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ISSUE 1 APRIL / MAY 2021

Poultry Bulletin



THE HEALTH ISSUE

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION

LOCKDOWN LESSONS – STRATEGIES THAT WORK IN A TIME OF COVID

'IT'S BIGGER THAN CHICKEN'

Why we seek tariffs as trade predators eye SA

HPAI ALERT!

Are you ready for avian flu season?

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Contents



Easter is a time of new beginnings, and we couldn't imagine better timing to hatch a brand-new *Poultry Bulletin*. We hope you will like the treasures we hid in the garden for you!

The weather is cooling down fast, and as we approach the cold, dark winter months, the health of our flocks is top of mind; which is why we kick off with a focus on health in this issue. Don't miss our feature on the dreaded highly pathogenic avian flu (HPAI) on page 26, views from an international expert on the current outbreak on page 36, and tips from small farmers on how they keep their flocks in good health on page 55.

The South African Poultry Association's recent application for antidumping duties against five countries is a significant step towards protecting our industry against predatory trade, and we hear from the legal minds behind the application (page 59), and find out why this application is important to the grain industry too (page 58).

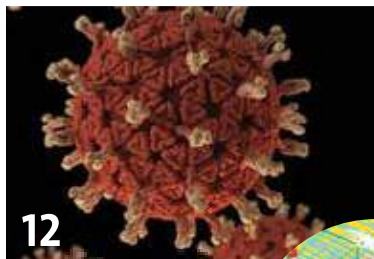
They say that a journey starts with a single step, and we look forward to the experience as we crisscross the poultry universe with you over the coming months.

Let us know what you think, what you want more of and what inspires you; we welcome your feedback, requests and comments.

Enjoy the issue!

Melinda

editor@poultrybulletin.co.za



12



18



44



26

- 5 A note from SAPA's Chairman**
- 6 Letters to the editor**
- 8 News in brief**
What's new in the industry
- 11 Economist's view**
An eye on animal disease
- 12 Making business work in the time of Covid**
Strategies that have worked during the pandemic
- 18 Members' noticeboard**
We decode the latest reports
- 26 COVER STORY: High alert over HPAI threat**
How are we preparing for avian flu season?
- 36 HPAI - a global perspective**
A UK influenza virus expert on the current outbreak
- 39 Bird flu – practical facts**
A cut-out-and-keep guide
- 42 Meet our people**
Brendon de Boer of CBH
- 44 Humour – If hens wore heels ...and other nutty inventions**
- 47 WIN! A seat at the Food Safety Summit**
- 48 Facts vs Fiction**
Setting the record straight on egg consumption
- 51 On the wires**
Global news roundup
- 54 RCL's Do More Foundation**
A CSI project that grew wings
- 55 Hacks and tips**
Farmers on keeping a flock healthy
- 58 It's bigger than chicken**
GrainSA pleads for antidumping duties
- 59 What goes into a tariff application**
The legal team advises
- 62 How to become a SAPA member**
- 64 Recipe**

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Note from the Chairman

Dear members

We take great pleasure in settling into our seat in this new-look *Poultry Bulletin*. It has been a valuable resource for South African Poultry Association (SAPA) members since way back in 1906, when it was called *The South African Poultry Journal and Kennel Gazette*, and included a drawing of a cheeky-looking dog on its cover.

In 2021 we face a very different reality than that lived by our colleagues back in the early 20th century, and this new Bulletin will reflect a much more sophisticated, inclusive and transformed industry.

As SAPA we aim to represent the interests of all poultry producers in the country, regardless of size or scale. We



Poultry Bulletin has been a valuable resource for SAPA's members since 1906, when it was called The South African Poultry Journal and Kennel Gazette, and included a drawing of a cheeky-looking dog on its cover



have come a long way since the days of the *Kennel Gazette*, and as a truly transformed organisation our mission is to ensure that the industry expands and continually opens up opportunities for new entrants to this business that we love.

Since you last held a *Poultry Bulletin* in your hands, we have made some significant gains. The Poultry Industry Master Plan was signed 17 months ago, and has been singled out by President Cyril Ramaphosa as a shining example of how public-private partnerships can effect change. Our members have already made an investment of R1 billion in infrastructure expansion, which has led to a million more chickens per week being produced and the creation of almost 1 000 jobs.

We have made inroads into the key Master Plan objective to address unfair and predatory trade practices. A year ago tariffs were implemented on frozen imports, and just recently the International Trade Administration (ITAC) found that we had a prima facie case of dumping against five more countries. We are keeping a keen eye on the progress of our application for antidumping duties. Ours is an attractive market for the world's chicken producers, and it will require ongoing vigilance to ensure that the chicken in every pot is proudly South African.

Aziz Sulliman

Johannesburg, April 2021



Letters

Farmers speak up in support of the recent tariff application. These letters were previously published in national newspapers



Photographs: Shutterstock.com; Alexandros Michailidis / Shutterstock.com

‘Bring in antidumping tariffs so our industry can grow’

As an egg farmer I want to applaud the South African Poultry Association for their antidumping tariff application, which hopes to stop the unfair competition from the European Union and Brazil that keeps our local chicken farmers from being able to expand our businesses.

Our industry is the biggest agricultural industry and between eggs and broilers we produce the most affordable proteins to South African families. Dumping of chicken by countries like Brazil and Europe has been a problem for longer than I have been in business, and when I

hear of the government subsidies that producers in those countries receive, my heart bleeds for our own farmers. We get no such help, and we have to compete for shelf space with chicken that is dumped in South Africa at ridiculous subsidised prices.

So bring on those antidumping tariffs, to strengthen our own businesses, build up our own poultry industry and create a transformed environment for more people to enter farming and make a success of it. I urge all South Africans, including retailers like PicknPay and Spar, to support local and buy local chicken.

I have 7 000 laying hens, and employ six people at this stage. I supply PicknPay, but the demand is bigger than my current capacity. I have solid plans to scale up my business to 100 000 hens or more, and a financing application in process at the Landbank. I dream of being able to be an employer for young women, and if my plans come to life I will be able to employ 30 to 50 people, and support others to create their own businesses selling my eggs.

This is what the poultry industry can be: farmers feeding our people, creating jobs, and building legacies for our families. Dumping stands in the way, and has to be stopped. Thank you SAPA for acting on the behalf of all poultry farmers; and I pray that Minister Ebrahim Patel of Trade and Industry will support the application.

Beverly Mhlabane

MD, Zapa Holdings, Ekurhuleni

‘Let South African farmers like me feed our people with home-grown chicken’

As a contract grower who owns a farm with 130 000 chickens and who leases a second broiler farm near Lanseria, Gauteng, I welcome the move by the SA Poultry Association to apply for antidumping tariffs against Brazil and four European countries. It is shocking that these countries sell their chicken to South Africa at a price much lower than they would sell the same chicken

in their own countries, and much lower than what it costs to get a chicken from day-old chick to slaughter size.

It is not fair to expect SA chicken farmers to compete with overseas producers who are subsidised by their governments. Why is that even allowed in a country where we have such high unemployment, and a slow pace of entry of previously disadvantaged individuals into commercial farming? Our focus must be the implementation of the Poultry Master Plan and its commitments as undertaken by the industry players who signed this plan.

At Phetogo we employ 24 people, with 12 extra seasonal workers every cycle; all from families who depend on the survival of the chicken industry. As a contract grower we are working hard to produce quality birds for our market, but if the general demand declines because the market is full of cheap chicken from Europe, my family and the families of our employees will eventually also suffer the consequences.

I hope that ITAC will approve the tariffs that SAPA has applied for, to stop the artificially low-priced imported chicken. Let South African farmers like me feed our people with home-grown chicken. As we do that we will continue to reinvest our returns into this sector, which will lead to growth not only in our industry, but also the grain sector and others.

Tumi Mokwene
Phetogo, Lanseria



‘Dear President Ramaphosa’

Maybe one day somebody will afford us, the farmers of South Africa, an opportunity to sit face to face with the President, the Minister of Agriculture, and the Minister of Trade and Industry. There is likely to be criticism, as many of us doubt whether the government is really committed to helping us. The points I would love to raise on behalf of so many others are as follows:

The poultry industry can contribute immensely in respect of job creation and alleviating poverty in our country, but we require help from government regarding resources (including funding, training, skills transfer, and more).

Small farmers would appreciate government assistance with training and funding so that we can have healthy competition with established brands who have the power in the industry. The more players in the industry, the healthier our economy, the bigger the opportunity to reach a wider market, especially in the rural areas, and the better for South Africa.

Those of us who produce chicken are frustrated with dumping of foreign chicken because we know it can be stopped, and we can turn the whole situation around so that locally produced chicken fill the supermarket shelves instead.

The reason why these foreign countries are taking advantage of our country is because chicken on our supermarket shelves is not always labelled Proudly South African...

Black farmers are capable, we just need to be given an opportunity to prove ourselves. Poultry is our expertise – we know it and we can do it. What we hope for are committed government officials who will come to our villages, identify small farmers who are already in the industry, and assist them to become commercially viable farmers.

It is my hope that one day this dream will come true.

Nathaniel Wonder Tsheledi
MD, Motjha o Tjhele Poultry and Eggs Farming (Pty) Ltd, Monontsha, Qwaqwa

YOUR VIEWS COUNT

We want to hear from you. Send your letter to editor@poultrybulletin.co.za, marked “Letter to the editor”. The best letter wins the chance to pick an industry expert’s brain, in a one-on-one Zoom/Skype consultation – this time with SAPA Broiler Organisation GM Izaak Breitenbach.





