

# Frikkie Alberts Maré

## *Curriculum Vitae*

*“Wanneer die petrichor jou wese laat glimlag,  
dán het jy steeds die hart van 'n boer,  
al bewerk en bewandel jy reeds jare al,  
die velde van beton.”*

*- F.A. Maré -*



## Profile / Profiel

I am an agricultural economist and columnist with extensive knowledge of the South African agricultural environment and specialise in the livestock industry and red meat markets.

My wortels wat diep geanker is in die Noord Kaap Karoo het gemaak dat ek my aanvanklike studies vir Geoktrooieerde Rekenmeester opgee het om 'n loopbaan in landbou te volg.

I am currently a lecturer at the University of the Free State, Department of Agricultural Economics, a science editor for Plaas Publishing and serve on a number of councils and committees.

Die vele uitdagings wat die landbou sektor in Suid-Afrika bied maak dit moeilik vir baie mense om te verstaan hoekom ek hierdie sektor wil gebruik om 'n loopbaan te bou. Die feit van die saak is egter dat dit reeds die passie van mense, hetsy landbou produsente of professionele persone, in hierdie sektor is wat my inspireer om saam met hulle oplossings vir uitdagings te vind en die landbou sektor in geheel uit te bou.

## Contact Details

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## Personal Information

Date of birth: 21 May 1986

Nationality: South African

ID Number: 860521 50 22 0 86

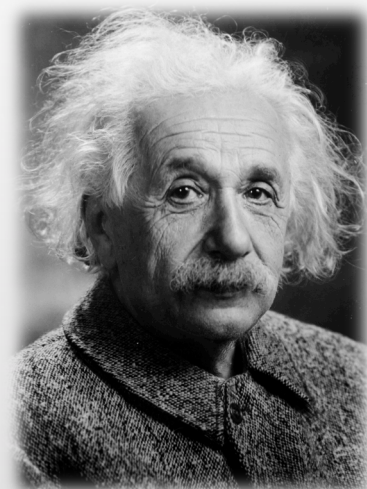
It is an honour to present my *Curriculum Vitae* to you as a summary of my work and achievements during a very satisfying career in the agricultural sector.

## Tertiary education

2005 - 2008	B.Sc Agric in Animal Science and Agricultural Economics, University of the Free State.
2009	B.Sc Agric Hons. in Agricultural Economics, University of the Free State.
2010 - 2014	M.Sc Agric in Agricultural Economics with the topic <i>“Evaluating crop insurance as production risk management strategy,”</i> University of the Free State.
2015 - Date	PhD in Agricultural Economics with the topic <i>“The water-economy nexus of beef produced form different breeds of cattle,”</i> University of the Free State.

## Short courses completed

2001	Winter grain grading course (KOLK)
2007	Small stock artificial insemination course (UFS)
2009	NQF AgriSETA assessors course (iTO Focus)
2015	Trustee training for the trustees of the provident fund (UFS)



*“The value of a college education is not the learning of many facts but the training of the mind to think”*

*- Albert Einstein -*

## Permanent employment history

Period	Position	Employer
01/01/2008 – 31/12/2009	Assistant Researcher	University of the Free State
01/01/2010 – 31/12/2014	Junior Lecturer	University of the Free State
01/01/2015 – Date	Lecturer	University of the Free State

Courses taught at UFS:

- Advanced Agricultural Marketing
- Introduction to Agricultural Economics
- Seminar in Agricultural Economics
- Agricultural Marketing at the Centre for Sustainable Agriculture

## Membership at professional associations

2007 – Date	Golden Key International Honour Society
2008 – Date	Agricultural Economics Association of South Africa (AEASA)
2011 – Date	International Farm Management Association (IFMA)



*“I learned about the strength you can get from a close family life. I learned to keep going, even in bad times. I learned not to despair, even when my world was falling apart. I learned that there are no free lunches. And I learned the value of hard work.”*

