AFGRI – South African trademarks

Updated 8 November 2026

AFGRI is a South African agricultural group. It provides grain storage and handling, farm equipment, financing and other services and products to farmers.

How AFGRI has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#266
largest trademark owner in South Africa (of 121,626)

221
trademarks filed

2
different logos published since 2020

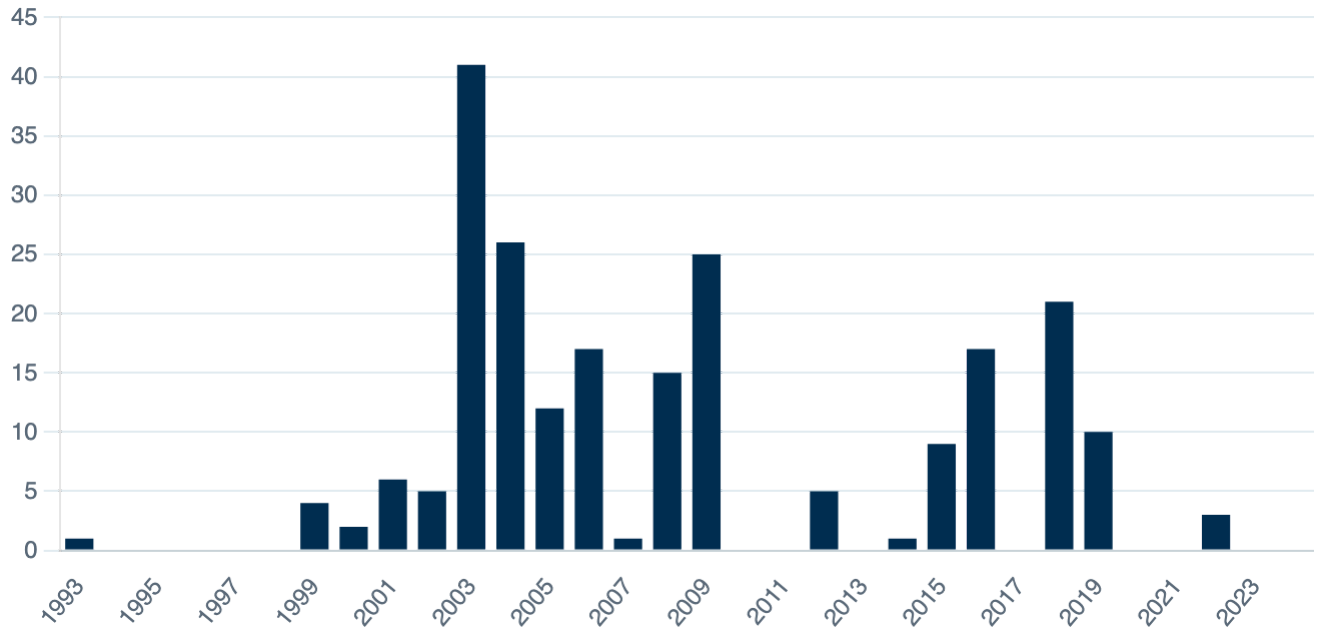
27
of 45 classes used

1993
first trademark filed

51
filed in the last 10 years

A portfolio built over time

AFGRI filed its first South African trademark in 1993 and has filed 221 since; its busiest year was 2003, with 41 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

