POTENTIAL OF THE EMERGENT RED MEAT INDUSTRY
SUPPLY AND DEMAND IN THE RED MEAT INDUSTRY

Figure 54: Meat consumption in South Africa: 2027 vs. 2015-2017
SUPPLY AND DEMAND IN THE RED MEAT INDUSTRY
# Livestock Numbers: Emergent Sector

<table>
<thead>
<tr>
<th>Owned By</th>
<th>Total</th>
<th>Emergent</th>
<th>Percentage Owned by Emergent Sector</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cattle</td>
<td>13.6 million</td>
<td>5.7 million</td>
<td>42 %</td>
</tr>
<tr>
<td>Sheep</td>
<td>24.6 million</td>
<td>3.1 million</td>
<td>13 %</td>
</tr>
<tr>
<td>Goats</td>
<td>5.9 million</td>
<td>4.3 million</td>
<td>73 %</td>
</tr>
</tbody>
</table>
HOUSEHOLDS OWNING LIVESTOCK

- 215,034 households owning sheep
- 429,065 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>
</tr>
</tbody>
</table>
RPO’s CONTRIBUTION TO TRANSFORMATION

Institute for Production Development – training courses in all 9 provinces
Transformation Manager
Enterprise development
PRODUCER COMMUNICATION

Red Meat magazine

Social media

RPO Website: www.rpo.co.za

Electronic newsletter

WhatsApp-group
we need your cellphone numbers
PRODUCER MANUALS

MANUAL FOR THE PREVENTION OF STOCK THEFT

PREDATION MANAGEMENT MANUAL

LIVESTOCK PRODUCTION MANUAL

Guidelines for sustainable and profitable livestock production
STOCK THEFT PREVENTION

- R900 million loss per annum
- Animal ID / Brands / alternative methods of identification
- 9 Provincial Stock Theft Forums
- Major problem in the emergent sector
The demand for South African red meat is growing nationally and internationally

Emergent sector’s increase in production - huge potential

RPO would like to be a partner in exploiting this potential

The emerging sector is playing a major role in the supply chain but this must be further developed

Make use of the RPO’s communication platforms