



STEHENCOOP PRIMARY COOPERATIVE LIMITED

COMPANY PROFILE



FARM-GROWN GOODNESS, THE ULTIMATE PROTEIN SOURCE.

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CEO's Statement



LERATO THELETSANE CHIEF EXECUTIVE OFFICER

“If something is important enough, you should try, even if the probable outcome is failure.” This motto has been the driving force behind the vision of Stehencoop Primary Cooperative Limited. It reminds us that within every challenge lies a solution, and it is through perseverance that we continue to grow and thrive. I am pleased to witness the steady growth of our infrastructure, which enables us to consistently meet the needs of our local market.

I would like to take this opportunity to highlight the values that have defined our journey. At Stehencoop, we believe in The Value in Goodness. We strive to find and share goodness in everything we do—whether in the quality of our products, the fairness of our practices, or the way we uplift our communities. This goodness flows to our customers, stakeholders, and employees, and extends to empowering those around us.

Our promise is to continue building a cooperative that reflects integrity, care, and excellence while creating a positive impact in society.



About Us

Stehencoop Primary Cooperative Limited is a proudly South African poultry enterprise committed to delivering quality chicken products to local communities. Founded in 2016 and officially registered in 2022, the business was started by Mrs. Priscilla Phindiwe Gwadiso, who began with a few free-range chickens before expanding into broiler production to meet the rising demand for affordable protein.

Our goal is to add value to local food production by supplying nutritious chicken at competitive prices, while also making a difference in society. We focus on supporting disadvantaged groups such as the elderly and homeless, and we play an active role in creating employment opportunities within our community.

What sets us apart is our dedication to organic farming methods, reduced antibiotic use, and producing healthier, tastier chicken. As a proud local brand, we combine quality with convenience, offering direct delivery to our customers' doorsteps. At Stehencoop, we are driven by purpose, integrity, and excellence—building a business that nourishes people and uplifts communities.



Vision, Mission & Values

OUR VISION

To become a sustainable and trusted supplier of free-range chickens in the market. We aim to set the benchmark for family-owned poultry enterprises, showing that small-scale farming can achieve excellence in both product quality and sustainable practices.

OUR MISSION

To raise healthy, free-range chickens using a balance of traditional farming methods and modern technology. We are committed to biosecurity, environmental responsibility, and producing safe, nutritious poultry products that meet the needs of our customers and communities.

OUR CORE VALUES

- **Quality:** Consistently delivering products of the highest standard.
- **Integrity:** Operating with honesty, transparency, and accountability.
- **Teamwork:** Fostering unity and a culture of collaboration.
- **Proactivity:** Embracing innovation and continuous improvement.
- **Passion:** Approaching our work with enthusiasm and dedication.
- **Excellence:** Maintaining professionalism and rewarding merit.
- **Sustainability:** Committing to environmentally friendly practices that add value to society.

Company History & Milestones



2016 - HUMBLE BEGINNINGS

The idea for Stehencoop was born when Mrs. Priscilla Phindiwe Gwadiso started raising a few free-range chickens. Her passion for farming and her determination to provide affordable protein to the community laid the foundation for what would become a thriving enterprise.

2022 - OFFICIAL REGISTRATION

After years of dedication, the cooperative was officially registered in 2022 as Stehencoop Primary Cooperative Limited. This milestone marked a new chapter of growth and legitimacy, enabling us to scale operations and serve a wider market.

2023 - EXPANSION AND INFRASTRUCTURE DEVELOPMENT

We invested in improved infrastructure to support larger production capacity, ensuring consistent quality and reliable supply for our customers. This step positioned us to meet growing market demand more effectively.

2024 - COMMUNITY AND JOB CREATION IMPACT

Stehencoop expanded its role in the community by creating employment opportunities and supporting disadvantaged groups, including the elderly and homeless. This commitment reinforced our identity as a brand that uplifts society while delivering value to customers.

FUTURE GOALS

Looking ahead, we aim to become a benchmark in sustainable poultry farming by expanding production capacity, introducing more eco-friendly practices, and strengthening our distribution network to reach even more households and businesses.

BROILER CHICKENS - AFFORDABLE NUTRITION, EVERY DAY

Broiler Chickens – Affordable Nutrition, Every Day
Stehencoop broiler chickens are bred to deliver tender, high-protein meat at prices that make healthy eating accessible to everyone. With careful rearing and strict quality standards, our broilers offer the perfect balance of nutrition, affordability, and taste.

WHAT WE OFFER:

- **LIVE BROILERS** – Available for customers who prefer to handle preparation their own way, straight from the farm.
- **DRESSED CHICKENS** – Cleaned, well-prepared, and ready for cooking, providing convenience without compromising freshness.

WHY CHOOSE OUR BROILERS?

- High in protein, supporting muscle growth and overall health.
- Packed with essential B-complex vitamins and minerals, including phosphorus and selenium.
- Tender meat that is versatile for households, restaurants, and catering companies.
- Consistent supply with efficient growth cycles, ideal for bulk buyers.
- Affordable pricing designed to meet the needs of communities and businesses.

