



THE AFRICA

LIVESTOCK MEAT FISHERIES SUMMIT

BUSINESS OPPORTUNITY FAIR & EXPO 2016

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Rationale

Food drives the world; apart from clean water, access to adequate food is the primary concern for most people on earth. This makes agriculture one of the largest and most significant industries in the world; agricultural productivity is important not only for a country's balance of trade, but the security and health of its population as well. The growth in Africa's overall meat, fisheries and their product consumption will see a rapid growth over the next few years owing to the continent's population tripling.

Africa possesses enormous potential, not only to feed itself and eliminate hunger and food insecurity, but also to be a major player in global food markets. This potential lies in its land, water and oceans, youth, men and women. While the opportunity is obvious, the path to capitalizing on it is not so clear. Production in many African countries is low because of lack of knowledge and high input costs. Feed costs and pasture costs across the continent are a huge detriment to the maturity of the industry. African Governments have also put into place stringent rules across the livestock farming and fisheries sector due to sporadic outbreaks in animal disease and failure to trace the origins of most meat and fisheries products in the market place.

The growth in Africa's overall meat, fisheries and their product consumption will see a rapid growth over the next few years owing to the continent's population tripling. By 2050, Africa is estimated to account for 27% of the world's population and accordingly a majority of the world's consumers. "By 2050, meat consumption in Africa is projected to increase almost 73% and dairy consumption is predicted to grow 58% accordingly. Africa's share of the world's consumption of meat and its products thereof will realise exponential growth" Food and Agriculture Organization of the United Nations (FAO). The growth trends in overall consumption and production of livestock and an unmet demand in Africa's diets supports these projections.

In recent years there has been a worldwide significant improvement particularly in beef feeding practices and herd quality through the use of technologies such as genomics, though they still fail to find their way into Africa's informal livestock farming sector, this problem needs to be remedied because the African livestock industry is ideally positioned to take advantage of the continent's increasing middle class expenditure and projected population growth. While Africa has what appears to be a thriving livestock and fisheries industry, its average productivity, compared with that of the Americas, Europe, and Oceania, shows that Africa is not achieving its full potential, partly due to, low productivity in the informal livestock farming and fisheries sector

which accounts for $\frac{3}{4}$ of the continent's meat and fish products, industry pressures, farmer development and industry red tapes.

Summit Objectives

This year, MC Group in collaboration with key stakeholders in African livestock, meat and fisheries sector will bring together Heads of Governments and prominent business leaders to share their views, provide latest updates on the livestock, meat and fisheries industry development, deliberate on pertinent issues and gaps faced and network closely to sustain the dynamism and strength of the livestock, meat and fisheries economy. More importantly, the Summit is envisaged to intensify strategic collaborations in Africa's Agriculture and the meeting of minds is expected to inspire synergistic convergence amongst the critical sectors towards a lucrative and sustainable African agriculture. The Summit will seek to explore and identify what it would take to make significant advances in understanding integration and implementation of regional best practices in the livestock, meat and fisheries industry.

Summit Approach

- Bring together leaders from government and business in the African livestock, meat and fisheries sector to discuss consideration and other contemporary issues impacting Africa's agriculture in a bid to advance the business of regional integration in this sector for the continent to realise its full potential.
- Focus on long-term strategic collaboration with active stakeholders in Africa and other regions to advance industry development.
- Incorporate input and evaluate practical case studies from international and indigenous market, with the aim of bench-marking development opportunities and challenges.
- Discuss feasible best practices and innovative approaches that have the potential to make significant progress in transformation of the African livestock, meat and fisheries industry.
- New opportunities for collaboration and alliances between asset owners, investment professionals, business, governments and industry associations to improve the understanding and on-going industry reforms.

Summit Approach

- Proposals for mechanisms that can help prioritize sector specific sustainability framework that maximises informal farmer participation to boost regional economic trade while encouraging investment.
- Identify key areas for further skills development and training.

Summit Features

- Summit topics - themes are led by industry influencers, business and policy makers Exclusive and keynote sessions designed to showcase sector trends and developments.
- Access practical and realistic experiences via carefully selected case studies.
- Pre-arranged business meetings.

Benefits of Attending

- **Review** Africa specific reforms and regulatory framework, market trends and environment.
- **Hear** from thought leaders and expert speakers presenting the latest and best industry practices.
- **Network** with senior decision makers and investors, build on existing business relationships. Increase your brand visibility and awareness by showcasing your products/ services to a direct audience.



About KZN

KwaZulu-Natal, also referred to as KZN or Natal and known as "the garden province" is a province of South Africa located in the southeast of the country created in 1994 when the Zulu bantustan of KwaZulu ("Place of the Zulu" in Zulu) and Natal Province were merged., enjoying a long shoreline beside the Indian Ocean and sharing borders with three other provinces and the countries of Mozambique, Swaziland and Lesotho. Its capital is Pietermaritzburg and its largest city is Durban.

Geography

At around 92,100 km² in area, KwaZulu-Natal is roughly the size of Portugal. It has three different geographic areas. The lowland region along the Indian Ocean coast is extremely narrow in the south, widening in the northern part of the province, while the central Natal Midlands consists of an undulating hilly plateau rising toward the west. Two mountainous areas, the western Drakensberg Mountains and northern Lebombo Mountains form, respectively, a solid basalt wall rising over 3,000 m (9,800 ft) beside Lesotho border and low parallel ranges of ancient granite running southward from Swaziland.

Economy

Durban is a rapidly growing urban area and is by most measures the busiest port in Africa. A good railway network links the city to other areas of Southern Africa. Sugar refining is Durban's main industry. Sheep, cattle, dairy, citrus fruits, corn, sorghum, cotton, bananas, and pineapples are also raised. There is an embryonic KwaZulu-Natal wine industry.

