RIMAI
Agribusiness School

SCHOOL PROFILE 2026



Think Like a Farmer. Count Like a Banker.

A 13-day agribusiness school for people who hold land in South Africa, Zimbabwe, Zambia, Botswana and Namibia, that makes them a Certified RIMAI Agribusiness Professional, with a costed plan for their own land.

13	21	202	108	5
modules	Majors	Dictionary terms	calculators	markets

rimai.cabanga.africa

A Digital School Built From Twenty Years of Work

RIMAI Agribusiness School is a digital learning platform that functions as a school: a product of Cabanga Africa Group, teaching online, assessing against a fixed rubric and certifying graduates on a public register.

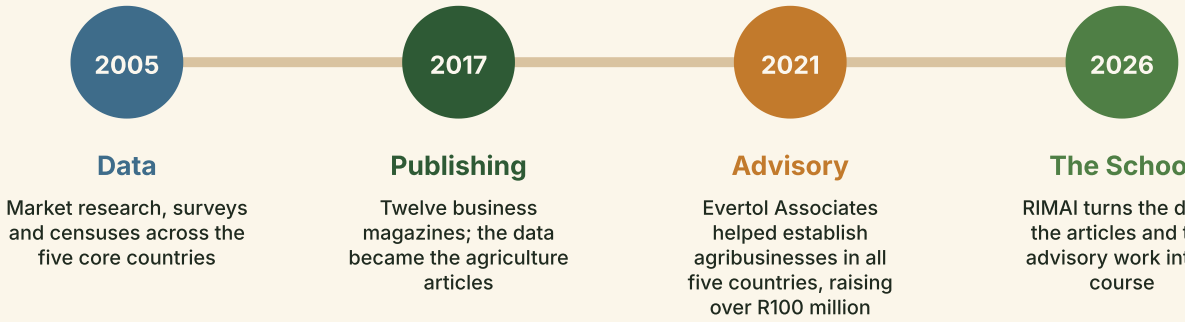
RIMAI did not start as a course. It grew out of four journeys. A data journey from 2005: market research, surveys and censuses across the five core countries. A publishing journey from 2017, when that data became the agriculture articles in twelve regional business magazines. An advisory journey from 2021 to date, carried by Evertol Associates, which was established off the same data and has helped establish agribusinesses in all five countries, raising over R100 million for them. And now the school, which turns the data, the articles and the advisory work into a course any land owner can take.

Rima means to farm. RIMAI teaches people to farm as owners. It is built for the person who holds one to ten hectares, inherited, leased or allocated, and wants the money-making answer first: what to farm, who buys, what it costs, who works it, how it is financed and what it returns.

RIMAI is a product of Cabanga Africa Group (Pty) Ltd, a South African company and publisher of twelve regional business magazines, and is built by Cabanga Platforms.

Four journeys, one school

RIMAI stands on two decades of work across the five markets.



The Business Is the Farm. The Student Is Its Owner.

