



PRESS STATEMENT
11 JUNE 2018

NAMC'S RESPONSE TO PETA'S CAMPAIGN TITLED 'CALL FOR BAN ON MOHAIR GOODS'

It has come to the attention of the National Agricultural Marketing Council (NAMC) that there is a video (4 minutes and 3 seconds) circulating, originating from Peta (People for Ethical Treatment of Animals). The video presents an undesirable treatment of animals within the shearing shed environment.

The undesirable treatment of Angora goats cannot be condoned by the NAMC under any circumstances and the industry should identify the shearing shed and put measures to remedy the situation. Ethical Trade is a practice or business culture that is championed by the NAMC. Therefore, the Mohair Industry is urged to correct all the negative treatment of animals that is shown in the video.

When we look at the video we observe that the treatment may have happened in one or two shearing sheds and yet the message communicated is as if that is a common practice. Farmers, in South Africa, have serious attachments to their livestock that make them treat their animals with respect as they derive their livelihoods from them. The Mohair Industry contributes significantly to the country's foreign earning (South Africa is the world leading producer of mohair globally and a huge exporter).

The transformation activities of the Mohair Industry are also starting to show some significant gains with black farmers starting to participate in the mainstream of mohair production. The Industry established a Trust Fund to finance a number of projects to assist black farmers in order to transform the industry.

A call to ban mohair goods by Peta is harsh as the eventuality happened on few sheds, however, should be seen by the industry as an eye opener. As part of Civil Society community, PETA has to play an advocacy role and it would be good if they had indicated that their video was taken from a specific shed that has to be corrected (rather close exports from the shed than the country). The NAMC does not condone ill treatment of animals.

The NAMC has close working relationships with the Mohair Industry and would engage them directly to ensure that this unnecessary practice is rooted out of the shearing sheds. The NAMC would like to caution the audience of the video in that, it was taken from a specific shed that is not a true reflection of the whole industry.

The Mohair Industry is a valuable industry to the socio-economic condition of many lives and the Karoo environment and needs not to be subjected to such a harsh treatment as called by PETA for a practice that can be corrected.

Ends.

ISSUED BY THE NATIONAL AGRICULTURAL MARKETING COUNCIL

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