



Manage your farm from your phone

**START FREE!
NO CATCH!**

Win a
Stud Sheep!



science & innovation
Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA





Are your hands, feet, and eyes worn out from trying to keep track of everything on the farm?

Technology was supposed to make things easier. Yet farmers spend more time than ever behind a screen trying to make sense of animals, people, quotes and paperwork, while the farm sits waiting outside.

What if you could pull out your phone and know:

- where your animals are grazing,
- what your workers are doing,
- and your financial situation?



**ANML FARM is here to help!
Start FREE today!**



Our Story:

We started farming pigs in Rayton in 2019. After a lot of struggling, we bought a scale and built an Excel sheet to figure out which animals were actually worth keeping. We quickly saw that some pigs weren't growing at all and were eating our profits alive.

In 2020 we moved into Meatmaster sheep. We got our stud certification and a few animals from Nico, and started asking around how other farmers store their data to know which breeds grow and which ones drain the bank. What we saw was not pretty.

With support from government we spent four years building software in the field to solve our own problems and share it with the big and small farmers in our community.

We are Jean Louw, a technology consultant and builder.
We are Louw Steenkamp, a farmer, butcher, and legal eagle.

We are ANML FARM.



What We Offer

One platform. Four pillars.
Available anywhere. Offline first.


Works where there's signal.
Works where there isn't.
Syncs when your phone connects again.

Start free. R 99/month for Early Birds.

First Pillar of ANML FARM

Your Animals


- **Full animal profile:** photo, ear tag, sex, breed, birth date, weight, death or sale.
- **Growth over time:** weight, milk, wool or eggs, with daily gain (ADG) calculated automatically.
- **Compare to the breed standard:** see if your animal is above, on, or below the typical growth curve.
- **Pedigree and breeding tools:** avoid inbreeding and choose the best pairing combinations.
- **Health record:** vaccinations, treatments and reminders all in one place.
- **GPS tracker:** see in real time where your animals are and get an alert when they leave their camp.
- **QR code per animal:** scan and share the full profile with a buyer or vet.
- **Live herd value:** what your animals are worth today at current market prices.



Basic Information

Essential details about the animal

Name	Robert	Tag Number	LR522514
Species	Sheep	Breed	Meatmaster
Gender	Male	Birth Date	2021-06-15
Status	Healthy		



ANML FARM
Robert
Tag: LR522514


Valuation

Meat Grade: C2/3 Save

Live Value	Carcass Value
R 5 634,20	R 3 999,07
@ 51,22 / kg	52,80 kg carcass - @ 75,74 / kg

Device Location

Offline Open Full Map



Device Information


Serial: 352991
IMEI: 357796105796767
Latest Sensor Type: voltage
Value: 3713

Location Details

Coordinates: -25.7665278, 28.5106303
Altitude: 1460m
Speed: 0 km/h
Updated: Oct 3, 2025, 10:4:01 AM

Weight Progress

Track your animal's weight over time



2026-04-29	2026-05-16	2026-05-18	2026-05-21
	30 kg	49 kg	52 kg

Second Pillar of ANML FARM

Your People

- **Employee profiles:** photo, contact details, job description and documents in one place.
- **Automatic contracts:** built to comply with Sectoral Determination 13, signed with a finger on the phone in 5 minutes.
- **Payslips for every payment:** daily, weekly or piece work. Fully BCEA compliant.
- **Formal payroll:** PAYE, UIF and SDL calculated and SARS-ready (EMP201).
- **Time and attendance with GPS:** know when and where they clocked in
- **Performance and discipline:** warnings, reviews and actions. Documented when it matters most.
- **CCMA compliance dashboard:** a simple view that shows what's in order and what still needs attention.
- **A legal team within reach:** Louw and his team pick up the phone when you need them.

Generate New Documents

Create customized legal documents for your farm operations. All documents are generated using legally compliant templates and can be signed electronically.

- Employment Contracts**
Create legally compliant contracts for your farm workers.
+ Generate
- Independent Contractor Agreements**
Create independent contractor agreements for consultants.
+ Generate
- Sales Contracts**
Generate contracts for selling livestock or farm produce.
+ Generate
- Grazing Agreements**
Set up agreements for shared or leased grazing land.
+ Generate
- Auction Terms**
Establish clear terms and conditions for livestock auctions.
+ Generate
- Transport Agreements**
Create agreements for transporting animals safely and legally.
+ Generate
- Warning Notices**
Generate formal warning notices for employees.
+ Generate
- Training Certificates**
Create training completion certificates for farm workers.
+ Generate
- Insurance Documents**
Generate insurance forms and claims for farm operations.
+ Generate

ACTIVE EMPLOYEES
3

CONTRACTS
—

PAYROLL
Not run

+ Add Employee Clock In/Out New Contract Run Payroll

Employee list

Tap a teammate to open their record (IPOPIA confirmation required). Showing 3 of 3 on GROWING EDEN.

