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EXPLORING THE ADDITIONAL ANIMAL MODULE ON ESO

Colleen Janse van Rensburg

Livestock farming comprises the farming of a number of different types of animals. The most common animals kept for commercial purposes are cattle, sheep, goats, pigs, chickens and ostriches - many different animals for many various reasons. Therefore, before any production enterprise is set up, farmers need to keep in mind what their goal is, their choice of animal, and whether there is a market for their products.

Under the “**Animal Production**” navigation tab, the ESO user can scroll through to the “**Additional**” menu icon.



By selecting this icon, the user will find general information on the following:

- **Aquaculture**
- **Wildlife**

- **Draught animals**
- **Equines**
- **Bees**
- **Rabbits**
- **Bullfrogs**

Under each of these headings in the sidebar, general information on the animals and why they are farmed is provided. This information is supported with related articles for the user about keeping and caring for these animals.

Aquaculture and **wildlife** have big markets due to the popularity of angling and hunting in South Africa. Wildlife is a major attraction for tourists from abroad and South Africa hosts a wide variety of unique wildlife such as the “Big 5”.

Angling is an important recreational activity and while many aquaculture farms are set to breeding fish to supply this demand, the importance of fish as a source of protein is well recognised and many marine and fresh water species are being farmed to meet consumer demands of fresh, high quality products.

Equines, especially horses, are well known in the sporting and entertainment world, and for doing light work. While horses generally are associated with the elite, there are many horse and ponies along with donkeys and mules that perform invaluable roles on farms like herding other animals and providing transport and draught power.



Colleen Janse van Rensburg

The **draught animal section** gives more details on the role draught-animals play in agriculture today. The different animals are listed in the sidebar and a brief description is given along with some related articles.

For the small-scale and subsistence farmer: **rabbits** and **bees** are an excellent source of additional products that can be sold to sustain a household income. These are found under the “**Other**” heading in the sidebar. Rabbits provide a valuable source of animal protein and skins, while bees are sought-after for their honey and honey comb wax. They are relatively inexpensive and easy to keep and do not require large spaces.

Bullfrogs are farmed mainly for conservational purposes as their habitats are being threatened with urban and rural developments. Many people have taken to trying to conserve their numbers by breeding them and keeping them in a safe environment.



TIPS AND TOOLS FOR ADVISORS

Matsunke Malefane

Tips on “How to influence people”

“Power lasts ten years. Influence not more than a hundred.” - Korean Proverb

- Make people feel understood by **actively listening**.
- **Build trust** and be supportive.
- **Care** about the people you want to influence.
- **Help** people believe change is possible.
- Find **common ground** by showing them their needs coincide with yours.
- **Avoid arguing** with others, as you may need their cooperation in the future.
- Look for opportune moments to influence others.

HOW TO: Copy information from ESO to your computer Kabelo Malatetja

The following guidelines should be helpful to users who want to copy images and text from Extension Suite Online (ESO) onto their computers.

How to copy text from ESO

Navigate to the text you want to copy from ESO. First, highlight the area by clicking and holding in the left mouse button, and dragging it from the beginning to the end of the text. The selected area will be highlighted. To copy the text - on your keyboard, press **Ctrl + C** or right-click the highlighted text and click **Copy**.

Open a blank Microsoft Word document, click inside the document and on your keyboard, press **Ctrl + V** or right-click where you wish to paste the text and click **Paste**.



How to copy an image from ESO

Right-click on the image, then click on **Copy** (Internet Explorer) or **Copy image** (Chrome). Open a blank or existing Microsoft Word document, click inside the document and on your keyboard, press **Ctrl + V** or right-click where you want to paste the image and select the **Paste** option.

To save the image as a file to your computer, right click on the image, choose the **Save image as** option, then select the folder where you want to save the image and then click on the Save button to save the image directly to your computer.

Helpful tips

After copying the text you can change the formatting (colour, size, font, etc).