*- Lee Iacocca -*

## Contracted and part-time appointments

<b>Period</b>	<b>Position</b>	<b>Employer</b>
2001 – 2004 (Holidays)	Grain grader	OVK Havenga Silo
2005 – 2007 (Holidays)	Farm manager and diamond sorter	Mr FGJ Wiid (Farmer in the Hopetown district)
2007 (Holiday)	Assistant Technical Manager	Molatek Feeds
2009	Compile agricultural NQF courses	iTO Focus (AgriSETA)
2009 – Date	Agricultural Writer	Various Stud Breeders' Journals and Agricultural Magazines
2009 – Date	Presenter / Speaker	Various Farmers Associations and Annual Meetings
2010 – 2014	Project Facilitator	Nictus Pty., trading as Corporate Guarantee
2011	Contracted expert for the Maize-Meat Hub Project	AsgiSA EC
2011 – Date	Science Editor: Economic Affairs	Plaas Publishing
2012 – 2013	Contracted expert for the review of the Nguni Project	IDC
2013	Contracted expert to do a Economic Impact Assessment	Sernick
2015	Contracted expert to do a Poultry Feasibility Study	DAFF
2015	Contracted expert to do a Economic Impact Assessment	Zinabos Trust
2016	Expert witness	DRDLR vs Paul Steyn Boerdery
2016	Contracted expert to do a Business Plan	Namibian Feedlots
2016	Contracted expert to do a End Land Use Plan	Kroonstad Mine
2016	Contracted expert for a drought impact study	National RPO
2017	Contracted expert to do a Economic Impact Assessment	Proposed Gariiep-Bloemfontein pipeline

## Leadership roles

<b>Period</b>	<b>Position</b>	<b>Committee / Council</b>
2004	Prefect	High School Hopetown
2007 – 2008	Treasurer	Agricultural Student Association
2008	Treasurer	LEK-Forum, UFS
2009	Chairperson	LEK-Forum, UFS
2010	Advisor	LEK-Forum, UFS
2010 – 2012	Representative	Faculty of Natural and Agricultural Sciences' Marketing Committee, UFS
2011 – 2014	Chairperson	Trustees of Lantana Townhouses
2011 – 2015	Representative	Free State RPO Management
2013 – 2014	Representative	Faculty of Natural and Agricultural Sciences' Timetable Committee, UFS
2013 – Date	Council Member	International Farm Management Association
2014 – 2015	Trustee	Trustees of Lantana Townhouses
2014 – 2016	Treasurer	Free State Hunters and Nature Conservation
2014 – Date	Trustee	Provident Fund of the UFS
2014 – Date	Representative	Investment Committee of the Provident Fund
2015 – Date	Board Member	Bloem Show Board

## Awards and bursaries

2007	Golden Key International Honour Society Award
2008	AEASA Award and cash prize for Best Student Essay at the 46 <sup>th</sup> AEASA Conference
2008	ABSA Award for Third Best Presentation at the Agricultural Economics Student Conference
2009	University of the Free State Merit Bursary for Academic Performance
2009	Department of Agricultural Economics Trophy for Best Service to the Department
2010	Nictus Pty., trading as Corporate Guarantee, Bursary for full-time Master's study in Agricultural Economics at the University of the Free State
2013	Theo Potgieter Trophy for Community Service and Outreach awarded by the Department of Agricultural Economics, UFS
2014	AEASA Award and cash prize for the second best Masters Thesis in Agricultural Economics
2014	Award for the second best Masters Thesis in the Department of Agricultural Economics (UFS).
2016	AEASA Award and cash prize for the Best Paper published in the AGREKON Journal
2016	Theo Potgieter Trophy for Community Service and Outreach awarded by the Department of Agricultural Economics, UFS.

## International exposure

- 2007 Agricultural Tour of Swaziland and Mozambique arranged by the Agricultural Student Association of the University of the Free State (22/09/2007 – 28/09/2007)
- 2008 46<sup>th</sup> Annual AEASA Conference, Windhoek, Namibia (23/09/2008 – 28/09/2008)
- 2011 18<sup>th</sup> IFMA Conference, Methven, New Zealand (20/03/2011 – 25/03/2011)
- 2011 Sightseeing tour to Sydney, Australia (26/03/2011 – 30/03/2011)
- 2013 Research visit to the University of Minnesota, St Paul, Minnesota, USA, (24/01/2013 – 08/02/2013)
- 2013 19<sup>th</sup> IFMA Conference, Warsaw University of Life Sciences, Warsaw, Poland, (21/07/2013 – 26/07/2013)
- 2013 Sightseeing tour to Berlin (Germany), Amsterdam (Netherlands), Zurich and Brunnen (Switzerland), (27/07/2013 – 3/08/2013)
- 2015 agri benchmark Beef and Sheep Conference 2015, Valledupar, Colombia, (11/06/2015 – 18/06/2015)
- 2015 Sightseeing tour to Rio de Janeiro, Brazil (18/06/2015 – 22/06/2015)
- 2015 20<sup>th</sup> IFMA Conference, Quebec, Canada (12/07/2015 – 17/07/2015)
- 2015 29<sup>th</sup> ICAE Conference, Milan, Italy (8/08/2015 – 14/08/2015)
- 2015 5<sup>th</sup> World Sustainability Forum, Basel, Switzerland (7/09/2015 – 9/09/2015)
- 2016 agri benchmark Beef and Sheep Conference 2016, Cordoba, Spain (08/06/2016 – 17/06/2016)
- 2017 21<sup>st</sup> IFMA Conference, Edinburgh, Scotland (12/07/2015 – 17/07/2015)



