

## **MSSA INSIGHT REPORT: OVERVIEW OF LIVESTOCK COMMERCIAL FARMERS IN SOUTH AFRICA (2009 TO 2019)**

### **Follow-up release!**

Marketing Surveys & Statistical Analysis (MSSA) has released a follow-up report (second report), 'Overview of Livestock Commercial Farmers in South Africa', as part of their MSSA Insight Series with the latest 2019 data.

This report brings together MSSA's research data of the past 11 years, analyzing the trends of livestock Main farming and Secondary farming activities, including the latest 2019 research findings. The detailed report is an essential tool to understand the livestock market and trends of livestock farming in South Africa. The data analysis provides valuable strategic insight, marketing development and planning for animal health and agribusiness companies.

The follow-report displays the latest trends of the number of farmers and livestock in addition to showing a renewed way to segment the livestock market. It also combines published livestock and farmer data from previous MSSA studies showing the per farmer number of cattle, sheep and goats.

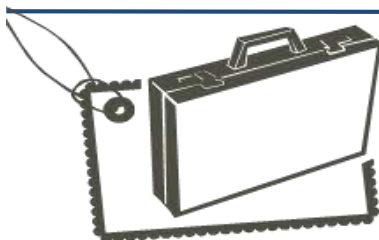
The readers can get accurate and up-to-date information on the livestock commercial farmers such as MSSA 2019 demographics of both Main farming and Secondary farming of livestock farmers for: Stock farming Beef, Stock farming Mutton/Goat, Wool/Mohair farmers, Dairy/Milk farmers, Game/Tourism and Poultry farmers. The research also covers the number of farmers and the number of livestock over the past 11 years, showing the trends in graphic format. It displays the provincial distribution of % livestock and % farmers in order to explore the ratios of the data. It then combines the livestock data with number of farmers to get to the livestock per farmer.

Finally it ranks the usage of commercial farmers of animal health agribusinesses in percentages for 2016,17,18 and 19 to show declines and increases of market share.

**Cost and order: Please contact Schalk van Vuuren**

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**MSSA  
Insight Series**



MSSA was established in 1994 by former Southern African Marketing Research Association chairperson Schalk van Vuuren. Since then, MSSA has conducted several syndicated surveys in which some of South Africa leading companies such as **Santam, Momentum, Old Mutual, Telkom, Mutual & Federal, FNB, Standard Bank, Sanlam, Landbouweekblad, Plaas Publishing, Kynoch, Bayer Animal Health, MDS Animal Health and Virbac amongst others, have participated in its studies.**

Insight reports are based on MSSA annual research syndicated studies and it is used as a source to identify trends and explore similarities and differences.

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