



OLDMUTUAL

NATIONAL INTERBREED

**BEEF CATTLE**

CHAMPIONSHIPS 2025



LIVESTOCK  
HUNTING & OUTDOOR

ALFA

# ADVANCING EXCELLENCE IN LIVESTOCK FARMING:

*Wealth, Breeding, Beef  
Production, and South Africa's  
Premier Livestock Show*

**EPISODE 01: Karel Fourie** | **EPISODE 02: Jacobus le Roux** | **EPISODE 03: John & Tracey Devonport** | **EPISODE 04: Lizette Vermaak** | **EPISODE 05: PJ Budler**

**MAXMEDIA**

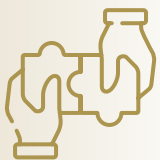
BEYOND MAINSTREAM



# EPISODE 01:

## Karel Fourie

### Building wealth through Cattle Farming



» Old Mutual Wealth has established a three-year **strategic partnership** with Nampo Alfa to enhance South Africa's cattle farming sector.



» This collaboration focuses on providing **comprehensive financial guidance and education** to farmers, rather than merely capital investment.



» The initiative **aims to develop** sustainable agricultural businesses, generate employment opportunities, and expand beef export capabilities.



» The partnership represents **a commitment to empowering** cattle farmers with the financial expertise and resources necessary to create enduring wealth and establish lasting legacies.



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## EPISODE 02: **Jacobus le Roux** **Smart Breeding** **with BKB**



- » BKB operates as a premier wool and mohair broker, facilitating daily livestock auctions and **providing advisory services** to commercial and stud breeders.



- » Their newly launched DSS programme represents a **scientifically-based selection system** for superior breeding stock, developed in collaboration with SA Studbook.



- » The initiative emphasises **data-driven decision-making** whilst maintaining the “Happy Medium” principle—combining scientific methodology with traditional farming knowledge.



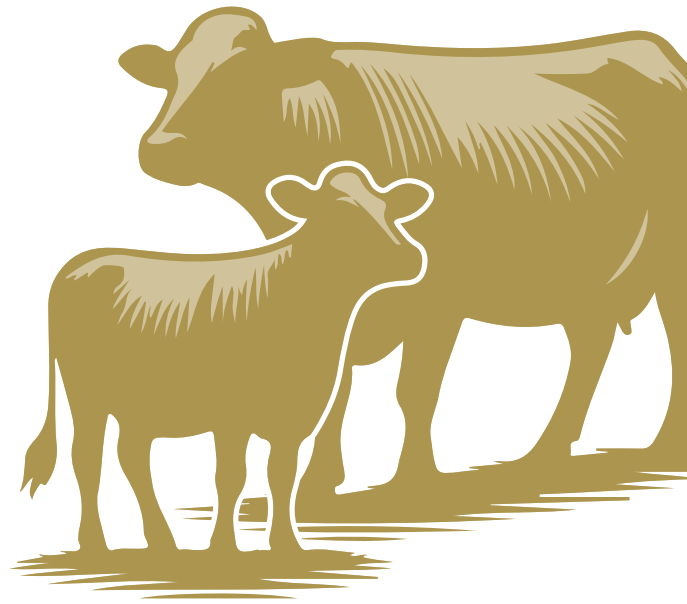
- » **BKB prioritises** ethical practices, animal welfare, and industry traceability throughout their operations.







## EPIISODE 03: **John & Tracey Devonport** Growing a **Cattle Enterprise**



» Commencing their **farming operation in 1988** near the Vaal Dam, John and Tracey have expanded their Devlan Limousin stud across seven farms, managing 700 animals and 100 Droughtmaster cattle.



» They **specialise in Limousin breeds**, recognised for their exceptional meat production efficiency.



» Despite industry challenges including rising operational costs and market competition, they advocate for improved genetics, implementation of conformation scoring systems, and enhanced collaboration across the agricultural supply chain to achieve **sustainable industry growth**.





## EPISODE 04:

# Lizette Vermaak

## South Africa's Premier Livestock Competition



» The Old Mutual Inter-Breed Championships represents **South Africa's most prestigious livestock competition**, often termed the "World Cup of Shows."



» This annual event identifies **the nation's finest cattle** through rigorous selection criteria—qualifying animals must achieve supreme champion status at one of approximately ten designated agricultural shows.



» Independent judging panels evaluate entries based on **breed-specific excellence** and genetic quality.



» The competition celebrates the dedication and expertise of **South African farmers** whilst showcasing exceptional livestock genetics.



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## EPISODE 05: PJ Budler International Livestock Expertise



» PJ Budler, a fifth-generation cattle farmer, has developed **extensive international experience** across Scotland and Texas, founding a global livestock initiative.



» His approach emphasises **region-specific management strategies** rather than standardised programmes.



» Budler identifies **South Africa's competitive advantages**: adaptable cattle genetics, economic innovation drivers, minimal government interference, and skilled labour resources.



» He advocates for **livestock export programmes** to prevent market manipulation and promote South African genetics throughout sub-Saharan Africa, positioning the country as a regional agricultural leader.

