



OPTIMISED VALUE CHAIN

by Pat Botha
Photos by Quintus Strauss

SABLE ANTELOPE (*HIPPOTRAGUS NIGER*)

Driving towards Matjiesfontein, just over the Matlabas River, the 30km dirt road leads you to an old steam locomotive, where you turn to enter the farm of Pieter Lamprecht, Wildlife Rancher of the Year 2014. The neatness of the surroundings is immediately apparent, and even before meeting Pieter, you know that you will meet a person who is in control and who farms with a purpose.

PIETER LAMPRECHT, A DYNAMIC FARMER, IMPRESSED THE WRSA JUDGES AND WAS ACKNOWLEDGED BY RECEIVING THE HIGHEST ACCOLADE IN THE WILDLIFE RANCHING INDUSTRY, WRSA WILDLIFE RANCHER OF THE YEAR 2014. AS A SHAREHOLDER IN CROWN GAME BREEDERS AND OWNER OF CRUISER SAFARIS, PIETER HAS ADDED EXCEPTIONAL VALUE TO HIS OWN BUSINESS AND THE INDUSTRY THROUGH THE DEVELOPMENT AND UTILISATION OF AN OPTIMAL VALUE CHAIN; AS WELL AS HIS INVOLVEMENT WITH THE COMMUNITY AND MENTORSHIPS.



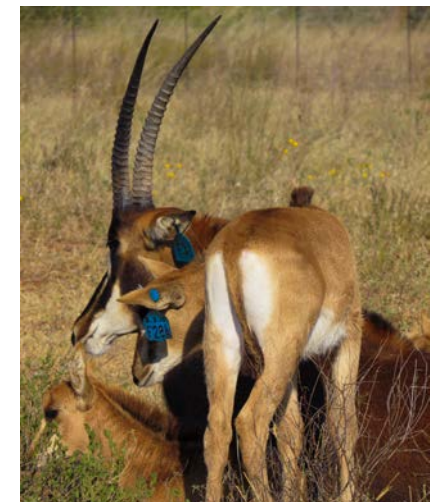
SCAN THE QR CODE OR VISIT
<https://www.youtube.com/watch?v=xQLjWIVLAVs>
TO VIEW A VIDEO OF CRUISER SAFARIS
HUNTING LODGE.



CRUISER SAFARIS HUNTING AREAS CONSIST OF TWO COMPLETELY DIFFERENT LANDSCAPES. THE BUSHVELD, CHARACTERISED BY OPEN GRASSLANDS WITH SCATTERED TREES AND BUSHES, AND AN AREA WHERE THE BUSHVELD RISES TO A SERIES OF HIGH PLATEAUS AND LOW MOUNTAIN RANGES, WITH BREATHTAKING VIEWS AND SCENERY. SCAN THE QR CODE OR VISIT <https://www.youtube.com/watch?v=gxeL8ke-EyI> TO VIEW A VIDEO OF PROFESSIONAL HUNTING EXPEDITIONS OFFERED BY CRUISER SAFARIS.



PIETER & LIZELLE LAMPRECHT AT THE 2015 WRSA CONFERENCE, MARCH 2015.



Wildlife Ranching magazine went to visit Pieter and his wife, Lizelle, wanting to meet the man and the family behind the renowned award received by Pieter at the annual gala dinner of WRSA, held at Sun City in March this year. Pieter grew up on his farm, which was purchased by his grandfather, a cattle farmer, in 1926.

A farmer's son, Pieter has farmer's blood running through his veins and becoming a farmer was more destiny than anything else. After he matriculated in 1991, Pieter was introduced to the world of international hunting requests through an agent, and obtained his qualification.

AS A SHAREHOLDER IN CROWN GAME BREEDERS WITH BEN BOTHA, PIETER AND BEN ARE COMMITTED TO EXCEPTIONAL GENETICS. CROWN GAME BREEDERS IS A PROUD MEMBER OF BLOODLINE AFRICA.





AFRICAN BUFFALO (SYNCERUS CAFFER)



He began his money-earning career as professional hunter on concessions.

In 2007, Pieter's father retired and sold all his cattle. At that time, some free-roaming wildlife was on the farm, such as hartebeest, wildebeest and gemsbok. Pieter could utilise the land and decided to supply his own animals for hunting, especially buffalo. Today, hunting still forms an important part of his business. He started fencing the farm and, eight years



WILDEBEE, ALSO CALLED GNU, IS A GENUS OF ANTELOPE, CONNOCHAETES.

ago, his intensive wildlife farming operation began with sable, golden wildebeest and black impala.

When the neighbouring farm came up for sale, Pieter bought it and now the Matlabas River runs through his property. "It was a great day when we could open the gates between the two farms," said Pieter. De-bushing the area is the order of the day, and Pieter shows where he plans to create the perfect biome for his nyala and bushbuck.

His laboratory on the farm is equipped to test and analyse dung for worm-counts. Because of the distance from town and the time it takes to get results, Pieter decided to make a plan. He had some of his staff trained, and can now do these tests on a daily basis, which makes reaction and remedy quicker.

The feed on the farm is mixed specifically and stored, which eliminates the crisis of stock shortages by suppliers. It is clear



NYALA (NYALA ANGASII OR TRAGELAPHUS ANGASII).