From households to large-scale buyers, Stehencoop broiler chickens are the trusted choice for quality, reliability, and value. Whether you need a single bird or bulk orders, we guarantee products that meet the highest standards—delivered with care to your doorstep.





FREE-RANGE CHICKENS - THE NATURAL CHOICE

At Stehencoop, we raise our free-range chickens the way nature intended—without antibiotics or growth hormones, fed on natural diets, and nurtured in open, stress-free environments. The result is healthier, tastier meat that is trusted by families and businesses alike.

WHAT WE OFFER:

- **LIVE BIRDS** – Ideal for customers who prefer traditional preparation and freshness straight from the farm.
- **DRESSED CHICKENS** – Cleaned, well-prepared, and ready for cooking, saving you time while ensuring top quality.

WHY CHOOSE OUR FREE-RANGE CHICKENS?

- Rich in protein and essential nutrients such as iron, zinc, and B-vitamins.
- Tender, flavorful meat that stands apart from mass-produced alternatives.
- Raised with care, ensuring both animal welfare and sustainable farming practices.
- Affordable pricing without compromising on health or taste.

Free-Range Chicken Breeds



At Stehencoop, we celebrate poultry diversity by raising a wide variety of hardy, traditional, and heritage breeds. Each breed is carefully selected for its quality, adaptability, and flavor, ensuring that our customers enjoy poultry that is both nutritious and distinctive. Our Breeds Include:

- Rhode Island Red – A dual-purpose bird known for resilience and richly flavored meat.
- **SUSSEX CHICKEN** – A versatile breed prized for its tenderness and balanced taste.
- **PLYMOUTH ROCK CHICKEN** – Renowned for its excellent meat quality and reliability.
- **MARANS CHICKEN** – Celebrated for deep flavor and fine texture.
- **BANTAM CHICKEN** – Small in size but big in taste, ideal for specialty markets.
- **LOCAL VARIETIES** – Including Shovels Chicken, Potchefstroom Kollie's, and Venda Chicken, which hold cultural and traditional importance while delivering authentic, hearty flavor.

Why Choose Us



At Stehencoop Primary Cooperative Limited, we pride ourselves on being more than just a poultry supplier. We are a trusted local brand built on integrity, sustainability, and a deep commitment to the communities we serve. Choosing us means choosing quality, care, and convenience.

FREE-RANGE AND ETHICAL PRACTICES

Our chickens are raised in natural, stress-free environments with reduced use of antibiotics, ensuring healthier and tastier products for our customers.

COMMITMENT TO QUALITY

We guarantee superior meat quality through responsible farming methods, consistent standards, and a focus on delivering only the best to our clients.

SUSTAINABILITY AND COMMUNITY IMPACT

We embrace environmentally friendly practices while also creating employment opportunities and supporting disadvantaged groups, including the elderly and homeless.

CONVENIENCE AND RELIABILITY

With simple ordering and doorstep delivery, we make it easy for households, businesses, and retailers to access fresh and affordable chicken without hassle.

By choosing Stehencoop, you are supporting a proudly local brand that values people, protects the environment, and delivers excellence at every step.

Our Customers – Who We Serve



Stehencoop Primary Cooperative Limited proudly serves a wide and diverse customer base. From households to businesses, our poultry products are trusted for their quality, freshness, and affordability. We are committed to meeting the unique needs of every segment we supply.

FREE-RANGE CHICKEN CUSTOMERS

- Informal shops that sell directly to local communities.
- Catering companies seeking premium poultry for events and functions.
- Hawkers who supply fresh chicken to households on a daily basis.
- Buy & Braai outlets where freshness and taste make the difference.
- Butchers requiring consistently high-quality products.
- Abattoirs looking for responsibly raised poultry.

BROILER CHICKEN CUSTOMERS

- Retailers and wholesalers supplying poultry to broader markets.
- Catering businesses that require reliable supply for large orders.
- Butcheries and restaurants offering chicken as a key menu item.
- Community markets where affordability and quality go hand-in-hand.

By serving both businesses and individual customers, Stehencoop has positioned itself as a reliable local partner. Whether it is live birds or dressed chickens, single orders or bulk supply, we deliver quality products and convenience right to our customers' doorsteps.

Our Team

LERATO THELETSANE - CHIEF EXECUTIVE OFFICER (CEO)

Lerato holds a Bachelor of Arts in Psychology and English Literature from Pearson Institute of Higher Education and a BA Honours in Psychological Counselling from the University of South Africa. She is also pursuing a Post Graduate Certificate in Education at Wits University. A dynamic leader, Lerato is committed to growth, innovation, and building a sustainable future for the cooperative.



MPENDULO KHULEKANI GWADISO - OPERATIONS SUPERVISOR

Mpendulo has a Grade 12 qualification, a course in agricultural farming, and a certificate in diesel mechanics. With four years of experience in poultry farming, he oversees daily farm operations, manages staff, and ensures smooth financial processes, including creditor and debtor management.