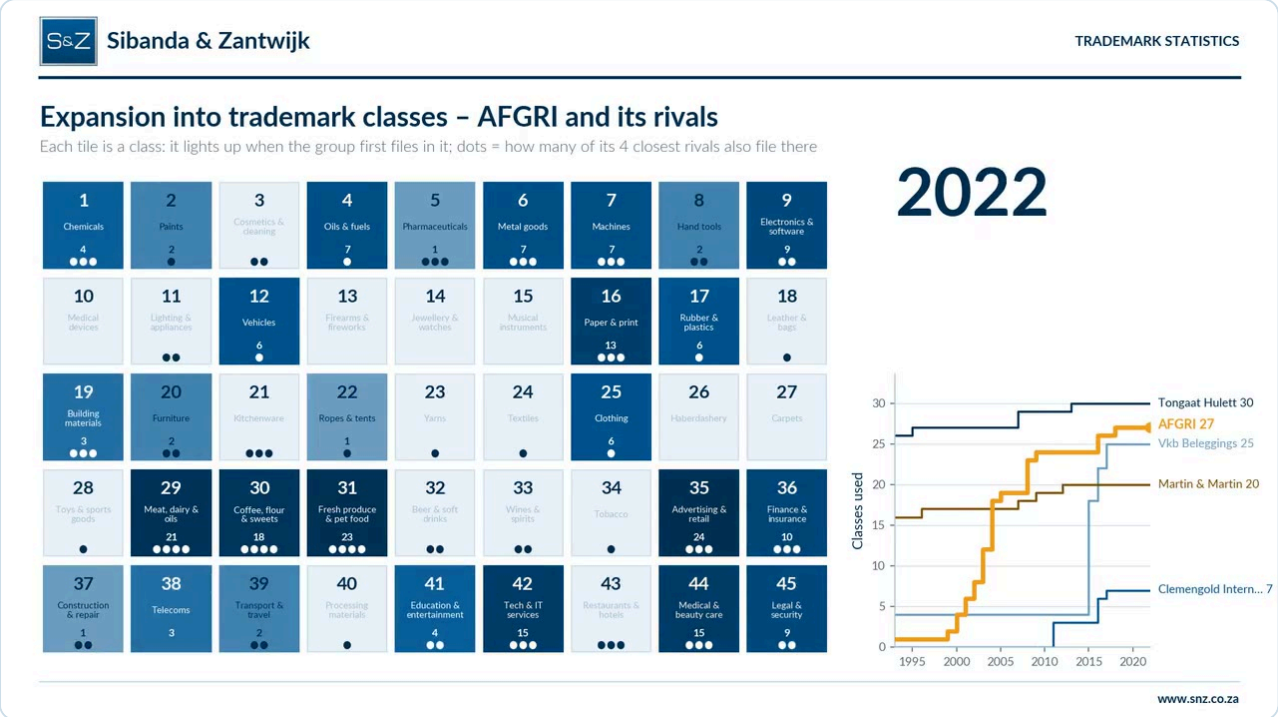
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
AFGRI	408	1993–2019
Chatspart 903	15	2006–2022
Afgri Group	12	2018–2018

Where AFGRI expanded its business

Trademark classes show what a business sells. AFGRI's portfolio is concentrated in advertising & retail (class 35), fresh produce & pet food (class 31), meat, dairy & oils (class 29). Its most recent moves were into construction & repair (2018), ropes & tents (2016), transport & travel (2016).

AFGRI trademarks: expansion into trademark classes, 1970–2022



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afgri-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

CLASS	MARKS	SHARE	SINCE
35 Advertising & retail	24	10.9%	2001
31 Fresh produce & pet food	23	10.4%	1999
29 Meat, dairy & oils	21	9.5%	2001
30 Coffee, flour & sweets	18	8.1%	1993
44 Medical & beauty care	15	6.8%	2003
42 Tech & IT services	15	6.8%	2000
16 Paper & print	13	5.9%	2003
36 Finance & insurance	10	4.5%	2005

The brands AFGRI protects most

The word marks and logo names AFGRI has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	AFGRI FOR LIFE	17	17	2016–2016
2	AFPRO	13	13	2008–2008
3	AGPRO	13	13	2009–2009
4	PARTRITE MORE THAN PARTS	12	6	2006–2006
5	LEADERS IN AGRICULTURAL BUSINESS	11	9	2003–2003
6	LEIERS IN LANDBOU BESIGHEID	11	9	2003–2003
7	Axl	10	2	2019–2019
8	AGH	8	4	2018–2018
9	AFGRI GROWTH THE NATURAL OUTCOME	7	5	2009–2009
10	TECHNILAND	6	3	2003–2003
11	CROP CARE	5	5	2002–2002
12	AGH AFGRI GROUP HOLDINGS	4	4	2018–2018
13	GROWTH THE NATURAL OUTCOME	4	4	2009–2009
14	AFGRI AID	3	3	2005–2005
15	AFGRI - TOGETHER WE MAKE IT POSSIBLE / AFGRI - SAAM MAAK ONS DIT MOONTLIK	3	3	2015–2015

Logos filed most often (since 2020)

10 filings · 2 classes

1 filing · 1 class

AFGRI's logos

The 2 different logos AFGRI has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

