

A close-up, high-contrast photograph of a red stag's head. The stag's eye is visible on the right side of the frame. A tag is attached to its antler, featuring the number '23010' and the word 'TEXAS'. A semi-transparent dark red rectangular box is overlaid across the center of the image, containing the text 'REDSTAG RANCH' in large white capital letters, 'COMPANY PROFILE' in smaller white capital letters, and 'TIME • FOCUS • CONSISTENCY' in even smaller white capital letters.

REDSTAG RANCH

COMPANY PROFILE

TIME • FOCUS • CONSISTENCY

WWW.REDSTAG.CO.ZA

CINDY@REDSTAG.CO.ZA



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REDSTAG RANCH?

COMPANY SUMMARY

Redstag Ranch is a family-owned business dedicated to breeding high-quality goats for both stud and commercial production. We focus on genetic improvement, precision management principles, and sustainable farming practices to produce top-tier breeding stock.

Our goal is to provide farmers with reliable, high-performing animals that exceed industry standards and drive profitability.





VISION, MISSION 02 & VALUES

AT REDSTAG RANCH, OUR WORK IS GUIDED BY THREE CORE PASSIONS
THAT SHAPE EVERYTHING WE DO."

IMPROVING AND
PROMOTING THE
KALAHARI RED BREED
– WE ARE COMMITTED
TO ADVANCING BREED
QUALITY WHILE
PRESERVING ITS
LEGACY.

HELPING FARMERS
SUCCEED – WE
PROVIDE FARMERS
WITH PRACTICAL
GUIDANCE,
RESOURCES, AND
SUPPORT TO GROW
THEIR BUSINESSES.

FAITHFUL
STEWARDSHIP OF
GOD'S CREATION –
GUIDED BY FAITH, WE
RESPONSIBLY CARE
FOR THE LAND AND
LIVESTOCK ENTRUSTED
TO US.

"THESE PRINCIPLES DRIVE US AS WE BUILD A SUSTAINABLE FUTURE FOR
GOAT FARMING, ONE FARMER AT A TIME."

PRODUCTS & SERVICES

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Breeding & Sales – As a leading breeder and supplier of Kalahari Red genetics, we provide high-quality goats known for their performance, adaptability, and profitability. Our breeding programme focuses on genetic excellence for meat production, herd improvement, and commercial farming success.

Business Consulting – We assist goat farmers in building profitable, sustainable businesses with strategic planning and customised solutions for growth and efficiency.

Training & Mentorship – We provide hands-on training, expert guidance, and ongoing support for farmers at every stage. Whether you're just starting or expanding your operation, we equip you with proven strategies and tailored resources for success.



TESTIMONIALS

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"I cannot recommend Redstag Ranch highly enough! Their commitment to excellence in goat genetics and customer service has transformed my breeding programme. From the moment I reached out, Le Roy maintained clear and consistent communication.

The goats I purchased are exceptional—robust, healthy, and their coats shine under the sun. They exhibit outstanding conformation, hardiness, and productivity, which have already improved my herd's quality. The clarity of their genetic records and transparency in every transaction gave me full confidence in my investment.

What truly sets Redstag Ranch apart is their unwavering support. They are always just a message away. Thank you, Le Roy—I'll be back for future additions to my herd!"

-Mogau Makhurupetse

For the past few months of doing research about goat farming and mentorship. I fortunately entered the redstag gate and straight into the warm hands of the entire team. The support and knowledge i get from redstag team gave me so much hope and confidence. I don't feel lost at all.

Confidently introduced their bloodlines into my herd and they are doing exceptionally well. The team is never too busy to help and give guidance whenever one needs help.

Thanks to Le Roy and Cindy for the leadership and ensuring success in this journey. Together we can feed the nation.

-Segoapa Puladishohla

PARTNERSHIPS & AFFILIATIONS

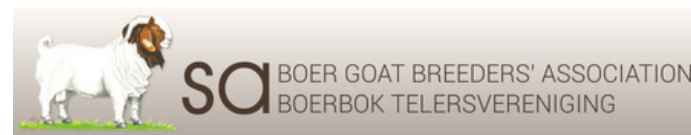
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SA Kalahari Red

SA KALAHARI RED CLUB

The National Kalahari Red
Club of South Africa.



SA BOER GOAT BREEDERS ASSOCIATION

The SA Boer Goat
Breeders' Association was
established on 4 July 1959,
the SA Savanna Goat
Breeders' Society was
established on 21
November 1993 and the
SA Kalahari Red received
breed status in 1998.



SA STUDBOOK

The mission of SA Stud
Book is to be a significant
role player in the genetic
improvement of animals in
South Africa, while its
vision is to develop
exceptional domestic
animals and establish them
as a sustainable resource
and treasure for all South
Africans.



BUSHVELD BOER GOAT CLUB

The Bosveldboerbokklub,
(BBK) is a goat club of which
the boundaries, as determined
by the South African boer
goat association, (SABGA)
are as follows: The northwest
province north of the N1
Highway and includes
Rustenburg and Brits. The
whole of the Limpopo
Province. The Mpumalanga
province, North of the N4
National road and the
Gauteng province North of
the N4 National road and
includes Pretoria.



SAAI

The Southern African Agri
Initiative (Saai) is an
agricultural interest
network for farmers by
farmers, which is
committed to protecting
and promoting the rights,
values, ideals and needs of
family farmers in the
primary produce sector.



REDSTAG
—RANCH—
TIME • FOCUS • CONSISTENCY

BEHIND THE HERD



LE ROY, LE ROUX & CINDY VAN DER MERWE

WHY CHOOSE REDSTAG RANCH?

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We firmly believe that our genetics, attention to detail, and commitment to sharing knowledge will add significant value to your business.

Our gates are always open, and we warmly invite prospective clients to experience Redstag Ranch firsthand. Visit us, discuss your breeding goals, and see our operation firsthand. Let's work together to turn your vision into reality.

Can't visit in person? No problem. Get in touch today—we're ready to assist with expert advice, top-quality breeding stock, and personalised service.





CONTACT DETAILS

 R510, Afguns, Lephalale, Limpopo, SA

 +27 822 10 3306

 @redstag

 cindy@redstag.co.za

 www.redstag.co.za

