

Please find attached the following information regarding a producer workshop. Further information is available on the website of the facilitator.

<http://www.syntagm.co.za/rmi/>

Gerhard Neethling -RMAA

Red Meat Industry Workshop 16th March 2017

ARC 1134 Parkstreet, Hatfield Pretoria

Where it Started

A red meat industry workshop held during the 2016 Aldam (The Stockman School) established broad consensus amongst the participants present that the red meat industry and the consumer could benefit from a systemic strategic industry upgrade. It further concluded that strategic interventions will be vital to differentiate the core product and move away from meat being a commodity.

Establishing a sustainable and profitable strategy will unlock future value for the whole value chain; the introduction of new initiatives will become essential to improve the competitiveness of the SA red meat industry in the world market.

Where we are Going

Subsequent to the Stockman School, the Federation of Primary Red Meat Producers (RPO and NERPO) as well as the RMIF (Red Meat Industry Forum) supported the BGP PC objective to conduct a Red Meat Industry workshop during the first quarter of 2017 with the aim to establish a strategic roadmap for the SA Red Meat Industry to become a world-class competitor.

Theme:

"Unlocking value for every actor in the SA red meat industry and becoming a world class competitor"



There remains a vast opportunity through improved genetic material and better management systems to increase the production among especially small, emerging and subsistence farmers. [RPO Industry Report 2016]

This is WHERE we will be

AGRICULTURAL RESEARCH COUNCIL

Physical Address:

1134 Park street, Hatfield, Pretoria

Postal address:

P.O. Box 8783, Pretoria, 0001,

SOUTH AFRICA

GPS Coordinates:

S 25° 44' 55. 8" E 28° 14' 14. 0"

Map