

# OUR VISION



**KAROO  
RANCHING**



" The average age of the South African farmer is 62.

It's not rocket science - in 10 years time these people will be gone.

More than any other time Africa is calling her young people to return to her farmlands and start feeding her people in sustainable ways again."

**Julie Truter**  
**Founder**  
**KAROO RANCHING (Pty) Ltd**



# A NEW GENERATION

KAROO RANCHING was born of the strong conviction that South Africa needs a new generation of farmer that will feed her people.

And for that to happen - farming needs to become a highly appealing and attractive profession again.

KAROO RANCHING represents a new brand of farming.

Through film, clothing ranges and exposing the public to the different sides of farming we are raising the profile of this inherently valuable profession.







# WHY we need a new GENERATION OF FARMER

It's pretty simple actually.

South Africa is having to import most of its basic food stuffs because, we're not producing the enough food needed to keep 55 million South Africans fed.







# So, what's the problem with **importing foods?**

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In South Africa's case, it's a **BIG PROBLEM.**

Why? Because the finances of our country are not in a great state.

We soon won't be able to borrow any more money from other countries because **we are too indebted already.**

It's like buying food on credit and the credit provider decides not to allow you to buy any more food, because **you haven't been able to pay him** for all the stuff you have bought before.



# The result?

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Not good.

Prices of food go up (inflation).

Making the poor & hungry even more poor & hungry.

We all then start fighting for the bare necessities.

Much like our neighbours in Zimbabwe had to do when their farmers were driven off their farms.

It's not pretty.





# The New York Times

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"The price of corn is a critical variable in the world food equation, and food markets are on edge because American corn supplies are plummeting.

The combination of the drought and American ethanol policy will lead in many parts of the world to widespread inflation, more hunger, less food security, slower economic growth and political instability, especially in poor countries."



# So, what's our plan?

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We intend **in playing our part** in **raising the profile of farming** again by providing a **new model of farming** that will see young farmers inspired and supported as they go about **feeding our nation.**

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# BUSINESS MODEL

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To build an aspiring *franchising brand*,  
that utilises *unused farming homesteads*  
to generate *additional sources of income* through  
agri-tourism (see events below)  
*without* interfering with farming practises and food  
security.





Annual  
KAROO  
RANCHING  
FILM  
FESTIVAL

13 - 17 June 2018

[[www.lindytruter.com](http://www.lindytruter.com)]

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**ANNUAL  
CATTLE  
DRIVE**

12 - 15  
OCTOBER 2017







*Annual*

ESSENTIAL HORSEMANSHIP WORKSHOP

19 - 22 April 2018



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# *Annual* Horse Safari



10– 13 August 2017





# *Annual* **Ranch Retreat**

15-18 March 2018



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# CORPORATE TEAM BUILDING



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Should this vision resonate with  
you - please make contact with us.

Africa needs a new generation to  
step forth.

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