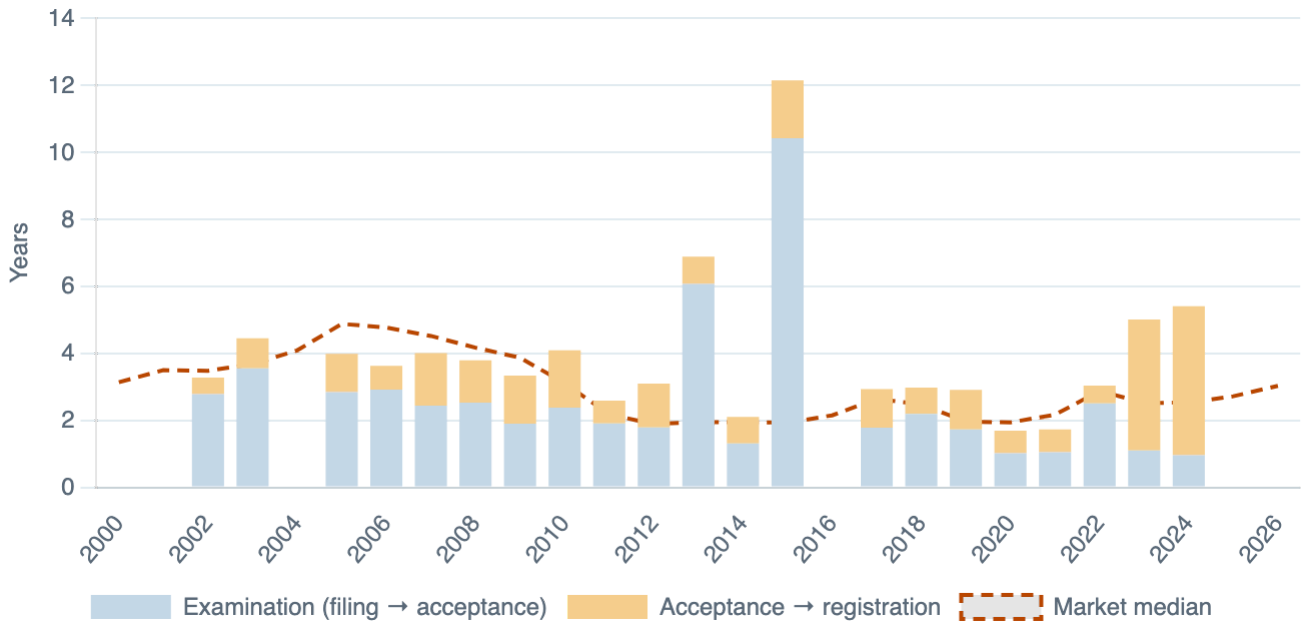
2 classes

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, AFGRI's marks took a median of **5.0 years** from filing to registration, slower than the market's 2.7 years. Most of that time is examination: 1.1 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

