

U-Farm (Pty) Ltd

Veterinary Pharmaceutical & Nutritional Solutions for Emerging Farmers in South Africa

1. Executive Summary

U-Farm (Pty) Ltd is a South African-based veterinary pharmaceutical and nutritional company focused on supporting **up-and-coming farmers, new development farmers, and small-to-medium livestock producers**. U-Farm develops and supplies **affordable, safe, and effective animal health and nutrition solutions** tailored to the realities of South African farming conditions.

The company operates across key livestock sectors including **cattle (bovine), piggery (swine), poultry (broilers and layers), and mixed farming systems**, with a strong emphasis on accessibility, farmer education, and sustainable production.

U-Farm positions itself as more than a product supplier — it is a **long-term partner in livestock development**, combining product innovation, practical training, and collaborative research to strengthen animal health, farm profitability, and national food security.

2. Company Overview

Company Name: U-Farm (Pty) Ltd

Industry: Veterinary Pharmaceuticals & Animal Nutrition

Primary Market: Emerging and development farmers in South Africa

Operating Model: Product development, distribution, farmer support & training

U-Farm was established to address a critical gap in the veterinary market: **high-quality animal health solutions that remain affordable and practical for developing farmers**. Many existing products are either priced beyond reach or designed without consideration for local farming constraints.

U-Farm bridges this gap by developing solutions that are:

- Locally relevant
- Scientifically sound
- Easy to use
- Cost-effective

The company actively engages with farmers, animal health technicians, veterinarians, agricultural extension officers, and research partners to ensure products deliver measurable, real-world value.

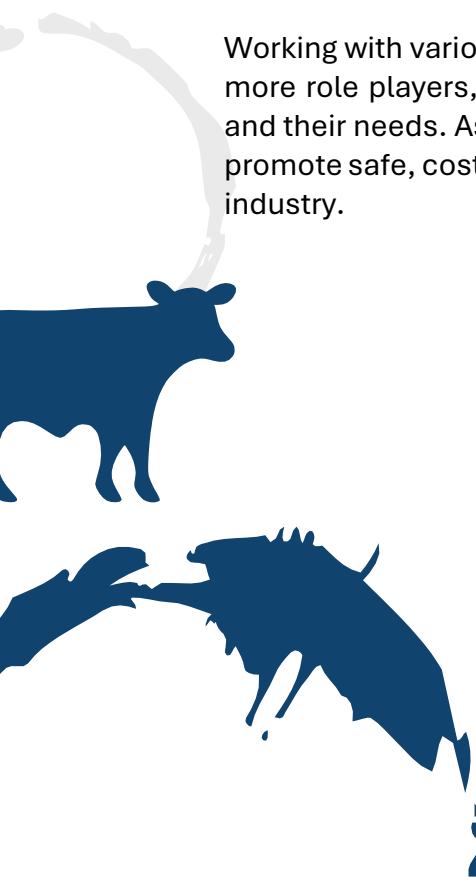
The two active drivers behind U-Farm (Pty) Ltd and overseeing the management of the business, is Dr. Hendrik Engelbrecht (B.VSc), a veterinarian and Pieter van Dyk (B.Pharm), a pharmacist -

Dr. Hendrik Engelbrecht holds a BVSc degree from the University of Pretoria, alongside Honours degrees in Wildlife Management and Conservation Ecology. A former State Veterinarian, he possesses extensive clinical and surgical expertise, having performed thousands of sterilizations, soft tissue surgeries, and orthopedic procedures in high-volume, resource-poor township environments. This exposure to challenging conditions with limited infrastructure has driven a passion for practical innovation—compelling him to develop "out-of-the-box" veterinary solutions where traditional methods fail.

A dedicated educator, Dr. Engelbrecht, has mentored numerous newly qualified veterinarians, guiding them through the complexities of community service and clinical decision-making. His expertise spans from high-pressure companion animal surgery to aquaculture and large stock herd management, all underpinned by a "One Health" philosophy that integrates animal welfare, practical economics, and environmental sustainability.

Pieter van Dyk holds a BPharm degree from the Medical University of Southern Africa (MEDUNSA), alongside a National Diploma in Animal Health – specializing in Animal Production. He started as a Retail Pharmacist with 20 years' experience in this field, operating his own pharmacies. Realizing that there is a demand for affordable animal health solutions and easy access to medicine, he pursued a dream to build a future in the Wholesale Animal Market, operating a veterinary Wholesaler as the Responsible Pharmacist.

Working with various multi-nationals such as MSD, Zoetis, Virbac, Elanco and a lot more role players, he came to realize the market does not cater for local farmers and their needs. As a life-long learner, there will always be a hunger to develop and promote safe, cost-effective and reliable solutions in the veterinary pharmaceutical industry.



3. Vision Statement

To become South Africa's most trusted veterinary pharmaceutical and nutritional partner for emerging farmers, driving sustainable livestock health, productivity, and rural economic growth.

