

FAIRPLAY

NO TO PREDATORY TRADE

AN UNEQUAL WORLD

WHAT TO DO ABOUT IT



Francois Baird, FairPlay

AN UNEQUAL WORLD

A CHOICE OR A FACT?

There are 5 to 10 times more stars than there are grains of sand on all the world's beaches.

A single grain of sand has more atoms than there are stars in the Universe.


"The fault, dear Brutus, is not in our stars, But in ourselves, that we are underlings."



CROCODILE TRADE IS DESTROYING THE CHICKEN INDUSTRY

- This crisis requires non-conventional interventions in addition to conventional industry action
- Dumping is now a global issue: USA, China, Cote D'Ivoire
- It is time to unite to change the rules to protect small countries and weak economies against the big crocodiles
- The Rule of Law must apply equally to all: regulations, competition law, consumer law
- All of government must work together with industry, unions & civil society to create industry masterplan
- Coordinate efforts between EDD, DAFF, Health, DTI, Treasury, Dirco, Social Development, S&T , provincial and local governments





“We stand on the side of the people against the crocodile traders.”

Thokozone Thabete

THE IMPACT OF PREDATORY TRADE



HOW WE FIGHT AGAINST CROCODILE TRADE



FAIRPLAY: A GLOBAL MOVEMENT AGAINST PREDATORY TRADE

International expert panel

Allies: South Africa, Africa and International



HOW WE FIGHT AGAINST CROCODILE TRADE



REFRAME THE ISSUE

- Crocodile Trade is immoral
 - Dumping is the enemy
 - Fair competition
 - Market access
 - Rule of Law

ENGAGE STAKEHOLDERS TO BUILD COALITIONS

- Create communities of shared interest to fight dumping and propose solutions
- Communicate through action
- Coordinate action



FAIRPLAY: A GLOBAL MOVEMENT AGAINST PREDATORY TRADE

DIFFERENTIATE THROUGH SOLUTIONS

- Expert Panel with global & local experts
- Content appropriate for new media environment
- Industry masterplan & coordinated actions

NEXT PHASE

MASTER PLAN, GLOBAL ALLIES, INTERNATIONAL PLATFORMS, UNITE AFRICA

Create Industry Masterplan

100 potential allies globally identified

US Congressional Black Caucus

**EU Parliamentary Committee on
Development**

**Bill Gates – donating chickens to small
farmers**

**Cotonou, CETA EU-Canada trade
agreement excluded poultry**

**African Poultry Association at African
Union**



“Lieutenant Welsh remembered walking around among the sleeping men, and thinking to himself that they had looked at and smelled death all around them all day but never even dreamed of applying the term to themselves. They hadn't come here to fear. They hadn't come to die. They had come to win.”

- Band of Brothers by Stephen Ambrose