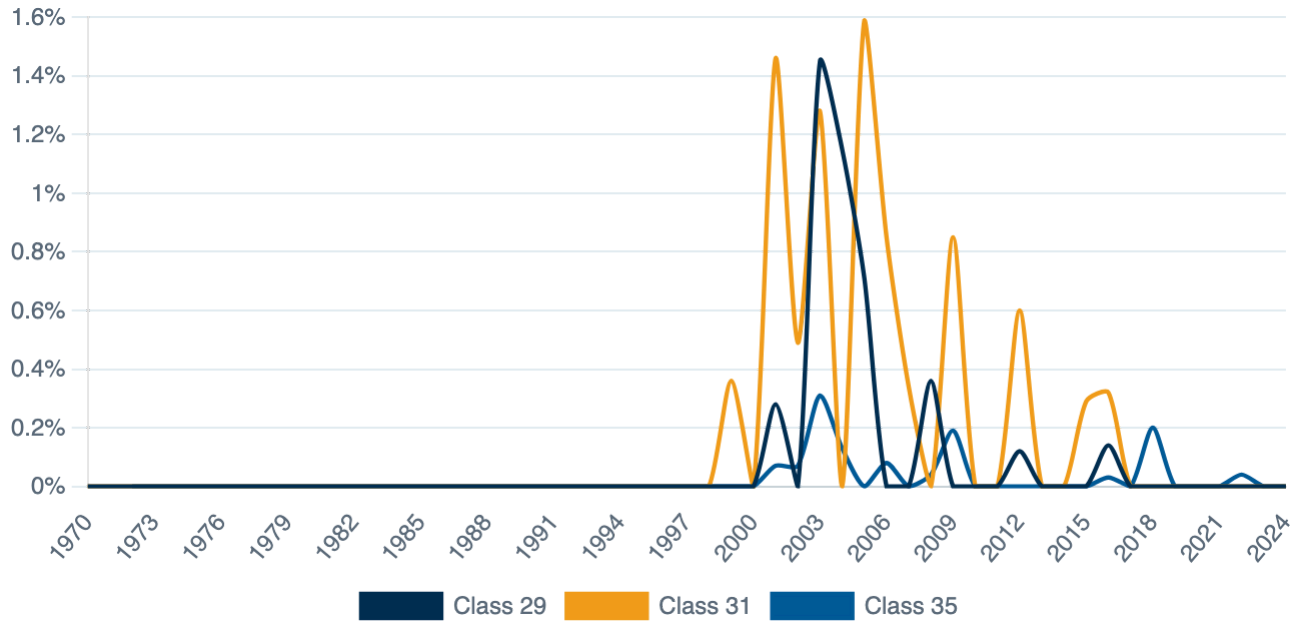


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in AFGRI's classes

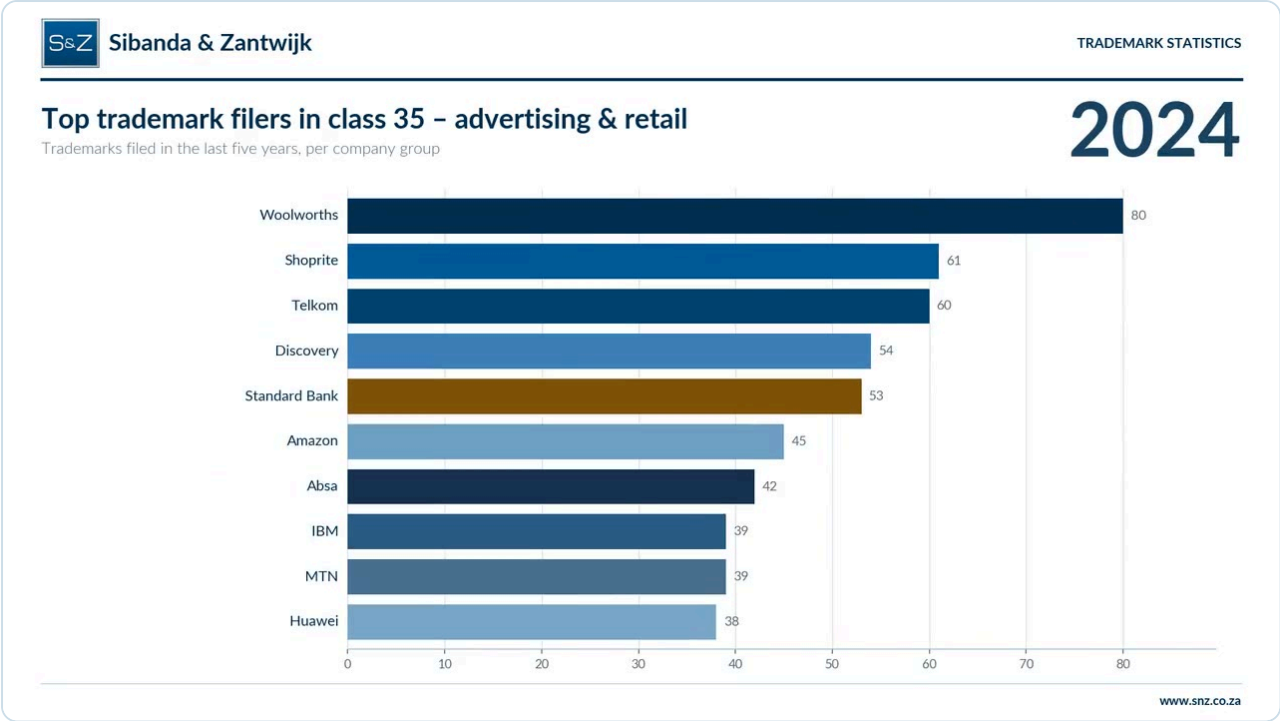
> Ranked by **number of trademarks filed in AFGRI's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows AFGRI's market position, not who is most like it.