Q Search by name, position, or department All statuses

- Louwina L**
Employee - Organisation - Direct contract - Active Contract >
- Jean Louw**
Manager - Organisation - Direct contract - Active Contract >
- Louw Steenkamp**
Owner - Organisation - Direct contract - Active Contract >

Third Pillar of ANML FARM

Your Farm

- **Farm map and camps:** draw in your camps and your GPS trackers will alert you when an animal breaks out.
- **Vehicles:** registration, fuel, services and mileage per vehicle.
- **Equipment:** tractors, implements and tools with full maintenance records.
- **Facilities:** kraals, stores, nurseries and their financial contribution.
- **Multiple farms:** manage from one profile with separate books per farm.
- **One place for reports:** animals, people, vehicles, costs, all exportable whenever you need it.

FARM COMMAND
GROWING EDEN
 Meatmaster, Stud

Home Animals Finance People Vehicles Facilities Devices Settings

Farm Map [Open Full Map](#)

Location Set ✓ Boundaries Mapped 0 tracked animals

Animals
 8447 needs intervention
 Latest weight is more than 30 days old
 Performance score 30/100
[View animal](#)

Animals
 Weight data is going stale
 Recent weight capture has slowed down, which weakens valuation confidence and performance reporting.
 42 animals need fresh weights
[Open animal overview](#)

Top performers [High-confidence animals](#)

Lrs11a26
 Meatmaster - Score 60/100
 0 g/day
[Open](#)

ACTIVE ANIMALS **LIVE HERD VALUE** **AT RISK**

44 **R 97 324,15** 5
[Needs action](#)

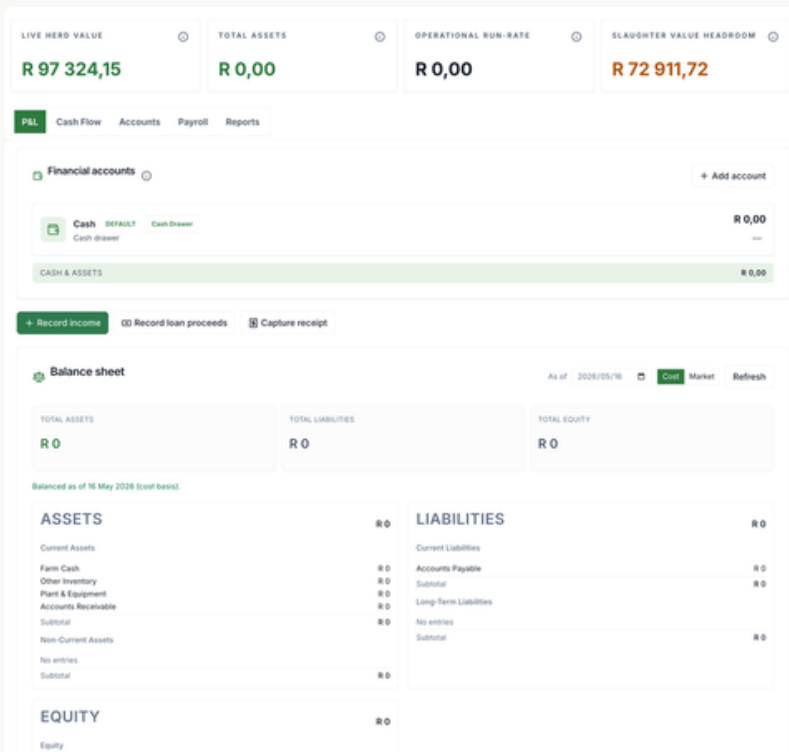
RECENT ANIMALS [View all](#)

