NUWE STRUKTUUR
VIR DIE PRIMêRE ROOIVLEISBEDRYF

Die primêre rolspelers in die rooivleisbedryf, naamlik die Rooivleis-produsente-organisasie (RPO), die Nasionale Opkomende Rooivleis-produsente-organisasie (NERPO), die Suid-Afrikaanse Voerkraalvereniging en die Rooivleis Abattoirvereniging het die Buro vir Voedsel en Landboubeleid (BFAP) versoek om 'n visie 2030 daar te stel vir die rooivleisbedryf. Die ondersoek van BFAP het ook ten doel gehad om die ingrypings wat nodig is vir groei in die bedryf te identifiseer en is die nuwe statutêre heffing geskoei daarop om die groei te bewerkstellig. Die RPO ondersteun die nuwe visie 2030.

Die proses is voltooi, met uiters positiewe resultate. Die rooivleisbedryf word gesien as die slapende reus in die Suid-Afrikaanse landbousektor en uitvoere in die beesvleisbedryf kan van die huidige 5% tot 20% van plaaslike produksie groei. Wat die kleinveebedryf betref, is daar ook geweldige potensiaal in terme van lewendige uitvoere vir slagdoeleindes na die Midde-Ooste, maar dieselfde geld vir vleisuitvoere. Dit kan in die toekoms soveel as 6% van die mark opneem.

Hiedie strategie is uiters inklusief en het die potensiaal om R12 biljoen tot die bruto waarde van die rooivleisbedryf by te voeg. Dit is ook in lyn met die meesterplan wat in samewerking met al die rolspelers en die Departement van Landbou, Grondhervorming en Landelike Ontwikkeling gefinaliseer is.

Gegewe die visie 2030 het die primêre rooivleisgroepering (*primary red meat industry cluster*- RMIC) sekere funksies geïdentifiseer wat aan die bedryf gelewer moet word, insluitende diere- en openbare gesondheid, inklusiewe groei, marktoegang sowel as mededingendheid en volhoubaarheid. Dit is uiters noodsaaklik dat vleisveiligheid en -kwaliteit gewaarborg kan word by wyse van vleisklassifikasie en -gradering.

Van die dienste wat deur die *Red Meat Industry Services* (RMIS) gelewer gaan word is:

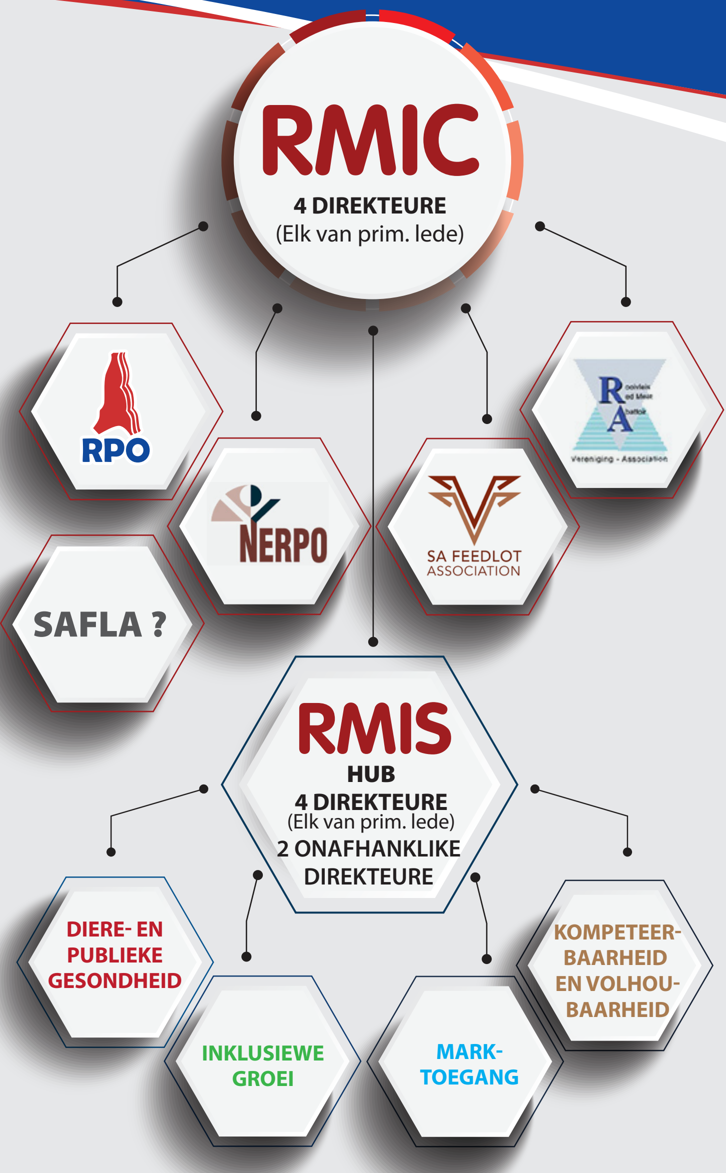
- Dieregesondheid
- Navorsing en ontwikkeling met die klem op innovasie
- Naspeurbaarheid
- Inklusiewe groei
- Vleisveiligheid
- Handel (invoere en uitvoere)
- Produksie-ontwikkeling
- Verbruikersake
- Kwessies in die rooivleisbedryf

Al dié dienste sal deur die RMIS gelewer word en dit sal óf intern gedoen word óf uitgekontrakteer word.

