



PMM AGRI

PMM AGRI **COMPANY** **PROFILE**

Empowering Growth, Enhancing Food Security

465 Taganashoek LT, Limpopo, South Africa

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Company Overview

PMM Agri (Pty) Ltd is a dynamic and fast-growing poultry farming company based in Limpopo, South Africa. Established under the current ownership in 2021, PMM Agri has rapidly scaled its operations, becoming a significant player in the South African poultry industry. The company focuses on the production of broiler chickens and is in the process of expanding into breeding and hatching to ensure greater control over the entire poultry supply chain.

Leadership

PMM Agri was founded by Dr. Patience Mlengana, who took over the business from her parents, Ben and Rosina Mhlari. With a background in agriculture and business management, Dr. Mlengana has a unique blend of practical experience and strategic foresight. Her leadership is marked by a commitment to excellence, innovation, and ethical business practices. Dr. Mlengana's entrepreneurial journey is an inspiring story of transformation, resilience, and dedication, making her a role model for aspiring African business leaders, especially women.



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Company History

PMM Agri, originally named Canaan Land, was founded by Ben and Rosina Mhlari many years ago as a small poultry farm. Initially, the farm focused on producing 40,000 chickens every six weeks, supplying to local markets. The business, although modest in scale, was rooted in the principles of hard work, community service, and a deep connection to the land. Upon the passing of her parents, Dr. Patience Mlengana, their daughter, took over the business with a vision to honor their legacy and expand the operations.

Dr. Mlengana has significantly increased production capacity from 40,000 to 340,000 chickens per cycle. Under her leadership, PMM Agri has grown to become a major player in South Africa's poultry industry, contributing to national food security and creating employment opportunities in rural communities. The company is now in the process of further expanding into breeding and hatching, which will enable it to have greater control over its supply chain and enhance product quality from the earliest stages of production.



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Vision

01. To be the leading provider of high-quality poultry products in South Africa and beyond, PMM Agri is committed to revolutionising the poultry industry through comprehensive vertical integration. By developing state-of-the-art facilities for breeding and hatching, we aim to produce our own chicks, ensuring exceptional quality from the earliest stages of life. Our vision encompasses the entire supply chain, enhancing efficiency and sustainability while contributing to food security and economic growth. Guided by innovation, ethical practices, and community engagement, we strive to set new standards in the poultry industry and create lasting positive impacts in our communities.



Mission

02. PMM Agri aims to be the premier chicken grower in the Southern Hemisphere by delivering high-quality poultry products through sustainable practices, technological innovation, and community engagement. Our mission is to ensure food security, support local economies, and empower communities through ethical and responsible farming.
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CORE

Values



PMM AGRI



Excellence

Striving for the highest standards in all aspects of our business, from production quality to customer service.



Innovation

Embracing new technologies and innovative practices to enhance efficiency and product quality.



Integrity

Conducting business with honesty, transparency, and accountability, ensuring trust and credibility with customers and partners.



Sustainability

Committing to sustainable farming practices that minimize environmental impact and promote community well-being.



Community Engagement

Actively contributing to the socio-economic development of local communities through job creation, training programs, and community support initiatives.

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Our Products

PMM Agri specialises in the production of high-quality broiler chickens, ensuring a reliable and steady supply to meet market demand. The company's current operations focus on broiler farming, with plans to expand into breeding and hatching, allowing PMM Agri to produce its own chicks and maintain stringent quality control from the earliest stages of life.

Current Operations: Growing Broilers

- **Advanced Facilities:** PMM Agri utilises automated climate control and feeding systems to optimise growth conditions for the broilers, ensuring consistent quality and efficiency.
- **Health & Welfare:** The company maintains strict veterinary oversight, adheres to high welfare standards, and implements robust disease prevention measures to ensure the health and safety of the poultry. This commitment to animal welfare not only aligns with ethical standards but also enhances product quality.

