INTRODUCTION

- The Black Business Council is the over-arching collective of black professional and business formations, including business chambers.
- We are a non-racial, a-political organisation committed to the unity of black business, black professional associations as well as the unity of white business.
- Our membership also comprises Corporates from various industry sectors who subscribe to the ethos of transformation.
- Our raison d’etre is to increase participation of black South Africans in EVERY SECTOR of the mainstream economy.
INTRO

- There are 68 organisations and 600,000 business people as members of the BBC.

- We aim to introduce and encourage black people who have historically never considered game farming as a viable and sustainable business pursuit.
GAME MEAT: OUR NATIVITY STORY
HISTORY: WE ARE A MEAT LOVING PEOPLE!

• Between 3 million and 120 thousand years ago, primitive men in the form of Homo erectus roamed the south African Highveld.
• Long after them, the Khoi-San Bushmen and Khoi-Khoi have sustained themselves and survived by hunting and gathering in Southern Africa for more than 40,000 years.
• They used their legendary bows and poison arrows to hunt every animal, from a duiker to an eland very successfully.
• Records of the Khoi-San in about 15000 rock art paintings and engravings, ranging in age between about 27000 and 150 years, mainly depict aspects of hunting.
FOOD SECURITY

• What is happening now?
  – The wildlife industry can be the bedrock of Food security in the economy as far as protein supply is concerned
  – At an average of R30/kilo compared to +R60/kilo for beef, game meat is a more affordable and learner form of protein.

Sadly the industry is very untransformed...
  – 96% male owned, the average owner is 51 years old.
  – The dominant language of the average owner is Afrikaans (81%)
  – The highest level of education is (50%) - University degrees
Cloete Et Al.
FOOD SECURITY

• Since 1994, government has transferred over 7 million hectares of (mostly farming) land to black communities and individuals.

• Lack of capital, farming skills (training) and LIMITED post settlement support has led to many black community farming projects falling onto tough times and ending up collapsing.

• We have a solid opportunity for the mass participation of black persons and communities to be anchors and participants in the game meat production value-chain as land owning producers.
The RED meat industry of south Africa is worth R79 billion per annum and black people are not meaningfully participating and its growing trend as producers. **WE MOSTLY CONSUME THE MEAT PRODUCED!**

There are 15 million cattle and about 15 million sheep and goats combined in South Africa. NOT INCLUDING THOSE IN BLACK & MOSTLY RURAL COMMUNITIES.

Black participation across the value-chain of this sector is quite negligible.

Due to “prescribed” winner and grown animal quality requirements by the industry; livestock from traditional black areas is sold to commercial farmers at rock-bottom prices. However beef prices are +-R69/kilo @retail. Top-side doesn’t translate into grass-roots value...
RED MEAT IN SA

• The game meat industry can add another R79 billion to the red meat sector.

• There are about 20 million heads of game in the country. The largest number by far of any country in the world!

• Before the banning of SA Game meat* exports (bar Zebra, +- R5million/annum currently) equalled +-R60million per annum.

**DAFF is currently amending and introducing legislation to allow mass production of game meat in line with Operation Phakisa – AgriSector 2017.
GLOBAL GAME MEAT TRENDS

• New Zealand (#1 global venison meat exporter) has a national herd of 900,000 deer with and annual off-takes of about 418,000 animals.

This totalled $266 million in 2017 (USD1.00 = ZAR13.51) = R3,593,660,000.00

• South Africa with our huge game animal numbers should and can be the number one exporter of free-range, GMO-free Game Meat (so-called venison) Globally.
RED MEAT AS PART OF HOUSEHOLDS FOOD BASKETS

- The average person requires about 150 grams of protein per day = 4.5 kg/month (+-)
- ¼ was red meat = 1.12 kg x R69.00 (Traditional Meats) = R77.62
- 4 person home = R310.48