*“The world is a book and those who do not travel read only one page.”*

*- St. Augustine -*

## Scientific publications

1. MARÉ, F.A. & WILLEMSE, B.J. (2011). Strategic marketing plan to promote the Nguni as an indigenous beef breed in South Africa. *18<sup>th</sup> IFMA Congress Proceedings, Peer reviewed papers*. Pages: 488 – 495.
2. MARÉ, F.A., NELL, W.T. & WILLEMSE, B.J. (2011). Should maize farmers consider a long-term feedlot in response to low maize prices: The case of the South African market. *18<sup>th</sup> IFMA Congress Proceedings, Peer reviewed papers*. Pages: 287 – 296.
3. MORRIS, L. & MARÉ, F.A. (2013). Developing a collaborative marketing strategy for sheep farmers in Namibia. *Agrekon: Agricultural Economics Research, Policy and Practice in Southern Africa*. Vol 52: Sup1, 118 – 132.
4. MARÉ, F.A., TALJAARD, P.R. & JORDAAN, H. (2013). Consumer preferences for beef, with specific reference to fat colour: The case of Cape Town, South Africa. *International Journal of Agricultural Management*. Vol 2:3, 141 – 148.
5. MARÉ, F.A. & OGUNDEJI, A.A. (2013). Price transmission in the beef value chain – The case of Bloemfontein, South Africa. *19<sup>th</sup> IFMA Congress Proceedings, Volume 1: Peer reviewed papers*. Pages: 255 – 262.
6. VAN ZYL, J.H., STRYDOM, D.B. & MARÉ, F.A. (2013). Requirements for feedlot site selection. *19<sup>th</sup> IFMA Congress Proceedings, Volume 2: Peer reviewed papers*. Pages: 221 – 230.
7. LOMBARD, W.A. & MARÉ, F.A. (2015). The effect of genetic selection on feedlot profitability: A case study of Sernick feedlot. *20<sup>th</sup> IFMA Congress Peer Reviewed Proceedings Volume 1: 242 – 249*.
8. MARÉ, F.A. & GROVÉ, B. (2015). Evaluating alternative risk transfer against short-term crop insurance as a hail risk management strategy. *20<sup>th</sup> IFMA Congress Peer Reviewed Proceedings Volume 1: 259 – 267*.
9. MARÉ, H.P. & MARÉ, F.A. (2015). A decision support model for the adoption of precision agriculture practices. *20<sup>th</sup> IFMA Congress Peer Reviewed Proceedings Volume 1: 268 – 280*.
10. OOSTHUIZEN, P.L. & MARÉ, F.A. (2015). A decision support model to assist cattle feedlots in determining the profit maximizing feeding period for different breed types. *20<sup>th</sup> IFMA Congress Peer Reviewed Proceedings*

11. MARÉ, F.A., GROVÉ, B. & WILLEMSE, B.J. (2015). Estimating the maximum value of crop hail insurance under stochastic yield and price risk. *Agrekon: Agricultural Economics Research, Policy and Practice in Southern Africa*. 54(4). Pp. 28 – 44.
12. MARÉ, F.A. & MARÉ, H.P. (2017). Applying a Decision Support Model to Investigate the Influence of Precision Agriculture Practices on Sustainable Crop Production. In *Toward a Sustainable Agriculture: Farming Practices and Water Use*; Frontiers in Sustainability Series 1; MDPI: Basel, Switzerland, 2017, Vol. 1 pp. 90 – 100.
13. MARÉ, F.A., GROVÉ, B. & WILLEMSE, B.J. (2017). Evaluating the long-term effectiveness of crop insurance products to provide cost effective and constant cover for maize producers under stochastic yields and prices. *Agrekon: Agricultural Economics Research, Policy and Practice in Southern Africa*. (In press).
14. OOSTHUIZEN, P.L. & MARÉ, F.A. (2017). Increase feedlot profitability by differentiating between beef breeds. *21<sup>st</sup> IFMA Congress Peer Reviewed Proceedings*. (In press).
15. LOMBARD, W.A., VAN NIEKERK, H.N. & MARÉ, F.A. (2017). Assessing the economic impact of livestock theft in the Eastern Cape province of South Africa. *21<sup>st</sup> IFMA Congress Peer Reviewed Proceedings*. (In press).

