes: First time National ESO User 2013: **4 Gig USB memory stick**, second time National ESO User 2013: **Digital Camera**, third time National ESO User 2013: **Blackberry cell phone**, fourth time National ESO User 2013: **Samsung Galaxy Tab**.

Congratulations to Mr Sindile Magoda (Eastern Cape Department Rural Development and Agrarian Reform), who is the ESO National User for June 2013. Mr Magoda will receive a certificate of recognition as well as a Blackberry phone.

Congratulations Sindile for being Top National ESO User a third time for June 2013. With a magnificent rating of 10,016 he certainly is setting the bar high for future Top National ESO User aspirants.

This month we asked Sindile to share something more about himself. For relaxation, he enjoys reading newspapers, magazines, and books, but also to exercise, playing sports, and horse riding. Sindile enjoys a very strong support network, not only at the office, but also at home, where his wife often assists him in project data profiling. At the office, he also receives support from colleagues as they visit many projects together and share their experiences in helping farmers and giving solutions.

Sindile maintains that the impact that ESO has had on his relationship with the farmers and clients that he works with, has been immense. One of his success stories is about a farmer from a project called Hlumela Beef farm, where the farmer told him that his cattle were showing nervous signs and unusual behaviour after which they die. When they opened the dead animals, a large amount of fluid around the chest, lungs and belly was visible. Sindile compared the signs to the diseases listed in the disease section on ESO and was able to conclude that the problem was Heart water. They took samples of the ticks for further investigation



Our Top User having just finished inspecting the cattle herd for Demuscus beef Project which received three Nguni Bulls from the Department Livestock Scheme, the project is in Humansdorp under Kouga Municipality.

and noticed a new strain that was causing his cattle to die. He was able to advise the farmer on a final treatment, as Sindile stated: "That was how ESO once again came to my rescue, for which I'm grateful."

UTILISATION OVERVIEW FOR JUNE 2013

Thapedi Setshedi

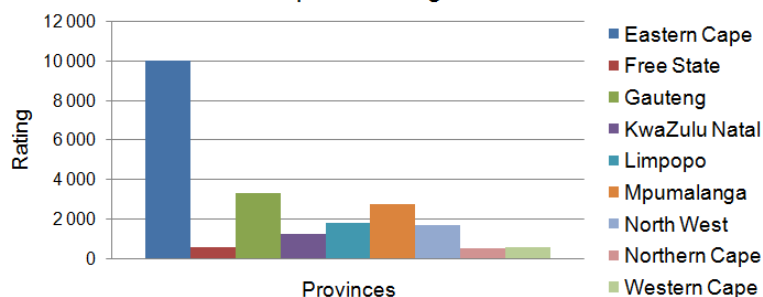
Wow. Already at the halfway mark for 2013! Thirty five new users were added in June, bringing the total for 2013 so far, to 585, while the activation of accounts reached the 60% mark.

In terms of monthly utilisation of ESO, 1, 743 users (equal to 87% of activated user accounts) accessed 129,112 pages displayed on the system during the month.

All this is very positive news indeed as it shows ESO permanently imbedded in the extension landscape as the number one decision support system, for agricultural extensionists. Add to this the issuing of new hardware in a number of provinces and connectivity challenges becoming less and less daily - 2013 is turning out to be the year of "Extension ICT".

Manstrat AIS and ESO have a new user champion – Mr Sindile Magoda with an all time record user-points rating of 10,016, and that, ladies and gentlemen, is just remarkable!

Provincial top user rating for June 2013



Top users in each province: June 2013

Province	Top User
Eastern Cape	Sindile Magoda
Free State	Griffith Hadebe
Gauteng	Lesego Phakedi
KwaZulu Natal	Buyisile Shabalala
Limpopo	Tshivhathi Ndifelani Ivy
Mpumalanga	Ellen Shongwe
North West	Mompati Gabanakgosi
Northern Cape	George du Preez
Western Cape	Jacob Mapheto