News in brief

All the latest news that you need to know about the poultry industry

Compiled by Charmain Lines



Where have all the day-olds gone?

It's April, and the shortage of day-old chicks has reared its head again. Year after year, in the weeks before the Easter holidays, especially small broiler farmers struggle to find day-old chicks. Is there an evil conspiracy afoot?

No, says Izaak Breitenbach, GM of the Broiler Organisation of The South African Poultry Association (SAPA), it is a matter of market forces. "Easter weekend and the April school holidays are festive periods second only to Christmas in our country. Consumers travel for religious reasons, to visit family far away and to go on vacation. Demand for chicken spikes at this time, and farmers try to take advantage of the market opportunity."

As the cities become noticeably less busy, many rural areas experience an influx of visitors. Knowing this, small farmers in remote areas want to raise broilers in anticipation. However, when you are not a regular buyer, day-old chick suppliers may find it impossible to service your

purchasing request, simply because their regular customers are also likely to want more chicks. In addition, these customers have most probably placed their increased orders in advance.

"The supply of day-old chicks cannot be increased overnight or at the flick of a switch," says Breitenbach. "Unfortunately it is just not possible to decide today to become a broiler farmer or ramp up your production and get chicks tomorrow, especially in periods of high demand such as Easter. Day-old chick suppliers have to plan their stocks so that they are not left with chicks they cannot sell."

The flipside of this coin is the oversupply of day-old chicks and chicken meat that almost always occur in January when the December holidays are over and consumers are cash-strapped.

"The best advice I can give farmers is that they place their Easter and Christmas orders for day-olds early – at least six weeks before they want the chicks," says Breitenbach. 📌



Scam alert!

"Morning, I just want to know if this company (Agri Feed Suppliers) is a fraud, because I sent them the money for 100 broilers and the feed. And they don't get back to me. Can you please assist me."

Every few weeks we hear of another farmer who has ended up poorer because they fell for the promises of an online scammer. According to SAPA's Christopher Mason, these scammers often have an online site where they "sell" anything from feed, eggs and equipment, to a variety of birds and livestock.

"They use names of American and Australian poultry farms and we've even picked up instances where they'll use a derivative of a local producer's name and will use the local producer's physical address on their website to make them look credible," he warns. These ruthless operators even try to legitimise their sites by using the SAPA logo. Be warned, says Mason – real SAPA members don't use the SAPA logo on their digital platforms, so generally, if you see the logo on an ad selling something, it is very probably fake. Scammers seem to love the popular online trading websites... so be aware; when a deal looks too good to be true, it probably is. When in doubt, contact christopher@sapoultry.co.za. 📌



Master Plan progress celebrated

In April it is 17 months since the Poultry Industry Master Plan was signed, and significant achievements have been registered by SA's poultry producers. Not even Covid and its impacts could stop progress.

In overview, poultry producers have invested R1.14 billion in expansion, and this has seen local production capacity increase by 5% or 1 million additional birds per week.

So far 930 new jobs were created and at a conservative guesstimate of four members per household, this benefited a minimum of 4 000 people directly.

The cooking capacity for poultry meat exports was increased by 65 tonnes per week.

So far 13 new-generation contract growers were pulled into the value chain,

signifying an additional investment by these farmers of R175 million. Four more are in the process of planning and/or setting up farms.

The industry assisted 11 of the 19 farms identified by the DALRRD, in drawing up business plans, executing environmental impact studies and applying for water licences to enable them to progress to production stage.

New-generation independent farmers have also received similar assistance from the poultry industry – 30 of them so far. This includes KC Hatchery, a Limpopo-based hatchery 100% owned by Clive Tigere, who has been helped to increase his capacity from 7 000 chicks to 28 000 chicks in phase one of a planned expansion that will see him grow his capacity to 100 000 chicks in 2021. 📖

Expensive chicken feed explained

Why does a good grain crop not automatically mean chicken farmers catch a break with cheaper feed? The reason is simple, and complicated, according to Heiko Koster, an animal nutritionist at Kaonne Investments: South African maize, soya oilcake and full-fat soya prices are largely influenced by international trade factors. These include futures prices on the Chicago Mercantile Exchange (CME), the rand/dollar exchange rate, and freight costs and import duties on especially soya and sunflower oilcake products.

The reason for this is SA's policy of export parity pricing, which means local users pay the same price at which grains trade internationally.

Local feed prices are high at the moment because of the ± 25% increase in world maize and soya oilcake prices over the past year due to demand from China, droughts in South America and lower world stocks. Added to that, the rand weakened by at least 15%, freight costs are \$15/tonne more expensive than a year ago and premiums on soya are fluctuating.

However, analysts predict that grain prices will decrease between now and July or August this year. Thereafter increases are likely due to, among others, rising oil prices that will boost ethanol production in the US, causing maize demand and prices to increase. Prices will be very volatile this year, creating good opportunities to buy raw materials at lower levels. 📖



Icy-cool new freezing room for Grain Field

In February this year, construction of a brand-new freezing room at Grain Field Chickens' factory in Reitz was completed. The fully automated mobile racking facility can hold 1 700 pallets and was a greenfields project that started in July 2020.

"This multi-million rand investment ensures our abattoir will keep up with the company's plans for expansion and volume growth," says Theo van Strijp, MD of Grain Field Chickens. 📖



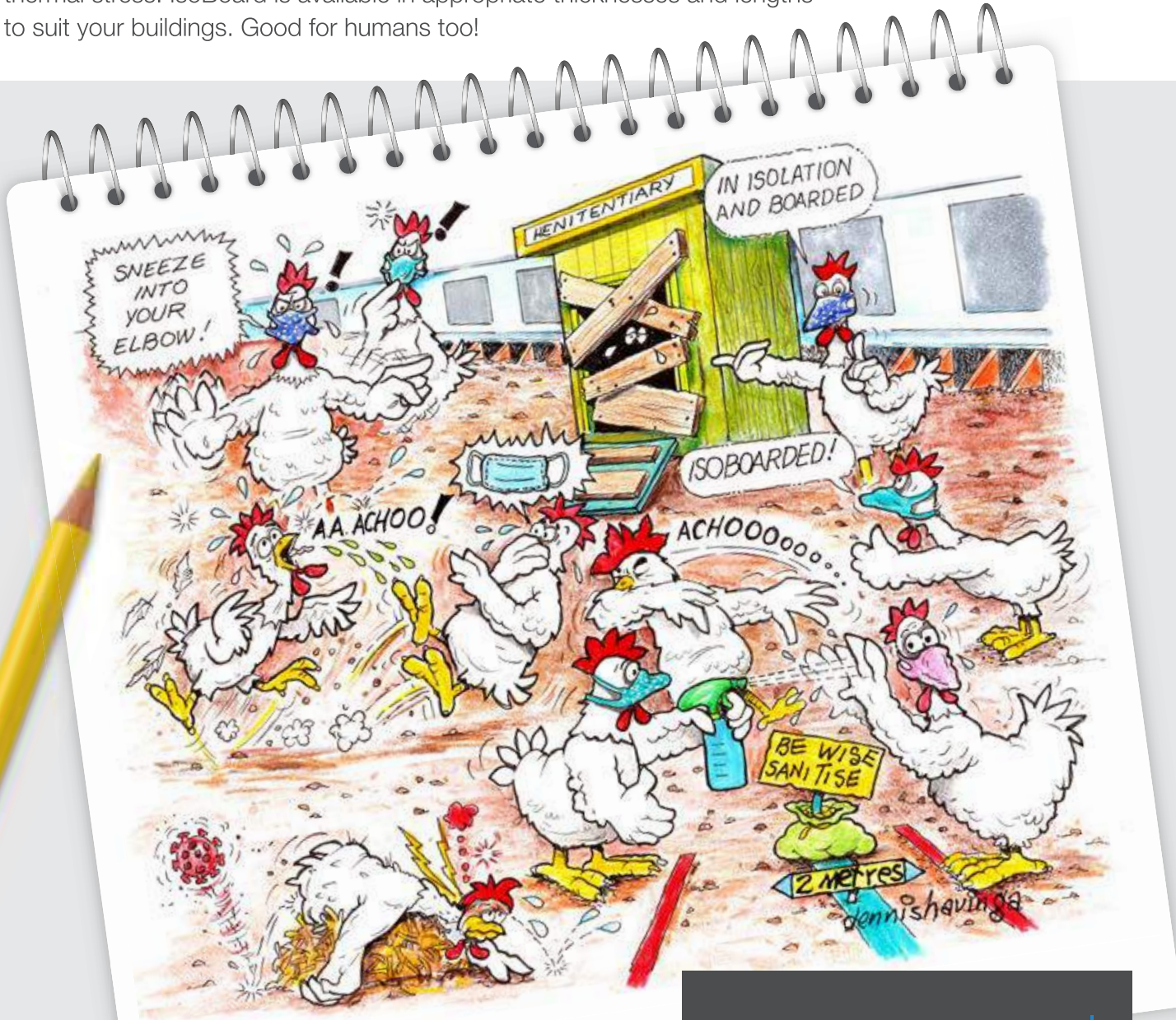
The new freezing room at the Grain Field Chickens abattoir in Reitz can store up to 17 000 tons of meat.

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It's vital to keep an eye on animal disease

by **Wandile Sihlobo**

The European and Asian poultry industries have had one of the most challenging winters with a rise in avian flu reports. Animal disease, in general, has been a significant challenge for several countries as we also saw reports of African swine fever in several Asian countries over the past couple of months.