In the last five years, AFGRI was **#3365** of 5,866 filers in class 35 (advertising & retail), with 1 of 11,124 trademarks.



AFGRI's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 35 (advertising & retail), South Africa 1975–2024: AFGRI



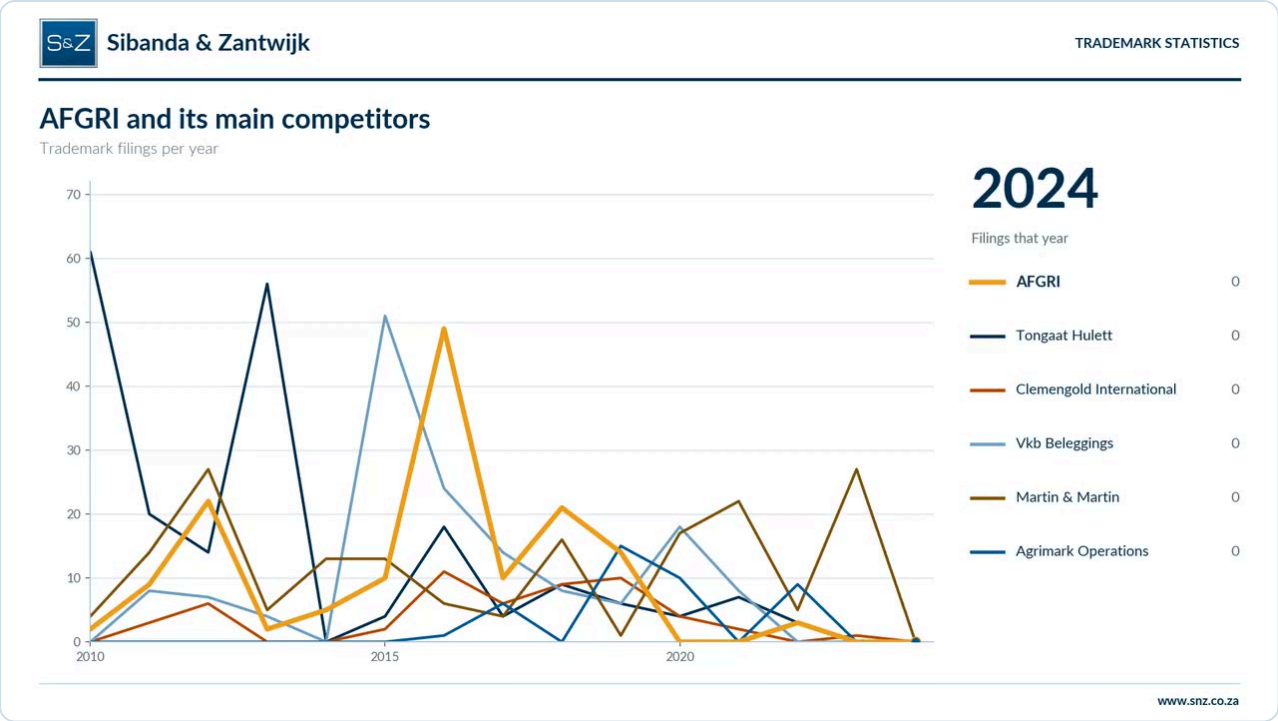
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afgri-south-african-trademarks/class-35-race-video.html

Main competitors – the companies most like AFGRI

> Ranked by **how similar their whole trademark portfolio is to AFGRI's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

AFGRI's closest competitors in South Africa are Tongaat Hulett, Clemengold International, Vkb Beleggings and Martin & Martin.

AFGRI trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/afgri-south-african-trademarks/competitors-video.html

Trademark filings per year: AFGRI (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	Tongaat Hulett	Direct competitor	68%
2	Clemengold International	Direct competitor	67%
3	Vkb Beleggings	Direct competitor	66%
4	Martin & Martin	Direct competitor	65%
5	Agrimark Operations	Direct competitor	64%
6	Suidwes Landbou Eiendoms Beperk	Direct competitor	59%
7	Woolworths	Retailer's own brands	68%
8	Walmart	Retailer's own brands	61%
9	Unitrade Management Services	Retailer's own brands	61%
10	Wellness Warehouse	Retailer's own brands	59%

