



CASE STUDY

Yarona Milling: Partnering with Roff for success

THE CLIENT: **Yarona Milling**, North-West Province, South Africa

THE CHALLENGE: **Poor extraction rates** caused by old and neglected milling equipment, **impacting mill efficiency** and **profit margins**. **Financial constraints**.

THE APPROACH: **Immediate mill maintenance**, including sharpening of rollers as a first step, followed by phased **upgrading of capacity**.

THE OUTCOME: **Growth** from producing 350kg/hr output to the current 20 tons of maize meal per hour in only five years.

INTRODUCTION

Brothers Zakariya, Yoonus and Mohammed Hanif Chiboo from Yarona Milling hail from a proud farming family spanning many generations.

After continuous droughts from 2011 to 2013 forced the brothers to give up their smallholder farming activities, and pursue maize milling as a business opportunity, their paths crossed with Roff Milling.

Impressed by Roff's 30-year milling expertise, after-sales support and range of best-in-class maize milling machines, the brothers chose Roff as their maize milling partner.

Today their maize milling business is booming and they have not one, but five Roff R-70 Turnkey Maize Mills in operation, with a combined 20-ton per hour capacity.



THE STORY OF YARONA MILLING

In the early 1900s, the Chiboo brothers' great grandfather left India for South Africa and laid down his roots on the farm Hartebeesfontein. Their father was one of the first Indian farmers in the former Transvaal province.

In 1979, Mr Chiboo Senior rented premises in Syferbult from which to run Crossing Grocers, a wholesale store. He bought the property in 2002, and today Yarona Milling is also located there.



From six-, seven-years-of-age, the Chiboo brothers helped out in the family's store over weekends and during school holidays. To grow up serving customers behind the cash register taught the brothers sound business principles in a practical way. As such, their father gave them a brilliant foundation for their later years as maize milling entrepreneurs.

The brothers initially produced maize as smallholder farmers, but started looking for other ways to make money since farming is a high-risk sector without big profit margins.

They brainstormed business ideas with their late business partner Charles Easton, who was a successful farmer in the Magaliesberg area. Together they visited the NAMPO

agricultural expo, looking for ideas and inspiration and seeing the maize milling equipment on offer.

Since they couldn't afford to buy brand new maize milling machines, the Chiboo brothers approached their uncle whose milling equipment was gathering dust in his storeroom, and offered to purchase it. Many of these machines were pre-owned Roff maize milling machines, either bought on auction and/or second-hand.

Their uncle had milled maize himself. He lived by the saying, "n Boer maak 'n plan' (a farmer makes a plan) and tried to set up and maintain his own machines to save a few bucks, until the price of raw maize increased and it became unprofitable because his extraction rates weren't optimised.

He still however refused to sell his equipment, saying that the brothers' pursuit of maize milling would be a 'dead elephant.'

The brothers carried on farming, but hit a tough patch when they experienced drought for three consecutive years from 2011 to 2013. They finally had to give up and start from scratch, after selling their sheep to pay off the farm's debts.



THE CHALLENGE OF MILLING WITH RUN-DOWN EQUIPMENT

Finally in 2014, the Chiboo brothers' uncle agreed to sell them his milling equipment. But once the brothers' operations were up and running, they only managed to produce around 80% chop and 20% maize meal on their first set-up. It didn't make any financial sense to continue along this path.