For importing countries such as South Africa, these animal-disease outbreaks boded positively as the regulators followed a ban on imports that somewhat temporarily reduced exports.

Nevertheless, the reduction remains minimal as the likes of Ireland and Spain had not encountered avian flu and could still export to South Africa at the time of writing.

Aside from the import story, the increased occurrence of avian flu and other animal diseases in the northern hemisphere winter this past year should keep local producers alert as South Africa heads to the winter season.

We don't know what winter will look like in the coming months, but potential disease occurrences would add further pressure on an industry that has for months been under pressure. The local industry challenges are not solely trade-related, but also include rising input costs.

Since China embarked on the rebuilding phase of its pig industry following the devastation by African swine fever in 2019, we have seen a notable increase in global soybean prices. This is because South Africa is a small producer in the global soybean market, accounting for a mere 0,5% of global soybean production.

South African soybean prices are primarily influenced by market developments in significant soybean-producing and -consuming countries. The key producing countries are Brazil, the United States, Argentina, India and Paraguay, while China is a significant consumer, importing over 60% of globally traded soybeans.



Increased occurrence of avian flu and other animal diseases in the northern hemisphere should keep local producers alert as South Africa heads to winter

Our local poultry producers have had to contend with rising input costs due to these global soybean market developments. Unfortunately, even the expected record domestic soybean harvest of 1,62 million tonnes in the 2020/21 production season will not sufficiently swing the domestic factors to be driving factors of the South African prices.

These are all dynamics that South African poultry producers will have to contend with as we approach the winter season. This also calls for a strong and capable veterinary service in the country. [7](#)

Wandile Sihlobo is the chief economist at Agbiz.

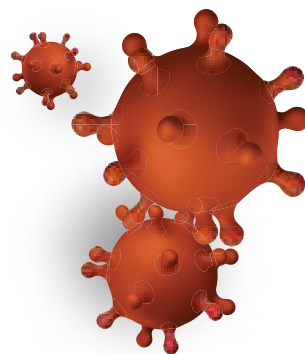


Making business work in the time of Covid

Having essential service status during the strictest lockdown levels of COVID-19 allowed the poultry industry to carry on operating, although there were many ups and downs to overcome. **Charmain Lines** takes a look at how we are making business work in a time of unprecedented challenges



LESSONS FROM LOCKDOWN



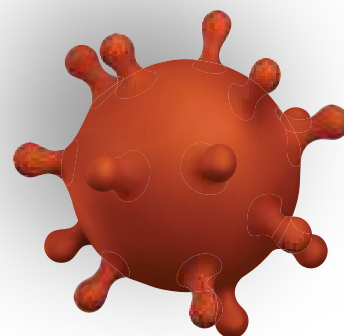
When South Africa went into lockdown on 27 March 2020, the poultry industry was declared an essential service, which meant farms, abattoirs, production facilities and distribution networks could continue operating.

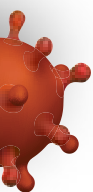
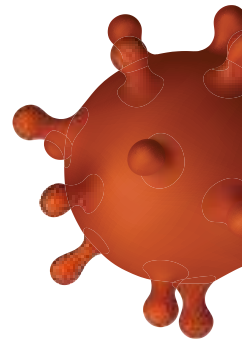
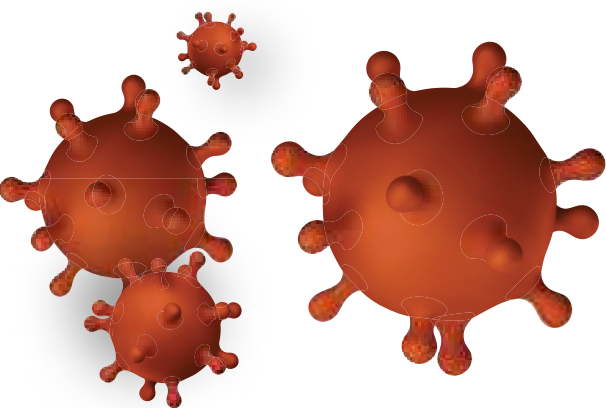
It has, however, been far from business as usual. With people confined to their homes, and fast-food outlets, restaurants and the catering industry at a standstill, egg and chicken producers suddenly faced a very different market.

Social media jokes about baking banana bread were reflected in the demand for eggs, says Willie Bosoga, chairman of the Egg Organisation of The South African Poultry Association (SAPA). “Our producers reported a definite firming in demand for eggs and we ascribed it to increased home baking and family breakfasts. Remember also that eggs are the most affordable source of animal protein for South Africans, so it is possible that people bought eggs instead of meat as they were watching their budgets.”

Chicken producers of all sizes also experienced a shift in market demand. With fast-food outlets and restaurants closed, demand for fresh meat, especially breast fillets, fell away sharply, while frozen-product sales increased as consumers ate most meals at home. This resulted in a demand for cold storage that, in many cases, had to be sourced from third parties, thus creating business opportunities for companies that were not traditionally associated with the chicken industry.

Chris Schutte, CEO of Astral, tells another supply-and-demand story. As Astral procures a lot of its materials and services from overseas suppliers, the global shutdown of the movement of people and goods caused a problem that required quick thinking. “Stock ranging from breeding material to packaging material was suddenly at risk,” says Schutte. Happily, South African distributors stepped into the breach, and these days Astral buys micro-minerals and some medications from local suppliers who grabbed the opportunity that was offered to them. ►





While the hardship that lockdown visited upon people's lives can never be downplayed, it is also true that for some it presented wonderful opportunities. Three such people are Ellen Mokau, Thando Magane and Chadé Groenewald.

The magic of cooperation

Ellen Mokau holds a chemical engineering degree and was working as a business analyst when lockdown was imposed. Stuck at home with little to do, she decided to pursue a long-held interest in chicken farming. She did an online course, watched loads of YouTube videos, joined social media groups and took the plunge. While getting to grips with raising broilers, Mokau's social media prowess attracted a following of chicken farmers. As requests for advice grew, the Shoshanguve, Pretoria entrepreneur's company, La Elle Creatives, put an online course together that generated a small but handy income. Plans are currently afoot to have the course accredited with the Agriseta.

Mokau quickly realised that there were many farmers who, like her, wanted to grow their businesses but couldn't because they didn't have land. The answer, she decided, lay in bringing people together in a model inspired by stokvels. The concept is simple and sustainable: a group of farmers pool their resources to rent land, set up infrastructure, and get the necessary working capital together. In this cooperative structure, they all contribute equally and share equally in the profits.

Mokau's first co-op, Isondo Farmers, has 20 members. Each contributed R10 000 to establish the broiler business near Hammanskraal. The second co-op followed a slightly different model with 31 members who each contributed R4 500 over a period of three months. Initially the second co-op rented land from one of its members, but in November 2020 a local chief granted it a 10-year lease on trust land in the Stinkwater area north of Pretoria. With members having contributed R400 a month for development, the co-op is starting to operating on the land this month.

As requests for advice grew, Ellen put together an online course that generated a small but handy income

With Mokau as operations manager, the co-ops are patiently building a reputation, track record and financial history in preparation for future applications for public or private funding to realise the dream of raising 80 000 broilers per cycle on co-op farms across the country. This envisioned countrywide network is already blossoming. Mokau refers customers who contact her through social media to farmers close to them whom she knows and have trained. The networked farmers can also order feed and vaccines through the co-ops, thus benefitting from lower prices available when buying in bulk.

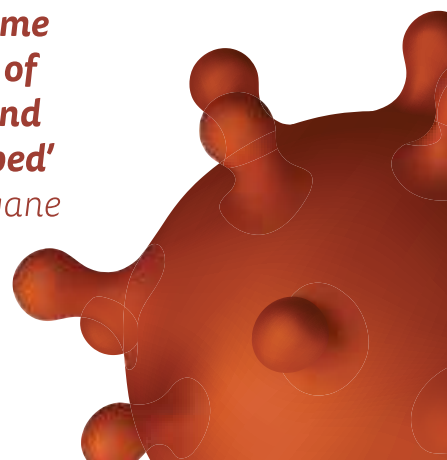
Online action

Durban-based entrepreneur Thando Magane runs a business called FreshNest Farming. It consists of two divisions, one that produces and sells chicken meat and eggs, and the other that provides consulting services to small-scale chicken farmers. "When COVID-19 hit, it took me a while to realise that there was a bigger picture," she says.

What this picture showed her was the opportunity to offer online training – something Magane had never considered before. To her surprise she discovered that many people preferred the online option and that it also gave her access to people in other countries. Online engagements are also resulting in offline opportunities, with Magane receiving more bookings for on-site, in-person consulting sessions. She is also investing in a bricks-and-mortar facility to provide hands-on training.

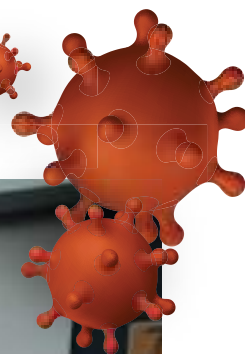
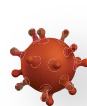
"I have secured a space to officially open a learning centre that will have all the necessary resources for practical workshops, not only relating to chicken farming, but in piggery, goats and crops as well," she says.