HENRY GWADISO - OPERATIONS MANAGER

Henry studied Analytical Chemistry at Wits Technikon (now University of Johannesburg) and also holds a Bachelor's degree in Theology. With over 15 years in mining and 10 years in farming, he manages overall farm operations and coordinates with external suppliers.



Our Team

WETHU ZEALOUS GODWANA - MARKETING & CLIENT LIAISON MANAGER

Wethu holds a diploma in Chemical Engineering from Cape Peninsula Technikon and has over 10 years of combined experience in water industries and farming. He is responsible for marketing, client relations, and ensuring that customer requirements are met with professionalism.

SIYABULELA THANDO GWADISO - MAINTENANCE SUPERVISOR

Thando holds a Grade 11 high school leaving certificate and an Electrical Wiring trade qualification from Ekurhuleni Technical College. With five years of farming experience, he ensures that all equipment is maintained, spares are ordered, and farm consumables are available to support operations.

Together, our team combines technical expertise, management skills, and a shared passion for excellence, driving Stehencoop forward as a trusted local poultry brand.

How We Work

At Stehencoop Primary Cooperative Limited, our approach is guided by efficiency, responsibility, and a commitment to quality. From farm to table, we follow a clear process that ensures our customers receive only the best poultry products.

STEP 1: CAREFUL REARING

We begin by raising our chickens in clean, stress-free environments where they are fed natural diets and nurtured through responsible farming practices. Our focus on reduced antibiotic use and organic methods guarantees healthier, tastier meat.

STEP 2: QUALITY ASSURANCE

Before reaching the market, every bird is checked against strict quality and biosecurity standards. This ensures that our customers receive safe, nutritious products that meet both health and industry requirements.

STEP 3: DELIVERED WITH FRESHNESS

We make purchasing simple and reliable. Customers can call, place an order, and have their chickens delivered directly to their doorsteps, saving time while guaranteeing freshness.

Our unique approach combines traditional farming values with modern efficiencies, ensuring that we consistently deliver products that nourish families and support community growth.



Corporate Social Responsibility (CSR)

At Stehencoop Primary Cooperative Limited, we believe that true success is measured not only by business growth but also by the positive impact we create in our communities. Our CSR initiatives reflect our commitment to uplifting people, supporting education, and giving back in meaningful ways.

SUPPORTING THE ELDERLY

Every December, Stehencoop supplies special chicken packages to pensioners and elderly members of the community. These gifts are our way of showing appreciation and care, ensuring that the festive season is celebrated with dignity and nourishment.

INVESTING IN EDUCATION

We are proud to have sponsored two learners currently pursuing trade qualifications—one in electrical wiring and another in motor mechanics. By investing in education and skills development, we are helping young people build sustainable futures and empowering the next generation.

OUR FUTURE GOALS

We aim to expand our community impact by supporting more learners, extending our elderly outreach programs, and continuing to embrace sustainable farming practices that benefit both people and the environment.

At Stehencoop, giving back is not an obligation—it is part of who we are.

Photo Gallery



Frequently Asked Questions (FAQ)



1. WHAT TYPES OF CHICKENS DO YOU SUPPLY?

We supply both free-range chickens and broiler chickens. Our free-range chickens are raised without antibiotics or growth hormones, while our broiler chickens are carefully bred to deliver affordable, high-quality protein.

2. HOW CAN I PLACE AN ORDER?

Placing an order is simple. You can contact us via phone, WhatsApp, or email. Once your order is confirmed, we arrange delivery directly to your doorstep.

3. DO YOU OFFER DELIVERY SERVICES?

Yes, we provide reliable delivery services to ensure your poultry products arrive fresh and on time.

4. WHO ARE YOUR MAIN CUSTOMERS?

Our products are supplied to informal shops, catering companies, hawkers, butcheries, abattoirs, restaurants, and households that value quality poultry.

5. HOW DO YOU ENSURE PRODUCT QUALITY AND SAFETY?

We follow strict biosecurity measures and ethical farming practices. Every chicken is raised in a healthy environment and checked to meet quality and safety standards before reaching our customers.

6. DO YOU SUPPORT BULK ORDERS FOR BUSINESSES?

Yes, we supply both small and large quantities, making us a reliable partner for businesses that require consistent and quality poultry supply.

7. WHAT MAKES STEHENCOOP DIFFERENT FROM OTHER SUPPLIERS?

Our commitment to organic farming, reduced antibiotic use, community empowerment, and convenient doorstep delivery sets us apart as a trusted local brand.

CONTACT US

We would love to hear from you. Whether you are placing an order, requesting more information, or exploring partnership opportunities, our team is ready to assist you. Get in touch with us through the channels below:

COMPANY NAME: Stehencoop Primary Cooperative Limited

BUSINESS REGISTRATION NUMBER: 2022/606786/24

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CELL/WHATSAPP: 083 557 1381

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