Future Expansion: Breeding and Hatching

- **Breeding Program:** Focus on genetic advancements to produce healthier and more efficient chickens, contributing to improved productivity and sustainability. The breeding program aims to enhance the genetic pool, leading to better growth rates, feed efficiency, and disease resistance.
- **Hatchery Technology:** Investment in state-of-the-art incubation technology to maximise hatch rates and ensure early chick care. This technology will enhance the overall quality of the poultry produced, ensuring that PMM Agri can meet the growing demand for high-quality poultry products.



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Our Products



Service Enhancements and Innovations

- **Consultation & Partnerships:** PMM Agri offers support programs for local farmers, fostering partnerships that extend the company's reach and impact within the industry. These partnerships are designed to share knowledge, improve farming practices, and enhance productivity across the sector.
- **Supply Chain & Logistics:** Full control from breeding to distribution ensures cost efficiency and consistent product quality, reducing dependence on external suppliers. PMM Agri's integrated supply chain allows for better coordination, reduced costs, and faster response times to market demands.
- **Market Expansion:** Developing niche markets, including organic and free-range poultry products, and establishing direct sales channels to improve consumer access. This market diversification strategy is aimed at meeting the evolving preferences of consumers and capturing new market segments.





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MARKET POSITION & *Strategy*

- **Target Market:** PMM Agri primarily supplies its products to major poultry processors like Bushvalley Chickens. Through strategic partnerships, PMM Agri's poultry products reach well-known retailers and food service providers across South Africa, including Checkers, Spar, Pick n Pay, and Chicken Licken. The company is also exploring opportunities to expand its market reach into neighboring countries and international markets, leveraging its high-quality products and strong reputation.
- **Market Strategy:** Acknowledging the high risk associated with depending on a single supplier, PMM Agri's strategic move to control the entire value chain aims to directly engage with the retail market. This approach will enhance market stability, improve supply chain resilience, and open up direct channels to retailers across South Africa. By integrating operations vertically, PMM Agri not only mitigates risks but also positions itself for greater market penetration and profitability.
- **Competitive Differentiation:** PMM Agri differentiates itself from competitors through its commitment to vertical integration, which allows for better quality control, cost management, and supply chain efficiency. The company's focus on innovation, sustainability, and ethical practices further sets it apart in the market. As a Black female-led enterprise, PMM Agri also brings a unique perspective to the industry, promoting diversity and inclusivity.



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SUSTAINABILITY AND CORPORATE *Social Responsibility*

PMM Agri is deeply committed to sustainability and ethical practices, integrating these principles into every aspect of its operations. The company adopts sustainable farming practices such as renewable energy use, organic waste recycling, and water conservation to minimise its environmental impact. PMM Agri's commitment to corporate social responsibility is evident in its efforts to create job opportunities in rural areas, support community development programs, and engage in initiatives that promote food security and economic growth.

Community Initiatives

- **Job Creation and Skills Development:** PMM Agri plays a significant role in creating employment opportunities, particularly in rural communities, helping to alleviate local unemployment and contribute to economic development. The company also offers training programs to equip employees with valuable skills in poultry farming and agribusiness.
- **Community Support:** The company engages in community support programs, including school shoe donations, blanket distribution in winter, feeding schemes, and food parcels for the needy, demonstrating its commitment to social welfare. These initiatives are designed to support vulnerable populations and enhance the quality of life in the communities where PMM Agri operates.

A portrait of Dr. Patience Mlengana, a woman with long black dreadlocks, wearing a dark blue top and a multi-strand necklace with white beads. She is smiling and looking towards the camera. The background is a warm, indoor setting with a framed picture on the wall.

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MANAGEMENT *Team*

PMM Agri is led by Dr. Patience Mlengana, whose strategic vision and leadership have been instrumental in the company's growth and success. The management team includes experts in poultry farming, supply chain management, finance, marketing, and business development, ensuring that PMM Agri remains at the forefront of innovation and efficiency in the poultry industry. The team's diverse expertise enables the company to navigate the complexities of the industry and capitalize on growth opportunities.

