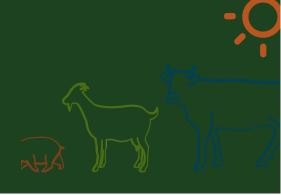


High quality markets and value chains for small-scale and emerging beef cattle farmers in South Africa



Key details

Location

South Africa

Duration

Start Feb 2015

End Dec 2017

Last updated: 13 May 2021

Budget

AUD 1,387,260

Commissioned organisation

University of New England

Partners

Agricultural Research Council; Department of Agriculture; Forestry and Fisheries; National Agricultural Marketing Council; University of New England

Project Leader

Garry Griffiths - University of New England

ACIAR Research Program Manager

Dr Anna Okello

Program <u>Livestock Systems</u>

Project code LPS/2005/128

Overview

This project aimed to develop highquality free-range beef products from cattle from emerging and communal farmer herds to cost-effectively meet the preferences of South African beef consumers.

Beef production is an important farming practice in the Republic of South Africa. Cattle from poor rural communities comprise about 40% of the national herd but are relatively unproductive and non-profitable, contributing only 5% to South Africa's gross domestic product from beef. Grain-fed beef supplied from commercial feedlots dominates the beef market. Many emerging and smallholder farmers prefer to keep pasture-fed, older animals, and these deliver lower market prices. A study conducted during the design of this project demonstrated that there is niche consumer demand for the kind of meat produced by these farmers.

This project investigated whether a high-value beef product/s can be developed from these animals to meet consumers' needs, which is cost-effective for all players in the value chain to produce and deliver. Building on previous ACIAR work with cattle farmer networks (Beef Profit Partnerships), it developed and delivered tools to enable farmers to better understand consumer and market preferences, and to make more effective business decisions.

The research could help emerging and smallholder farmers to produce better cattle, improve incomes for rural communities, and supply more local meat for South Africa's consumers.



Last updated: 13 May 2021