Lrs11a26 - ♀ - 0yr - 3.5kg Meatmaster - Sheep Weight state	Kern - KK3163 - ♂ - 2yr - 68.8kg Meatmaster - Sheep Needs details
Lrs12a26 - ♀ - 0yr - 3kg Meatmaster - Sheep Weight state	LRS 215 5 - LRS 215 12 - ♀ - 4yr - 47kg Meatmaster - Sheep Needs details
LRS 23 515 - LRS 23 5 15 - ♀ - 0yr - 39.4kg Meatmaster - Sheep Needs details	LRS 12w 25 - LRS 12 w 25 - ♀ - 0yr - 42.38kg Meatmaster - Sheep Needs details
26 W 06 - 26w 06 - ♀ - 2yr - 49.16kg Meatmaster - Sheep Needs details	3235 - 3235 - ♀ - 2yr - 52.94kg Meatmaster - Sheep Needs details
Female green tag brown - Female green tag bro... Meatmaster - Sheep Needs details	LRS 21 511 - LRS 21 5 11 - ♀ - 2yr - 50.22kg Meatmaster - Sheep Needs details

Fourth Pillar of ANML FARM

Your Money

- **Scan a receipt:** take a photo, see it booked in your accounts.
- **Real accounts:** ABSA cheque, FNB savings, cash in the office, loan account, just like the real world.
- **Live herd value:** updated weekly against RPO market prices.
- **Feed costs vs the market:** compare your feed spending against SAFEX yellow maize, soy and sunflower prices.
- **Cash flow and budget:** see what's coming in, what's going out, what's left, live.
- **Bank reconciliation:** upload your bank statement and close the gaps in one screen.
- **Fixed assets and depreciation:** vehicles, tractors, gates, all handled automatically.
- **Loans booked correctly:** capital and interest split automatically.
- **Sale and purchase passports:** sell an animal to another ANML FARM farmer and the full record moves with it.
- **Farmer view or Accountant view:** simple for you, full detail for your accountant.
- **Audit trail:** every entry, who made it, when, all ready for SARS.





Get Involved

We are looking for dedicated farmers of all sizes to help us build ANML FARM into the greatest tool the farming community ever had.

Get Involved at ANML FARM

Win a Sheep!

Create a free farm on ANML FARM and load your animals on or before 31 December 2026 and you go into the draw for a stud ewe from Kern Meatmaster bloodlines.

The more animals you load, the better your chances!

Draw date: 31 December 2026. No cost. No catch. Just a way to get South African farmers onto the platform



Robert from Kern Meatmaster, father of the prize

Get Involved at ANML FARM

Early Bird

Become a founding farmer and help build the best app!

Only 50 spots. R 99 per month. Lifetime access.

What you get:

- Full access to every current and future feature
- Your voice in every new iteration. We build what farmers ask for
- First in line for new features and hardware
- Direct WhatsApp channel to the founders
- Affiliate bonuses for every farmer you refer

R 99/month or R 990/year (save two months)!

Sign up before the 50 spots are gone!

Early Bird Limited

Everything in Professional, without limits.

Unlimited farms, animals, users, employees, and vehicles, with lifetime early supporter access and influence on future app direction.

R 99,00 / month

Farms: Unlimited
Animals: Unlimited
Users: Unlimited
Employees: Unlimited

WHY CHOOSE THIS TIER

- All currently available feature sets
- Unlimited scale for growing operations
- Early supporter voice in product roadmap

Select plan



Get Involved at ANML FARM

Affiliate Programme

Sign up to earn income for every farmer you refer.

Tell other farmers about ANML FARM and get paid:

- R 100 per farm activation you refer
- 25 to 30% of every monthly subscription, for 24 months
- Extra percentage when you bring in a Founding Farmer (Early Bird)

Your own referral page, sharing kit and fair rate plan.

Contact us directly: jean@anmlfarm.com



Get Involved at ANML FARM

Service Providers

Offer your services, get quotes and win business!

Vets, transporters, breeders, butchers and assessors: list your service on ANML FARM and get quick quote requests from farmers right around you.

- One profile, many farmers
- Quotes and payment in one place
- Your services show up in every farmer's shop browse

Send us a message at www.anmlfarm.com/contact or call us directly.



Get Involved at ANML FARM Shop

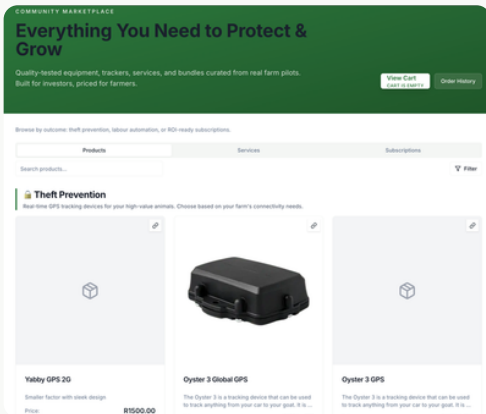
Farm-tested products at fair prices.