Legal Support: PMM Agri outsources its legal structure to Thomas & Swanepoel Incorporated, a dynamic firm of attorneys based in Tzaneen, Limpopo Province, since 1990. The firm provides comprehensive legal services, including contract reviews, labor compliance, and drafting of contracts, ensuring that PMM Agri operates within the legal framework and maintains compliance with all regulations. This partnership provides PMM Agri with the legal expertise necessary to navigate the regulatory landscape and protect its interests.

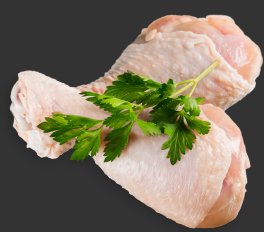


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VERTICAL INTEGRATION AND *Fresh Produce Supply*

PMM Agri has strategically integrated its operations with key abattoirs like Bushvalley Chickens to ensure seamless processing and distribution of its poultry products. This vertical integration allows PMM Agri to maintain control over the entire production process, from raising chickens to processing them into high-quality poultry products. By partnering with Bushvalley Chickens, PMM Agri can deliver fresh, high-quality poultry that meets the specific needs of its clients.

This integrated approach ensures that PMM Agri can offer a consistent and reliable supply of fresh produce, tailored to the preferences and standards required by major food service providers and retailers. Whether it's whole chickens, cuts, or processed products, PMM Agri is capable of supplying a variety of poultry products that meet the diverse needs of its customers, maintaining the highest standards of freshness and quality. This flexibility and commitment to quality make PMM Agri a trusted supplier for large-scale food chains and retailers throughout South Africa.



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Expansion & Future Growth

STRATEGIC GROWTH PLAN

Geographic Expansion: PMM Agri plans to expand its market reach beyond South Africa to neighbouring countries in Southern Africa. This expansion will be facilitated through strategic partnerships and leveraging existing distribution networks.

Product Line Diversification: In addition to organic and free-range chickens, PMM Agri is exploring opportunities to introduce value-added products such as pre-cooked meals and marinated poultry, catering to the convenience-driven consumer segment.

Export Potential: With its commitment to quality and sustainability, PMM Agri is well-positioned to explore export opportunities, particularly in markets that demand high-quality poultry products with traceable origins.



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Innovation and Research:

Research and Development: Continuous investment in R&D to develop new poultry breeds that are more resilient to disease, have better growth rates, and require less feed. Collaboration with academic institutions and research bodies to stay at the forefront of industry advancements.

Technology Adoption: Embracing cutting-edge technologies such as blockchain for supply chain transparency, IoT for real-time monitoring of poultry health and facility conditions, and data analytics for better decision-making.

Empowering Growth, Enhancing Food Security





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Risk

Management

Identified Risks:

- **Disease Outbreaks:** Implementing stringent biosecurity measures and maintaining regular health checks to prevent disease outbreaks that could impact production.
- **Market Volatility:** Diversifying product offerings and markets to mitigate the risks associated with price fluctuations and market demand changes.
- **Regulatory Compliance:** Staying abreast of industry regulations and ensuring compliance with all local and international standards to avoid legal and operational risks

Risk Mitigation Strategies:

- **Insurance Coverage:** Comprehensive insurance policies covering livestock, facilities, and business operations to safeguard against unforeseen events.
- **Contingency Planning:** Developing robust contingency plans for supply chain disruptions, disease outbreaks, and other potential crises to ensure business continuity



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Conclusion

PMM Agri (Pty) Ltd is a forward-thinking company committed to transforming the poultry industry in South Africa through innovation, sustainability, and community engagement. Under the leadership of Dr. Patience Mlengana, PMM Agri is not only poised to become a market leader but also to set new benchmarks in quality, efficiency, and social responsibility. With a clear vision, strategic growth plan, and dedicated team, PMM Agri is well-positioned to achieve sustainable success and make a meaningful impact on the industry and the communities it serves.

Company Name: PMM Agri (Pty) Ltd

Industry: Agriculture / Poultry Farming

Location: Limpopo, South Africa

Address: 465 Taganashoek LT, Limpopo, South Africa

Founded: 2021 (Under current ownership and management)

Director: Dr. Patience Mlengana

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Contact Information



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