## Scientific papers presented at international conferences

1. Maré, F.A. & Willemse, B.J. (2011). Strategic marketing plan to promote the Nguni as an indigenous beef breed in South Africa. Contributed paper. 18<sup>th</sup> IFMA Conference, March 2011, Methven Resort, Methven, New Zealand.
2. Maré, F.A., Nell, W.T. & Willemse, B.J. (2011). Should maize farmers consider a long term feedlot in response to low maize prices: The case of the South African market. Contributed paper. 18<sup>th</sup> IFMA Conference, March 2011, Methven Resort, Methven, New Zealand.
3. Maré, F.A. & Ogundeji, A.A. (2013). Price transmission in the beef value chain – The case of Bloemfontein, South Africa. Contributed paper. 19<sup>th</sup> IFMA Conference, July 2013, Warsaw University of Life Sciences, Warsaw, Poland.



4. Van Zyl, J.H., Strydom, D.B. & Maré, F.A. (2013). Requirements for feedlot site selection. Contributed paper. 19<sup>th</sup> IFMA Conference, July 2013, Warsaw University of Life Sciences, Warsaw, Poland.
5. Maré, F.A. (2015). Cost and benefits of animal identification and performance recording. Invited keynote speaker at the African Symposium on “Animal identification and recording (AIR) systems for traceability and livestock development in sub-Saharan Africa” 14-16 April 2015, CSIR, Pretoria (South Africa).
6. Lombard, W.A. & Maré, F.A. (2015). The effect of genetic selection on feedlot profitability: a case study of sernick feedlot. 20<sup>th</sup> IFMA Congress, July 2015, Lavál University, Quebec, Canada.
7. Maré, F.A. & Grové, B. (2015). Evaluating alternative risk transfer against short term crop insurance as a hail risk management strategy. 20<sup>th</sup> IFMA Congress, July 2015, Lavál University, Quebec, Canada.
8. Maré, H.P. & Maré, F.A. (2015). A decision support model for the adoption of precision agriculture practices. 20<sup>th</sup> IFMA Congress, July 2015, Lavál University, Quebec, Canada.
9. Oosthuizen, P.L. & Maré, F.A. (2015). A decision support model to assist cattle feedlots in determining the profit maximizing feeding period for different breed types. 20<sup>th</sup> IFMA Congress, July 2015, Lavál University, Quebec, Canada.
10. Maré, F.A., Grové, B. & Willemse, B.J. (2015). Evaluating alternative risk transfer as a crop insurance policy under stochastic yields and prices. 29<sup>th</sup> ICAE Conference, Milan, Italy. (8/08/2015 – 14/08/2015).
11. Maré, H.P. & Maré, F.A. (2015). Applying a decision support model to investigate the influence of precision agriculture practices on sustainable crop production. 5<sup>th</sup> World Sustainability Forum, Basel, Switzerland. (7/09/2015 – 9/09/2015).
12. Oosthuizen, P.L. & Maré, F.A. (2017). Increase feedlot profitability by differentiating between beef breeds. 21<sup>st</sup> IFMA Congress, July 2017, John McIntyre Conference Centre, Edinburgh, Scotland.
13. Lombard, W.A., Van Niekerk, H.N. & Maré, F.A. (2017). Assessing the economic impact of livestock theft in the Eastern Cape province of South Africa. 21<sup>st</sup> IFMA Congress, July 2017, John McIntyre Conference Centre, Edinburgh, Scotland.

## Scientific papers presented at national conferences

1. MARÉ, F.A., TALJAARD, P.R. & JORDAAN, H. (2009). Consumer preferences for beef, with specific reference to fat colour: The case of Cape Town, South Africa. *Contributed paper*. 47<sup>th</sup> Annual AEASA Conference, September 2009, Elangeni Hotel, Durban, South Africa.
2. MARÉ, F.A., NELL, W.T. & WILLEMSE, B.J. (2010). Maize prices in South Africa: Can the producer increase his revenue by marketing grain through cattle? *Contributed paper*. 48<sup>th</sup> Annual AEASA Conference, September 2010, Grand Westin Arabella Quays Hotel, Cape Town, South Africa.
3. HENNING, J.I.F., MARÉ, F.A. & WILLEMSE, B.J. (2010). Profitability analysis of different reproduction methods with Dohne Merinos. *Contributed poster*. 48<sup>th</sup> Annual AEASA Conference, September 2010, Grand Westin Arabella Quays Hotel, Cape Town, South Africa.
4. MORRIS, L. & MARÉ, F.A. (2012). Developing a collaborative marketing strategy for sheep farmers in Namibia. *Contributed poster*. 50<sup>th</sup> Annual AEASA Conference, September 2012, University of the Free State, Bloemfontein, South Africa.
5. LOMBARD, H.L., MARÉ, F.A., & OGUNDEJI, A.A. (2016). Price transmission in the beef value chain – The case of Bloemfontein, South Africa. *Contributed paper*. 54<sup>th</sup> Annual AEASA Conference, October 2016, Pretoria.