Oyster 3 GPS Tracker

- Works in low-signal areas
- Attach to animal, vehicle or person
- Links directly to your farm map
- We set it up before we send it to you

More hardware and feed offers coming soon.

Founding Farmers help decide what hits the shelves first.

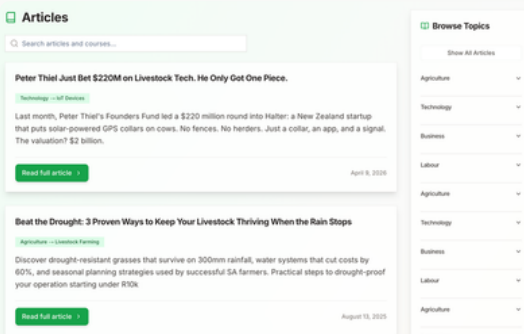


Get Involved at ANML FARM Library

Learn with us or help teach others!

The ANML FARM Library at www.anmlfarm.com/learn holds articles, guides and demo videos that grow alongside the platform.

We are looking for people who want to share their knowledge and experience in writing and on video.



The screenshot displays the 'Articles' section of the ANML FARM Library. It features a search bar at the top with the placeholder text 'Search articles and courses...'. Below the search bar, there are two article listings. The first article is titled 'Peter Thiel Just Bet \$220M on Livestock Tech. He Only Got One Piece.' and is categorized under 'Technology' with a sub-link 'AI Devices'. The article text mentions a \$220 million investment in a New Zealand startup for solar-powered GPS collars on cows. The second article is titled 'Beat the Drought: 3 Proven Ways to Keep Your Livestock Thriving When the Rain Stops' and is categorized under 'Agriculture' with a sub-link 'Livestock Farming'. The article text discusses drought-resistant grasses and water systems. To the right of the article listings is a 'Browse Topics' sidebar with a 'Show All Articles' link and a list of categories: Agriculture, Technology, Business, Labour, Agriculture, Technology, Business, Labour, Agriculture, and Technology.



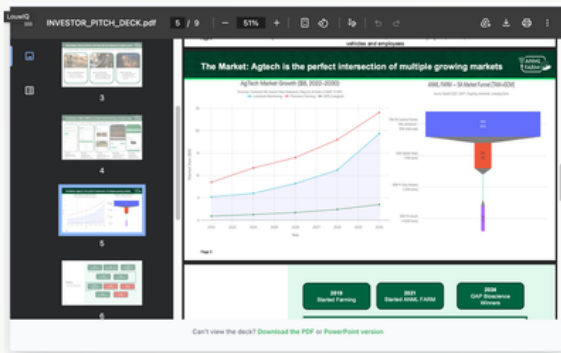
Get Involved at ANML FARM

Investo

We are looking for partners with ambition and connections to help us digitise livestock farming across Africa.

If you want a managed investment in agricultural technology, take a look at:

www.anmlfarm.com/investors.





How To Get Started

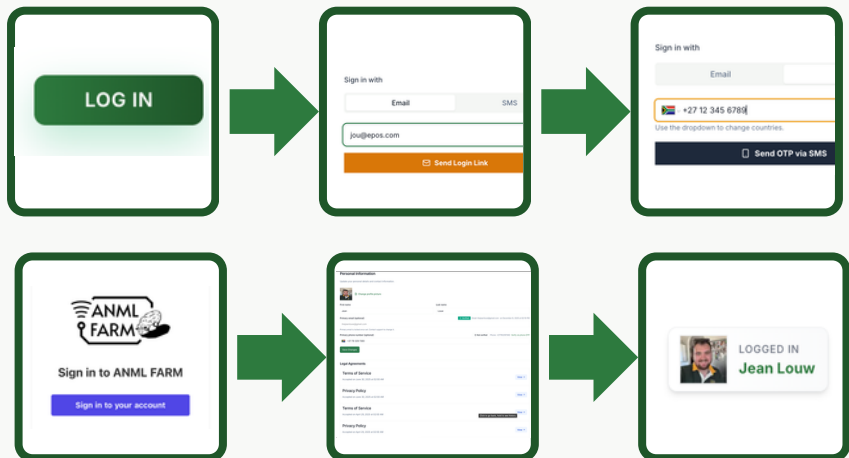


Scan the QR code with your phone camera or on your internet go to **www.anmlfarm.com**