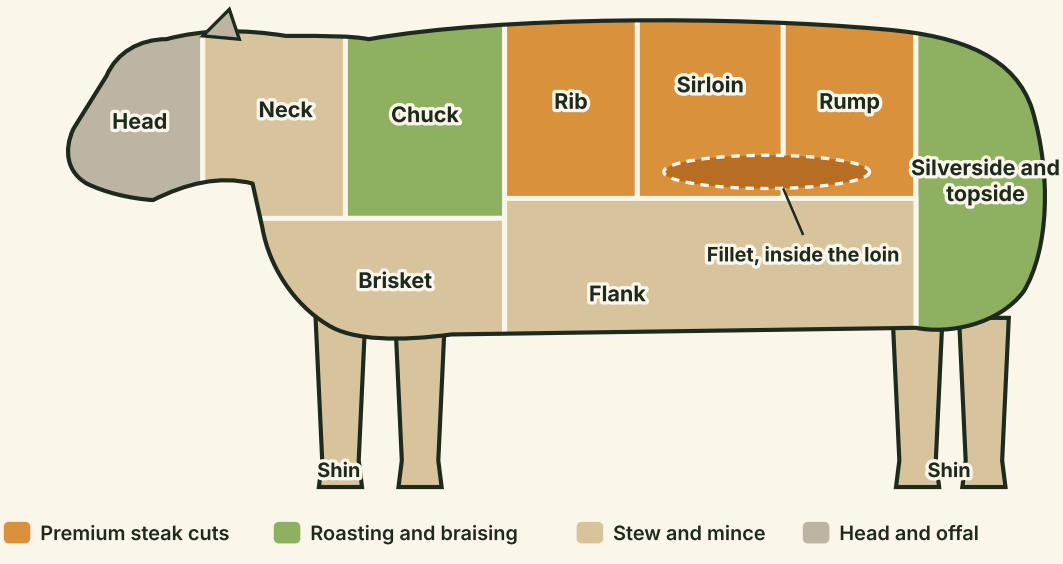
RIMAI is a business-owner course, not an agronomy course. The business is the farm. RIMAI teaches you enough to brief, hire and supervise the experts - the agronomist, the vet, the butcher, the winemaker - and to see where the money sits on the value chain. It never teaches the how-to. You learn that culturing is the step that turns milk into yoghurt, not how to culture. You learn the cuts of the beast and what each one earns, not how to wield the knife.

Every lesson answers one commercial question, sets South Africa as the benchmark against the student's own market, names the Dictionary terms it introduces and the Library sources it rests on, and ends with a task on the student's own land that feeds a named calculator. The course reads on a phone, in thirteen days, at the student's own pace.

The drawings carry the teaching. Every Major shows the value chain from inputs to the consumer, the production calendar from the first money spent to the first money back, and the product map: the cuts of the beast or the anatomy of the crop, with what each part earns. An owner who knows these can brief a butcher, a miller or an agronomist, and negotiate with them.

Beef: the cut map

What each cut earns. The premium steak cuts are a small share of the carcass weight but a large share of its value.



Thirteen Modules to a Business You Can Start

Eleven Core Course modules on the business of farming, module 12 where the student chooses a Major, and module 13, the Capstone, a costed venture plan on that Major for land they actually hold.

MODULE 1
The Farm as an Asset

MODULE 2
Money for the Farm

MODULE 3
Productivity Economics

MODULE 4
Getting to the Buyer

MODULE 5
Logistics and Cold Chain

MODULE 6
Standards and Market Access

MODULE 7
Trade and Policy

MODULE 8
Value Add, Processing and IP

MODULE 9
Climate, Water and Resource Risk

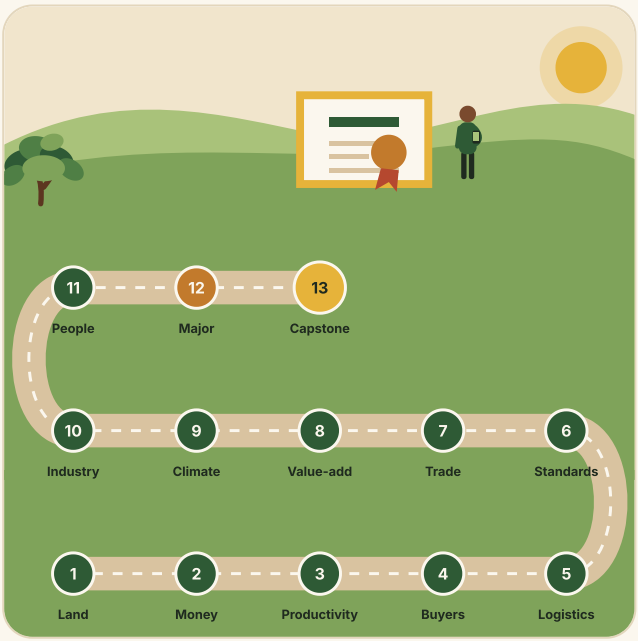
MODULE 10
People and Industry Structure

MODULE 11
People, Community and Labour

MODULE 12
Your Major

MODULE 13
Your Capstone

The Core Course runs from land as capital, finance and productivity to buyers, logistics, standards, trade, value-add and intellectual property, climate and water, industry structure, and people, community and labour. It teaches land capability, farm strategy, mixed farming, farm operations at every scale, grading, brands, geographical indications, trade secrets and plant breeders' rights.