'The pandemic got me on my toes and out of my comfort zone, and that has really helped'
– Thando Magane





LESSONS FROM LOCKDOWN



Above: Thando Magane takes a group of students through one of the courses offered by FreshNest. Follow Thando on Twitter @ThandoMagane

Left: Ellen Mokau in her hen house. Follow Ellen on Twitter @LaElleCreatives





LESSONS FROM LOCKDOWN

The future is looking bright indeed for this driven young woman farmer

Time to build partnerships

The story of Chadé Groenewald, an LLB graduate, is equally inspiring. Groenewald has been farming since 2013 near Rustenburg in the Northwest Province, on land she received from the Department of Agriculture, Land Reform and Rural Development (DALRRD) on a 30-year lease. In 2019 she applied for and received a multimillion-rand grant to upgrade infrastructure and expand her chicken operation.

In anticipation of a farm under construction, Groenewald cancelled the broiler contract she had with Kroon's Gourmet Chickens. Then COVID-19 struck and the grant, which was scheduled to be paid out in March 2020, was suspended. If not for her rabbit-meat business and lucerne sales, surviving through lockdown would have been very difficult.

During the long months of no chicken-raising activity, Groenewald built her relationship with SAPA, which had been appointed by DALRRD to project manage the entire expansion project. "Christopher Mason and Izaak Breitenbach have been great mentors and assisted me with skills development," she says. With SAPA's assistance, Groenewald is now working to secure a grower contract.

So far this year her expansion project saw the renovation of one existing broiler house and the completion of two new ones. The expansion project also includes a weigh bridge, 250kVA generator, electric fencing, an automated bio-security system and a farm office with an ablution block. The future is looking bright indeed for this driven young woman farmer.

While South Africa survived the first and second COVID-19 wave, experts predict a third one is very likely to hit before winter as the virus mutates and new strains emerge. A lot has been learnt since last year, the science around treatment

Here's how SAPA helped

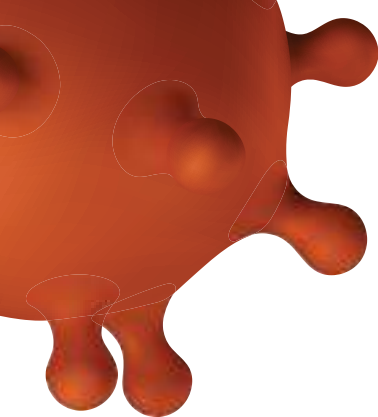
Farmers, producers and logistics providers had to submit their own applications to government to be formally recognised as essential service suppliers.

However, when the country locked down in March 2020, The South African Poultry Association (SAPA) quickly realised that it could make a useful contribution by making sure that members had all the information they needed to navigate the pandemic.

Especially during the hard lockdown stages, SAPA's Louisa Nel and Christopher Mason sent out thousands of emails every day in an effort to limit confusion and give

members the latest information. Feedback from the ranks of SAPA's 670 SME members especially showed how important access to timeous and accurate information was, and continues to be.

In specific instances SAPA further rolled up its sleeves and acted on behalf of the industry. For instance, during lockdown level 5, the cull trade was brought to a halt with a ban on the sale of live birds. Understanding how important the cull trade is in the layer industry and in the lives of the almost 3 900 cull traders, the GMs of SAPA's broiler and layer organisations and the Poultry Disease Management Agency (PDMA) intervened successfully to get the ban lifted and allow business to continue.



of the disease continually advances and vaccine programmes are rolled out. Life with COVID-19 will remain unpredictable for the foreseeable future.

And yet life goes on and so does the poultry business. Demand for eggs and chicken meat has largely returned to prepandemic levels albeit at lower prices due to consumers' diminished buying power. Poultry workers have also adapted to routinely wearing masks and maintaining safe distances in their workplaces. We don't know yet what the new normal will mutate into, but we do know that as an industry we can learn, innovate and adapt to just about anything a virus can throw at us. 🦠

Right: Chadé Groenewald with her flock. Find out more on www.cutttagriculture.co.za



SAPA helped to secure PPE supplies for the industry and, in one case, even intervened when a poultry industry staff member was detained by an overzealous official who had misinterpreted the regulations.

Many producers also reached out to the communities in the areas where they operate, and provided food assistance to vulnerable families.

The #FightingHunger project overseen by SAPA further partnered Aldabri400, Country Bird Holdings and Astral with feeding schemes run by organisations such as Chefs with Compassion and WeCan. Thanks to the generous donations of tonnes of chicken portions and thousands of eggs by our producers, thousands of meals could be served to alleviate hunger in communities suffering during lockdown. 🦠



Left: Chefs at The Local Grill cooked and baked bread with eggs donated by Willie Bosoga's Aldabri400, for distribution by Chefs with Compassion

Below: Morné Jerling from Country Bird Holdings helped to deliver chicken to the community at Tigane



MEMBERS' NOTICEBOARD



The **SA Poultry Association** regularly updates members with key industry info... here we boil it down to the essentials for you

Compiled by **Michael Acott**

Concerns and optimism from the Broiler GM

Izaak Breitenbach's quarterly Broiler Board Report, in brief

The battle against dumping is a major focus for Izaak Breitenbach



The focus for this year, on behalf of our members, is continued action against dumping and illegal trade, while giving our attention to the disruptive challenges brought by COVID-19; high feed prices; and concerns that the massive avian influenza outbreak in Europe could spread to Southern Africa.

We are acting firmly against a major factor causing distress in the industry – unfair trade, in the shape of dumping and illegal trade. ITAC has just agreed to launch an investigation which we hope will result in antidumping duties on frozen chicken portions from Brazil, Poland, Spain, Ireland and Denmark.

We also have a sunset review application to renew antidumping duties against Germany, the Netherlands and the United Kingdom. If all of these applications are successful, and we are optimistic that they will be, then South Africa will have in place antidumping duties against eight of the major supplier countries of

the imported chicken that has done so much damage to our industry.


The outlier is the United States, and its substantial annual quota of imports free of antidumping duties, allowed as part of the AGOA agreement, continues to hurt us.

Other tariff protection measures are in place. The MFN duty, which increased import tariffs on Brazil and other non-EU countries, went into effect last March. A safeguard duty against all EU countries, protecting us against a surge in imports of bone-in chicken from the EU, started at 35% in 2018 and reduced to 15% this March. The EU continues to oppose the duty, which expires in 2022.



***We are hoping
for concerted
action from
SARS to combat
illegal trade
in chicken***

As implementation of the Poultry Sector Master Plan steps up, we are hoping for concerted action from SARS to combat illegal trade in chicken. This includes underdeclaration of imports, declaration under the wrong tariff heading and round-tripping. All of these practices are designed to evade tariffs and nullify the impact of the duties we have secured.

An early master-plan benefit will see, in September, the end of the dispensation that allows multiple countries to be given as the source on packs of imported chicken. We also expect an announcement before the end of the year requiring government departments and state-owned entities to use local chicken for their catering. 

▲
Predatory trade hampers growth for both big producers and new-generation farmers such as Clement Pilusa





Update from the Egg Board

Colin Steenhuisen hopes to increase South Africans' per capita consumption of eggs to 209 per year



We hope to have an Egg Industry Master Plan come into effect soon

Insights from Colin Steenhuisen's Egg Board Report

SAPA's egg producers have had a challenging year, between COVID-19 disruptions; steadily rising feed prices, and concerns that Europe's avian influenza outbreak might spread to our market.

When this happened in 2017, there was high bird mortality and mass culling in the egg industry, and we will do all we can to prevent a repeat.

The good news for egg producers is that we hope to have an Egg Industry Master Plan come into effect soon. Negotiations with the government are proceeding well and we are working towards an outcome that benefits the industry and meets government objectives, including job creation and transformation.

Why an egg master plan when we already have the 2019 Poultry Industry Master Plan? The simple answer is that eggs and broilers are as different from each other as dairy and beef. Egg and broiler producers have different challenges and also different needs, and the poultry master plan is focused exclusively on the broiler industry.

One of the benefits we are hoping for is government support for increased egg consumption to improve national nutrition. At the moment the average South African consumes 159 eggs a year, and we would like to move this up to 209 a year. Just more than four extra eggs per person per month might not seem like much, but it would make a huge difference to



▲ Boosting egg exports to our neighbouring countries and also further afield is on the agenda for 2021

egg producers. Our plan is to ensure that this increase goes to existing and new-generation farmers as part of our transformation targets.

Increased egg consumption could be achieved through community and school-feeding schemes, and prison and other government contracts, backed by consumer education and egg-marketing campaigns. We would also like to boost our egg exports to neighbouring countries and further afield to countries like China. 🌐

Inside info from Rabobank

A perfect storm for poultry producers

The quarterly poultry report of Rabobank, the global banking business that includes a focus on agriculture, is always awaited with interest here in Mzansi. In its Q1 2021 report it too flags up the combination of challenges from COVID-19 to global feed prices and Europe's avian flu crisis, calling the first half of this year "a perfect storm" with some recovery likely in the second half.

It predicts global grain and oilseed prices, which have risen between 20% and 30%, to stay high throughout the year, with higher feed-cost volatility.

After years of lower avian flu incidence, the disease has been spreading through Asia and Europe since October 2020, affecting almost all key producers in Europe. Supply chains could be disrupted in eastern Europe, central Asia, the Middle East and Africa.

According to Rabobank the poultry industry is in for a tough ride and supply-growth discipline and cost control will be key. With demand in China dropping as pork supply recovers, producers such as Brazil and the US will be looking for other markets. Europe has been in oversupply, but production is likely to decrease due to avian flu restrictions.

In its South Africa review, Rabobank notes that chicken prices rose by only 2% in Q4 2020 compared to the previous year. Other meat prices were up much more sharply – pork 15%, mutton 28% and beef 15%.