MONTHLY NATIONAL ESO USER: SEPTEMBER 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 Konute Chaka (Limpopo Department of Agriculture)**, who is a 1st time ESO National User for **September 2013**. Mr Chaka have received a Certificate, 4 Gig USB and a pen.

Mr Konute Jackson Chaka from Limpopo heads the ESO National Top User list for September and to find out more about such an outstanding extension officer, we conducted the customary interview:



Mr Konute Jackson Chaka

Konute hails from Botshabelo near Bloemfontein in the Free State. He has been working for the Limpopo Department of Agriculture for the past for 5 years and currently works in Modimolle in the Waterberg district as an agricultural economist and agri-business advisor, serving 35 Private -LRAD farms. Konute's immediate supervisor is **Sammy Lebele** and his District Manager is **Hlanki Malebane**.

As an economist, he previously had to depend on other technical officers/scientists for information in order to assist farmers with the drawing up of business plans, often taking such a long time that he decided to find ways to do research more effectively, himself. That lead him to use ESO more comprehensively than before as he found the information on ESO more relevant to what he was doing, as it directly addressed his situation and it provided basic and general principles on all his information needs.

Konute is responsible to assist farmers with the compilation of Business plans and ESO has a clear and

detailed layout which assists in this process. There is an information option item under the Economics option that fully describes Business models, Cooperatives, Out-growers, Private Public Partnerships etc, which is very relevant to his daily work. Konute further explains that ESO is reliable; it has articles that have been written by researchers and scientists who know and understand the challenges that he faces in his work. Market prices are derived from reliable sources such as Tshwane Fresh Produce Market. "It provides us with information at our fingertips". Konute says that he is able to help most of his farmers with the assistance of ESO. He enjoys working with the converters and calculators section as well. - "ESO goes beyond Agriculture."

Konute describes ESO as quick and easy to use, and says that, "It provides information from credible sources, regularly updated trends in the market, it supplies all that one needs to complete a Business Plan. In short, ESO brings the whole package."

DETERMINING THE ESO TOP NATIONAL USER

Piet van Zyl

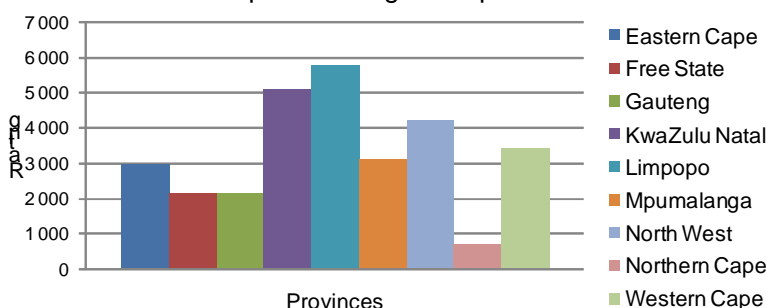
Winning the "Monthly ESO National Top User" takes effort and dedication.

The final rating awarded is determined by means of a formula using the following criteria:

- The number of times that the user visits ESO during a calendar month (Logins);
- The number of pages visited by the user (Unique Pages Visited, i.e. the first time a specific page is accessed during login);
- The number of hits (every time a user lands on a specific page during a login); and
- Time spent on the system during logins (duration of visits).

Konute Chaka from Limpopo, the September 2013 top national user, was awarded a rating of 5,782. Relaying it back to sheer effort means that Konute accessed ESO 29 times; he visited 208 unique pages with 361 hits, while he spent 18 hours, 32 minutes and 4 seconds on ESO during September. How is that for effort and dedication? Well done Konute.

Provincial top user rating for September 2013



Top users in each province: September 2013

Eastern Cape	Mark Shoaipane Makashane
Free State	Griffith Hadebe
Gauteng	Lesego Phakedi
KwaZulu Natal	Daniel Marumo
Limpopo	Konute Jackson Chaka
Mpumalanga	Lucas Shabangu
North West	Mompati Gabanakgosi
Northern Cape	Ernest Oitsing
Western Cape	Gcina Shiba