Twenty-One Majors in Five Faculties

The student majors in one commodity business, so a graduate can tell a buyer, a partner or a lender they majored in piggery, citrus or dairy.

Grains and Oilseeds

M1 Maize

M2 Small Grains and Sorghum

M3 Oilseeds

Horticulture

M4 Citrus

M5 Deciduous Fruit and Table Grapes

M6 Subtropical Fruit and Nuts

M7 Potato

M8 Fresh Vegetables

Livestock

M9 Beef

M10 Sheep and Goats

M11 Pork

M12 Poultry and Ostrich

M13 Aquaculture

M21 Dairy

Fibre and Leather

M14 Wool and Mohair

M15 Cotton and Hemp

M16 Hides, Skins and Leather

Industrial and Beverage Crops

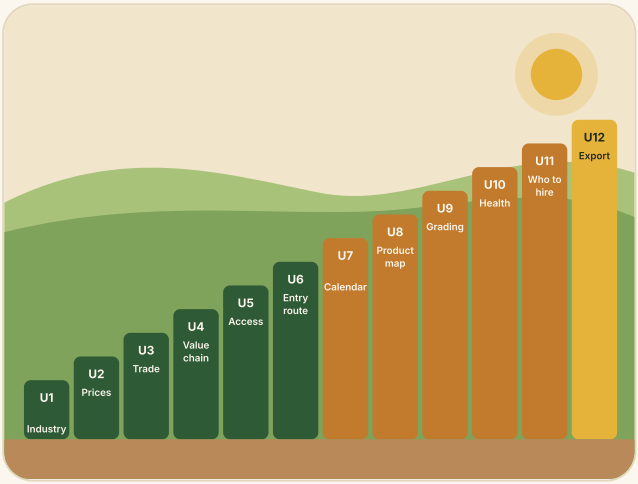
M17 Sugar

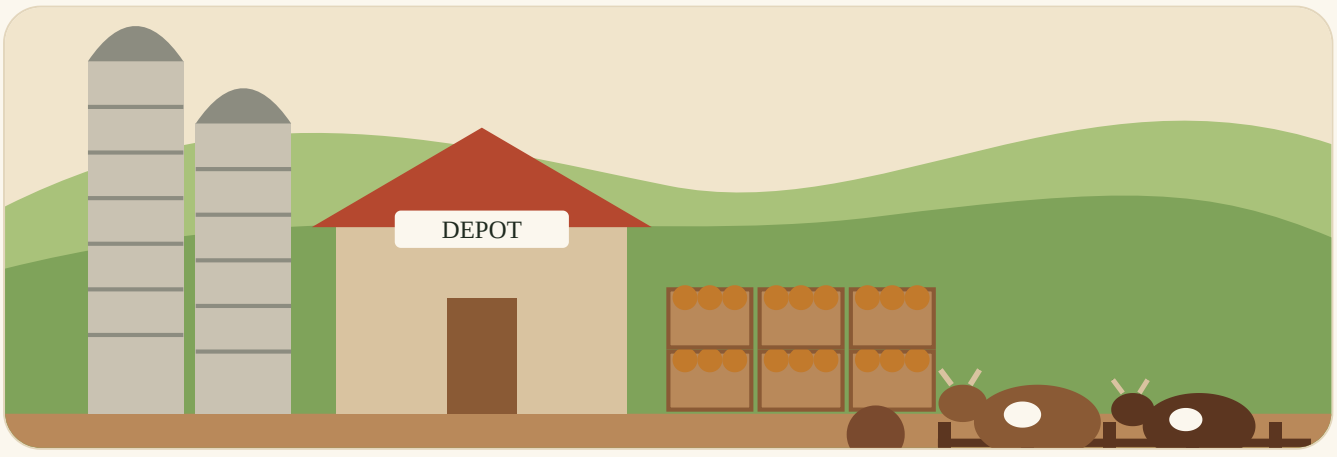
M18 Tea and Coffee

M19 Tobacco

M20 Wine

Every Major runs the same twelve units. Six on the business: the industry and where it grows, market structure and prices, imports and exports, the value chain and who buys, market access and barriers, and the entry route. Five on running it: the production calendar, the product map, grading and the price, animal or plant health, and the specialists to hire. The twelfth is the route to exporting: every touch point from farm to foreign buyer, with the departments and bodies that help in each market.





Lessons, Dictionary, Library and Calculators

Lessons

Twelve modules and twenty-one Majors, each linked to the terms, sources and calculators it uses.

Dictionary

202 terms in plain words, each with a diagram, how to use it, a South African benchmark and notes for the four local markets.

Library

150 articles, 59 South African value chain profiles and 80 dated country data sets for Zimbabwe, Zambia, Botswana and Namibia.

Calculators

108 calculators in one Excel Toolkit keyed to the student's country, hectares and Major, eight of them live in the browser with live exchange rates.