The fairly limited price increase is a big challenge for the industry, as costs are expected to rise, according to the report. The current feed mix is up by an estimated 35% to 40% and

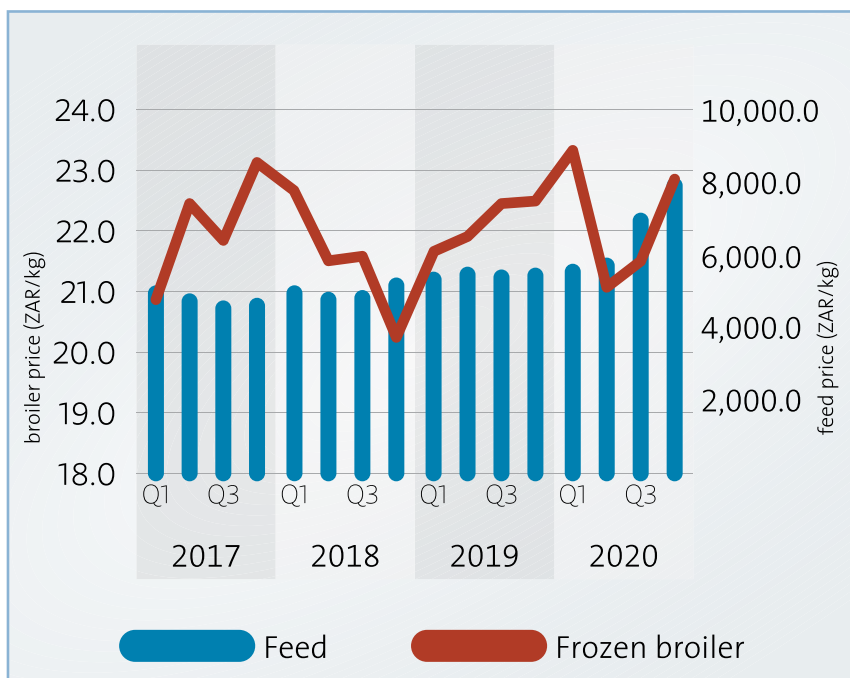
Chicken prices rose only 2% in Q4 2020 compared to the previous year

these increases haven't yet flowed through. However, the relatively good crop harvest has seen SAFEX future prices dropping to levels 15% to 25% above those in mid-2020.

A core challenge for the SA industry is its commitment to grow local production in the coming years. A 5% increase is expected in Q1-Q3 levels in a market where demand is pressured due to COVID-19 restrictions and an economic downturn.

As noted in the report, 2020's 14% drop in import volumes due to the master plan's introduction of levies "does not help to rebalance markets". Recovery in demand is expected, with more control over COVID-19, and a strong price positioning compared to beef and pork would help support industry growth. 🐔

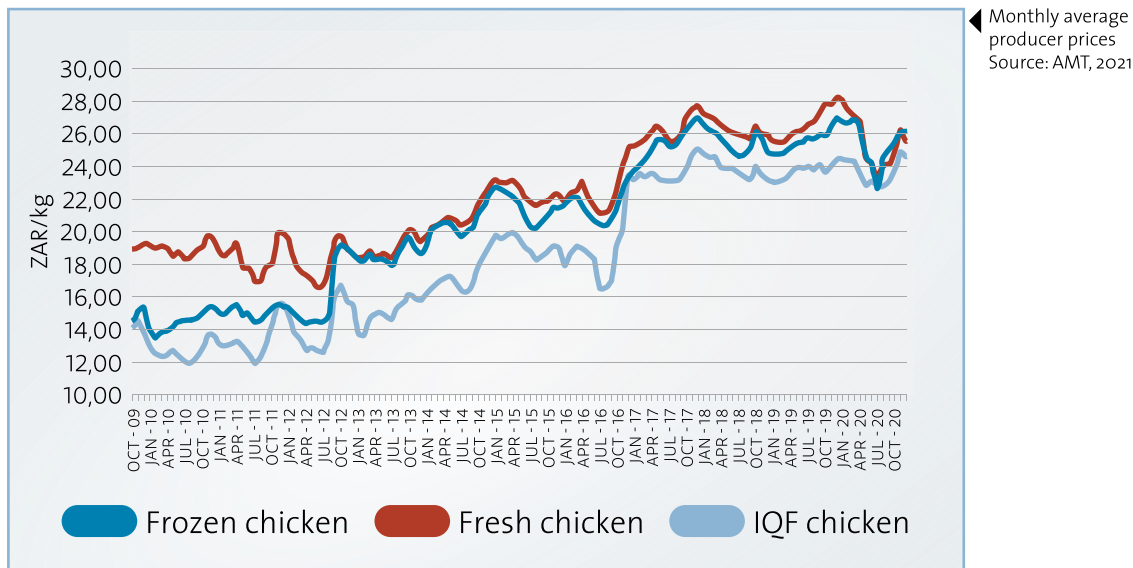
South African broiler and feed price trend, Q1 2015 to Q3 2020
Source: SAPA, News24, Rabobank2020





NAMC flags up price concerns

Poultry farmers are getting a lower share of the retail value



There are some worrying comments for poultry producers in the SA Poultry Prices Monitor, produced by the National Agricultural Marketing Council (NAMC).

The monitor is part of the government's efforts to track food price trends and the action that might be needed. It aims to monitor prices for selected poultry products in South Africa, compare them with what is happening in global markets, and provide policy suggestions where it is possible.

In common with other reports, it sees 2021 as a tough year for poultry producers. In addition to the frequently cited issues named by others on these

pages, the NAMC points to flat or declining producer prices, low domestic increases in retail prices for chicken as well as a declining farm share of that retail price.

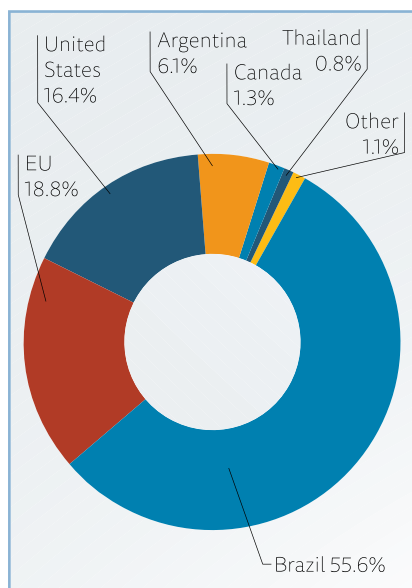
In the year to December 2020, the real farm value share of the retail value decreased from 55.93% to 43.38% – a drop of 22.43%. The report mentions the rising gap between farm price and retail price which is negatively affecting farmer profits and the food security status of the country.

Producer prices also dropped over the past year. In the year to December 2020, producer prices for frozen chicken decreased by 9.7% and fresh chicken by 2.8%. IQF increased by 0.5%.

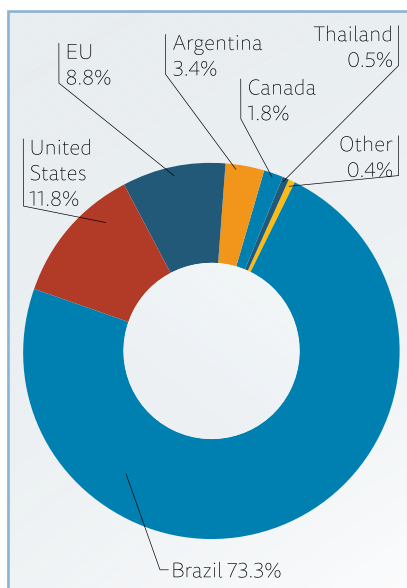
Demand is slowing in the big markets of the EU and China. This is potentially bad news for South Africa, as other producing countries will have more poultry to export. Brazil has ramped up production and expects record chicken meat volumes this year – with 2021 production 5.5% higher than the previous record year.

The report notes that South Africa's lower domestic poultry prices and higher feed costs are part of a global problem. "For now, there is no need to panic about poultry prices, however retail prices need to be carefully monitored to protect consumers and producers alike."

Latest on imports shows Brazilian onslaught



▲ Poultry imports by country of origin 2020 (EU countries grouped) Source: SAPA



▲ Imports by country of origin January 2021 (EU countries grouped) Source: SAPA

In January 2021 Brazil accounted for 73.3% of total poultry imports

Despite significantly higher tariffs on Brazilian chicken imports, the SA Poultry Association's (SAPA's) January 2021 country report shows that low-priced imports from Brazil are continuing. Brazil is of course one of five countries against which SAPA is currently seeking antidumping duties on bone-in products.

Volumes are down because of the economic impact of COVID-19, but some of the January import prices are significantly below the South African producer price for products such as leg quarters.

Since March 2020 Brazil and other non-EU countries have been subject to an increased tariff of 62% on bone-in imports. In January 2021, including this

tariff, Brazilian leg quarters have been imported at R19.90/kg and wings at R34.56/kg. This contrasts with latest SA producer prices of R23.48/kg (IQF leg quarters) in November 2020 (latest published price); and R36.74 and R33.25 for frozen and IQF wings, respectively.

Brazilian producers seem to have been able to adjust prices downwards to counter the new tariffs. The import price of Brazilian leg quarters rose by only 1.4% in 2020, while the price of wings dropped by 1% and the price of drumsticks dropped by 12.2%.

The biggest price drop between 2019 and 2020 was in the "other" category of bone-in imports, which come in free of tariffs. Prices in this category, thought to refer to boxes of mixed bone-in products, were down by 18.6% in 2020. In 2021 import prices for these boxes have averaged R8.45/kg.