4. Mission Statement

U-Farm's mission is to **design, manufacture, and distribute affordable, safe, and effective veterinary pharmaceutical and nutritional solutions** that empower up-and-coming farmers to improve animal health, productivity, and profitability.

We achieve this by:

- Developing products aligned with local disease pressures and nutritional challenges
- Collaborating closely with farmers and agricultural stakeholders
- Maintaining high standards of quality, safety, and regulatory compliance
- Integrating farmer education and technical support into our offerings

5. Core Values

5.1 Farmer-First Approach

We place farmers at the center of product development, decision-making, and service delivery.

5.2 Affordability with Integrity

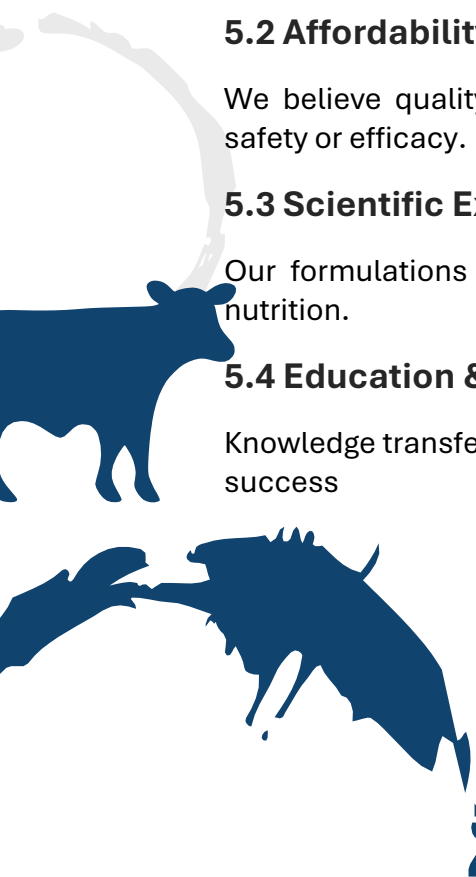
We believe quality veterinary care should be accessible without compromising safety or efficacy.

5.3 Scientific Excellence

Our formulations are grounded in proven veterinary science and best-practice nutrition.

5.4 Education & Empowerment

Knowledge transfer and training are essential components of sustainable farming success



5.5 Sustainability & Impact

We prioritize long-term animal welfare, environmental responsibility, and rural upliftment.

6. Product & Service Focus

6.1 Veterinary Pharmaceuticals

- Preventative health products
- Disease management solutions
- Parasite control (internal & external)
- Supportive therapies

6.2 Nutritional Supplements

- Growth and performance modulators
- Immune-support formulations
- Metabolic and stress-support products
- Species-specific nutrition solutions

6.3 Target Livestock Sectors

- Cattle (Bovine)
- Pigs (Swine)
- Poultry (Broilers & Layers)
- Mixed and emerging livestock systems

7. Research & Product Development Strategy

U-Farm adopts a **collaborative and practical R&D model**:

- Field-driven product design informed by farmer feedback
- Pilot trials conducted under real farming conditions
- Partnerships with universities, research institutions, and veterinarians
- Continuous improvement based on performance data and user experience

This approach ensures solutions are not only innovative but **workable and scalable**.

8. Market Positioning

U-Farm is positioned as a **development-focused veterinary solutions company**, serving a market often underserved by multinational pharmaceutical brands.

Key Differentiators:

- Focus on emerging and development farmers
- Locally relevant formulations
- Integrated training and technical support
- Flexible and accessible distribution models

9. Distribution & Access Strategy

U-Farm distributes products through:

- Agricultural cooperatives
- Local agri-retailers
- Veterinary and animal health networks
- Development programs and government-linked initiatives

The company explores **community-based distribution models** to reach rural and peri-urban farming areas efficiently.

10. Farmer Support & Training

U-Farm actively supports farmer development through:

- On-farm training sessions
- Workshops and demonstrations
- Educational materials and guides
- Collaboration with extension officers and animal health technicians

Training focuses on:

- Proper product usage
- Basic animal health management
- Biosecurity and disease prevention
- Nutrition and productivity optimization



11. Regulatory & Quality Commitment

U-Farm is committed to full compliance with:

- South African veterinary and feed regulations
- Quality assurance standards
- Ethical marketing and responsible product use

All products are developed with animal welfare and food safety as top priorities.

12. Brand Promise

“Practical, safe, and affordable animal health solutions that help farmers grow.”

13. Strategic Growth Outlook

U-Farm’s growth strategy includes:

1. Launching a core product portfolio
2. Establishing regional pilot programs
3. Expanding farmer training initiatives
4. Scaling distribution nationally
5. Building long-term research and development partnerships

14. Conclusion

U-Farm (Pty) Ltd is positioned to play a meaningful role in South Africa’s agricultural development by delivering veterinary pharmaceutical and nutritional solutions that are **accessible, effective, and designed for real farming conditions**. Through innovation, collaboration, and education, U-Farm aims to strengthen livestock health, farmer livelihoods, and national food security.