Every figure in the school sits in one dated data layer, with its country, Major, year and source, separate from the lessons. Refreshing a country updates every calculator and Dictionary benchmark at once, so a student always knows how old a number is.

The Toolkit ends in the Venture Plan Builder, which pulls the student's results onto one page and runs six readiness checks before a plan can be submitted.



EIGHT CALCULATORS LIVE IN THE BROWSER

Break-even
How much must I sell before I make money?

Loan repayment
What does this loan cost each month?

Cash flow
In which month does the cash run lowest?

Gross margin
Does the enterprise pay above its variable costs?

Payback period
How long until the money comes back?

Start-up capital
How much must I raise?

Enterprise budget
The whole enterprise on one page

Delivered cost
What reaches the farm after transport?

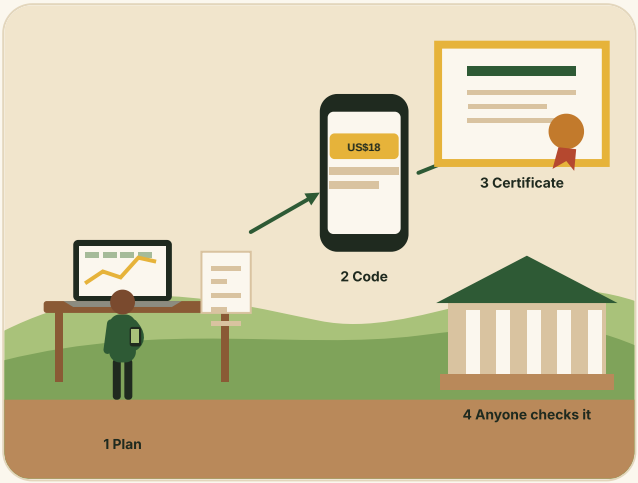
06 · CERTIFICATION

Certify a Plan, Not a Quiz

The first lesson of every module is open to everyone. One RIMAI code, at US$18, opens the whole school and pays for the assessment of one venture plan, for real land, against a fixed rubric.

Every plan passes three gates before it is scored: readiness, own figures and integrity. It is then scored on nine criteria for 100 marks: land and tenure, enterprise choice, buyer and route to market, the numbers, financing, logistics and standards, risk, the entry route, and people, community and labour. Eighty certifies; ninety certifies with distinction.

A graduate becomes a Certified RIMAI Agribusiness Professional in their Major and country, valid for two years, with a reference code anyone can check on the public register. Partner platforms read the same code to fast-track graduates.



