



THE SA GOAT MEAT MARKET & ITS POTENTIAL

THREATS & OPPORTUNITIES, SUPPLY VS DEMAND – MOVING TOWARDS THE FUTURE.



CONTENTS

- Introduction :The Presenter
- Brief Background on the Initiative: Incoso Goat meat
- The market: Demand, Niche? Sustainability?
- Supply: Do we have enough Goats?
- Threats & Challenges to progress
- Opportunities: Driving Vehicle, rebranding, Positioning





INTRODUCTION – BMJ “BRAND CREATIVE & PRODUCT DEVELOPMENT

- Creative Director & Brand Designer
- Industry & Product innovator
- farming association leader
- Publisher & author
- Brand marketing consultant
- Farming goats for 7 years
- Aware of Challenges but Fascinated of the Opportunities

BACKGROUND ON GOAT MEAT:

- Top 10 Most Consumed Red Meat in the world in 2021
 - *Popular In South Asia, the Middle East, and Latin America
 - *63% of the World's Population Consume Goat Meat
 - *A Delicacy in Countries like Uganda, Kenya, Nigeria & Mozambique
- It is Cultural & Multinational: Chevon & Cabrito
- Is the Healthiest form of Red Meat in the World
- Lower in Calories & in Cholesterol & Leaner than Chicken & Turkey
 - *One study shows that a portion of goat meat has 122 calories, which is significantly less than beef's 179 and chicken's 162
- Farming Methods affect Meat Grading
 - *Age of Animal
 - *Fat on the Carcass
- Pricing and Positioning: Exclusivity
- Cheaper to farm for red meat than Beef, Healthier option than Mutton





AND THEN WHERE IS SOUTH AFRICA??

WHY IS IT NOT AVAILABLE FOR RETAIL?



SOUTH AFRICAN GOAT MEAT MARKET?

- Informal: The Cultural & religious market & Farming & Genetics is where the money is
- Uneducated market
- Psychographics: Scepticism based on superstitions
- Is it worth farming? No Clear market
- Farming Challenges: Mortality of Kids, No farming methods defined, Highly Political Commodity
- No Synergy for Supply: Farmers, Grading System, Product producers, Retailers, consumers.



Dairy Goats



Indigenous Goats



Meat Goats



Cashmere Goats



SUPPLY: DO WE HAVE ENOUGH GOATS FOR THE DEMAND

- Seasonal Production is a challenge
- Census & Database activities required
- Isolated stakeholders: Farmers, Consumers, Retailers *Uncertainty is high
- Much R&D and support from government & private sectors still needed.
- Education on products & availability needed
- Exotic goats preferred due to Carcass sizes.
- Low count of successful Goat farming Projects locally
- Exotic Goats thrive in certain regions more than others
- Adaptation & Genetical improvement in rural areas
- Live goat business: Auctions/Exports still the biggest challenge
- Specifications from market required



A PROVING THE MARKET:

- Flagship Projects : Kalahari Kid Corporation in Northern Cape
- uMsinga Goat Meat Expo (2016)
- The proven market:
 - Health conscious: Red meat, adventurous meat eater
 - Red Meat Alternative: Over Beef & Mutton (Cholesterol
 - Foodies & Travel Bunnies: Multicultural,
 - Creative Cooks: Goat meat More Muscle Harder to cook *Chefs Love the Challenging Protein
- Diverse Offerings: Processed Meat: Sausages/Salami/Wors/Goat Shwarmar
- High Demand of Goat meat in 5 Provinces of the country – Moderate Demand in the remaining 4 – With Gauteng leading.

THREATS & CHALLENGES TO PROGRESS

- Formalization of the Market
- Farming Expenses
- Better Kidding Results: lesser mortality Rate
- Educating farmers & Encouraging consumers
- Farmer Support & moderating Adaptation
- Financial Intervention from Private & Government
- R&D: Grading & Quality
- Census & Data availability
- Economical Politics for development



GOAT MEAT OPPORTUNITIES

- Rebranding & Positioning of Goat products
- Brand Association & Partnerships
- Competition of Goat meat brands *Business Models etc.
- Supplying local Retailers and Exporting to other Provinces and Countries



CONCLUSION

- We need more Informative Sessions for the Public & Farmers
- Identify the Economies of Scale
- Open local & International markets through Financial Support
- Make Goats Fashionable: Fashion Food, Events



VALUE-CHAIN EXPO

22 - 23 NOV. 2023
DURBAN BOTANICAL GARDENS

OPENING THE GOAT VALUE CHAIN

Goats for Markets is an Expo and workshop that showcase the Value of the Market of the Goat value chain. The focus will be on farming activities, Opportunities in the Market & Investment opportunities.

GOATS FOR MARKETS
EST. 2023

EARLY BIRD BOOKING NOW OPEN

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CONTACT DETAIL

Lets get in touch & take forward
this industry to greater heights.

Website: www.incosomeatbox.co.za

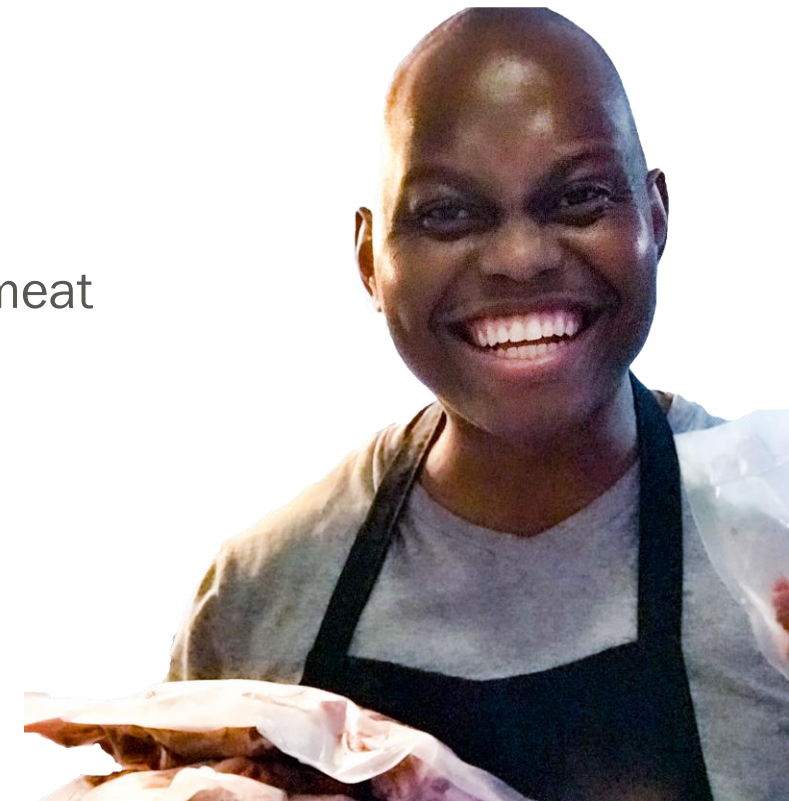
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YOUR TIME**



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