How To Get Started

Sign Up

1. Scan the QR code or go to anmlfarm.com
2. Press "Sign In" in the top right
3. By phone: enter your number and press "Send OTP", then type the 6-digit code that arrives via SMS or WhatsApp
4. By email: enter your email and press "Send Login Link", then check your inbox for an email from ANML FARM and follow the button inside
5. Fill in your profile and agree to the terms



How To Get Started

Find Your Farm

1. Press "Go To Farms" or the tractor icon at the top
2. If you don't have a farm yet, press "+ New Farm"
3. Give the farm a name, choose the country and province
4. Invite workers and choose a subscription
5. Press "Create Farm" and you are done!

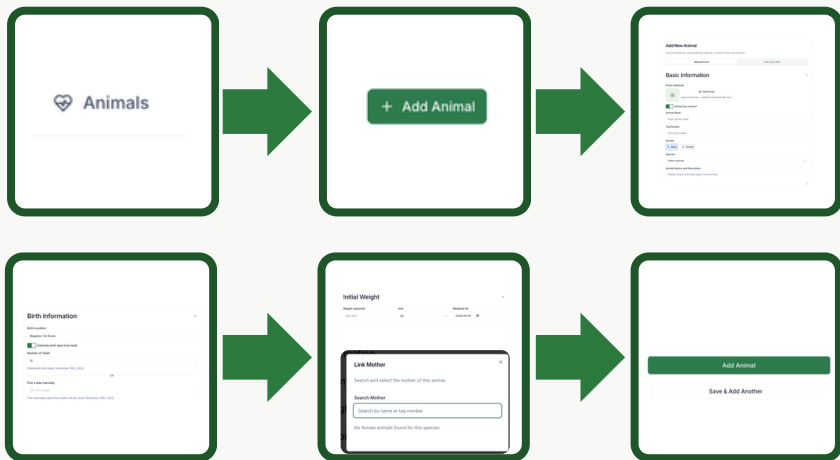


How To Get Started

Skep 'n Dier (of Twee)

1. Follow the "Find Your Farm" steps and press "View Farm"
2. Choose the Animals block
3. Press "Add Animal" or the plus button in the bottom right
4. Fill in: basic info (ear tag, name, breed, species), birth and origin (birth date, mother, father), first weight (press "Add Weight" and type the weight)
5. Press "Save"

You can also ask Annie Mel to help you fill things in. She knows what to do.



NB: indien jy wil informasie behou vir vinnige insleutel, kies gerus:

How To Get Started Annie Mel

Your AI helper on the farm. Annie Mel is a smart assistant who works alongside you:

- Scan a receipt and she books it to the right account
- Show her a photo of an animal and she completes the profile
- Ask her "Who are my weakest pigs today?" and she answers with real numbers
- She sends you a short morning summary of what needs attention
- You don't need to learn anything. Talk to her the way you would talk to any worker

The screenshot shows the user interface for the Annie Mel AI assistant. At the top, there is a search bar with a magnifying glass icon and the placeholder text "Type a farm question for Annie Mel...". To the right of the search bar is a green "Ask" button. Below the search bar, there is a header section with a green "AI operations" tag on the left and a green "Expand full chat" button on the right. The main heading is "Annie Mel" in bold, followed by the subtitle "Ask questions, create records, and run farm-specific actions inline." Below this, there are three status indicators: "Messages 0/500", "Actions 0/200", and "Jobs 0/50". A green button with a star icon and the text "Queue recommendations" is positioned below the status indicators. The main content area is titled "Latest conversation" and contains a text input field with the placeholder text "Send your first farm question to start the thread." At the bottom, there is another text input field with the placeholder text "Type a farm question..." and a green button with a paper plane icon for sending the message.

How To Get Started

Need Help?

Every page in ANML FARM has a help guide at the bottom.

Look for: "Need help? View step-by-step guidance for this page."



Look for this tab at the bottom of your page to get a tour

Need help? View step-by-step guidance for this page.

Record income (wool, services, grants, loans)

Start Page Tour

Dismiss

Contact Us



[facebook.com/anmlfarm](https://www.facebook.com/anmlfarm)



[@anml_farm](https://www.instagram.com/anml_farm)



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www.anmlfarm.com