THE RUBRIC: NINE CRITERIA, 100 MARKS

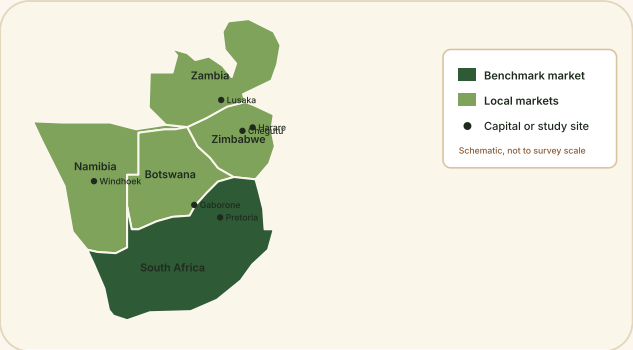
10	Land and tenure	10	Enterprise choice and market logic	15	Buyer and route to market
15	The numbers	10	Financing plan	10	Logistics, standards and access
10	Risk and resilience	10	Entry route realism	10	People, community and labour



07 · FIVE MARKETS

South Africa as the Benchmark, Four Local Markets as the Reality

South Africa has built the institutions that make production pay. Zimbabwe, Zambia, Botswana and Namibia are where most RIMAI students hold their land.



Every lesson and every Major sets the South African figure against the four local markets, dated and sourced, so the student learns from the region's largest producer while planning for the market they actually sell into.

ONE DATED FIGURE FROM EACH MARKET

BENCHMARK
South Africa
9,283,000 t
White maize crop
2026, NAMC

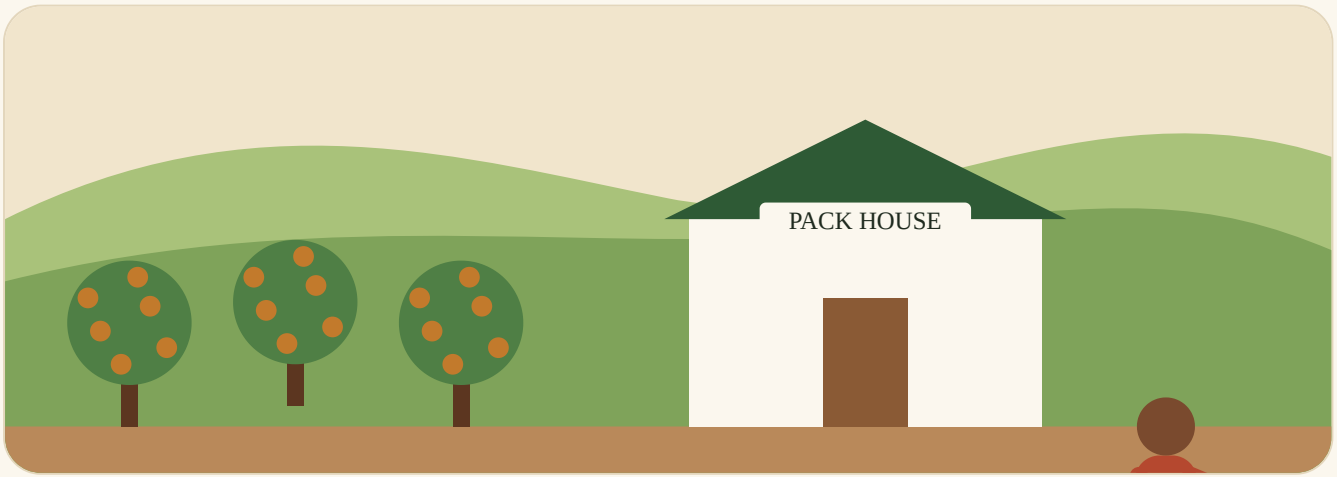
LOCAL MARKET
Zimbabwe
121.84 million litres
Raw milk produced
2025

LOCAL MARKET
Zambia
89,000 t
Farmed fish produced
2024, national budget

LOCAL MARKET
Botswana
38,890,722
Broiler chicks produced
2025, Ministry of Lands and Agriculture

LOCAL MARKET
Namibia
N$561.3 million
Table grape exports, Q1
2026, NSA

The data layer holds 209 dated figures across the five markets and is refreshed each season. Where a figure has not yet been published, it is marked TBA rather than guessed.



