



Zimplot Limited

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Introduction

Zimplot was originally established in 1939. Manufacturing animal draught implements and through various mergers over a period of time Zimplot has developed into the largest manufacturer of animal drawn implements in Africa. Statistics and information about about Zimplot show that:

1. The Company employs over 400 people.
2. At any one time an 800-ton material stock holding is carried to fortify the supply of implements and components to the dominant eastern Centro and Southern market.
3. After-sales service backup is identified and corrective action taken based on information and feedback to Zimplot by participants and users at field-day demonstrations.
4. As a result of field days, demonstrations held in South Africa and Zimbabwe in 1995 it became apparent that a range of lighter implements was necessary to address gender issues and the use of smaller and weaker animals. Based on this need the donkey ploughs, cultivators and harrows were designed and manufactured to approved and tested designs from various institutions.

Exposure of the agricultural extension service to small-scale farmers

Zimplot has used several institutional and other support resources such as participation and contribution to material with AGRITEX: Institute of Agricultural Engineering and Natural Resources Board.

Through these extension services and at field day demonstrations, environmental issues are tabled and discussed, such as conservation tillage.

Natural Resources Board has conducted competitions, sponsored by Zimplot, where again environmental concerns and awareness are raised. This way Zimplot is able to channel gains back into rural development

Distribution and availability of implements and spare-parts in urban and rural areas

South Africa is one of Zimplot's largest trading partners. The Mealie Brand marketed by South Africa Maxim Trading, led by the key agent M. McMaster is available both as wholesale to private companies distributors and as retail.

There are 40 distributors throughout South Africa's Eastern Cape, Kwa-Zulu Natal, Lesotho and Swaziland.

There are also two commercial co-operative distributors, with a retail outlet base of 24 branches in the North –West and Northern Province.

Retailer networks are situated throughout the provinces.

Advertising and information exchange is conducted through radio and direct mailing to over 2000 retailers.