

**NAME OF FIRM:** OABS Development Pty Ltd  
**NAME OF STAFF:** Johannes Snyman Pienaar (Pine)  
**PROFESSION:** Senior Researcher  
**DATE OF BIRTH:** 19 April 1945  
**NATIONALITY:** South African

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**QUALIFICATIONS**

1968 National Diploma Agriculture Field Services, Technicon Pretoria  
1976 Artificial Insemination Certificate (Cattle), Potchefstroom Agricultural College  
1985 B Comm, University of South Africa (UNISA)  
1994 MBL University of South Africa (UNISA)  
2008 National Diploma Real Estate (Valuations), University of South Africa (UNISA)  
2009 SACPVP Examination: Registered Professional Valuer: Registration Nr 6451

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**EXPERIENCE**

Years of experience: in consulting field:

Advisory/Consulting field: 35 years  
Agricultural management: 13 Years  
Agricultural Real Estate Valuation 24 years

During Pine's working career, he gained a thorough knowledge of agriculture in the whole of South Africa. He gained his experience by being an advisor and sales consultant and later by practicing what he preached.

Whilst serving as Agriculture Extension Officer he worked in the Free State, Cape and the old Transvaal provinces. During this time, he also worked in a Plant Diseases Laboratory and later developed and sold Fertilizer and Crop Protection Products while serving with Kynoch & Triomf.

The natural outflow from the knowledge gained was to become a practical farmer, which he did with great success for various companies. Farming enterprises include intensive crops such as fruit and vegetables, field crops and a variety of livestock enterprises. Amongst others, he managed an irrigation farm of 340 hectares with 350 labourers employed. He played a leading role in implementing sound and fair labour practices long before law enforced it. Farming experience includes vegetable, field crops and livestock.

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As manager of a farming concern he soon realised that the technical side of agriculture is not enough to make a success of farming and that his management and financial skills had to be developed. During his farming career, he completed his Bachelors Degree of Commerce (B.Com) and a Masters Degree in Business Leadership (MBL). These qualifications afforded him the opportunity to become the financial manager for another farming company.

Being a person who always looks for a challenge, he joined a Financial Institution when the farming concern was developed fully. Being in the advisory bureau, he became involved in the corporate business world and also lectured Honours students in business management. He shared his knowledge and experience with many farmers and colleagues throughout South Africa by developing and presenting courses and seminars.

As Provincial Manager AgriBusiness, for three provinces for a bank, he was co-responsible for an advances book in excess of R2 billion. Several of his initiatives played a major role in managing risks in the bank's agri-exposure (Agri Finance courses, Valuation methodology, Valuation Guidelines, Cash Flow Model, AgriFile & Ratio Norms).

During his eighteen years in the banking industry, he had the privilege to play a major role in the development of a number of people in the bank (black and white). He is still a mentor to several of them as well as for valuers (Black and White) who attended his valuation courses.

Pine left the banking industry in December 2005 to concentrate on his brainchild, valuation guidelines. In 2006, he enrolled at UNISA for a national diploma in real estate with specialization in valuations, which he completed in 2008 and wrote his Valuers Board examinations in 2009 to become a registered professional Valuer. Pine is currently a leader in the farm valuation industry. He is also still active in compiling business plans and feasibility/viability studies in agriculture. He trained personnel from the Department of Land Affairs and the Land Claims offices of seven provinces in understanding farm valuations and why farms differ in value. He is still supplying support to some of these personnel. Pine is also a mentor to several BEE farm valuers and a member of the South African Institute of Valuers (SAIV).