RPO presentation for the NAMC

Gerhard Schutte CEO
ANIMAL PRODUCTION SHARE OVER TIME

- Poultry and egg
- Cattle
- Sheep and goats
- Other
DESPITE THESE CHALLENGES, SA BEEF EXPORTS HAVE INCREASED SOMEWHAT IN THE RECENT PAST
DEMAND FOR RED MEAT

Figure 68: South African meat consumption – 2026 vs. 2014-2016 base period
FUNDAMENTALS ARE VERY POSITIVE
40 % transformed

215 034 households owning sheep
29 065 households owning goats
### OFFTAKE FIGURES (%)

<table>
<thead>
<tr>
<th></th>
<th>Cattle</th>
<th>Goats</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Africa commercial</td>
<td>33</td>
<td>125</td>
</tr>
<tr>
<td>South Africa emerging</td>
<td>8</td>
<td>51</td>
</tr>
<tr>
<td>South Africa communal</td>
<td>6</td>
<td>&lt;51</td>
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TRANSFORMATION IN THE INDUSTRY
RPO TRANSFORMATION TRAINING PROJECT
RPO TRANSFORMATION TRAINING PROJECT

2016
Basic Herd and Health Management

2017
Veld and Pasture Management

2018
Reproduction Management

2019
Cattle Marketing Management

2020
Farm Business (Financial) Management
Project started in 2016

687 Course Participants

38 Training Courses

North-West (7)
Mpumalanga (4)
Free State (4)
KwaZulu-Natal (9)
Eastern Cape (4)
Western Cape (2)
Limpopo (4)
Gauteng (1)
STUDENT FEEDBACK

Our eyes were opened to the whole value chain of beef and to see other opportunities besides traditional auction.

— Sanele Mbhele

I now know what I have to do to maintain good stock and produce quality meat. Also how to prepare them for an auction or abattoir.

— Thokozile Parkies

The highlight of the course was the grading system. I have implemented veld and pasture systems that I learned from previous training. I will definitely come for training again because you learn something new every time.

— Reuben Mosiane

“Shortest week ever...I've learned a lot...Thanks to Mr Phaahla and Mr Monyai and all the other learners. Had a great time. I really appreciated what you did. Farmers love you”.

— Nomusa Shongwe
“Ek sou armer gewees het sonder die kursusse, want dit het my geleer boer. Ek weet nou hoe die kamp moet lyk en wat ek moet doen om die reenwater te hou by die kamp. Ek het nie geken van gras nie, maar nou weet ek watter gras is goed vir my bees.”

“Ek gaan volgende jaar se kusus weer bywoon, ek leer baie en julle man is baie goed, hy ken van boer en die natuur.”

“Ek sal graag wil hê my manne moet ook hierdie leer”
— Mogapinyane “Piet” Koma

“Ek sien baie verskil met my boerdery want ek het baie geleer van hoe en wanneer ek dinge moet doen”

“My kudde het baie gegroei”

“Mnr Flip Botha is 'n goeie mentor, ek kan hom alles vra”
— Nelson More

“The training is excellent. It improved on what I had before”

“Reproduction was the most helpful. I found the Artificial Inseminnation very interesting.”

“Until you tell me you are stopping the training I will keep on attending future courses”

“The training was very productive”

“After the course I bought two new bulls because we learned about inbreeding.”

“You can see the change on the farm”

“I would love to attend some more courses in the future so that they can open our minds”
— Zolani Maduna
SUCCESS FACTORS

Participation of RPO Regional offices in the identification and logistical arrangements of the courses

Collaboration with other industry stakeholders (SAMIC, Sernick, veterinarians, agricultural banks), the ARC and DALRRD.

Some regions requested multiple courses owing to the need for and quality of the courses

Course facilitators are proficient in multiple indigenous languages.

Some of the courses were also translated into Afrikaans to address language barriers.
WHY CONSUMER EDUCATION?

- 98% of lamb and mutton in South Africa is consumed in the local market.
- We must educate consumers on the good characteristics of lamb and mutton – healthy and nutritious.
- How do we do it??
The modern consumer WANTS TO KNOW

# 1 Tendency – FULL DISCLOSURE

Product without information is a product without consumers
Website

Recipe

Nutrition

www.cookingwithlamb.com
Activations

KOTA FESTIVAL
WALTER SISULU SQUARE
8-9 Sept
Featuring Ambassadors:

ON THE MENU
The Curry Bite Kota
*Lost Number Kota
The Mutton Townzar Kota
The Cheeky Lamb Con Carne Kota

lamb.com
Nutrition

According to the World Cancer Research Fund International (WCRF) report published on the 24th of May 2018, fresh red meat can be part of a healthy, balanced diet and lifestyle as long as it’s limited to no more than:

350 - 500 grams cooked weight per week.

In South Africa many individuals suffer from nutrient deficiencies such as Iron and Vitamin A deficiencies, which can be improved through consuming good quality red meat and organ meats.

South African lamb and mutton meat is a nutrient dense food product. A mere piece of cooked lamb meat contributes at least:

- 44% of your daily Protein intake
- 6% of your daily Magnesium intake
- 5% of your daily Iron intake
- 10% of your daily Zinc intake

Your fair share of lamb...

