



# NAMMC

Promoting market access for South African agriculture

## 22 JOZINI GOAT FARMERS LINKED TO RETAIL MARKETS



**Article By:** Nonhlanhla Gwamanda

**Physical Address:**

536 Francis Baard Street, Meintjiesplein  
Building, Block A, 4<sup>th</sup> Floor, Arcadia, 0007

**Postal Address:**

Private Bag X935, Pretoria, 0001

**Telephone:**

(012) 341 1115

**Website:**

[www.namc.co.za](http://www.namc.co.za)

Follow us on:



*The National Agricultural Marketing Council (NAMC) in collaboration with the Jozini local office of the Department of Agriculture, Land Reform and Rural Development (DALRRD), facilitated market access for 22 goat farmers from Jozini, KZN.*

**A**t the heart of pushing goat meat demand, is a firm partnership link established with Qhakaza Goats Association.





Currently, the association under the brand name Incoso Goat Meat, is promoting the benefits of goat meat (Chevon / Cabrito) locally for consumption, supplying four (4) retail stores every second week of the month.

On average, the association slaughters 3 – 5 goats per week but envisages with more farmers coming board, slaughtering between 15 – 35 goats.

NAMC’s intervention comes at crucial time for the association, as the goat farmers identified specialize in indigenous, cross bred and boer goats. Collectively, it is expected that these farmers will boost Qhakaza’ market demand, as they have estimated 2800 goats.

So viable is the market that the stock for slaughter price is between a ceiling minimum price of R1800 – R2300, while breeding slaughter ranges between anything from R2 000 – R2 800.

Since the engagement, the NAMC has been able to co-opt industry partners to assist with goat farmers challenges and ensuring there’s injection of investment in the Jozini economy.

The various industry partners have pledged their support and commitment towards the goats’ farmers. The pledged support include veterinary services, training and capacity building, investment in goat infrastructure development like dipping tanks, fencing and feedlots.

Its government’s firm believe that the Jozini goat model could be replicated across the KZN and Eastern Cape provinces, which would contribute on sturdily moving e the country from depending on imported goat meat.

In 2015, the value of South African exports was estimated at R22 807, higher compared to 2019 at R10 518. This suggests

that South Africa was struggling to meet local goat meat while the value of goat imports has been fluctuating (International Trade Centre 2020).

The state readiness of identified goat farmers to meet market demands?

An assessment of goat farmers was conducted via a survey. Interestingly, combined, these farmers operated on 1493 ha, with a median of 44ha each and one owing 156 ha.

Conclusively, the survey revealed that the majority of these smallholder goats’ farmers operated their farming enterprises on a commercial basis. However, with various continued interventions, these farmers have a potential to achieve higher profits which would guarantee them sustainable livelihoods for their households.