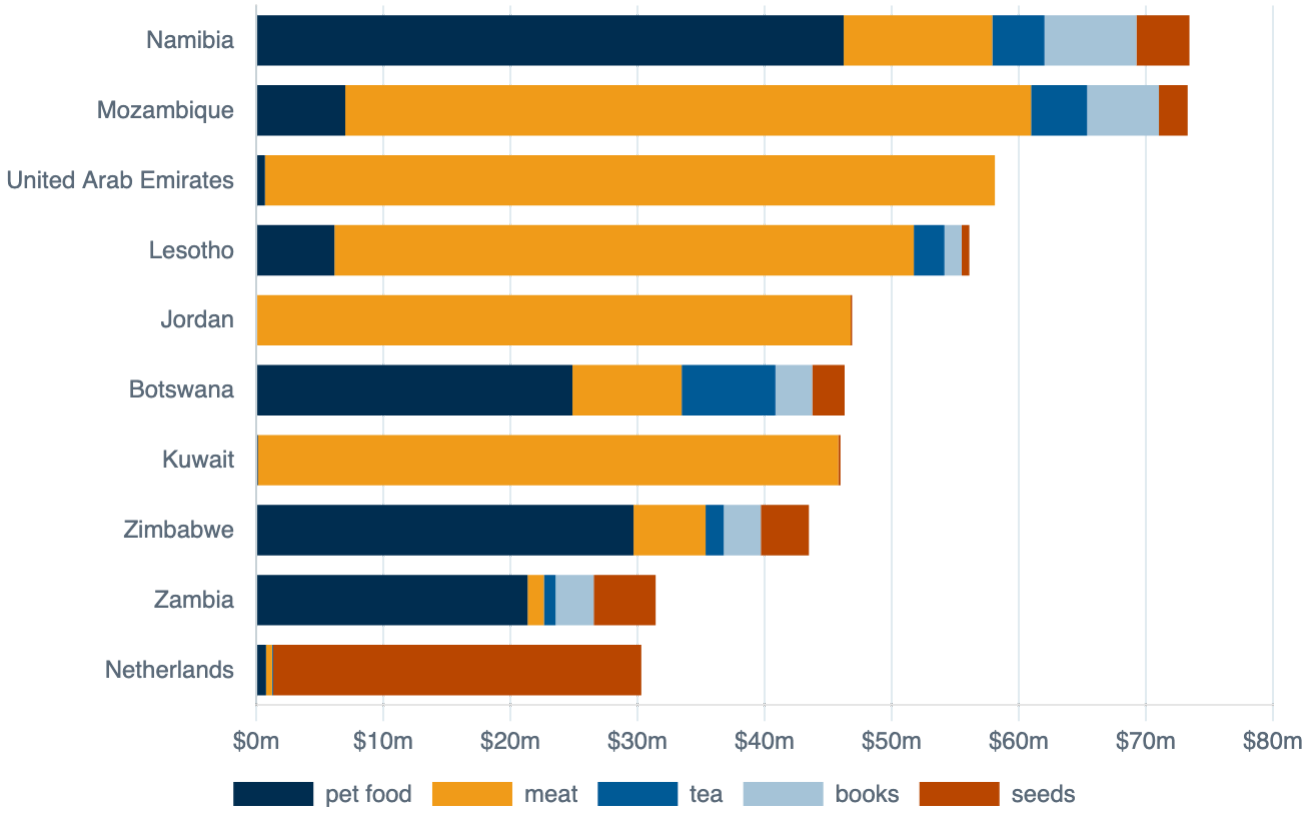
Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

AFGRI – relevant export countries

South Africa exported **US$1.6 billion** of the goods AFGRI's main classes cover in the last year – pet food; seeds; live cannabis plants (class 31); meat; fish; jams (class 29); tea; coffee; bread (class 30); books; posters; stickers (class 16). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where AFGRI's trademarks matter most.

Where South Africa exports AFGRI's top goods

AFGRI's trademarks most often cover pet food, meat, tea, books and seeds. South Africa's ten largest export markets for these goods took **60%** of its exports of them in 2024.