Brazil's share of South Africa's total poultry imports is increasing as more EU countries become subject to export bans because of new avian influenza outbreaks. In January 2021 Brazil accounted for 73.3% of total poultry imports, most of it MDM, up from 60.3% in December.

EU imports, which had been recovering after previous bird flu bans, are sharply down. January totals were 56.9% lower than in December, and 69.7% lower than in December 2019. 📰





Investigation about dumping underway



Following an application by the SA Poultry Association (SAPA), an investigation is now underway into potential antidumping duties against Brazil and four European Union countries – Denmark, Ireland, Poland and Spain. The investigation is a lengthy process, as explained elsewhere in this issue of the Bulletin. It could take between a year and 18 months to complete.

The application focuses solely on frozen bone-in portions, and it relies on extensive evidence and calculations based on imports from these countries over three financial years, from July 2017 to June 2020. Over those three years, dumped imports from the countries named in the application totalled nearly 426 000 tonnes of frozen bone-in chicken, with a total landed import value of R6.4 billion.

In essence, the application says dumped imports have caused material injury to the South African industry, and will continue to do so unless action is taken in the form of antidumping duties. 

Read more about the process of the tariff application on page 59, "What goes into a tariff application", for a legal eagle's perspective on this crucial intervention.



Shipping containers full of frozen chicken land in South Africa's harbours on a regular basis, and monitoring dumping is a challenging task



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HIGH ALERT OVER HPAI THREAT





THE BIG HEALTH ISSUE

With avian influenza once again presenting a threat this winter, how are we preparing?
Glennis Kriel investigates

The poultry industry knew it was only a matter of time before highly pathogenic avian influenza (HPAI) would hit South Africa, especially after the disease was detected in other African countries. So in June 2017, when the first case was reported on a commercial farm in Mpumalanga, the industry was “ready”.

But with no previous experience, plans were highly theoretical, based on past observations and best practices of territories where outbreaks had already occurred, such as Europe, China and the United States. A mere duplication of strategies was not enough, as South Africa’s conditions vastly differ from these places.

Izaak Breitenbach, GM of the Broiler Organisation of the SA Poultry Association (SAPA), compares it to learning to swim: “You can read about it and prepare all you want, but you won’t learn to swim until you get in the water. The same with HPAI: we really did not know what we

It has so far emerged that waterfowl and hawks present the greatest threat of infection

were heading for until the outbreak occurred.” The disease spread fast, eventually necessitating the culling of over 5,4 million birds, and the industry losing more than R1,87 billion in biological losses, direct costs and income foregone, according to the Bureau for Food and Agriculture (BFAP).

Along with this, more than 1 300 people lost their jobs and the ensuing hike in poultry product prices rendered animal products less affordable for lower-income groups. Having the situation repeat itself is something the country simply cannot afford, especially not amid the COVID-19 pandemic, which is taking a huge toll on the economy and resulting in wide-scale job shedding.

“Diseases like HPAI result in high mortalities, which drive up consumer prices. The disposable income of South African consumers is under severe pressure because of measures aimed at managing the spread of COVID-19, and many people will

TO VACCINATE OR NOT?

So far South Africa does not allow for vaccination against H5 or H7 avian influenza viruses. According to Dr Mpho Maja, director of animal health at the Department of Agriculture, Land Reform and Rural Development (DALRRD), industry and government spent a lot of time and effort looking into the feasibility of HPAI H5N8 vaccination during the previous outbreak, but any proposed vaccine and vaccination protocol would have to be in line with the recommendation of the World Organisation for Animal Health (OIE).



She explains that none of the vaccines proposed by industry would have been feasible at the time, as they did not offer a DIVA capability (referring to Differentiating Infected from Vaccinated Animals, or marker vaccines that induce an immune response different from that induced by natural infection, allowing veterinarians to distinguish between infected and vaccinated animals). There were no DIVA tests available at the time to distinguish between vaccinated and infected birds. There would also have to be agreement on an exit strategy in line with the recommendations of the OIE, whereby all vaccinated birds are destroyed at the end of the outbreak in order for the country to regain freedom from HPAI to facilitate the export of

THE BIG HEALTH ISSUE



Lessons learnt during the previous outbreak have given us the knowledge to be better prepared for the threat of HPAI this year



poultry and poultry products. “The current practice of selling spent hens indiscriminately made this impossible to achieve and industry still has to agree to this,” Maja says.

Most importantly, however, vaccination does not prevent birds from becoming infected. “Vaccinated birds will still get infected and shed virus, albeit at a reduced rate depending on the scenario, and thus they will still be a source of potential infection for other poultry. Vaccination may also mask clinical symptoms, making it difficult to detect new avian influenza incursions,” Maja says.

She adds that given the controversies around vaccination for avian influenza, there would have to be buy-in from all stakeholders on any proposed vaccination strategy or protocol, and thus intensive public consultations would be required.

THE BIG HEALTH ISSUE



*Entire flocks
have to be
culled in
case of any
infection*

simply not be able to absorb a poultry-product price hike,” Breitenbach says.

Fortunately, the poultry industry is better prepared for another potential outbreak, having since strengthened its strategy and addressed gaps that emerged during the previous outbreak. “It is highly unlikely that the industry would suffer the same scale of losses as it did during the first outbreak, as we have gained many new insights and become much smarter since then,” Breitenbach says.

Surveillance

Dr Mpho Maja, director of animal health at the Department of Agriculture, Land Reform and Rural Development (DALRRD), says that preparation for a next outbreak is concentrated on the prevention and early detection of an outbreak at commercial chicken and ostrich facilities. “As far as biosecurity measures are concerned, government

can only provide guidelines. In the end, each commercial facility should have its own contingency plan applicable to the relevant facility, which should take into account all its management and husbandry activities as well as the risks each activity poses.”

The industry, nevertheless, now has a much better idea of the major threats and how to manage these. Breitenbach says that international research has found that 20% of HPAI poultry outbreaks were caused by contact with disease-carrying wild birds, whereas 80% was caused by human and other factors. Poultry birds produced in partially enclosed or fully enclosed houses with good biosecurity protocols, therefore, have significantly lower risk of infection than poultry produced outside, such as free-range chicken, turkeys or ostriches.

“The better the isolation, the lower the chance of infection,” Breitenbach explains. As far as surveillance is concerned, SAPA in partnership with government has since established a surveillance system under the Poultry Disease

Management Agency to monitor disease threats and detect incursions as early as possible.

From the surveillance of wild birds, it has so far emerged that waterfowl and hawks present the greatest threat of infection. "This insight has allowed the industry to narrow down the testing of wild birds and focus attention on high-risk species," Breitenbach says. "Producers near rivers, dams and watercourses also know now that they have to take extra precautions to keep waterfowl away from their production sites and to protect water supplies against contamination from these birds."

Before 2017, South Africa never routine-tested any birds for HPAI. Now, as part of the surveillance strategy, all properties where ostriches are kept and commercial poultry facilities that want to export have to be registered as compartments, according to Maja. The use of compartments helps to establish boundaries based on biosecurity and management practices to allow them to continue trade if an outbreak should occur elsewhere. "These compartments



Colin Steenhuisen: "HPAI wiped out over 20% of the layer flock in 2017"

Broiler breeders and layers versus broilers

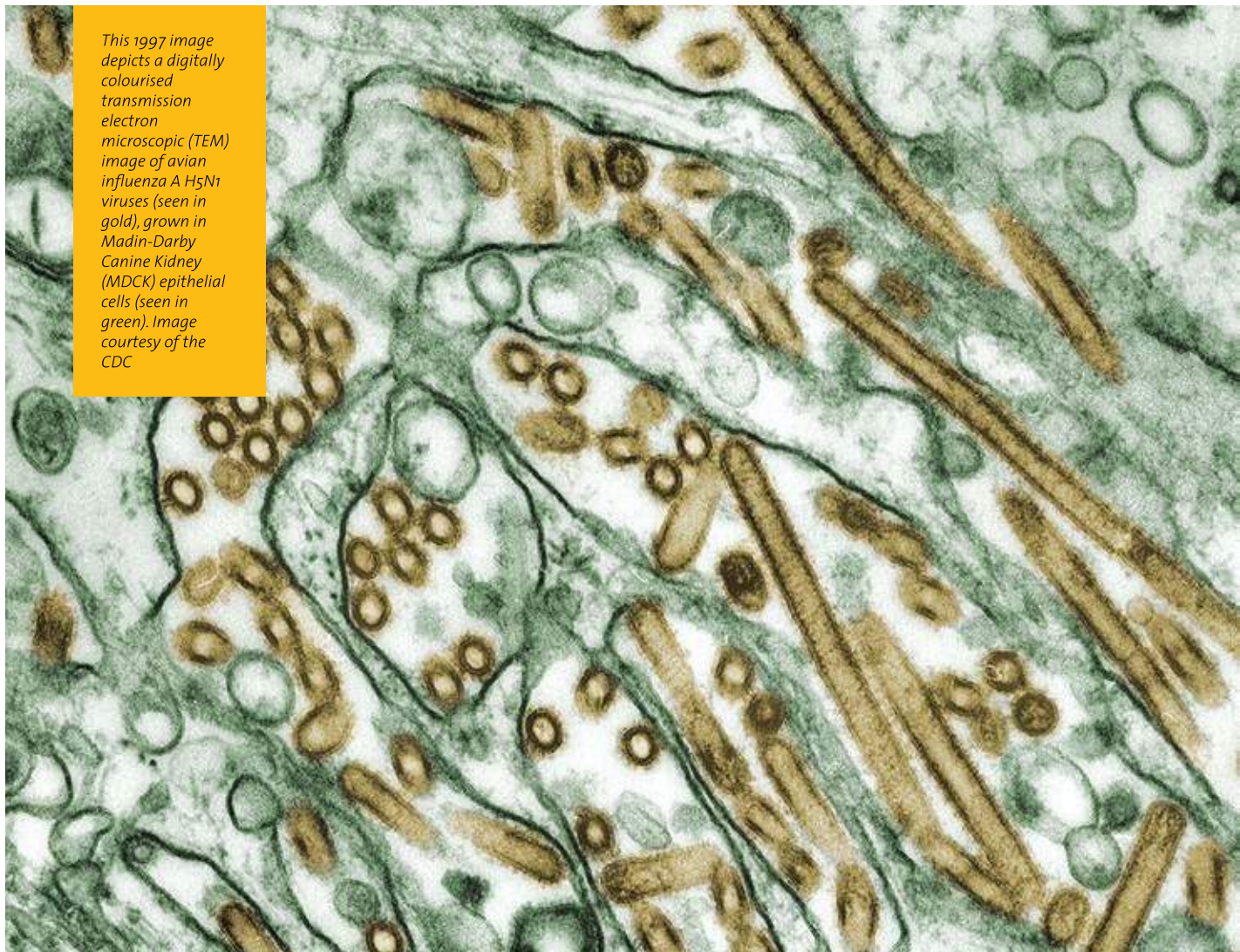
The risk for broilers to contract HPAI is probably the same as for layers and broiler breeders. However, the fact that broiler breeders are kept for about 62 weeks and commercial layers for about 72 weeks, in comparison with broilers that are kept for only five to six weeks, could greatly increase the risks for layers as well as breeding birds.

