



Mangau Animal Feeds

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Mangau Animal Feeds is an agroprocessing, agritech and e-commerce company which uses a circular business model to manufacture animal feeds, fertilisers and other agricultural products from organic agricultural waste. Through their innovative mobile app, clients can buy products and obtain veterinary services, as well as gain access to community networking and educational content specific for farming communities.

“I'd love to see disease outbreaks lowering. Reduce disease outbreaks. If our animals can be well fed, they will have a stronger immune system to fight off diseases naturally.”

Words by Chris de Beer-Procter; Photography by Lucas Ledwaba



ABOUT THE BUSINESS

Matome Matalane does not think that the health of one animal should come at the cost of countless others. As the founder of Mangau Animal Feeds, a circular business that produces agricultural products for plants and animals, he hopes to transform the agricultural sector and prove that humans, plants and animals can co-exist without destroying the environment. And that we can do so while improving the health of the animals and by extension, humans.

When you know more about Matome's background, it won't come as a surprise that his journey has led him here. He grew up herding cattle in rural Limpopo, in a family with a long legacy of farming. Even after completing his BSc in biochemistry and microbiology, he says that he couldn't deny that farming is in his blood.

"It all starts with food," he says, "I realized during my studies that 90% of the diseases we encounter come from what humans and animals consume." In this fact, he found one of his business's core values, to reduce disease, increase health and in the long term, alleviate food insecurity and poverty all while finding value in agricultural waste products. "The feed is made out of products

that are mostly accessible to livestock farmers like sunflowers, maize, grass, it depends on the kind of animal that I want to cater for," he explains.

But Matome's entrepreneurial journey has not been without significant bumps in the road. Not long after he had established a small production plant with equipment like a small hammer-mill to make his products, it was stolen.

"It was a nice setup, I loved it. It was flexible enough to change as my research developed and was even powered by solar," he says. At this early point in his business, he could not afford insurance. The loss was massive. Matome says that it was a moment of reckoning for him - despite the significant setback, he would not give up. "I had to sit down and face the reality of my life, that the entrepreneur's journey is the only one for me," he says.

But Matome did not want to lose momentum, and so he started developing a mobile app. "Everything is going towards the digital economy now," he says, adding that he wanted to keep living the ideals of the circular economy by reducing customer travel. "They can easily access it on the app and I deliver it to their doorstep. So I save them time and money,

"I'm not just about making profit. Yes, I have to make profit but I'm also sharing knowledge with communities, farmersto show them more environmentally friendly farming, like which trees and crops sequester the most carbon."

which they can invest in something else instead of traveling long distances for products," he says. The app has been an outlet for Matome's drive to innovate after the loss of his equipment. "I want to keep developing the mobile app so that it can be accessed and operated by those who don't have high tech skills and also the disabled. I don't want to leave anyone behind because knowledge should lie with everyone."

VISION FOR THE FUTURE

"I've noticed that there is over-farming of marine animals so I want to make products for them, so they can reproduce and grow faster. What is happening now is endangering marine species as well.

I have started with animal feeds, but I'm not only going to focus on that. For example, the leaves of plants are often thrown away when plants are harvested- I'm saying, instead of throwing those leaves away, let me do more research on the leaves and produce more products instead of sending it to landfills. That's the kind of value chain I want to have in the market, not just for animal feed."

Matome has come a long way from the young boy who loved to herd cattle so much that he would do it even when his family had none, to the entrepreneur aspiring to transform the agricultural industry and society. He hasn't lost his love of the farm and animals - he's harnessed it to make a difference and pursue his inevitable path as a circular entrepreneur.



ADVICE ON CIRCULARITY FOR ENTREPRENEURS

"Becoming an entrepreneur is not easy, don't try to copy what others are doing. Follow your beliefs."

Know yourself and pursue your entrepreneurial journey based on who you are. It starts with research. Ask yourself which products need more attention and what your target market needs. The circular economy is very important, there's always something to do.