

Coenraad Bezuidenhout:
0824124039
coenraad@vredenheim.co.za



Jacobus Griessel:
0828229497
dekaapwild@gmail.com

Posbus 369 Vredenheim Landgoed R310 Vlottenburg Stellenbosch | 7599

1. HISTORY OF DE KAAP GAME INDUSTRY

De Kaap Game Industry was established early in 2016. In order to spread their wings down south, we joined forces with the well-known icon in the wildlife industry, Castle de Wildt. The first Castle De Kaap Game Breeders auction was held on 9 September 2017 at Vredenheim Wine Estate in Stellenbosch.

Castle de Wildt and De Kaap Game Breeders are already preparing for the 2nd annual auction which will be held on the 11th of August at Vredenheim Wine Estate, Stellenbosch.

2. OUR VISION FOR DE KAAP GAME INDUSTRY AUCTION 2018

Our vision is to continue to strive to offer outstanding quality animals on auction to the wildlife industry.

3. OUR OBJECTIVES

We aim to select the best possible genetics from our members and guest sellers, and to present them to the market in the most professional manner.

- We shall add a larger selection of plains game for the game rancher, nature reserves, hunters and outfitters.
- We will offer a selection of value-added hunting packages – the perfect solution for outfitters and corporate hunters.
- We will continue to offer top quality animals of exceptional genetics to the breeding ranchers.

4. OUR EXPECTATIONS FOR THE 2ND CASTLE DE KAAP GAME BREEDERS AUCTION

Castle De Kaap Game Breeders has decided to contract with Niel S wart as auctioneer for the auction. We are certain that Neil's experience and understanding of the broad spectrum of wildlife species as well as the needs of wildlife ranchers, hunters and outfitters alike, together with his energy and skill as an auctioneer, will bring a new dynamic element to our auction. Our

relationship with the prestigious Castle de Wildt Game Breeders are growing stronger every year and we are once again looking forward to presenting an outstanding auction – the BIGGEST game auction in the Western Cape!

5. PURCHASE PRICE - WHAT YOU SHOULD EXPECT

The market dictates! Expect to get out what you put in! If you have outstanding animals on auction, we are almost sure that you will get the right price for them. If your animals are still young, or of a lesser quality, prepare to accept the price offered. We have a lot of trust in our auctioneer, and he will do his utmost best to get the best possible price for you. We would like to advise you to get into contact with the De Kaap Group (Jacobus or Coenraad) timeously and to make appointments with them to come and see your animals on your farm prior to the auction.

Before any animal is accepted for the auction, consensus between the parties must be reached in terms of price expectation and floor prices.

6. PRE-AUCTION SOCIAL EVENT - MEET AND GREET BRAAI FOR SELLERS & GUESTS

We are planning an informal social gathering for buyers and sellers on Friday, the 10th of August at Vredenheim Wine Estate from 18:30 – 22:00, when the bar closes.

We will prepare individual invitations for each member, which you may use to invite your guests to the pre-auction social as well as to the auction.

7. TARGET MARKETS

The best marketing strategy at present is one-on-one marketing. We would therefore advise you to:

- Identify potential buyers for your animals – make use of your community to find them!
- Make appointments with them and promote your animals to them. If you wish for someone from Castle de Wildt or De Kaap to accompany you to such a meeting, please feel free to contact:

8. MARKETING METHODS

Print and electronic advertising:

- Generic advertising will be placed in Wildlife magazines (Wild en Jag.), as well as on industry related social media platforms.

Banner campaign:

We have banners which will display the best selection of animals from the entries received and generically advertise the auction. These banners attract the attention of the traffic passing by.

E-Alerts:

- We use the MAILCHIMP system for mass marketing to the industry. All the Mailchimp marketing will be species based, not breeders based, and will go out on different weekdays, according to the database.

Personalize your own e-alerts.

- We invite you to utilize this tool as well and to send personalized Mailchimp alerts to your own database. You are welcome to contact Essential Marketing who will assist in the design and graphic layout.

APP

- We will have a dedicated APP for the auction. It is a very useful tool, and more and more persons are utilizing APPS because it is immediately available on your cellphone.

Website:

- Pdf and online version of the auction catalogue will be posted to our websites, www.castledewildt.co.za, as well as www.dekaap.co.za and castledewildt.co.za. Please utilize these tools as well to market your animals to potential buyers.

If you have your own web, we will gladly send the links to you to link them to your web as well.

Facebook:

- A lot of our marketing will be driven from the Facebook platform. Please “ask to join” our pages (Castle de Wildt and De Kaap) and share the images which we post on your own Facebook profiles. The more we share, the wider we can distribute the message.

Personalized stationery:

- Each breeder will receive a personalized e-signature which we kindly request you include on your e-mail. If you are not sure how to attach an e-signature to your e-mail, you are welcome to phone us, and we will gladly assist you.

9. IMPORTANT DEADLINE DATES

- Final footage must reach us no later than 29 June 2018. All information must be submitted, including your ORIGINAL logo, 3 professionally taken high res photos of each of your animals and as much information about your animal as possible.
- We are going into print on 23rd of July 2018 - changes cannot be accepted after the 25th of July 2018.

- Logo - the one you had had created originally – either in a vector format or a high res pdf.
- Try and provide 3 photos of each animal on auction in high res.
- Do you need a photographer? (own cost) Contact Jacobus Griessel (082 822 9497)

10. AUCTION SHIRTS

Essential Marketing can assist you with the supply of shirts worn by the Breeders and Guest Breeders. Your own logo is embroidered on the left front pocket, together with the De Kaap logo on the right front pocket, and the Castle de Wildt logo middle back and on both sleeves.

