

Agricultural Equipment Critical to Emerging Farmer's Growth

Deputy Finance Minister Mcebisi Jonas recently stressed that growth in the agricultural sector must become more formidable and contribute to the country's gross domestic product.

With an 8.5% growth in agricultural production achieved in 2013 year-on-year, it appears the sector is on track to achieving this, but what of the entrepreneurial farmers or SME's and their growth?

Access to reliable, good quality and well-priced agricultural equipment is critical to grow emerging and small farming communities. Smaller farmers primarily look towards second-hand agricultural equipment versus more expensive new machinery, but in the past the platforms in which to source and purchase such reliable second-hand equipment has been limited.

Identifying this need, South Africa's leading online mining auctioneering company has moved into the agricultural sector in a strategy to respond to the fast growing demand for reliable second-hand farming equipment.

Clear Asset, currently representing most major mines and contractors in South Africa, quickly entrenched themselves in the mining sector taking to auction a wide selection of used mining and plant equipment. The company achieved a first for South Africa when they successfully sold a 3,300-ton dragline machine valued at over R1billion new. The company currently represents the likes of Anglo American, Sibanye Gold, Glencore, Exxaro, Rockwell, Diesel Power, Genet, Anglo Gold Ashanti and other mining giants.

The company will now be taking wide selections of agricultural machinery and equipment to market through their online auction platform, with the farming community eagerly welcoming this new means of access to stock.

During their first agricultural auction set to take place later this month, a wide variety of assets belonging to AFGRI will be offered to the market. "With a vast array of combiners, tractors and sprayers on offer, all bearing the prestigious John Deere brand name, this is a new platform for the farming sector and has already attracted national buyers as well as buyers from neighbouring African countries," says Clear Asset MD

Ariella Kuper.

Comments William Nichols, Operational Manager of AFGRI, ""Afgri Equipment identified a need to expand its markets and thus was exploring new and innovating options to achieve this. Clear Asset approached Afgri and with their first presentation provided the ideal solution that has not been used in the agricultural sector before."

Currently over 50% of South African mining assets taken to auction by Clear Asset make their way across borders, from SADC through to Peru and Saudi Arabia. The company foresees a similar case for much of the agricultural equipment they will be taking to auction. "Ease of purchase is crucial in business today, whether in the mining or agricultural sector. Coupled with a credible platform based on proprietary technology, purchasing decisions are made much easier for neighbouring countries."

Clear Asset's first agricultural online auction closes on 30 September 2014. Notable assets include: John Deere 5715/ 6215, Claas Lexion 7600 Combine Harvester, John Deere S660S STS/ S550/ 9760 STS COMBINE, 4730 Sprayer, 9530/ 6403 MFWD/ 6115D Tractor, 1770NT Planter. Complementing the agricultural stock, discerning bidders will find a CAT D6R Dozer as well as highly sought-after Tungsten drill bits from Anglo's Sishen mine, as well as Manganese liners.