- Average Household income of R138,168.00 (2017) = R11,514.00
- 2.70% of total income on red meat
GAME MEAT AS PART OF HOUSEHOLDS FOOD BASKETS

- The average person requires about 150 grams of protein per day = 4.5 kg/month (+-)
- ¼ was GAME meat = 1.12 kg x R30.00 = R33.60
- 4 person home = R134.40
- Average Household income of R138,168.00 (2017) = R11,514.00
- 1.17% of total income on GAME meat
GAME MEAT OPPORTUNITIES

• **The empowerment of the sources of carcasses**
  – Land redistribution properties can be the hubs and spokes of the decentralized and wide-area network of game meat suppliers
  
  – Agri-parks model a perfect fit
  
  – Farm Skill Complement:
    • Game Breeding Professionals
    • Anti-poaching
    • Vet Services
    • Business Management
    • Hospitality Staff (House-keeping, Waiters, Chefs, Game-viewer Drivers, etc.)
    • Farm Hands/ General Labourers
GAME MEAT OPPORTUNITIES

- **The empowerment of the Carcass Harvesting Sector**
  - A spider-web approach to carcass harvesting can be made use of.
  - 1 Mobile Abattoir employed per 10 – 20 average (2500 Ha) sized farms.

  - Agri-parks model a perfect fit

- **Skill Complement:**
  - Professional Hunter (more black PHs needed)
  - Hunter Teams
  - Skinners
  - Independent Meat Inspector (farm resident/ mobile unit personnel)
  - Religious man (Halaal)
  - Cold-Chain Manager (Farm – Processing Facility)
THE MOBILE ABATTOIR

- Est. Costs roughly R15million (Mobile Unit plus Refrigerated Vehicle)
- 3 – 4 People can comfortably operate the unit
- Can handle a maximum of 30 (average sized 80 – 110kg) carcasses in a day
GAME MEAT BY-PRODUCT OPPORTUNITIES

• **The empowerment of the off-Farm Game By-Produce**
  - Establishment of related support services for the hunter/game meat activities:
    - Salted and Wet Skin Trading
    - Semi/ Fully Dried Skin Trading
    - Skin processing and Trophy Mounting Services
    - Pet Chews (Hooves)
    - Myriad of Curio objects like Lamp Shades, Horn Bottle Cap Openers
    - Raw and Worked Leather and Leather Products

  – **Skill Complement:**
    • Taxidermists
    • Curio Makers
    • Skin processors
    • Leather Product Makers
    • Tourism Retail Product Marketing
GAME FARM EMPLOYMENT NUMBERS

- Estimated 10,000 commercial game ranchers in S.A (excl. A majority of Land Restitution Game Farms)
- 14 persons employed per farm
- 140,000 persons employed by game farms
- @Average of 4 persons per family. Dependency total from direct farm employment is 560,000 persons.
## DIRECT FARM JOB NUMBERS (GAME MEAT)

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>SKILLED</th>
<th>UNSKILLED</th>
<th>TOTAL</th>
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<tbody>
<tr>
<td>Professional Hunter</td>
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<tr>
<td>Hunter Team Members</td>
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<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Independent Meat Inspector#</td>
<td>1</td>
<td>-</td>
<td>1</td>
</tr>
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<td>-</td>
<td>2</td>
</tr>
<tr>
<td>Anti-poaching</td>
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<td>4</td>
</tr>
<tr>
<td>Hospitality</td>
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<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Farm Hands/ General Labourers</td>
<td>-</td>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

#As per prescripts of Operation Phakisa Agri-Sector 2017.

Dependency rate increased by an additional 200 000 persons.

An increase of 5* persons per Farm = 50 000 extra persons employed on Game Farms.

19*
SECTOR TRANSFORMATION STEPS: THE FUTURE

• Current Cooperation with South African Chefs Association

• MoU Gauteng Department of Economic Development: Spaza to Mini Pick ‘n Pay Conversion Model

• MoU negotiations with BBC/ SANParks/ DEA/ DRDLR
Thank you