



National **Red** Meat Programme

Beautiful structure, Beautiful livestock, Beautiful people working together
2016



Project Funders



rural development
& land reform
Department:
Rural Development and Land Reform
REPUBLIC OF SOUTH AFRICA



National Agricultural
Marketing Council
Promoting market access for South African agriculture





DID YOU KNOW?

The NRMDP focuses primarily on connecting farmers to formal markets and systemizing the informal markets. Mainly, the aim is to introduce communal livestock farmers to formal markets such as auctions and abattoirs, complemented by onsite-training on how these institutions work and the requirements for participating. The program has three main thrusts:

- a programme to enable farmers to understand the structure, operation and requirements of formal red meat markets
- initiatives to develop marketing channels that will increase their participation in formal red meat markets
- training and practical assistance to align the age, health and breeding of animals more closely to market demand.

The initiatives to develop new marketing channels include:

- bringing the point of sale closer to farmers by establishing new auction pens, reviving existing un-/underutilized auction pens and rural abattoirs, and working with the Department of Agriculture, farmers, auctioneers and abattoir owners to bring them into operation;
- pioneering 'custom feeding programmes' - low-cost feedlots, customized to respond to local people, resources and markets - to prepare cattle for marketing, primarily for abattoirs;
- negotiating pre-slaughter sales between retailers and groups of farmers to facilitate the sale of larger numbers of cattle at the most favorable prices.



Connecting Communal livestock farmers to markets



EASTERN CAPE FEEDLOTS



FACTS:

17 Feedlots planned

9 Operational Facilities

Presence in all district municipalities

3980 animal capacity



Sundwana CFP where the launch took place





'Phindi' was skinny when she was brought in December 2015. Now, she weighs over 440kg

KWA-ZULU **NATAL** PROVINCE

FACTS:

10 planned
2 Operational Facilities
Presence in Jozini and Uthukela
Municipality
2500 animal capacity