JOHAN VAN STADEN.





IT WAS LIZELLE’S DREAM TO BECOME A PILOT AND TODAY SHE IS QUALIFIED AND ACTIVELY INVOLVED IN GAME MANAGEMENT AND CAPTURING.



PIETER AND LIZELLE WITH THEIR CHILDREN, ELIZCA, CLARISSA AND CHRISTIAAN.



THREE GENERATIONS OF ETHICAL HUNTERS: CHRISTIAAN LAMPRECHT (GRANDSON), PIETER LAMPRECHT (SON) AND JAN LAMPRECHT (DAD).

that Pieter has a very hands-on approach, which is one of the reasons for his success.

The Lamprechts are a cosy, loving family and both Pieter and Lizelle’s parents live on the farm. “My dad is retired, but I love taking him with me when I drive on the farm and share my plans with him. Lizelle’s mom helps us with the bookings for the hunting. Lizelle is the pilot, and all we need now is a vet in the family!” adds Pieter, laughing.

On the question of how he felt when he heard his name being

called out as the Wildlife Rancher of the Year 2014, Pieter just says,

“The award is both my wife’s and mine – we farm together. We have been so blessed over the years, I cannot say thank you enough to justify the blessings we’ve received.”

The conversation moved towards the success of the wildlife industry. Pieter’s answer was clear and simple: “Through scientific breeding and because we know what the social structure of the species are, we are more successful. Through our success

we enable others, because we have the means to do so.”

Pieter’s farm manager, Johan van Staden, is a good example. Johan was a professional hunter when he started working for Pieter. Over the past two years, Johan has become more involved with the breeding operations because Pieter spotted the natural ability Johan has with animals. Johan does the analysing in the laboratory, and is Pieter’s right-hand man with the breeding.

Pieter is well known for identifying great potential – also



Providers of quality bloodlines



Breeding Bull
Phariri

in terms of his team. One of the success stories involves Hans Moatshe, who joined Pieter as a driver and after several training courses is one of the professional hunters at Cruiser Safaris.

Pieter Lamprecht is a down-to-earth wildlife rancher and believes that some scarce and exotic species would have vanished by now were it not for the private wildlife rancher's breeding capabilities. "We are going to become the food basket for the nation one day," he says.

Pieter's target is to combine the best male animal with the best female animal to breed a benchmark specimen, but his life purpose and dream is to be happy on his farm surrounded by all his loved ones. What a pleasure it was to meet such a humble yet successful rancher; one is inspired by his enthusiasm and excitement when he talks about his most loved animal species, the sable!

For more information

visit: <http://www.cruisersafaris.com> and <http://www.crowngamebreeders.co.za>

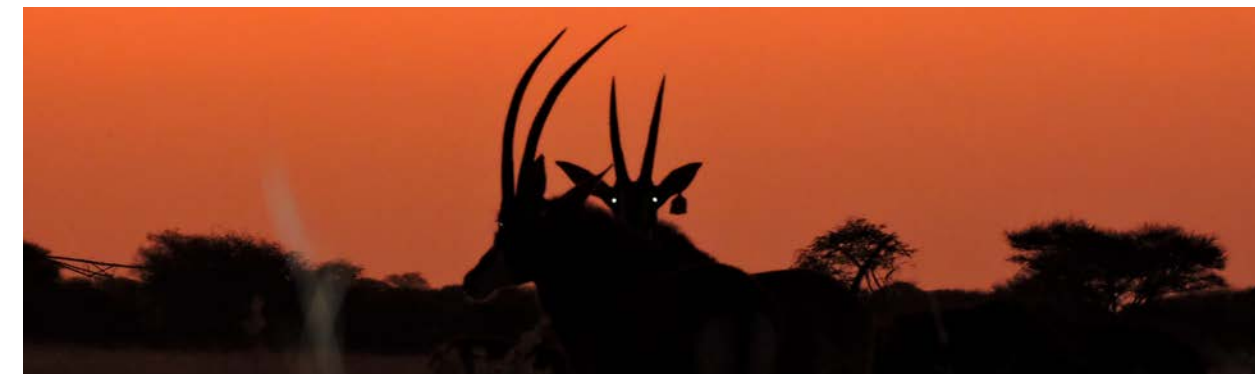
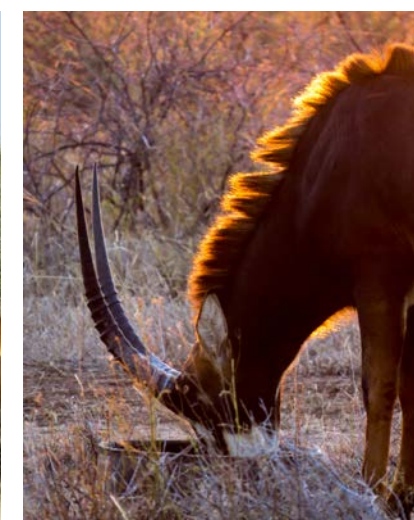
Read more about Pieter's quest for breeding exceptional sable specimen and the legendary Woempa in the next article, 'Bekroonde genetika gesog', on page xx



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