These are the average cooked edible portions from selected South African lamb meat products servings

- Leg Chops
- 76g average cooked edible portion
- 17.7g Protein
- 7.5g Fat

- Neck Chops
- 56g average cooked edible portion
- 9g Protein
- 4g Fat

- Neck Steaks
- 65g average cooked edible portion
- 12.5g Protein
- 4.6g Fat

- Knuckle
- 43.4g average cooked edible portion
- 16.4g Protein
- 3.8g Fat

South African lamb and mutton meat is a nutrient dense food product. A mere piece of cooked lamb meat contributes at least: 100g

- 44% of your daily Protein intake
- 6% of your daily Magnesium intake
- 5% of your daily Iron intake
- 10% of your daily Zinc intake

Supplied by the South African Lamb and Mutton Advisory Council & Lamb SA. The average weights for the meat products from lamb meat products in this article refer to edible portions only. Available from the library of the University of Pretoria and Edith Morley Collection.
PRODUCER EDUCATION TRAINING AND EXTENTION

- Information days
- Codes of Conduct
- Congresses
- Workshops
NATIONAL POLICY FORMULATION

- LAFIF
- Telecoms
- Executive Council Meetings
- Federation of Red Meat Producers’ Organisation
- Standards Committee
- CEO Forum
GLOBAL COMPETITIVENESS
Markets / Exports

Meat Board of Namibia

World Organisation for Animal Health

World Trade Organization

IMS

Meat for the World

Botswana Meat Commission

BMC

Meat Perfection Defined

OIE

Export Promotion

ATF

www.rpo.co.za
ANIMAL HEALTH

- Foot and Mouth Disease
- Small Stock Health Advisory Body
- Compensation & Risk Management
- Heartwater Vaccine
- Pharmaceutical Companies
- Provincial Animal Health Forums
- OJD
- Antimicrobial Resistance
- Compulsory Community Service
- PPR
STOCK THEFT PREVENTION

- National and Provincial Stock Theft Prevention Forum
- Pounds
- Lesotho Border
- Research
- Training of Prosecutors

Role players:
SAPS, National Prosecuting Authority, Correctional Services, SA National Defense Force
PREDATION
PREVENTION

- Predation Management South Africa
- Training Courses
- Provincial Predation Management Forums
- Department of Environmental Affairs
MARKET PROTECTION / IMPORT AND EXPORT MONITORING

- Trade Agreements
- Border Control
- Ad Valorem Tariff

SARS
South African Revenue Service

Customs

SACU
SOUTHERN AFRICAN CUSTOMS UNION

agriinspec

RPO
www.rpo.co.za
PROJECTS / LEGISLATION

- Expropriation without compensation
- Unemployment Insurance Act, Act 63 of 2001
- National Environmental Biodiversity Act, Act 10 of 2004
- Animal Diseases Act, Act 35 of 1984
- Animal Identification Act, Act 6 of 2002
- Stock Theft Act, Act 12 of 1990
- Performing Animals Protection Act, Act 24 of 1935
- Animal Protection Act, Act 71 of 1962
- Regulations pertaining to stray dogs under municipal by-laws
- Consumers Protection Act, Act 68 of 2008
- Skills Development Act, Act 97 of 1998
- Draft Feeds and Pet Food Bill, 2017
- Conservation of Agricultural Resources Act (cara), Act 43 of 1983
- Broad-Based Black Economic Empowerment Act, Act 53 of 2003
- Meat Safety Act, Act 40 of 2000:
  - Regulations pertaining to poultry meat
  - Regulations pertaining to venison
- Agricultural Product Standards Act, Act 119 of 1990
- Animal Improvement Act, Act 62 of 1998
- National Veld and Forest Fire amendment bill, Act 101 of 1998

DRAFT DOCUMENTS FOR INPUT
- LITS - Livestock Identification and Traceability System
- AIRT - Animal Identification, Recording and Traceability
- Agricultural Trade Forum
- NSPCA Livestock Export Standard by Sea
- Norms and Standards for the management of damage-causing animals in South Africa
- Census of commercial agriculture - Live Stock Census
- Drought survey
- Ad valorem survey
DOES SUSTAINABLE PRODUCTION WORK?

- Growth in kilograms in beef produced
- Internationally competitive
- Total turnover 2018 on producers level R77.9 Billion per annum

ANSWER IS YES!

- We need statutory levy funds for this
- Should be the norm in the new levy period
- Strategic plan put emphasis on production development and transformation
Currently R40 million with R160 million turnover on consumer level

0.025 % - lowest of all statutory levies

NEXT STATUTORY LEVY PERIOD

INTERVENTIONS THAT WE NEED

Current interventions
- Transformation
- Production development
- Research and Development
- Consumer Education
- Liaison
- Consumer assurance
- Compliance

New Interventions
- Traceability
- More Development in terms of Research
- Bio-security
- Enterprise Development

Double up to R80 million that will equates to 0.05 % of levies
TAKE HOME MESSAGE

• Future prospects for the red meat industry
• 40% transformed
• Contributor to food and income security
• Lucrative local market
• Internationally competitive
• SA beef 30% cheaper than international beef prices
• Exports will lift the bar
• Well developed feedlot industry
• High quality beef due to our production and classification system

We cannot afford not to have a traceability system – Baby steps need to be taken immediately
RPO VISION

ENSURING THE COMPETITIVENESS AND SUSTAINABILITY OF THE RED MEAT INDUSTRY, IN WHICH RED MEAT PRODUCERS ARE EMPOWERED TO COMPETITIVELY AND SUSTAINABLY PRODUCE AND UNLOCK VALUE

THANK YOU !!!