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# THE FRIENDLY COW COMPANY PROFILE



*info@friendlycow.co.za*   *www.thefriendlycow.co.za*  
9 Vereeniging Road, Alrode, Alberton, Johannesburg  
Phone: 010 786 0312 | 071 861 9125 | 083 822 7117

## LET US TELL YOU WHO WE ARE & WHAT WE DO

The Friendly Cow is an agricultural commodity trading company based in Gauteng, South Africa with a manufacturing facility in Alberton. We primarily trade in grains, oil seeds and animal stock feed and manage the supply chain activities to customers in South Africa.

We have successfully integrated alternative feedstock, obtained from companies that manufacture food for human consumption, into the agri-processing industry.

Through this process we have reduced GHG emissions and provided our clients with a zero waste to landfill solution. We are also supplementing the need for additional raw materials.

The Friendly Cow secures quality products and offers customised end to end solutions to the agri-processing industry including origination, processing, distribution, supply chain management and risk management.

The Friendly Cow has long-standing relationships with a close network of supply partners, commodity brokers, strategic advisors, service providers and producers from across South Africa to support our nationwide sourcing and distribution capability.



Originally a family run dairy farm, the owners realised that their biggest expense was feed. In the early 2000's, the founding members had a vision to transform the agricultural feed industry and find solutions to beneficiate organic waste without compromising on quality and nutritional value.

Critically, the feed needed to provide the correct nutritional value and had to be formulated according to a science-based diet. Through R&D The Friendly Cow identified post-industrial organic food waste, not fit for human consumption, as a suitable alternative to traditional feed.

The Friendly Cow soon realised that they had more feedstock than their own cows could consume, and this resulted in the start of a remarkable journey to revolutionise the agricultural feed industry, and provide much needed solutions to solve the mounting organic waste problem facing food manufacturing organisations and the high cost of feed for commercial and small-scale farmers.

The spirit of innovation, born from necessity, remains at the heart of the way we do business.

# VISION & MISSION

- Our Vision is to be a sustainable commodity trading business by ensuring we stay a respected participant in the national trading commodity arena.
- To lead in the organic waste industry by delivering exceptional quality, unmatched innovation, and unparalleled value to our clients. This, while fostering a culture of growth, integrity, and sustainability.
- Our Mission is to provide a national commodity trading service in agricultural products through end-to-end solutions by being an informed and trusted business partner.
- To provide world-class solutions that empower businesses to thrive, adapt and succeed in an ever-evolving marketplace. We aim to costantly exceed our customers' expectations by delivering tailored, efficient and sustainable products and services.

## THIS IS WHO WE ARE OUR VALUES

Our core values are centred around providing our stakeholders with sustainable solutions that are tailor-made to suit their individual needs.



### INTEGRITY

As a business, our number one core value is integrity. Honest, ethical and accurate are the terms we use to define how we do business. If we make mistakes, we fix them.



### CUSTOMER CENTRIC

Our customers are at the heart of everything we do. We prioritize their needs and strive to exceed their expectations. Our clients are our partners and we value their business and will always ensure a phenomenal customer experience.



### INNOVATION

At The Friendly Cow we are always applying creative thinking to find new ways to do things. We are optimistic and believe that problem solving and meaningful innovation will future-proof our business.



THE FRIENDLY COW

# FULL SUPPLY CHAIN SERVICES WE OFFER

We provide a national commodity trading service in agricultural products through end-to-end solutions by being an informed and trusted business partner to various organizations.



The Friendly Cow specialises in two diverse types of commodities namely:

- Traditional Grains
- Alternative feedstuffs

There is a need for both types in the agro-processing industry. Please feel free to contact us for more information regarding the benefits and challenges of the various products.



## IMPLEMENTS

The Friendly Cow are proud official agents for Drotsky Implements.

We have more than 20 years' experience and the expertise to assist farmers on deciding which machinery will add the most benefits to their farms. We will gladly assist you with more information regarding agro processing.

We supply a variety of machinery ranging from milling, pelletising, and mixing.



The Friendly Cow stocks a wide variety of agricultural parts and products for your feed, mixer, hammermill, pelletiser and more.

Our comprehensive range of products meets all your agro processing needs from a variety of world-class brands.

Browse through our wide selection of aftermarket parts and find the right part for the right price.



For more information about the Drotsky product range, please visit: [drotsky.co.za](http://drotsky.co.za)

Our purpose is to manufacture quality, reliable and cost effective Feed Mixers

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# MILLING | PELLETISING | MIXING

## DROTSKY

Drotsky has been manufacturing hammer mills and feed mixers since 1962. Over a period of more than 60 years we have built a solid reputation based on professionalism, sound business principles and unsurpassed experience and expertise. The implements are ideally suited for commercial scale and emerging farmers who are mechanising their agricultural processes.

Being instrumental in the development of Drotsky, the owners of The Friendly Cow have a symbiotic partnership resulting in the manufacture of high quality local agricultural equipment at a fraction of the imported cost.