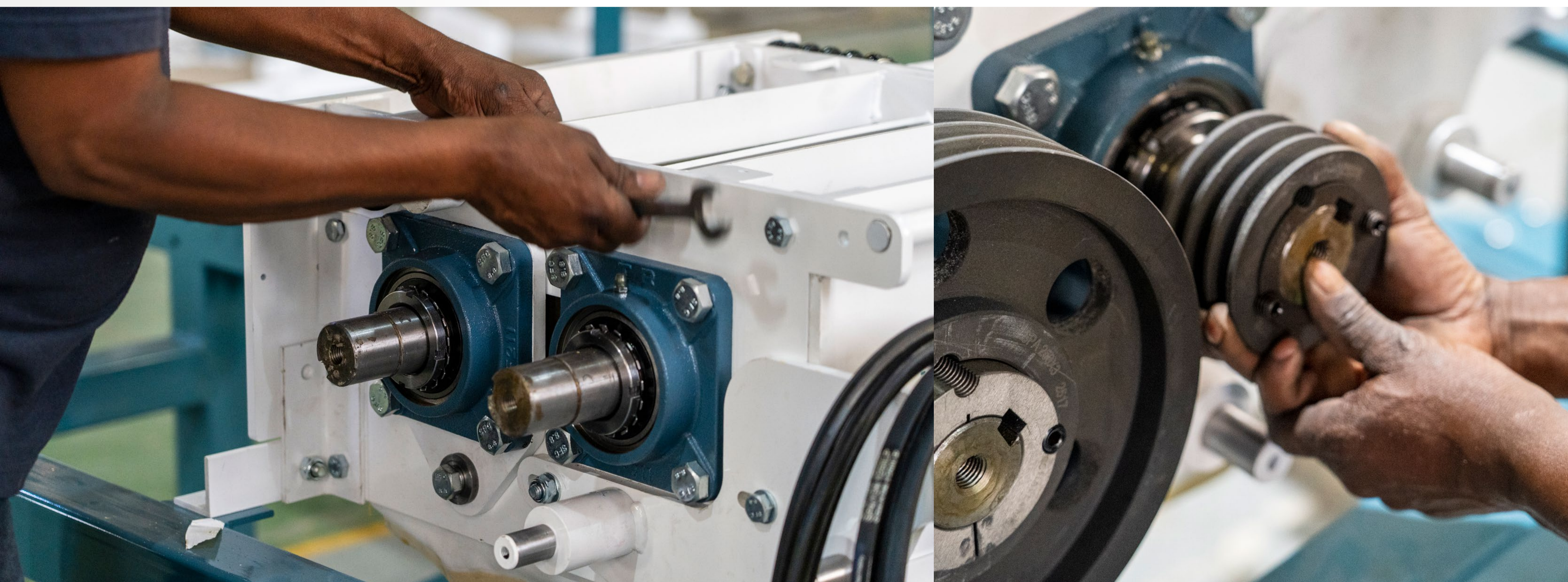
WHY YARONA MILLING CHOSE ROFF

After noticing the Roff logo on their existing maize milling equipment and doing their research, the Chiboo brothers made contact with Roff Milling. They were well aware of the Roff R-70 Maize Mill and what it could do for their business, but they couldn't afford it at the time, so asked Roff to service their old machines instead.



This is a good illustration of the **impact of extraction rates on profitability** as well as the **importance of regular maintenance.**

Roff's turnkey maize mills including the **SP-1, R-40, R-70 and C-80** achieve class-leading extraction rates.



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HOW ROFF RESPONDED

Roff's technicians visited the premises, sharpened the rollers on the existing mill and gave advice. The brothers followed this advice in stages due to financial constraints. Their **first priority was to produce good maize meal and samp** for their small base of loyal customers.

They started with: An inlet capacity of 500kg per hour
An outlet capacity of 350kg per hour

The brothers continued growing Yarona Milling, frequently adding capacity by buying additional Roff equipment. This however took up a lot of warehouse space, and since building a brand new warehouse would be expensive and time-consuming, they started considering alternatives. They noticed that many competitors were using high-end European equipment which also came with a hefty price tag.

The time had finally come to invest in a Roff R-70 Turnkey Maize Mill.



THE RESULTS

The Roff R-70's small footprint plus its capacity and best-in-class extraction rates compared extremely favourably with what was on offer internationally, and at a competitive price since it's locally manufactured, so the brothers invested in their first Roff R-70 Maize Mill.

Today, Yarona Milling has five R-70 Maize Mills in operation.

Says Zakariya: *“We’re getting a phenomenal product out of the R-70 – it speaks for itself. Our maize meal, Aunt Sally’s Snow White, sells out fast in the wholesale space. The R-70 is a straight run machine, which helps us to contain costs. In turn, the consumer gets a good product at a very reasonable price. The R-70’s extraction rates allow us to sell our 12,5kg bag of meal for R20 less than the bigger brands, while still making a good profit.”*



He adds that they'd rather invest the money potentially spent on costly European machines into their business, and avoid inflating the price of their maize meal.

Currently, Yarona Milling boasts an impressive 20-ton per hour capacity (on their five R-70 machines combined).

Zakariya reflects: *“We can’t believe where we started and where we’ve ended up. We count our blessings and thank everyone who assisted us... Roff Milling in particular. We ‘argued’ until we found solutions, so we don’t regret sticking with the Roff team. We’d buy another Roff R-70 in a heartbeat!”*

**CURRENT
CAPACITY**
20-ton per hour



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You too can be successful in maize milling by partnering with Roff Milling.

Contact our sales team via email on sales@roff.co.za or call us on **+27 56 212 2697**.

Alternatively, [click here](#) to learn more about the Roff R-70 Turnkey Maize Mill.

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