

07 October 2026

## **PRESS RELEASE BY THE NATIONAL AGRICULTURAL MARKETING COUNCIL**

### **REQUEST FOR COMMENTS/INPUTS FROM DIRECTLY AFFECTED GROUPS IN THE MEAT AND POULTRY INDUSTRY**

#### **REQUEST FOR THE CONTINUATION OF STATUTORY MEASURES RELATING TO LEVIES, RECORDS AND RETURNS AND REGISTRATIONS ON THE IMPORTED MEAT AND POULTRY PRODUCTS INCLUDING MECHANICALLY DEBONED MEAT (MDM) IN TERMS OF THE MARKETING OF AGRICULTURAL PRODUCTS ACT (ACT No. 47 OF 1996, as amended)**

It is hereby made known that, in terms of Section 11 of the Marketing of Agricultural Products Act, 1996 (Act No.47 of 1996) (MAP Act), the Minister of Agriculture has received a request from the Association of Meat Importers and Exporters (AMIE) for the continuation of statutory measures relating to levies, records and returns and registrations on the imported meat and poultry products including Mechanically Deboned Meat (MDM). The proposed statutory measures will be applicable for a period of four years, from 1 April 2027 and to expire on 31 March 2031.

AMIE, a directly affected group and representative organisation of the meat importers and exporters in South Africa, applied for these statutory measures. The current statutory measures relating to levies, records and returns and registrations on imported meat and poultry products will expire on 31 March 2027. AMIE requests ministerial approval for the continuation of these statutory measures for a new period of four years from 1 April 2027 to 31 March 2031.

As part of the AMIE application, the proposed levy rate will be 1.5 cents/kg and remain fixed for the four-year statutory period. This means that there is no escalation proposed. The levy collection mechanism is at the import permit application stage where the importer must provide the required levy receipt/payment reference before import permit is issued.

The proposed new levies for the imported products into South Africa will be as follows:

| <b>Imported Products</b> | <b>Guideline price (%)</b> |
|--------------------------|----------------------------|
| Beef                     | 0.06                       |
| Lamb                     | 0.08                       |
| Pork                     | 0.04                       |
| Chicken cuts (excl. MDM  | 0.09                       |
| Chicken offal            | 0.15                       |
| Chicken MDM              | 0.15                       |

The MAP Act stipulates that a statutory levy may not exceed 5% of the price realised for a specific agricultural product at the first point of sale. The maximum of 5% must be based on a guideline price calculated as the average price at the first point of sale over a period not exceeding three years. The guideline price for the proposed levies, on average, was calculated to be approximately 0.1% of the price of imported meat and poultry products for a period of 3 years. This is well within the 5% as prescribed by the MAP Act.

The proposed business plan for the four (4) year period assumes, referenced on the imports for the period April 2025 to May 2026, which was approximately 532.6 million kilograms. The business plan assumes a 5% annual increase to determine the total income of about R36.2 million over the four-year levy period, with the levy rate of 1.5 cents/kg. Based on the above, the proposed business plan is as follows:

| <b>Function</b>                                                        | <b>April 2027 – March 2031<br/>(R' million)</b> |
|------------------------------------------------------------------------|-------------------------------------------------|
| Administration & operations (10%)                                      | 3.62                                            |
| Transformation (20%)                                                   | 7.23                                            |
| Quality Control and Consumer assurance (27%)                           | 9.76                                            |
| Development and retention of markets, including export promotion (27%) | 9.76                                            |
| Research and development/consumer education (16%)                      | 5.78                                            |
| <b>Total</b>                                                           | <b>36.15</b>                                    |

The proposed statutory measures will apply to the importers of applicable meat and poultry products imported into South Africa.

The purpose of the statutory measure relating to registration is to compel all meat and poultry importers in the Republic of South Africa to register with AMIE (the administrator). Records and returns remain necessary to support effective administration of statutory levy and to maintain an accurate and reliable information base for the meat import and export industry. Furthermore, help in reconciliation and statutory reporting while supporting reliable industry and trade information for

planning, monitoring and evidence-based decision making. Moreover, strengthening accountability, compliance and reporting in line with the MAP Act.

The National Agricultural Marketing Council (NAMC) believes that the application by AMIE for the continuation of statutory measures is consistent with the objectives of the MAP Act (as set out in Section 2 of the Act).

**Directly affected groups in the meat and poultry industry are kindly requested to submit any comments, in writing, regarding the proposed statutory measures, to the NAMC on or before 13 November 2026, to enable the Council to finalise its recommendation to Minister in this regard.**

**Please note that this press release will also be published in the upcoming gazette dated 23 October 2026.**

**Submissions should be in writing and addressed to:**

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