

CONGRATULATIONS

2017 AWARD WINNERS SALES CONFERENCE 2017



HEILA BURT
10 YEAR LONG SERVICE AWARD



LIONEL DONOVAN
10 YEAR LONG SERVICE AWARD



JOHN HERBERT
10 YEAR LONG SERVICE AWARD



TALHA LOONAT
10 YEAR LONG SERVICE AWARD

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CG SMIT
10 YEAR LONG SERVICE AWARD



TINUS STIGLING
10 YEAR LONG SERVICE AWARD



ANUSHA VALJEE
15 YEAR LONG SERVICE AWARD

Anusha started in August 2001 as the national retail secretary. In the 15 years she has been with us she has become the “go-to” person in retail. She is well liked, especially by our customers. Stefan from Shoprite always reminds us that he only remembers Anusha’s phone number (from the many suppliers he has to deal with). It’s a testament to her reliability and dedication to Starke Ayres.

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SALES CONFERENCE 2017



PROMOTIONS - RETAIL



THEO PIETERSE
PROMOTION TO SENIOR REP

TOMMIE TROLLIP
PROMOTION TO SENIOR REP

TOMMIE VAN HEERDEN
PROMOTION TO SENIOR REP

BAREND STRYDOM
PROMOTION TO PRINCIPLE REP

Barend has been with the company for 12 years. During this time, he shown huge success while doing the Polokwane area and then becoming Regional Sales manager for 3 years from 2011 - 2014. He has been awarded the rep of the year for Retail in 2009 and rep of the year 2015 for Northern Retail and is also doing very well since moving back to Polokwane. His continuous weekend promoting is taking his business to the next level. He has also trained his merchandiser to the exacting levels that are required as set out by Barend. We can always rely on Barend when we need something done. He always goes to his customers with a plan to grow their business. Barend we wish you only the best in the year ahead.



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PROMOTIONS - SEED



JACQUES MALAN

PROMOTION TO SENIOR REP

Jacques started his career with Starke Ayres in 1986 as Seed Sales Representative in Kimberley, he then left Starke Ayres in 2006 and re-joined Starke Ayres in 2009 as Senior Sales Representative in the bushveld area. Jacques quickly became known as Jacques saad in the bushveld and a very respectful representative of Starke Ayres. Jacques has also been very successful over the last 7 years. He was Northern Seed Representative of the year in 2013 and 2015 as well as National Seed Rep of the year in 2013. Jacques also took the honours for Most Improved Seed Sales representative for the year in 2014. Well done Jacques.

COBUS DE BEER

PROMOTION TO TECHNICAL SALES SPECIALIST

Cobus started his career in 2003 in the North West and Northern Free State areas. In 2004 Cobus was awarded with the most improved rep of the year award. In 2005 Cobus received a special merit award in 2005 for his for setting a very high standard in the planning and formulating of seasonal customer strategies; and for the way in which he has taken customer relationships to a higher and more productive level. In 2006 Cobus was promoted to Senior Sales Representative. In 2013 Cobus received his 10 year long service award. Cobus has exceptional relations with his customers and obtained a huge amount of experience on the technical side of carrot production. Well done Cobus and thank you for your dedicated support.



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PHUMELELA MHLOLA
SPECIAL MERIT

In recognition of your continued growth and innovation as the SPAR representative



ANUSHA VALJEE
SPECIAL MERIT

In recognition of your dedication and support to the Retail Team.



CHARLES KRONE
SPECIAL MERIT

For developing and maintaining a very high market share in Namibia based on good planning, strategies and stock management



JACQUES MALAN
SPECIAL MERIT

In recognition of your outstanding contribution and dedication towards growing the onion market share in your area.

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COBUS DE BEER

PRODUCT MANAGER SUPPORT AWARD & PROPRIETARY PRODUCT AWARD

About a year ago our Carrot Product Manager resigned. Cobus immediately offered to stand in until we appoint a new Product Manager. Without any delay he started to evaluate trials all over the country and send out new trials. Cobus showed his experience in two Crop planning meetings with excellent results and presentations. Congratulations Cobus and thank you for stepping up and doing a great job on the carrot portfolio during this previous year. We would also like to congratulate Cobus for his perseverance in promoting our own proprietary products. With Excellent Trial work and product knowledge, Cobus grew with 48% on Turnover for proprietary products over the previous year. Well done!



NIEL VAN WYK

PRODUCT DEVELOPMENT AWARD

Niel van Wyk won the Product Development Award based on the following criteria: The efforts of the Sales representative on semi commercial and phase 2 trials that he did the previous year, the planning of these trials as well as the quality of the results presented by the individual. Another big factor was how Niel worked together with all the Product Managers on planning and the feedback received on trials. The product managers then voted. Congratulations Niel.

