



NRMDP-KZN GOING DIGITAL

On 28 April, the National Red Meat Development Programme (NRMDP) hosted the first ever online video livestock auction sale in St Paul, Harry Gwala District, KZN. Together with the Department of Agriculture, Rural Development and Land Reform (DARLLD), the National Agricultural Marketing Council (NAMC), various chiefdoms, local municipalities, and the St Paul local livestock association gathered communal livestock farmers to participate in the first ever online video livestock auction sale.

Close to R70 400, 00 was generated with 11 livestock sold.

You may remember that on the 23 March 2020, President of South Africa Cyril Ramaphosa declared a nationwide lockdown and emphasized the need for government to impose measures to contain the coronavirus pandemic. Fortunately, farmers were happy being labelled essential services and allowed to continue with live auctions of livestock albeit under strict conditions. To adhere to the restrictions, NRMDP and AAM Auctioneers decided to go ahead and test the validity of hosting an online video livestock auction. According to NRMDP Programme

Manager Dr Xolile Ngetu, the initial plan was to sell 101 cattle from the St Paul feedlot.

“We expect to sell these animals in groups, 11 Oxen were sold at an average weight of 358, 64 kg, followed by an average selling price of R6400 which collectively we made a total turnover of R70 400” he said. The auction comes after farmers desperate plea for government to intervene as there was a slow space of buying livestock due to the restrictions.

“At the moment it is still a bit flat due to the pandemic as the meat demand is low particularly from hotels, restaurants, tshisa nyamas and butcheries” said Dr Ngetu.

In the previous financial year, NRMDP managed to make revenue of R30 million for communal livestock farmers. The NAMC will provide continuous updates on these livestock auctions.

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NAMC
Promoting market access for South African agriculture