

WHY BECOME A MEMBER OF SAPA?

Occasionally the question is put: what does SAPA actually do for the industry? This is a valid question that requires regular reconsideration. Recent issues that SAPA has successfully dealt with are the following:

- o **Tariffs** – Succeeded in maintaining anti-dumping duty
- o **Agricultural trade policy** – Working with Department of Agriculture
- o **Curtailing smuggling** – Through the use of a private investigating organisation
- o **Food safety issues** – Through liaison with Department of Health and SA Consumer Goods Council
- o **Veterinary matters** – Preparing for the establishment of a Poultry Disease Management Agency in consultation with the government and running an AI communication program.
- o **Feed matters** – Monitoring developments through a consultant
- o **Training and technology transfer** – Training strategy to be implemented soon
- o **Statistics** – Information to assist members in their decision making process
- o **Congresses, exhibitions and workshops** – Annual congress which is the show case of the African poultry industry
- o **Member liaison and information dissemination** – Information on latest developments in the industry; locally and world wide.
- o **Generic advertising of eggs** – Generic advertising campaign in third year of operation
- o **Developing poultry farmers** – Development of emerging poultry farmers in collaboration with various role players.
- o **Target group liaison** – Lobbying with other role players like the Animal Health Forum
- o **Lobbying with government**
- o **Individual committees attend to sector specifics to serve the diversified needs of the various affiliates**
- o **Codes of Practice** – Internationally accepted Guidelines provided to the industry
- o **Accreditation of hatcheries** – To improve / maintain the high standard of chick production in South Africa
- o **Monitoring of developments in the industry's environment.** – Consistent monitoring of events that involve the industry, locally and globally

Strategic Objectives

Vision

To create a viable and sustainable industry contributing to economic growth and development, employment and food security, based on successful producers adhering to environmental and ethical production norms and generating sustainable profits.

Mission

To create an enabling environment to achieve sustainable producer profits in the domestic and global village market.

Industry objectives

- **To enhance *effective management*** of poultry enterprises through training and promotion of training
- **To ensure *Government support*** for joint initiatives through lobbying
- **To *unite producers*** around common aims and objectives through internal liaison and clear objectives
- **To enhance *continuous growth in consumption*** and market share through generic promotion of our products
- **To secure *competitive input costs*** by supplying feed ingredient information and lobbying acceptable structures and dispensations
- **To secure *acceptance of our zoosanitary measures in the world*** through assisting the state in defending our local standards
- **To generate and define a *data/information strategy*** for the organised poultry industry through our statistical system
- **To remain abreast of *opportunities and development in international trade*** and ***position our industry*** so that the maximum advantage could be obtained

SAPA is indeed a **medium and catalyst** for any matter that the industry wishes to collectively address; it acts as the face of the industry, addressing and maintaining a presence in RSA society, without which opposing groups could play havoc with the industry's interests, without expecting opposition.