Other industries (located mainly in and around Durban) include textile, clothing, chemicals, rubber, fertiliser, paper, vehicle assembly and food-processing plants, tanneries, and oil refineries.

There are large aluminium-smelting plants at Richards Bay, on the north coast. To the north, Newcastle is the province's industrial powerhouse, with Mittal Steel South Africa and the Karbochem synthetic rubber plant dominating the economy.

In 2002, Newcastle became the largest producer of chrome chemicals in Africa with the completion of a chrome-chemical plant, a joint-venture project between Karbochem and German manufacturing giant Bayer. Other large operations include a diamond-cutting works, various heavy engineering concerns, the Natal Portland Cement (NPC) slagment cement factory, and the

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Climate

KwaZulu-Natal has a varied yet verdant climate thanks to diverse, complex topography. Generally, the coast is subtropical with inland regions becoming progressively colder. The Drakensberg can experience heavy winter snow, with light snow occasionally experienced on the highest peaks in summer. The Zululand north coast has the warmest climate and highest humidity, supporting many sugar cane farms around Pongola.

Newcastle Cogeneration Plant (old Ingagane Power Station). This was recommissioned as Africa's first gas-fired power station by Independent Power Southern Africa (IPSA), and it supplies the Karbochem Plant with electricity. The textile industry is a major employer in the Newcastle area, with over 100 factories belonging to ethnic Taiwanese and Chinese industrialists. Maize, livestock and dairy farmers operate on the outskirts of the city. Coal is also mined in the Newcastle area. The province as a whole produces considerable amounts of coal (especially coke) and timber.



Agriculture

As KwaZulu-Natal is South Africa's best watered province; it has a larger area of high quality agricultural land than any other province, and it is the national leader in several agricultural products. The Midlands area between Pietermaritzburg and the Drakensberg is the heart of this high quality agricultural area, another area of importance is the North Coast region. Despite the fact that KwaZulu-Natal covers such a small portion of South Africa's land area, a significant percentage of the country's small-scale farmers are based here. Agriculture in KwaZulu-Natal is extremely diverse and relates to the patterns of its topography. Most of the world's agricultural activities can be practiced in the region. Due to the good reliable rainfall and fertile soils, the agricultural sector has become very productive, and is known for its specialist capability in several types of farming.

The Province has a total of 6.5 million hectares of land for farming purposes of which 82% is suitable for extensive livestock production and 18% is arable land. The agricultural activities are mainly focused on the following:

- Crops: Sugar, Maize
- Horticulture: Sub-tropical fruits especially Pineapples and Bananas, Cashew nuts, Potatoes, Vegetables.
- Forestry: SA Pine, Saligna, Black Wattle, Eucalyptus, Poplar.
- Animal Husbandry: Beef, Sheep (mutton and wool), Pigs, Poultry.



Livestock Production

The Highveld and Midlands areas of KwaZulu-Natal are the main beef production areas. Popular beef breeds include the indigenous Afrikaner and Nguni and locally developed Bonsmara and Drakensberger. European and American breeds such as Charolais, Hereford, Angus, Simmentaler, Sussex, Brahman and Santa Gertrudis are maintained as pure breeds or used in cross-breeding.

Beef cattle farms range from fairly small farms (less than 50 cattle) to large farms with more than 1 000 cattle per farm. There is a growing trend to finishing beef cattle in feedlots, and it is reported that about 60% of cattle in South Africa are now finished for slaughter in feedlots that maximise the potential of the animals by feeding grain and supplements to achieve best potential weights and grades.

GOATS

Goats like cattle, play an important role in the livelihood of rural people in South Africa. They are plentiful and require low inputs for a moderate level of production, reach maturity early and are profitable to keep.

There is both local traditional demand and an emerging commercial interest in the sale of chevon (goat meat).

Chevon has low fat and cholesterol content; 40% lower than beef, rabbit or chicken with the skin removed, yet has higher protein content. There is, however, a potential for obtaining additional income ("adding value") by making use of the fine, soft undercoat (cashmere) produced by some breeds.

SHEEP

Sheep farming is concentrated in the drier areas of the province along the Drakensberg, Vryheid and Southern Natal.

PIGS

Pig population of KwaZulu-Natal was estimated to be 164,000 as back as in 2005, with Estcourt, Mooi River and Dalton being areas with concentrations of piggeries.

POULTRY

Poultry production (mainly of chicken) is an important agricultural sector in South Africa. Commercial broiler production in South Africa is dependent on exotic breeds brought into the country, namely Ross from the United Kingdom; Cobb, Hubbard and Arbor Acres from the United States of America and Hybro from the Netherlands. South Africa has two genetic breeds of chickens that lay eggs for the commercial market, Lohmann and Hyline, both breeds are imported.

EGGS

Egg industry consists of three sectors:

- Day old chicken production
- Layer replacement production
- Egg production

Some of the larger companies are involved in all three sectors. Rainbow is the largest chicken producer and marketer in South Africa. The Company employs over 7000 people in its agricultural, feed milling, processing and services facilities. The Company's head office is located in Westville, KwaZulu-Natal. The core business is still producing 4 million broilers a week. However, the group has recently shifted into valued-added products such as ready-to-eat whole chicken and chicken nuggets.

GAME FARMING

Game farming in South Africa has grown over the years, and today is one of the fastest growing agricultural industries in South Africa. The sector includes trophy hunting, live game sales, ecotourism, and biltong and venison sales.

AQUACULTURE

KwaZulu Natal remains one of South Africa's provinces with the greatest potential for aquaculture though its development has been slow in the past years, with readily available water sources KwaZulu possess the potential to be the continents leader in fish farming.





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