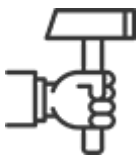
Necessitated by the need to provide farmers with mixing, blending, and crushing equipment to process the raw material being produced by TFC, Drotsky equipment allows farmers to have full control over the portions and ratios of their feed.

The efficacy and reliability of our machines has helped us to build up an esteemed client base from all over Africa. Our machines are being used by a variety of clients ranging from farmers to traditional healers. This acts as evidence of how we consider all the challenges and needs of our customers in designing our products to function and thrive.



## MANUFACTURING

We provide plant and machine design services. So, whether you need an idea realized, need some general engineering done or need to mechanize your operation. Drotsky can help.



## SERVICE & MACHINE REFURBISHMENT

We offer a refurbishment service on all our equipment, in-house testing stations and equipment and concise after sales service as well as training for all our products.



## SPARE PARTS

We stock spare parts for all products we offer. We distribute spare parts to co-operatives, through local agents and overseas through export agents.



## TRAINING & SUPPORT

All our staff members are highly skilled and capable, and we keep track of the latest technology and developments in our industry so we can pass this knowledge on to our clients.

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# OUR PROFESSIONAL BEST TEAM MEMBERS

Our employees are at the heart of our organisation.

They are committed to providing excellent, reliable service that allows us to deliver on our commitments to our clients.

We employ over 100 staff who make our business a success through their hardwork and dedication to the sustainability of our business.

Our original six employees who started this journey with us 15 years ago are still employed with the company.

Along the way these and other employees have been upskilled from security guards to drivers and various other functions.

Training and development is intrinsically important in our business, all staff are trained in their specific functions and areas of expertise:

- First aid
- Fire and emergency response
- Spill training
- Emergency Evacuation
- Forklift
- Heavy machinery training



## DROTSKY INTERNSHIP PROGRAM

In 2017, Drotsky Aktief forged partnerships with educational institutions such as EWC and Hamba Nathi Training Centre. By offering workplace facilities to these colleges in their community, Drotsky not only enhances the quality of education for young, previously unemployed learners but also empowers goal-driven students to acquire new skills and gain valuable experience that will benefit them throughout their careers.

By closely collaborating with these colleges, Drotsky witnesses firsthand the positive impact they have on the lives of these students and the community. Rather than simply donating money, Drotsky is investing in the future by providing knowledge, skills, and time to each student. This approach aligns with the wisdom of the Chinese proverb attributed to Lao Tzu, "Give a man a fish, and you feed him for a day. Teach him how to fish, and you feed him for a lifetime."

By imparting practical skills that are both rare and in high demand, Drotsky is not only enriching the lives of individuals but also improving the livelihoods of their dependents. Ultimately, this investment in skills development has a transformative effect on the community, keeping young people off the streets and contributing to its long-term prosperity.

# WASTE MANAGEMENT

## ZERO WASTE TO LANDFILL SOLUTIONS

Globally, 30% of all food produced is wasted, significant volumes never even make it to retail stores. At The Friendly Cow, we provide organisations with a zero waste to landfill solution for post-industrial dry goods.

This assists organisations to achieve zero waste to landfill targets and reduce carbon emissions through the beneficiation of organic waste into animal feed.

The waste management landscape in South Africa is heavily regulated. Compliance must be achieved at each phase of the value chain and The Friendly Cow prides itself in being compliant at each of these. Maintaining compliance and ensuring accurate reporting is integral to the way we do business and what sets us apart from our competitors.

Not all organic waste can be safely fed to animals and not all animals should be fed organic waste. The Friendly Cow has a strict selection process that ensures only fit for purpose products form part of our production process. All raw materials are sampled to determine their nutritional value before being incorporated into the mix.

The final products are registered with the Department of Agriculture as approved animal feed, with the corresponding "V" numbers.

As circularity becomes more of a priority in how we design food systems, it's important that we look at how best to deal with food waste. Food-waste-to-feed pathways can provide many environmental benefits, particularly to alleviate land-use change burdens and significant reduction in GHG emissions.

The future is bright for The Friendly Cow as the next few years will see the company embarking on a full circle holistic strategy to incorporate various additional organic waste beneficiation options including Composting and Black Soldier Fly solutions.



## LEGAL COMPLIANCE

# NATIONAL ENVIRONMENTAL MANAGEMENT: WASTE ACT

The compliant management of waste in South Africa is becoming increasingly complex. The promulgation of stringent, onerous legislation means that organizations need to ensure that all aspects of their value chains are up to speed with the legal compliance requirements.

No organization may undertake any waste management activity without such activity being authorized through licenses and permits.

This includes:

- Handling
- Storage
- Recycling
- Recovery
- Transport
- Treatment

The Friendly Cow is fully committed to legal compliance across the value chain. Each activity undertaken by the organization is compliant with the various Regulations and Norms and Standards stipulated in the Waste Act as well as additional legal requirements from the Department of Agriculture and Environmental Health.

Internal and External reporting is conducted at the legally required intervals and reporting is in line with the various permit requirements.



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*Copies of all documentation is available on request.*