South Africa's exports of each good to the country in 2024 (US$ million). The goods are the ones AFGRI's specifications mention most in its main classes; the figures are national exports, not the company's own sales.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	83	US$276 m	+4%	National	US$2,123
2	United States of America	72	US$86 m	+0%	National	US$2,750
3	China	72	US$45 m	-11%	National	US$984
4	United Kingdom	68	US$24 m	+6%	National	US$1,192
5	Japan	63	US$23 m	-5%	National	US$1,481
6	Mozambique	59	US$120 m	+17%	ARIPO	US$397
7	Switzerland	58	US$5.1 m	+2%	National	US$1,390
8	Hong Kong SAR	58	US$16 m	-1%	National	US$1,412
9	Philippines	57	US$14 m	-0%	National	US$1,275
10	Mexico	56	US$850 k	+12%	National	US$2,440

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Mozambique	59	US$120 m	+17%	ARIPO	US$397 S&Z
2	Nigeria	56	US$5.3 m	-6%	National	US$812 S&Z
3	Lesotho	54	US$73 m	-7%	National	US$320
4	Zimbabwe	54	US$61 m	+14%	ARIPO	US$397 S&Z
5	OAPI (17 states)	54	US$3.4 m	+9%	National	US$1,378 S&Z
6	Egypt	53	US$13 m	-6%	National	US$1,835
7	Botswana	53	US$84 m	+1%	ARIPO	US$397 S&Z
8	Eswatini	52	US$49 m	-0%	ARIPO	US$397 S&Z
9	Tunisia	50	US$919 k	+29%	National	US$1,320
10	Algeria	48	US$92 k	+56%	National	US$1,302

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign

trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 4 classes; ARIPO costs are per country, plus US$290 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
AFGRI FOR LIFE	17	US$3,451	US$3,779
AFPRO	13	US$2,639	US$3,041
AGPRO	13	US$2,639	US$3,041
PARTRITE MORE THAN PARTS	6	US$1,218	US$1,748
LEADERS IN AGRICULTURAL BUSINESS	9	US$1,827	US$2,302

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For AFGRI's five most-filed brands: word marks of **other companies** (not AFGRI's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to AFGRI FOR LIFE (classes 29, 30, 31, 35, 44; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to AFPRO (class 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to AGPRO (class 35; no close matches in the search)

No confusingly similar marks of other companies found.

Similar to PARTRITE MORE THAN PARTS (classes 4, 6, 7, 17, 25, 35; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to LEADERS IN AGRICULTURAL BUSINESS (classes 29, 30, 31, 35, 44; searched 2018-02-28 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they

are published.

How S&Z can help you

> S&Z does not just file trademarks. We are a technology-first firm that manages trademarks – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management

Every renewal date in your portfolio tracked and paid online.

Competitor watch

Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

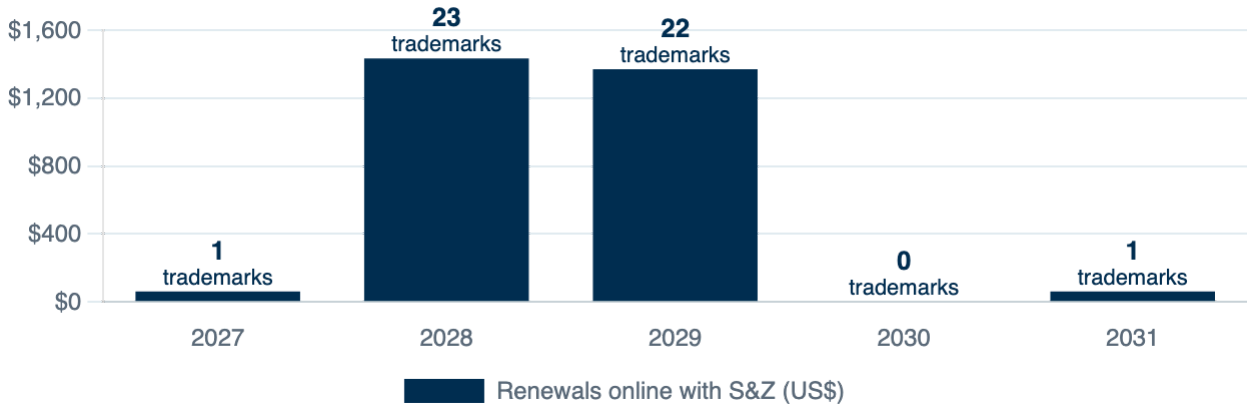
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

AFGRI's next five years of renewals

47 of AFGRI's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$2,927 over the five years.



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