For instance, during the 2017 outbreak, the impact on the layer industry was far worse than in the broiler industry, with around 4.7 million layer birds being culled as opposed to roughly 700 000 in the broiler industry, which was predominantly affected at breeder level, according to BFAP.

Colin Steenhuisen, interim general manager of SAPA's Egg Organisation, says HPAI wiped out more than 20% of the national layer flock in 2017. It also took much longer to rebuild and replace affected flocks than it did for the broiler industry, as egg farmers only house birds after they are 18 weeks old, whereas the broiler industry works with day-old chicks.

In Steenhuisen's view, the use of vaccines on layer birds must be considered while government compensation is not guaranteed. "In the absence of government compensation, farmers need to protect themselves in other ways. Vaccination in combination with good biosecurity measures is probably a likely consideration," Steenhuisen says.

This 1997 image depicts a digitally colourised transmission electron microscopic (TEM) image of avian influenza A H5N1 viruses (seen in gold), grown in Madin-Darby Canine Kidney (MDCK) epithelial cells (seen in green). Image courtesy of the CDC



are required to conduct monthly avian-influenza serological surveillance to remain on the list of compartments that are free of notifiable avian influenza,” Maja says.

Commercial poultry facilities and backyard poultry facilities are part of the six-monthly avian influenza surveillance programme, with this frequency increasing once there is indication of the presence of a virus. Due to the nature of ostrich farming, their avian influenza surveillance involves six-monthly surveillance, preslaughter surveillance, premovement surveillance and 28-days postmovement surveillance, according to Maja. The purpose of on-farm testing is to get an idea of what is happening in the whole country at any given time.

Breitenbach confirms the importance of this bird’s-eye view. “We know that informal producers pose high risks, so commercial farmers will not only have to test their own birds, but also those of subsistence and smallholder farmers within a 10km radius from them. It is in their best interest to do so, as early identification is essential to prevent the disease from spreading,” he says.

To reduce the risk posed by the spent-hen industry, traders of culled hens now have to register as buyers, and birds have to test negative before they can be purchased. Farmers, and the traders, also have to keep records of sales for traceability purposes. Says Breitenbach, “By getting a database of the cull traders and keeping record of sales,

we are able to quickly trace the movement of animals if something goes wrong.”

Along with this, data is collected of outbreaks in other countries and incorporated with other information, such as climatic conditions, to help identify high-risk areas and the probability of an outbreak. The programme is becoming smarter as more data is collected.

“Our management strategies are reviewed before winter each year, as we know that the probability of an outbreak is higher in winter,” Breitenbach says.

Maja adds that there has been a contingency plan in place since the first HPAI H5N2 outbreak hit the ostrich industry in 2004, which is periodically updated. “We are continuously working with the industry to update it.”

Action in case of infection

Tests are done in laboratories that, by law, have to inform government when a positive test is detected. Farmers, in effect, cannot hide the fact that there is an outbreak on their farm should one of their birds test positive.

Once a positive identification has been made, the farm is quarantined and animal movement restrictions are applied to prevent the disease from spreading to other production sites or farms. The farm is visited by a state veterinarian to test the other birds on the farm, determine the scope of the outbreak and further actions.

“All birds within a 500 metre to one kilometre radius from sites where a positive diagnosis was made, have to be culled. At the moment, culling procedures and methods differ from one province to another, so the industry is engaging with government to create a national standard that would be animal-welfare compliant,” Breitenbach says.

In addition, there are 70 veterinarians all sharing information and working together to help improve the industry’s resilience and prevent an outbreak and the spreading of the disease. They are represented by five veterinarians who serve on SAPA’s technical committee.

Government compensation

The South African government’s pockets are not as deep as those of First World countries, resulting in less funds being available for the compensation of farm losses.

During the 2015 HPAI outbreak in the United States, for example, 75 million turkeys and 42,1 million chickens were reportedly depopulated at a total federal cost of USD 879 million (more than R13,4 billion). Of this, roughly USD 610 million (over R9,3 billion) was allocated towards depopulation cleaning and disinfection, USD 200 million (more than R3 billion) towards indemnification at 100% of the fair market value of the birds. The remainder was spent on travel, overtime, supplies and other planning costs.

In South Africa, however, the industry had to foot most of the bill itself, which in turn had an impact on restocking rates and density. “As far as we know only two farmers, at most, were compensated for losses and only for healthy birds that had to be culled. Government argued that the sick birds would have died

in any case,” Breitenbach says.

He adds that government is still embroiled in a couple of court cases with producers who were not satisfied with the way in which losses were compensated for. At the time of writing, SAPA was still trying to convince government that a better, more transparent compensation regime was necessary. ►





In the absence of compensation, the industry is looking at emergency vaccination as a safeguard. “Government has not approved the use of vaccination against avian influenza yet, as vaccination could result in South Africa losing its export status. Vaccine technology has greatly improved over the years and we are in talks with trade partners to persuade them that the vaccines would not mask the disease,” Breitenbach explains.

The idea is to use vaccination strategically, for example, during high-risk times, in high-risk areas and on higher-value birds. (See “To vaccinate or not”, p 28 and “Broilers versus layers”, p31.)

While some strains of HPAI, such as H5N1, are zoonotic diseases and human infections have been reported in

THE ASTRAL EXPERIENCE

South Africa’s biggest poultry business, Astral, lost half a million breeder birds during the 2017 outbreak and about R93 million, including consequential losses, in the process.

“We knew it was only a matter of time before avian influenza would hit South Africa after it was detected in Zimbabwe, but did not realise it would be so soon,” says Obed Lukhele, veterinary executive of Astral. He adds that the outbreak had an immense psychological impact on workers, when they saw the volume of the birds that had to be culled.

Astral has since introduced extra biosecurity protocols that are better aligned with the associated risk and value of the birds being produced.

Among the additional protocols, new production sites are built as far as possible from urban areas, and buildings are spaced away from one another. “The problem is that some of the production sites were built many years ago and it does not make financial sense to relocate them despite encroachment by human settlements, often with backyard chickens. So you have to work with what you’ve got,” Lukhele says.

In addition, various physical barriers have been in place to protect their birds against diseases, including HPAI. Houses, for instance, are bird-proofed and fenced off within a site. Strict protocols are in

place to control the movement of vehicles and people on and off the farm.

Showers are available for workers to wash with specialised cleanser before entering and leaving the farm. Clean dedicated and colour-coded personal protective equipment (PPE) is provided for the farm staff. “This is all aimed at preventing people from bringing diseases onto the premises,” Lukhele says.

All vehicles, such as those delivering feed or day-old chicks or collecting hatching eggs, and those used for farm maintenance, are sprayed with specialised disinfectant before entering and when leaving farm premises. Equipment and other inanimate objects that are required to be used inside farm sites and chicken houses are fumigated (dry disinfection) before being allowed to be taken into these areas.

Feed silos, water tanks and reservoirs are sealed at all times to prevent contamination by an infected bird carcass, faecal material or secretions from infected birds. Disposal of normal bird mortalities is done responsibly in sealed bags and litter in vehicles sealed with tarpaulin. Fertile eggs leaving the farm to the hatcheries are first dry disinfected/fumigated and then loaded in clean and disinfected egg transport.

Lukhele identifies people as the weakest link in any biosecurity management: “You may have the best policies and plans of action, but they won’t mean a thing unless they are enforced by workers. Many of our workers, for instance,

THE BIG HEALTH ISSUE

other countries, Breitenbach feels that it is not a major threat like COVID-19, and many countries have since found ways to treat it in humans. The situation, nevertheless, should be monitored continuously to identify the development of variants that pose a greater threat.