The cost of the shirts depends on size and number of stitches for your logo. You may also choose between a short sleeve and long sleeve shirt. Please call Essential Marketing on (014) 736 4653, and you will be supplied with a customized quote based on your needs.

11. LOGISTICS

- Capturing and delivering of all animals are arranged between die buyer and seller.
- Capturing and delivery services are available from either Jacobus Griessel or Doc Doempies Triegaardt at an additional cost.
- Please contact them well in advance to book your capture date, since helicopters and the vet must be booked long in advance.
- Ensure that the **wildlife records for stepping up and stepping down** are completed in triplicate and accompanies your animals when delivered. For your convenience, these forms are available from our website www.dekaapwildbedryf.co.za.
- No delivery will be made unless the full outstanding balance is settled.
- All delivery must be completed within 30 days from the date of permit. We will endeavor to have a representative of Cape Nature present on the day of auction to assist you with your permits.
- Any special arrangements outside of the above must be concluded between the buyer and seller in writing and a copy thereof must be mailed to Jacobus Griessel at dekaapwild@gmail.com.

12. COMMISSION

The auction commission is 12%. The auction commission is related to the auction turnover. **It is therefore in the interest of everyone to market as hard as you can, because the higher the auction turnover the lower the commission bracket.**

- Our forecast for the auction is that turnover will be between R 5M and R 7M, the commission is in the 12% bracket.

The commission includes:

- Auctioneer commission.
- Auctioneer cost, spotters and finances
- Marketing and media (all the adverts in magazines, marketing fees, etc.).
- Auction presentation, venue, screens and audiovisual.
- Snacks and beverages served at tables during auction.
- Catalogue, flyers, banners etc.

13. COMMISSION ON UNSOLD LOTS:

The auction commission payable on all unsold lots are as follows:

- Commission for unsold lots with a lot reserve price value of between R0 – R49 999 will be 12%.
- Commission for unsold lots with a lot reserve price value of between R 50 000 and R 100 000 will be R 8000.00
- Commission for unsold lots with a lot reserve price value of R 100 000.00 upwards will be 7,5%
- **We would like to advise you to do some homework, contact the auctioneer Niel Swart for assistance in appraising a realistic market related value to your animal.**

The auction commission excludes:

- Any delivery of animals or insurance costs.
- Photographer/videographer
- Auction shirts
- Vet's and/or helicopter costs for capturing and delivery.

14. INSURANCE

Own insurance can be arranged by an insurance company or your own choice. We do recommend that you insure your animals.

15. STEP UP ARRANGEMENTS

- Please ensure that the following documents and items accompany your animals when being delivered:
 - o DNA certificate or a DNA hair sample (ask your vet)
 - o Lab verification of parentage (compulsory where guaranteed)
 - o Animal information document (as referred to in point 18)

- o We suggest that you take a blood sample of the animal when captured and keep it with you for your own records. Ask your vet for more information.
- Please ensure that animals are identified correctly per compartment to assist with easy offloading.
- Mr Craig Shepstone may be contacted about related stress factors such as food supply. It is very important that animals adapt to new circumstance, since it is where most losses are experienced.
- **Compulsory:** Where animals are guaranteed, a full Vets report must accompany your animals when delivered.

16. TRANSPORT PERMITS

Cape Nature will be available on the day of auction - please ensure you get the appropriate information regarding translocation legislation from them.

17. CAPE NATURE FENCING POLICY ET AL

A copy is available from our website on www.dekaapwildbedryf.co.za.

18. CONTACT PERSONS:

DE KAAP:

- Jacobus Griessel – 082 822 9497 – dekaapwild@gmail.com
- Coenraad Bezuidenhout – 082 412 5039 - coenraad@vredenheim.co.za
- Carl Vos – 082 467 1807 - carlvos@icloud.com

CASTLE DE WILDT:

- **Office:**
- Dione Scheepers – 071 6577178

Management:

- Johan Oosthuizen – CEO: 082 456 7892 | johan@lbgh.co.za
- Leon Botha – Marketing Manager: 082 928 3579 | leon@lbgh.co.za
- Niel Swart – Auctioneer: 082 554 3070 | dds@telkomsa.net
- Carl Vos – Marketer : 082 467 1807 | calrvos@icloud.com

ESSENTIAL MARKETING – MARKETING, SOCIAL MEDIA, CATALOGUE LAYOUT AND PRINTING

- Engeline Gericke – 014 736 4653 | engeline@essentialmarketing.co.za
- Adel Oosthuizen – 014 736 4653 | adel@essentialmarketing.co.za
- Jolene Labuschagne – 014 736 4653 | admin@essentialmarketing.co.za

EXHIBITORS:

- Coenraad Bezuidenhout – 079 888 5442 | coenraad@vredenheim.co.za

PHOTOGRAPHS AND VIDEOS:

- Jacobus Griessel – 082 822 9497 | dekaapwild@gmail.com

VITA FERIS INSURANCE:

- Willem Bosman – 082 468 1805

VET:

- Dr Doempies Triegaardt - 083 463 3204 / sweethome@lando.co.za
- Dr Christiaan Triegaardt – 084 574 3821

ANIMAL NUTRITIONIST

- Craig Shepstone – 083 305 1380

