

## Company Profile

### **INDUSTRY BACKGROUND**

The poultry industry is the largest segment of the South African agricultural sector, contributing more than 16% to the gross domestic product. It provides employment, directly and indirectly, for nearly 108000 people throughout its value chain and related industries (DTI, 2017).

Many people believe that poultry meat remains an affordable protein source as opposed to pork, beef and mutton. Some also view poultry meat as a healthy alternative protein for red meat. More than 935 million broilers were slaughtered in South Africa during 2016, which is 3,1% less than the number of broilers slaughtered in 2015. This begs the question of how the industry is performing if other affecting factors are taken into account.

The gross value of South African agricultural products was estimated at just over R246 billion in 2016. The animal product sector contributed a lion's share of 47% (R117 billion) to agricultural production. Slaughtered fowls in turn are the largest contributor to the animal product category, contributing more than R38 billion in 2016, while eggs added another R10,12 billion (DAFF, 2017).

Production of white meat in South Africa has increased in recent years from 869 000 tons in 2001 to 1 704 000 tons in 2016. During this time, total consumption in South Africa has increased from 938 000 tons to 2 200 000 tons, with the per capita consumption showing healthy growth from 21,48kg in 2001 to 40,04kg in 2017. This per capita consumption growth is far more than what was recorded for red meat – a total of 18,96kg in 2001 vs 27,74kg in 2017 (DAFF, 2017).

The factors responsible for driving the growth in our industry are the increased consumption of processed food, the government support for the use of equipment in developing countries, the demand for food safety, safety of workers, the presence of small and medium enterprises, rising raw material costs, and international trade rules.

The increased preferences for meat consumption of the people have led to an increase in demand for processing machineries. The practice of processing poultry has seen significant changes, owing to the developments made in the poultry processing equipment industry.

The poultry processing equipment market, by equipment type, is segmented into six types – killing & defeathering, evisceration, cut-up, deboning & skinning, marinating & tumbling, and others. Killing & defeathering dominates the poultry processing equipment market.

To keep up with the increasing demand for processed poultry meat, poultry meat processors are required to increase their production capacity as well as their production rate. This will ensure that the processing activities are performed on time, and the processing companies are able to deliver better quality of products to the consumers.

As there is a rise in the population, the need for food is also increasing. With increased globalization, the consumer preference has changed to ready-to-eat processed food. Hence, it is estimated that inclination towards the convenience poultry products would increase, which would in turn affect the equipment industry as well.

Africa has a huge market for processed poultry products. The norms related to food safety and hygiene mandates poultry processing companies to reduce human errors in poultry processing. Automation of process combined with automatic sorting and grading systems helps to process poultry as per the required standards. This requirement of high production rate and high quality of products has created a huge market potential for poultry processing equipment.

## **THE COMPANY**

**JF Equipment** has been fully dedicated to poultry processing for over 28 years and has become South Africa's leading poultry processing manufacturer in Sub Saharan Africa. Their knowledge, equipment, systems and services have gained much recognition and is being employed and used by many poultry and food processing companies.

The world population continues to grow and the level of prosperity in upcoming markets is increasing rapidly. Global demand for animal protein is expected to grow accordingly. More

mouths to feed mean major market opportunities for the business, but it also brings serious challenges. How can this demand responsibly without jeopardizing competitive edge and business continuity?

**JF Equipment** aims to provide solutions that will ensure that you are more successful and achieve long-term business sustainability.

By choosing **JF Equipment** as your “business partner” means you can rely on intelligent, innovative, customized and sustainable solutions that enable you to meet the challenges of today’s market and tomorrow’s society. Your success is **JF Equipment** number one priority and goal.

#### **JF EQUIPMENT’S VISION**

To achieve sustainable growth and become a global market leader for manufacturing and supplying food processing equipment, related accessories and systems.

#### **JF EQUIPMENT’S MISSION**

To help food processors achieve efficiencies, sustainability, safety and compliance through smart innovations and providing a seamless service.

#### **JF EQUIPMENT’S CORE VALUES**

- Act with honesty and integrity
- Treat people with respect
- Conduct all business lawfully
- Accept individual and corporate responsibility
- Strive for customer satisfaction
- Improve and innovate continuously
- Never be wasteful
- Always work effectively and efficiently

### **Managing Director - Günther Würcher**

**JF Equipment's** Founder and Managing Director, Günther Würcher hails originally from a small village in Kärnten, Austria. He was transferred to South Africa on a work contract in 1981 and never left.

Günther obtained his mechanical and electrical engineering degree from.... by trade, Günther has mastered the art of the design and manufacturing of quality, stainless steel food processing equipment that can be found in most poultry abattoirs and other meat and food processing plants around South Africa, Africa and other parts of the world. Established nearly 30 years ago, **JF Equipment** – based in the Roodepoort CBD in Johannesburg, has lead the charge in innovation and manufacturing excellence in the food processing and machine handling sectors, and continues to push the envelope as technological revolutions that influence industry development remain consistent.