JANA DE MEYER

MOST IMPROVED RETAIL SALES REPRESENTATIVE

Jana has been in her area of responsibility nearly 3 years. Over the past 2 years she has performed consistently and achieved her sales and GP budgets. The past financial year she grew her sales by 5% and her GP by 1%. This in a very challenging year of which a drought had affected her area hugely. The reason for Jana's success is that she is always looking for opportunities to cross merchandise our products and plans her weekend promotions with key customers during peak season. Her involvement with community projects has also played a huge role in her success. Jana takes any challenge head on and always puts the company strategy and plans first.



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RIEKUS BEZUIDENHOUT

NOMINEE FOR SALES REPRESENTATIVE OF THE YEAR IN SOUTHERN SEED

Riekus Bezuidenhout started with Starke Ayres in the Free State/Northern Cape area just over 3 years ago. He settled in quickly in the area and did not only sell, but developed very strong relationships with his clients. Riekus rapidly acquired the necessary product knowledge to maintain the existing customers. With his outgoing personality and sales driven approach, new customers were found and sales generated. This proved to be a winning recipe as he went almost 26% over GP budget. This is an excellent achievement as 50% of his budget consist of onions with a low gross Profit. The other factor to take into consideration was a drought which caused extremely challenging times in the agricultural sector. Congratulations Riekus.

HENICO ALBERTS

NOMINEE FOR SALES REPRESENTATIVE OF THE YEAR EASTERN SEED

Henico started at Starke Ayres on 1 April 2010. Over the last 7 years Henico took on all the main opposition companies in the very competitive Gauteng area. He very soon became the most important Seed partner to all his customers in his area. His knowledge and energetic, practical help, makes him one of the best in the industry. Henico exceeded his GP budget by 44% ending the year on 144%. Over the last 4 years Henico grew his area from 9, 2 million to an enormous 18, 2 Million Turnover. Well done Henico



JACQUES MALAN

NOMINEE FOR SALES REPRESENTATIVE OF THE YEAR NORTHERN SEED

Jacques returned to Starke Ayres as a Senior Sales Representative in 2009 and quickly established himself in the bushveld. He grew his market share through good trails and excellent customer relations. His knowledge which he has gained over the last 31 years gave him the upper hand over his competitors. Jacques exceeded his budget by 26% and grew 49% over the past year



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WANDELL KARELS

REGIONAL SALES REPRESENTATIVE OF THE YEAR
CENTRAL RETAIL

There are a few points to keep in mind, when considering Wandell for the rep of the year. Wandell had to re-establish the relationships & trust in Lesotho. We all thought that this would take approximately 3 years to accomplish. He did this in a year and a half. He took over an area, where several of the larger customers, fell off the books, as they were handed over for non-payment. Drought was also a major factor in this area, so to say he faced some challenges is an understatement. Wandell has done a lot of work outside of Lesotho, running the OVK account for us, as well as doing a lot of weekend promotional work and displays etc. Wandell grew his sales by 92%, GP by 74%, and units by 69%. Wandell has worked exceptionally hard, and is a very deserving nominee for this award.

BAREND STRYDOM

REGIONAL SALES REPRESENTATIVE OF THE YEAR
NORTHERN RETAIL

Barend has been consistent in his performance over the past year since he moved to Polokwane. He is the first Northern Retail rep to achieve sales in excess of R9million. Barend will go the extra mile and always looks for opportunities to create excitement and grow unit sales in his stores. He also ensured his customers are trained and informed on our products and that his merchandiser promotes at key customers over month end weekends. He grew his area sales by 15% and GP by 10% in the last financial year.

Thank you Barend for your dedication, commitment and enthusiasm towards your work and your team in the past year, it is a pleasure and honour to work with you.



COURTNEY WHITTAKER

REGIONAL SALES REPRESENTATIVE OF THE YEAR
SOUTHERN RETAIL

Courtney Whittaker started with Starke Ayres in October 2011 as sales representative for the Eastern Cape area. He is based in Port Elizabeth and services customers along the Coastal belt, up to and including Cradock and Graaff Reinet.

Courtney is well liked and respected by his customers. He is an effective motivator and communicates well with people across all levels.

Coming from the liquor industry, Courtney was challenged to learn about products and industry in the shortest possible time. He passed this test with distinction. Giving garden talks regularly, he is a hot favourite with the ladies at Summerstrand retirement village. He effectively imparts his knowledge to customers and his passion for the industry influences the people he meets daily.



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HENICO ALBERTS
SEED REP OF THE YEAR

BAREND STRYDOM
RETAIL REP OF THE YEAR



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BUSINESS UNIT OF THE YEAR

**STARKE AYRES
ZAMBIA**

ROB MOOLENSCHOT
BUSINESS UNIT OF THE YEAR

Most Prestigious company award

- Turnover and Profitability
- Expenses
- Unit Growth
- Administration
- Human Resources

BUSINESS GROWTH AWARD

EASTERN SEED

JOHAN DU PLESSIS
BUSINESS GROWTH AWARD

Awarded to an individual or business unit
for exceptional performance in:

- Market Share;
- Unit Growth &
- Innovation

