



this edition



1 ESO Agricultural Infrastructure - Maintenance and updating on ESO



1 Tips and tools for advisors: Communication inhibitors



2 Tech tip: The ESO Quick Start Guide



2 Monthly national ESO Top User: Vonani S. Mabunda

AGRICULTURAL INFRASTRUCTURE MAINTENANCE AND UPDATING ON ESO

Dawie van Zyl

Infrastructure can be defined as all those elements that play a role in the production and eventual selling of goods and services - therefore playing a *significant* role in the success of agricultural activities.

The main purpose of presenting infrastructure data is to provide appropriate information on, and easy access to, goods and services within the agricultural sector enabling extension officers not only to query data for a specific district, but also to assist farmers with information on farm level. During drought periods for example, a farmer might need to buy feed for his livestock or he might need to sell or slaughter animals. Extension Suite Online's databases not only assist in showing which services are located closest to a farmer, but will also provide information on other services to ensure access to better pricing options and services available.

To prevent this infrastructure data from becoming out-dated and therefore irrelevant, the Manstrat Agricultural Intelligence Solution (MAIS) GIS team is responsible for the continuous maintenance of the GIS infrastructure data. In terms of the Service Level Agreement with the client (The National Department of Agriculture, Forestry and Fisheries) agricultural infrastructure data must be kept up to date and the process is therefore ongoing. To ensure that data is properly checked, corrected and validated, a number of principals and procedures are followed including the internet searches and the checking of each and every individual data record through phoning the establishment listed and verifying all available information while at the same time enquiring about any additional information. The different departments of agriculture in the provinces are also responsible to add available data to their

infrastructure modules, and anyone with available infrastructure data or corrections to existing data, may send that data in Excel or Word format to support@manstrat.co.za.

To access infrastructure data a user must click on the Regional Data Navigation Tab in ESO and then select the Infrastructure Tab. To search for an infrastructure item the user may use any one of three available methods:

- By entering and searching by the coordinates of the required position;
- By searching according to farm name; and
- By searching according to a local municipality name.

Any one of these search methods will allow a user to access the available information to the range of agricultural infrastructure datasets below:

Abattoirs	Auctioneers
Breeders	Cooperatives
Dairy Companies	Department of Agriculture
Education	Feed Manufacturers
Feedlots	Financial Institutions
Fresh Produce Markets	Fruit and Veg Packers
Healthcare	Local Municipal Offices
Millers	Organized Agriculture
Poultry Suppliers	Silos
Tanneries	Veterinarians



Manstrat GIS team:

Pretty L Duma, Dawie van Zyl, Daphney Bakgoeng

ESO WALLPAPERS

DOWNLOAD YOUR FREE DESKTOP WALLPAPER TODAY!

Liven up your computer's desktop with an ESO wallpaper. Download wallpapers directly from the ESO newsletter e-mail or on the ESO media website: media.esuite.co.za



Tips and tools for advisors

Jeanne-Louise Bekker with acknowledgement to Sabelo Ngqeleni (O.R Tambo Region - Eastern Cape)

Communication inhibitors:

Communication inhibitors are factors that negatively influence effective communication. These factors are often ingrained habits and beliefs which affect communication adversely, as we don't see others (and the world) as they are, but we **see** them through our own "subjective eyes". As advisors we should know that effective communication may be hampered by the following personal inhibitors:

Perceptions: Perceptions are based on "face value," not reality, and are responsible for creating negative attitudes towards others and our communicative approaches.

Cultural Differences: Cultural belief systems should not create barriers, or hamper communication with people from different backgrounds. We should be aware that the cultural habits of others may drastically differ from ours.

Stereotyping: Pre-determined mindsets about others can distort the meaning of what people say, and what they really mean.

False Promises: Relationships and rapport with target audiences can be severely compromised by failing on promises made.

TOP NATIONAL ESO USER:

The monthly national ESO user will receive the following prizes: First time National ESO User 2014: 4 Gig USB memory stick, second time National ESO User 2014: Digital Camera, third time National ESO User 2014 Nokia Lumia 520, fourth time National ESO User 2014: Samsung Galaxy Tab.