Die nuwe statutêre heffing word slegs by die abattoir afgetrek waar die dier geslag word. 'n Bedrag van R13.00 per kop sal op beeste betaal word en R2.53 per kop op kleinvee. Gegewe die omvang van die rooivleisbedryf, is dit 'n baie klein heffing.

Die implikasie van die nuwe strategie en implementeringsmodel is dat die RPO nog steeds aangewese sal wees op 'n vrywillige bydrae van 0.15 % op omset verhandel (*R1- 50 op R1 000*) wat deur ons lede betaal word. Boere word versoek om asseblief positief te wees jeens dié inisiatief. Die betrokke bydrae word op provinsiale vlak verhaal en 'n klein gedeelte daarvan word aan die nasionale RPO oorbetaal.

Daar is ongelooflike potensiaal in die rooivleisbedryf. Dit is duidelik dat sommige van die funksies deur die bedryf self bestuur moet word. Dit is wel bekend dat die nasionale en provinsiale departement van landbou ernstige kapasiteitsprobleme ervaar. Daar sal hande gevat moet word op beide provinsiale en nasionale vlak in die bedryf om die potensiaal van die rooivleisbedryf te verwesenlik.



ALLE DIENSTE
WAT DEUR NUWE HEFFING GEDIENS SAL WORD
(Ingedeel onder fokusareas)

RPO
012 349 1102
rpo@lantic.net
www.rpo.co.za

NEW STRUCTURE
IN THE PRIMARY RED MEAT INDUSTRY

The primary role players in the red meat industry, namely the Red Meat Producers' Organisation (RPO), the National Emerging Red Meat Producers' Organisation (NERPO), the South African Feedlot Association and the Red Meat Abattoir Association requested the Bureau for Food and Agricultural Policy (BFAP) to set a vision 2030 for the red meat industry. The investigation of BFAP also aimed to identify the interventions required for growth in the industry. The new statutory levy is modelled towards the realisation of growth. The RPO supports the new vision 2030.

The process has been completed, with very positive results. The red meat industry is regarded as the sleeping giant in the South African agricultural sector and exports in the beef industry has the potential to grow from the current 5% to 20% of local production. As far as the small stock industry is concerned, there is also great potential in terms of live exports for slaughter purposes to the Middle East, but the same applies to meat exports. In future, it can take up as much as 6% of the market.

This strategy is extremely inclusive and has the potential to add R12 billion to the nett worth of the red meat industry. It is also in line with the master plan which has been finalised in collaboration with all the role players as well as the Department of Agriculture, Land Reform and Rural Development.

Given the vision 2030, the primary red meat cluster (RMIS) identified certain functions which must be delivered to the industry, including animal and public health, inclusive growth, market access as well as competitiveness and sustainability. It is of critical importance that meat safety and quality can be guaranteed by means of meat classification and grading.

The services to be rendered by the RMIS include:

- Animal health
- Research and development with special attention to innovation
- Traceability
- Inclusive growth
- Meat safety
- Trade (imports and exports)
- Production development
- Consumer matters
- Issues in the red meat industry

All these services will be delivered by the RMIS, and it will be done internally or be outsourced to contractors.

The new statutory levy is only deducted by the abattoir where the animal is slaughtered. An amount of R13.00 per head will be payable on cattle and an amount of R2.53 per head on small stock. Given the size of the red meat industry, it is a very small levy.

The implication of the new strategy and implementing model is that the RPO will still be reliant on a voluntary contribution of 0.15% on turnover for trade (R1-50 on R1 000) which will be paid by our members. Farmers are requested to regard this initiative in a positive light. The relevant contribution is collected on provincial level and a small part of it are paid over to the national RPO.

There is unbelievable potential in the red meat industry. It is clear that some of the functions will have to be managed by the industry itself. It is a well-known fact that the national and provincial departments of agriculture are experiencing serious capacity constraints. Cooperation on both provincial and national level will be required to realise the potential of the red meat industry.

ALL SERVICES
THAT WILL BE RENDERED UNDER THE NEW STATUTORY LEVY
(Classified under focus areas)

RPO
012 349 1102
rpo@lantic.net
www.rpo.co.za