

The “Local” (Meat?) Hunter?! Backbone or Bain.... ...of the Wildlife Rancher...?



By Stephen Palos



Die Konfederasie van Jagtersverenigings
van Suid-Afrika

CHASA

The Confederation of Hunting Associations
of South Africa

Problem Statement:

The typical types of problems faced

- Relative income per animal at a low base – Related to meat price
- Modest Day Fees
- Large, sometimes “unruly” groups
- Inexperienced or unskilled hunters
- Meat price for trophy animals
- Weekend Work

HIGH MAINTENANCE CUSTOMERS!



But on the Plus Side:

This sector brings to the Ranch Gate

- Approximately 70% of the Industry Income
- A Stable, Keen & Growing Customer Base
- Red Tape Free
- Easy and Cheap to Market to
- Mostly self-catered

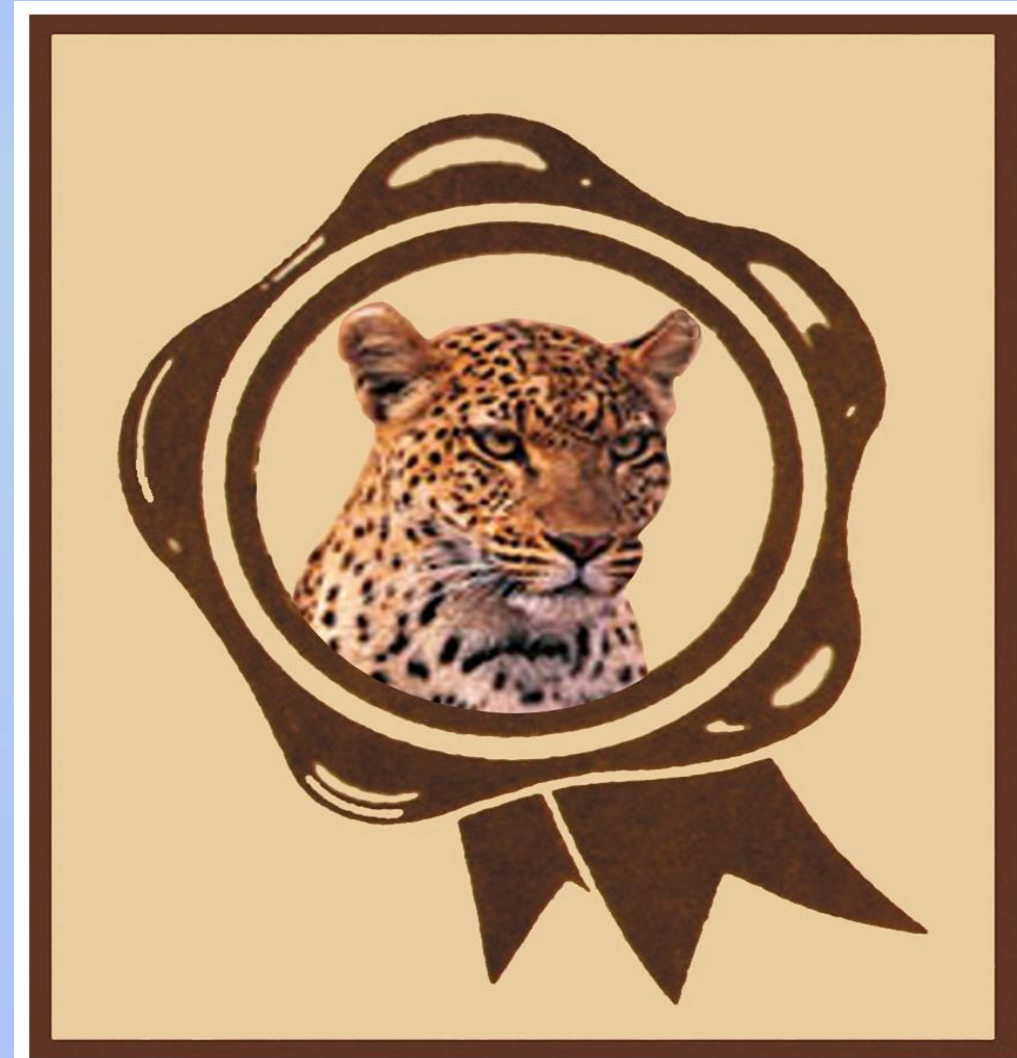
Money for Jam!



Problem! What Problem?

How to make the most of this market

- Mitigate the Issues by...
- Up-selling
- Package Deals
- Midweek Specials
- Select Clients
- Save Costs
- Price towards Achieving Management Objectives





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Good Bye