
**PRESS RELEASE:
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SAPA AND NAMC ECONOMIC STUDY

The South African Poultry Association (Egg Organization) has appointed the National Agricultural Marketing Council (NAMC) to conduct an economic study of layer hen housing and production systems in the midst of animal welfare concerns.

According to the General Manager of SAPA's Egg Organization Mr Mogala Mamabolo "The aim of the study is to equip the SAPA (Egg Organisation) with empirical research on various layer hen production systems' costings, consumer preferences and actual purchase data comparison across various LSM/SEM groups."

SAPA and NAMC believe the economic study would enhance the Egg Organization's ability to negotiate and lobby with affected/relevant stakeholders in the South African Egg industry's value chain.

"For quite a number of years, the SA Egg industry has faced increasing pressure on its layer hen cage sizes coupled with other animal welfare issues. As the NAMC, we are of the view that the study will aid and equip SAPA (Egg Organisation) with empirical evidence to bolster its efforts when negotiating chicken welfare and layer hen housing standards both domestically and globally" said Agro-Food Chains Manager Dr Christo Joubert of the NAMC.

All SAPA Egg Organization members have been duly informed of the economic study. It is expected that the results of the study will be made available by the end of February 2021.

Ends.

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