**Mhlumayo Custom
Feedlot Programme
Auction; 14 June 2016
R2 million of Cattle
value sold**



Right Elliot Dlamini and
Left Mkuzeni Sithole



Animal weigh
768kg, fetched
R13 650, R17,
8 price per kg
- owner Elliot
Dlamini



Animal weigh 862kg,
fetched R14 700, R17,1
price per kg - owner
Mkuzeni Sithole





NORTH **WEST** PROVINCE

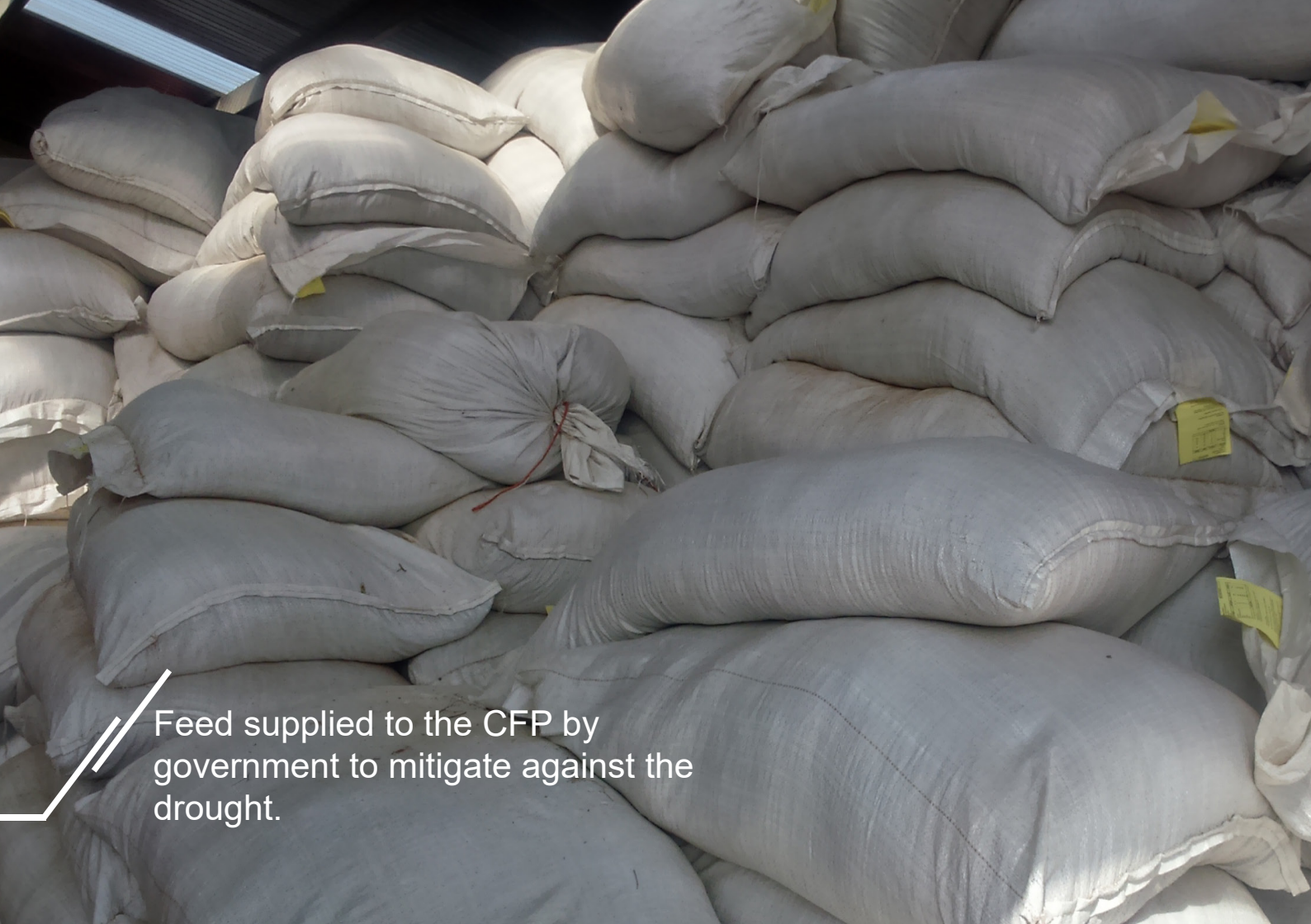
FACTS:

5 planned

1 Operational Facilities

Presence in Moses Kotane Municipality and
Ngaka Modira District Municipality

1500 animal capacity



Feed supplied to the CFP by
government to mitigate against the
drought.



Farmers bustling in their animals from all the villages.

Maheelo Custom Feedlot – Mafikeng

Intake 06 May 2016
over 40 animals
screened on intake





Animals are weighed and vaccinated. Animals weighed were between 150kg – 170kg. In three months time these animals will be ready for the market.



A well fed animal from the
Maheelo Custom Feedlot



Mpumalanga

Facts

2 planned

Non operational

Establish presence in Enkangala District Municipality and
Ehlanzeni District Municipality

250 potential animal capacity

Planned date 2017



Limpopo

Facts:

2 planned

Non-operational

Presence in Sekhukhune District Municipality and

Waterberg District Municipality

500 potential animal capacity

Planned construction 2016



Northern Cape

2 planned

Non-operational

Presence in John Taolo Gaetsewe District

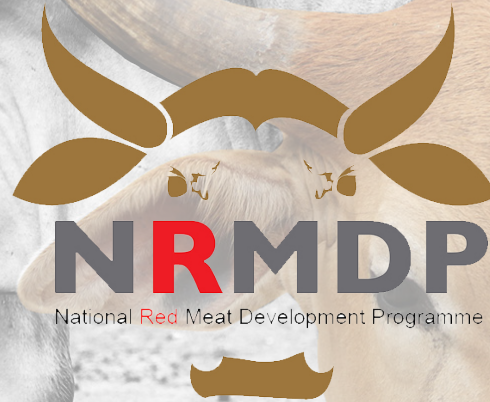
Municipality

500 potential animal capacity

To be confirmed

To all Sponsors, Stakeholders,
Farmers, Associations, Leaders
of Civil Society, Government
Departments and Agencies
We Say Thank You!!!!!!





National Red Meat Development Programme
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