*“Every time I traveled to a new city, I would learn about local heroes I did not know about, and I would learn about their very impressive contribution to their cities.”*

*- Jimenez Lai -*

# Popular media outputs

Since 2009 I published a wide range of popular media outputs that include articles in printed media (Veeplaas, Stockfarm, Farmbiz, Landbou Weekblad, Volksblad etc.), radio (OFM, RSG etc.), electronic media (website based market reports) as well as television (Grootplaas).

Currently I am producing the following approximate numbers of popular media outputs:

- Printed media: 40 articles per year
- Radio: 60 interviews per year
- Television: 100 market reports and 2 interviews per year

The extent of the range of popular media outputs makes it too bulky to include everything in the *CV*, but a summary of ten articles of the past few months represent the scope of the articles:

1. Maré, F.A. (2017). The ups and downs of our current economic situation. *Farmbiz* 3(7), pp. 16 – 17.
2. Maré, F.A. (2017). Producing sustainably: duty, burden or pleasure? *Farmbiz* 3(6), pp. 12 – 13.
3. Maré, F.A. (2017). Land reform policies – the path to success. *Farmbiz* 3(5), pp. 16 – 17.
4. Maré, F.A. (2017). The cost of labour: where are we heading? *Farmbiz* 3(4), pp. 20 – 21.
5. Maré, F.A. (2017). The local animal feed industry: growing figures. *Farmbiz* 3(3), pp. 29 – 31.
6. Maré, F.A. (2017). Biosekuriteit: wie se verantwoordelikheid is dit? *Veeplaas* 8(7), pp. 83.
7. Maré, F.A. (2017). Vergelykings kan gevaarlik wees. *Veeplaas* 8(6), pp. 81.
8. Maré, F.A. (2017). Hoe skakel navorsing by die landbouwaardeketting in? *Veeplaas* 8(5), pp. 91.
9. Maré, F.A. (2017). Ongemerkte vee kan jou duur kos. *Veeplaas* 8(4), pp. 87.
10. Maré, F.A. (2017). Wat jy saai, sal jy maai. *Veeplaas* 8(3), pp. 91.

## Popular presentations

Since 2009 I had presented some of my work and research at numerous congresses, conferences, annual meetings, farmer's days and agricultural society and union meetings. The array of work presented is very broad and therefore I will only list a summary of the clients to whom I have presented my work. These clients include, but are not limited to:

- SA Stud Book
- Hay Farmers Union
- Rayton Estates
- RPO Free State
- NWGA Free State
- RPO Northern Cape
- OVK
- De Aar Farmers' Association
- Britstown Farmers' Association
- Hopetown Agricultural Union
- Grootfontein Agricultural Development Institute (GADI)
- Phillipstown Farmers' Association
- Colesberg Farmers' Association
- Santam Agriculture
- Bloemfontein Part-time Farmers' Association
- Prof Johan Willemse's Agricultural Market Outlook Workshops
- National RPO
- National NWGA
- Eastern Cape RPO
- Aberdeen Farmers' Association
- Burgersdorp Farmers' Association
- Victoria West Agricultural Union
- KroonVee
- Desert Beef
- Veeplaas' Intensive Sheep Production School
- Mamre Dormers



*“Sharing knowledge is not about giving people something, or getting something from them. That is only valid for information sharing. Sharing knowledge occurs when people are genuinely interested in helping one another develop new capacities for action; it is about creating learning processes.”*

*- Peter Senge -*

*“Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. The only way to do great work is to love what you do. If you haven’t found it yet, keep looking. Don’t settle.”*



*- Steve Jobs -*

## Conclusion and references

I truly hope that you, as the reader of my *Curriculum Vitae*, found the necessary information you needed from this document. If you have any questions or require more information from me, please do not hesitate to contact me.

As referees of my character and abilities I would like to propose the following references to you:

### **Prof Johan Willemse**

(Private consultant, former professor at UFS)

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### **Mr Pieter Möller**

(Corporate Communication at NWU, radio presenter, and former COO of FS Agriculture)

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### **Dr Dirk Strydom**

(Manager for Economy and Marketing at GrainSA, former lecturer at UFS)

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