

RMIF TRANSFORMATION PROJECT – SA BEEF

Business Plan and Budget

(Levy Period 5 Nov 2018 – 4 Nov 2020)

Function	Consumer Communications and Education
	Transformation Programme
Service Provider	SA Feedlot Association
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1. BACKGROUND AND STATUS

Minister of Agriculture, Forestry and Fisheries approved the levy application of the RMIF for the levy period ending November 2020.

The RMIF is clear on its mandate as an umbrella council to represent the interests of the most nationally representative sector specific organisations within the Red Meat Value Chain from the primary producer to the consumer.

The RMIF has since 2005 applied for a statutory levy. It is clear on the *caveat* by the Minister of Agriculture, Forestry and Fisheries that the levy may proceed subject to at least 20% on transformation (development of emerging farmers and other role-players in line with the NAMC's new guidelines on transformation).

The RMIF was to date involved in a project that saw Chef's being trained as part of a programme known as the RMIF Caterers Academy and Culinary Development Programme. The RMIF has however identified an alternative programme that fits directly in with its mandate above. The alternative programme is discussed in more detail below.

2. CURRENT TRANSFORMATION PROJECT

2.1 RMIF Caterers Academy and Culinary Development Programmes.

The current transformation project for SA Beef that formed part of the Statutory Levy Application for November 2015 to November 2018 linked to the extension thereof until November 2020 reads as per below.

"The Caterers Academy allows the RMIF to play a proactive role in the up skilling, guiding and supporting of home grown (*sic*) entrepreneurs in the fields of private catering and commercial meal preparations for events.

The Red Meat Industry Forum Development programme was conceptualized in conjunction with the South African Chefs Association, South Africa's authority on Food and Culinary Education and SACA the recognized Professional Body for chefs in South Africa.

SA Chef Assn has created a Culinary Education programme that will assist the Red Meat Industry Forum in fulfilling its desire to further up skill, capacity build and certificate a new breed of Professionally Trained youth to enter the job market. Furthermore the programmes have incorporated enterprise development responsibilities, social investment responsibilities and ensured long-term sustainability for the Red Meat Industry Forum by each successful graduate as an industry ambassador

These projects are aimed at both currently self-employed as well as unemployed young people with a set of skills that will up skill the self-employed and make the others employable

in the fast growing (*sic*) hospitality industry. Hereby allowing the Red Meat Industry to play an active role in empowering each individual to maximize his/her opportunities, sustain employment and contribute to South Africa's economy as well as raising the standard of business ethics and the quality of the Hospitality sectors.

The candidates are selected on criteria that are determined by the South African Chefs Association to ensure that the most deserving of individual is given this one in a lifetime great career opportunity.

The theoretical and practical training is divided into the modules and focuses heavily on red meat cuts, preparation and cooking methods but also gives the candidate over arching (*sic*) tuition in practical meat cookery and budgeting and exposing them to the very competitive industry which at the end of the programme culminate in a cook off between candidates resulting in a competency certificate which has proved very successful in past programmes."

3. PROPOSED CHANGED TRANSFORMATION PROJECT

The request is to replace the current Chef's programme with the proposed programme with immediate effect.

3.1. Focus of the project

The project is focussed on animal production opportunities with the following focus:

- Internships;
- Vaccinations;
- Identification of animals;
- Record keeping data;
- Cattle handling;
- Artificial inseminations;
- Training;
- Mobile equipment available;
- Residu monitoring services.

3.2. Basics of the programme

- The project will run for a period of two years ending on the same date as the Red Meat Statutory Levy in November 2020 and will be a hands-on project focusing on animal health and reproduction at emerging farmer level.

- The programme will be based on and run on the Q-sure Good Management Practices. The role-players involved will be Q-Sure'd by receiving a certificate of compliance from an independent auditor and will be able to market their cattle *via* a registered abattoir to the formal economic sector, paid for by the programme.
- Mobile equipment will be used to vaccinate, train and do artificial inseminations for those emerging farmers who need it. The artificial inseminations will be done by Obaro specialist team and *Nkunzi Genetics*.
- Emerging farmers who don't have proper facilities and applicators to process and treat their animals will be assisted through this programme in the designated areas. Practical and theoretical trainings will be done to educate farmers on various subjects with regards to cattle farming.
- Two Previously Disadvantage Individuals who will be trained as interns will have an opportunity to work in Obaro's Animal Production Service team and receive experience.
- Emerging farmers who don't have proper facilities to handle their cattle, will be assisted and mobile equipment units will be made available to help them with vaccinations, treatments, reproduction services. These units could be distributed at the end of the programme subject to the condition thereof.
- 5000 doses of Lumpy skin disease, Black-quarter, Anthrax and botulism will be vaccinated correctly.
- 2000 doses of respiratory disease prevention will be vaccinated correctly at no cost to emerging farmers for calves being prepared for feedlots.
- 10 to 15 selected emerging farmers will receive artificial inseminations to help with reproduction.
- The programme will improve the identification and record keeping of cattle at farmer's level with proper tagging, and will increase production of weaners.
- The programme will also include residue monitoring.

3.3. Training and Information days

The programme will ensure that applicable training and information days be held with the farmers in the programme. The training and information days will focus on the following subjects:

- Introduction to cattle farming;
- Selection;
- Animal Health;
- Nutrition;
- Reproduction;

- Artificial insemination;
- Pasture management;
- Backgrounding animals for feedlots;
- Feedlot management;
- Treatment guidelines;
- Health programs for cattle;
- Nutrition programs for cattle;
- Residu monitoring services.

3.4. Programme reach

The estimate reach of the programme over the 24 month period will be:

- Focus on providing a service to 135 emerging farmers;
- 10 573 Animals in a database;
- 82 x Black Production farmers;
- 46 x Black Production and Feedlot farmers;
- 6 x Black Feedlot farmers.

3.5. Budget

The cost of the project will stay the same as per the previous budget approved for the Chef's programme part of the RMIF Statutory levy and will not need any additional funding from the statutory levy.



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