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Marketing Surveys and Statistical Analysis

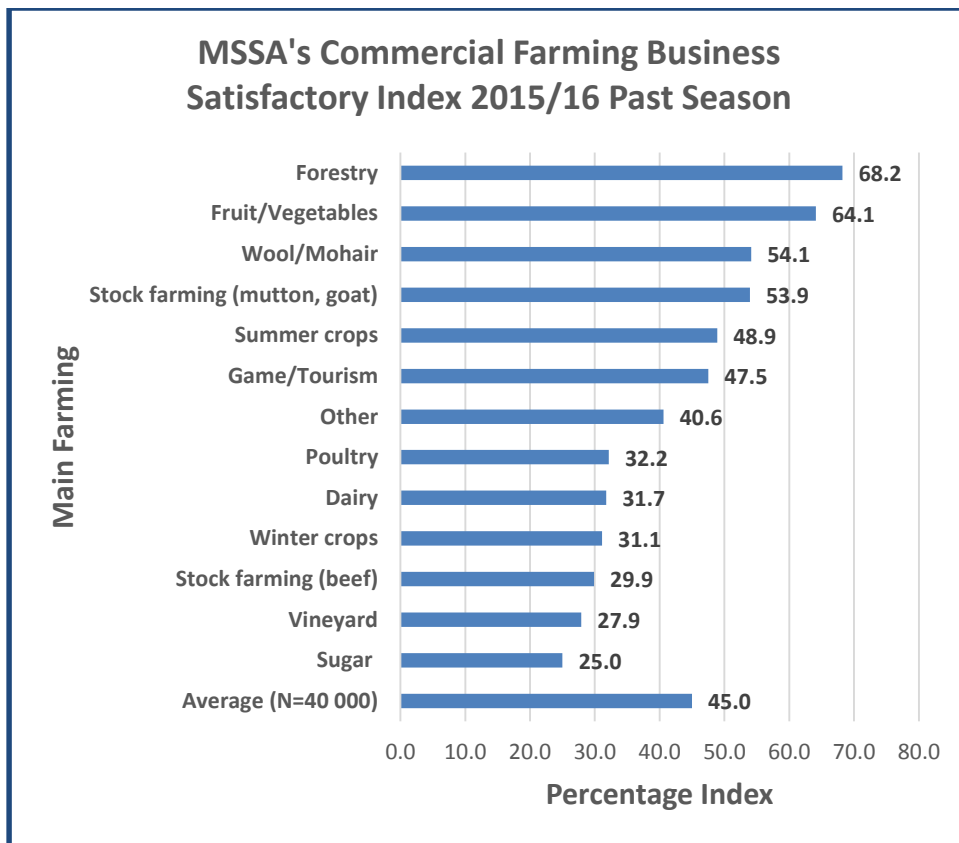
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MSSA PRESS RELEASE:

MSSA RELEASES ITS NEW COMMERCIAL FARMER SATISFACTORY INDEX FOR THE PAST SEASON AND EXPECTED NEW 2016/2017 SEASON

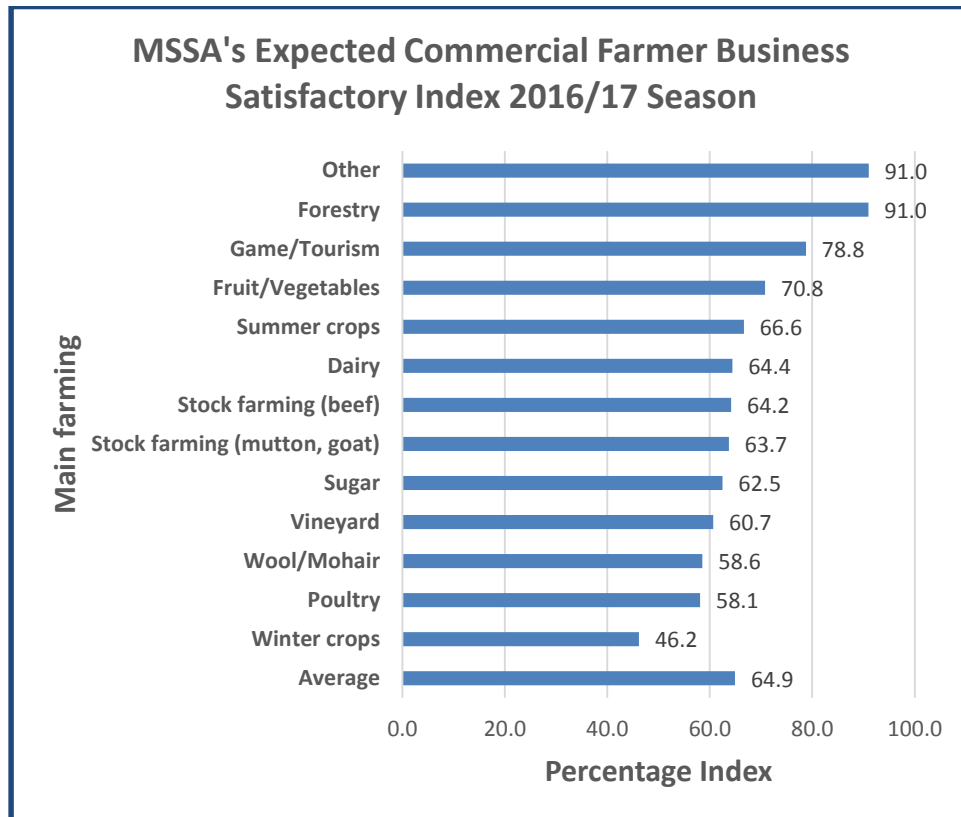
A new Index has been developed by Marketing Surveys & Statistical Analysis (MSSA) in conjunction with their annual Commercial Farming Study. Schalk van Vuuren, Research Director, explains that the newly developed Index is now being applied for a second year. "It clearly shows the Farming Business Satisfaction of the Main farming activities." The graph shows the percentage of farmers per main sector who are satisfied with their business circumstances. The higher the percentage, the higher the Farmer Business Satisfaction. The number of farmers in each sector differs.



Note the "average" or Overall Index of 45% for the past Season. Each Main farming activity reflects what has happened in that industry and can be compared with the Overall Index. The research identifies the reasons for higher or lower Index scores to the Overall index.

Farmers in the Sugar, Vineyard, Stock farming (beef), Winter crops, Dairy, Poultry and Other (not mentioned and grouped together) industries, felt that their businesses were mostly not satisfactory. Only a lesser proportion, compared to rest of the Main farming activities, felt that it was satisfactory. Top of the Index were Forestry, Fruit/Vegetables and Wool/Mohair. Interesting to note that although many farmers engaged in Summer crops were affected by the drought, there still were almost 50% who had a satisfactory business season.

The graph below shows the farmers' expectation for the next season 2016/17, which is about to be completed. A much more positive outlook can be seen in the data. The average or Overall Expected Business Satisfactory Index is calculated as 64.9%.



Note that the rankings of the Main farming activities are greater than the Overall Index, which are very similar to the Past Season. Some interesting expectations can be observed namely that there are more Dairy farmers (or the proportion) of Dairy farmers who see a Satisfactory Business season, increased. Similarly Game/Tourism also expect a satisfactory season as well as Summer crop farmers (2 out of 3).

MSSA