A father of 3 head-strong and independent girls (and married to their mom), Günther has spent most of his adult years being kept on his toes and his business astuteness can stand testament to this. A lover of new experiences, travelling, skiing in his home country, scuba diving and motorbike riding has kept Günther young at heart.

### **Operations Manager - Francois Bester**

Francois Bester is currently employed as the Operational Manager at **JF Equipment**. Francois has got 22 years' experience in the Poultry Industry. He has got extensive experience in Planned Maintenance and Maintenance Planning.

Most of his previous positions revolved around Installing and modifying machinery to suit his employers needs and different applications. As he worked most of his professional life in various poultry abattoirs, he was exposed to JF equipment and his knowledge regarding their equipment was the principal reason for him joining JFE.

Prior to joining JF Equipment his career started at Falcon Engineering where he was employed as a draftsman, planner and project manager for seven years. He was responsible

for servicing NCD and Breweries. He then moved to the Pharmaceutical Industry where he was employed as a Maintenance Millwright at Eli Lilly Pharmaceuticals.

He was then offered a job at the then Early Bird Farms now Festive, where he started off as Maintenance Millwright. He was then promoted to Electrical/Scale Foreman after a few years. Here he was involved in mainly new Installations and worked closely with various manufacturing companies.

He left Early Bird Farm after ten years and started the complete revamp of Daybreak Farms under the AFGRI flag. He was responsible for implementation of planned Maintenance and Safety and worked closely with Alexander Forbes to become one of the top Abattoirs in Mpumalanga.

After the sale of Daybreak Farms by AFGRI he left and started a Signage Business Njala Signs, shortly thereafter he accepted the position of Engineering Manager at Sovereign Foods. He decided he would rather go back to his roots in manufacturing and took a position at JFE.

### **Factory Manager - Nick Bruton**

Nick joined JF Equipment in 2002 his core responsibility is to drive continuous improvement and optimization of all processes. He currently oversees all daily operations of the plant from production and manufacturing to ensuring policies and procedures are followed. He is also responsible for developing processes that will maximize stewardship, safety, quality and productivity.

Prior to joining **JF Equipment** he worked at Botswana Ash and AECl where he was employed as Workshop Foreman and Boilermaker respectively. Nick's institutional knowledge of the industry and technical expertise makes him an extremely valuable asset to the team.

### **Cape Town Branch and Sales Manager - Koos Botha**

Koos Botha Joined **JF Equipment** in January 2003 as sales representative and is currently running the Cape town branch. Koos served his apprenticeship as a fitter and turner. He started his career in the chicken industry in 1975 as a fitter with the then Sunnyside poultry which later became, He left Agri Chicks after 15 years when the operation was liquidated in 2002 to join **JF Equipment** in 2003.

### **Sales and New Business Development - Freddy Schade**

Freddy Shade is currently responsible for sales and new business development at **JF Equipment**, he has been employed by **JF Equipment** for almost 10 years. The in-depth knowledge and experience he has gained over the years have proven invaluable. Freddy can analyse customers' needs and match these needs to the best possible solutions. These solutions ultimately help customers improve productivity and efficiency, leading to sustainable long-term business growth.

Freddy's technical industry knowledge and expertise has been used to assist customers design new abattoirs. He has project managed the expansion of existing abattoirs. He views every project not only as a challenge, but a learning experience.

He is very passionate about the industry and ensures he's up to date with the latest industry standards and regulations by continually attending seminars and trade shows. Freddy remains very enthusiastic and positive about the work he performs; his enthusiasm and drive ensures current and potential customers are his number priority.

### **Sales and New Business Development - Gavin Courtis**

Gavin has a national diploma in mechanical engineering from Wits Technikon and a higher diploma in business management. He has 16 years-experience in profile cutting and 2D Autocad.

Over the past 12 years he has worked in the wholesale meat industry specialising in further processing and the financial aspects of the business. Gavin joined JF equipment in June 2016 and works in the sales department

### **Financial Manager - Ryan Muller**

Ryan Muller holds a Bachelor of Accounting Sciences Degree and is currently Financial Manager at JF Equipment Machinery. Ryan is a seasoned executive with over 10 years Financial Management and Accounting Experience, holding Financial Management Positions in both local, and international companies across various sectors.

Ryan has extensive experience at both an operational and strategic level, preparing, analysing, verifying, preparing, and disseminating critical monthly and annual financial reports as well as budget and forecast proposals.

Ryan enjoys the challenges of acquiring and implementing new systems to operationally optimise financial teams across the business that ensures a productive and meticulous workflow. He is a proactive manager style with highly developed communication skills