Congratulations to Ms Vonani Stella Mabunda (Limpopo Department of Agriculture), who is the ESO Top National User for May 2014.



Ms Vonani Stella Mabunda

Congratulations Vonani Stella Mabunda from Limpopo! Not only was Vonani the National Top user in May, but May was the third consecutive month in which she attained the distinction of being South Africa's top Extension Suite Online user.

Vonani is not only an exemplary advisor, but she also appears to be an astute scholar and student of agriculture as well as a person who uses her time well to capacitate herself to assist those who are dependent on her knowledge and skills: She studied at Tompi Seleka College of Agriculture (Diploma in Agriculture); UNISA (BTECH in Agricultural Management); Oxbridge Academy (Diploma in Project Management); the Academy of York (Diploma in Public Relations); while currently registered at Unisa (Public Administration). Impressive, to say the least!

Vonani believes that the secret to being a good extension officer is to work hard, and to know where to access information that will help farmers in their farming practices – "Always give farmers the right information, since ESO goes with us everywhere, as long as we have the necessary resources and have connection to the web."

Regarding her usage of ESO she says that she does a lot of research, specifically in the vegetable Module - "I am currently researching castor oil plant production since a number of my farmers are interested in the establishment of this type of project."

According to her the ESO discussion forum, production related information and the pictorial guides, answer farmer's questions and concerns directly. Finally Vonani encourages those who are left behind to register to ESO.

ESO UTILISATION: MAY 2014

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.

PROVINCIAL TOP USER GRAPH



PROVINCIAL TOP USERS

PROVINCE	NAME
Eastern Cape	Bakhangele Mineyela
Free State	Griffith Hadebe
Gauteng	Lesego Phakedi
KwaZulu Natal	Sifiso Mthabela
Limpopo	Vonani Stella Mabunda
Mpumalanga	Lucas Shabangu
North West	Tlou Harrison
Northern Cape	Ogodiseng Alfred
Western Cape	Riaan Nowers

PEST TALK: FEATURED PEST

Further information on all featured pests can be found on ESO.

Giant African Snail

Scientific Name: *Achatina fulica*

Popular Name: Giant African Snail

The Giant African Snail species are probably the most common and damaging to crops in southern Africa. The snails feed during the night and hide during the day under leaf debris, creeping plants, in shady places and heavy mulches. Most of the damage to crops is obviously done during the night.



Giant African Snail

Send your pest or disease related questions to newsletter@esuite.co.za with your name, province and the question and we will answer you via ESO's Question and Answer module or in the newsletter.

ESO TECH TIP: The ESO Quick Start Guide

Kabelo Malatetja

The ESO Quick Start Guide

Extension Suite Online (ESO) is a web application consisting of a range of reliable agricultural solutions and support content. Many new ESO users might initially find it difficult to navigate the system, create a new profile or to retrieve their forgotten passwords, etc. In order to assist users, Manstrat AIS designed a **Quick Start Guide** to make accessing, understanding, and using ESO, much easier. There are two different **Quick Start Guides** available on ESO:

1. ESO login page (www.esuite.co.za):

This clickable link can be found at the bottom right-hand side of the ESO login page - **Quick Start Guide**. This guide is a shortened PDF document to help users with logging in, and registration.

2. ESO home page:

After logging in, this link is available at the bottom of the ESO home page in the table **"Extension Suite Online Additional"** under the **"Help centre"** section and the link is the first option. After clicking this link (**Quick Start Guide**); the user has a choice between 2 versions to open the guide in:

- PDF version (Can be saved to the user's computer)
- Online version (Can only be viewed online)

Do you have any technology related questions? Send them to newsletter@esuite.co.za, with your name, province and the question and we will answer them in a following newsletter edition.



Editor:

Jeanne-Louise Bekker

Publishers:

Manstrat Agricultural Intelligence Solutions (Pty) Ltd.

Correspondence:

newsletter@esuite.co.za

Telephone:

+27 12 460 2499