Every Institution That Backs a Farmer Gains From One Standard

Students and land owners
Open the school with one US$18 code, learn in 13 days, plan on your own hectares and certify the plan on the same code.

Sales agents
Anyone can sell RIMAI codes. Agents earn US$3 for every code activated, with no limit.

Universities and colleges
Endorse the designation, co-issue the certificate with your name on it, supervise Capstones and grant credit.

Banks and lenders
Adopt the designation as a lending standard and read applications on the same numbers the applicant built.

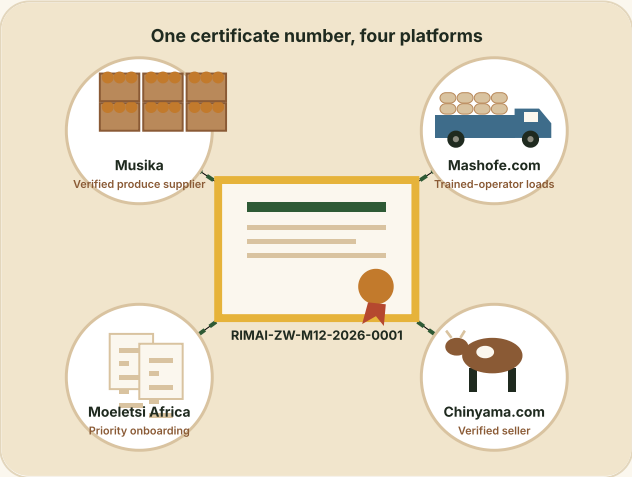
Brands and buyers
Sponsor certification for outgrowers and suppliers, and build a certified supply base.

Government departments
Use RIMAI for farmer, youth and land programmes with one common standard across beneficiaries.

Input suppliers
Put enterprise budgets in customers' hands and license the Toolkit for grower schemes.

Development agencies
Fund certification codes at scale and report outcomes against the Sustainable Development Goals.

Partners can also license the Toolkit, co-brand a Major in their sector, share current prices so the data layer stays fresh, and employ certified graduates as farm managers, field officers and outgrowers. Four partner platforms stand at the points where a farmer has to act: Musika for supplies, Mashofe.com for freight, Moeletsi Africa for registration and business plans, and Chinyama.com for livestock sales.



Aligned to the Sustainable Development Goals and to ISO Standards

Every module and Major is mapped to the goals it serves and to the management standards it teaches, at the level a small venture needs.

SUSTAINABLE DEVELOPMENT GOALS

- 1 No poverty
- 2 Zero hunger
- 4 Quality education
- 5 Gender equality
- 6 Clean water
- 8 Decent work and growth
- 9 Industry and innovation
- 10 Reduced inequalities
- 12 Responsible production
- 13 Climate action
- 14 Life below water
- 15 Life on land
- 17 Partnerships

ISO MANAGEMENT STANDARDS

ISO 55001 Asset management	**ISO 31000** Risk management	**ISO 9001** Quality management
ISO 22000 Food safety management	**ISO 14001** Environmental management	**ISO 14046** Water footprint
ISO 26000 Social responsibility	**ISO 45001** Occupational health and safety	**ISO 30414** Human capital reporting

RIMAI is aligned to these goals and standards; it is not a UN programme and alignment is not ISO certification.

RIMAI
Agribusiness School

Start With the First Lesson. One Code Opens the Rest.

Learn at rimai.cabanga.africa. Partners, universities, agents and the media: talk to us.

EMAIL

rimai@cabanga.africa

WEB

rimai.cabanga.africa

WHATSAPP

Botswana +267 78 467 445

South Africa +27 69 342 8500

Zimbabwe +263 71 885 3483

Zambia +260 97 864 3507

USA +1 (302) 465-7107

RIMAI Agribusiness School is a product of Cabanga Africa Group (Pty) Ltd, a private company registered in the Republic of South Africa. Built by Cabanga Platforms.

