







MOGANBROS

Name: Mologadi Madisha

Title: Operations Manager, MOGAN BL Farming

Business: MOGAN BL Farming (Poultry Production and Processing)

Location: Plot 33 of Constacia Road, Mookgophong, Limpopo

Company Overview:

MOGAN BL Farming, established in 2020, specializes in the production, processing, and marketing of broiler chickens. The farm spans 8.5 hectares and is located in the Waterberg District, Limpopo Province. It boasts a broiler production capacity of 17,000 birds per cycle and operates a low-put-through abattoir that processes 1,800 birds daily. MOGAN BL Farming currently supplies chicken products to retail and live markets, producing 6,500 birds per cycle.

Vision & Mission:

Mologadi's leadership in the poultry industry is driven by a vision of maintaining high-quality standards in the production and processing of broilers. The company adheres to strict food safety regulations to ensure that top-quality products reach consumers. The mission is to rear broilers in environmentally friendly conditions and process products with strict hygiene management.

Key Services:

Broiler Production: Rearing of day-old chicks in controlled, environmentally friendly conditions. Processing & Packaging: Value-added processing of broilers into various portions, packaged per market specifications.

Training & Workshops: Empowering SMMEs in poultry production through training on broiler production, hygiene management, and food safety. The farm also offers practical learning opportunities for TVET and agricultural students.

Clientele:

MOGAN BL Farming serves a variety of clients, including OK Mokone in Mookgophong, local mini markets, Chishanyama outlets, resellers, and live market hawkers in the Mookgophong and Polokwane areas.

Notable Achievements:

Facilitated poultry exposure tours for international delegations, including participants from Mauritius under the Southern Africa Confederation of Agricultural Union (SACAU).



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