We just don't know when another HPAI outbreak will hit the poultry industry. It could be this winter, next year, or in a few years' time. Producers therefore have to remain vigilant and continuously look for weaknesses and gaps in their biosecurity programmes.

"The concept of compartments and intensified biosecurity must be a conscious, deliberate and

consistent exercise by all owners, which has to be enforced all the time. It became clear during the previous outbreak how even a small breach in biosecurity, such as a small hole in a roof, can have dire consequences if neglected," Maja says.

For more information on HPAI, visit the SAPA website at www.sapoultry.co.za (or scan the QR code top right with your smartphone) or that of the World Organisation for Animal Health at www.oie.int (or scan the QR code bottom right with your smartphone).



live in areas where avian species, such as backyard chickens, are kept for eggs and meat. This increases the risk of bringing poultry diseases to a commercial farm and thus we take extra care."

To address this, Astral has launched training programmes to create greater awareness of the impact of biosecurity breaches and worker responsibility. "In the end," says Lukhele, "you have to rely on the integrity of your workers, because their integrity is your best guarantee."

Vaccination is something Lukhele is very much in favour of: "In the absence of compensation and reliance on people to implement biosecurity protocols, vaccination is really all we have. Producers should be allowed the option to vaccinate against highly pathogenic avian influenza as vaccination makes up an integral part of poultry-disease prevention and control." He draws an analogy of farmers using fire breaks to control wild fire: "Just as farmers might quickly burn a fire path to stop a fire from spreading and damaging their valuable crops, we would like to use vaccination to safeguard bird welfare, food security and employee livelihoods."

Government should also relook its compensation policy, Lukhele believes. "The problem is that you need to cull birds within a

day of confirming the diagnosis. You do not have four or five days to wait for a state veterinarian to approve culling, as the disease would then have already spread like wildfire," he says. A risk is created that people might not inform government of outbreaks when they are not compensated for their losses.

"If there is no compensation people might try to quietly get rid of the birds and restock their houses," says Lukhele. "This is because you are not only losing birds, but it also takes a number of weeks before you will be allowed to restock houses."



Obed Lukhele,
veterinary
executive of Astral

HPAI A GLOBAL PERSPECTIVE

What lessons can South Africa learn from the current outbreak of HPAI in Europe? Dr Holly Shelton, Group Leader of Influenza Viruses at the Pirbright Institute in the UK, speaks to **Natalie Berkhout**



Dr Holly Shelton

How serious is the current HPAI outbreak compared to previous ones?

The current avian influenza virus outbreaks in Europe, which started in October 2020, are widely spread geographically, which is very similar to the widespread European avian influenza virus outbreaks that were seen in 2015-2017. To date, 25 countries in Europe have reported HPAI outbreaks in poultry, featuring the H5Nx viruses. Northern European countries have had the predominant outbreaks, and this aligns with the migratory pathways of birds. We have seen more wild bird deaths in this outbreak than in previous outbreaks, which is likely due to changes in the viral genetic makeup, but this has not been fully dissected. This outbreak has also seen significant outbreaks in domestic duck populations, which also suggests the currently circulating viruses have a propensity for waterfowl. For the first time there have been reported human cases of H5N8 virus in Russia. The infected individuals were poultry workers in close contact

with infected chickens and only mild or no clinical disease was reported. There is nothing in the genetic constellations of the viruses being detected to suggest that they are of increased risk to humans in terms of infection or transmission between people.

These outbreaks have not caused as much loss to the poultry industry as the previous large-scale outbreaks of 2015-2017. This is mostly due to the lessons learnt previously. However, it has put strain on the poultry industry and there are signs of the start of egg shortages in several European countries that were particularly hard hit (for instance, Poland). This time around mandatory undercover orders were very quickly issued for commercial and domestic poultry in some parts of Europe, which greatly reduces the opportunity for the virus to be passed on to poultry from wild birds.

What makes this outbreak different to the previous ones?

What is different about this outbreak is the diversity of the genotypes of

the H5Nx viruses being detected in poultry outbreaks in Europe. In the current outbreak season, we have seen four different H5Nx constellations in the UK (H5N8, H5N1, H5N5 and H5N3) in poultry whereas previously only H5N8 and H5N1 occurred. The key driver of highly pathogenic disease is the surface H5 protein which remains constant in these viruses but the ability of wide and rapid genetic reassortment in wild birds is evident. It is diversity in the wild birds that is driving this diversity seen in poultry.

Is there a standout lesson to be taken from this current outbreak?

Biosecurity of poultry is key. There is abundant highly pathogenic virus in wild birds as the enhanced surveillance of this population has shown this season. Keeping poultry secure in covered environments (out of direct contact of wild birds and wild-bird waste products) has been key in reducing outbreaks in poultry. ►

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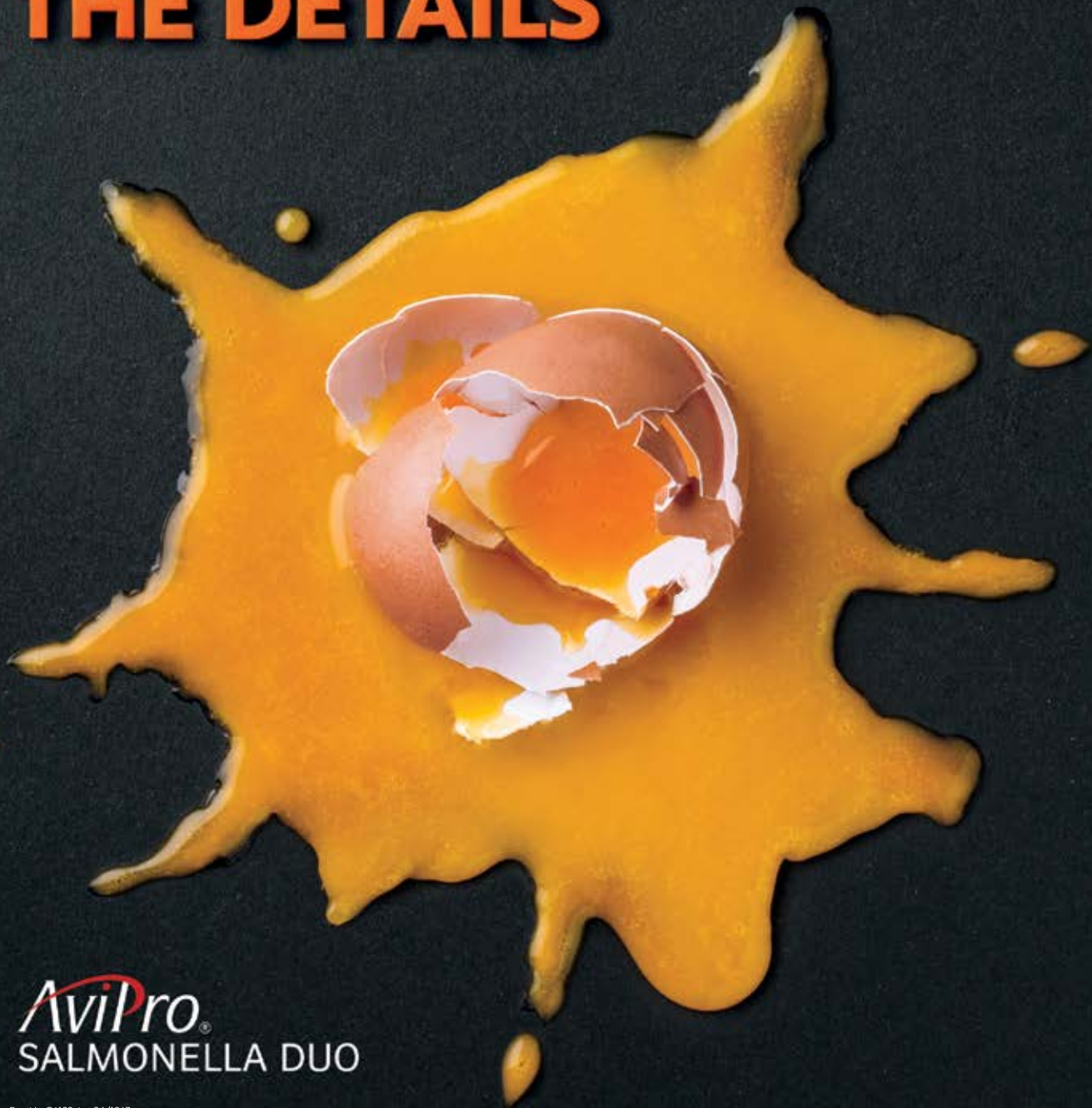
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BIRD FLU – PRACTICAL FACTS

A handy cut-out-and-keep guide for producers and sellers



How to recognise signs of avian influenza:

If your birds show any of these symptoms, they may have avian flu:

- sudden deaths
- lack of coordination – they can't walk or stand
- depression and droopiness
- swelling of the head, eyelids, comb, wattles or hocks
- small blood spots under the skin – check feet and legs
- signs of blood in nasal discharge
- sudden fall in egg production



How to protect your chickens:

- Keep chickens apart from ducks, geese or wild birds and keep poultry away from other animals, even pigs, cats and dogs.
- Keep your water and feed supplies covered so that they are not accessible to wild birds.
- Water taken from open water sources must be effectively treated (chlorinated) and water storage tanks/reservoirs must be covered at all times.
- Keep your flocks away from water that might contain the droppings of wild birds.
- Separate sick birds or birds that appear sick from the rest of the flock and other animals.
- Clean all areas where poultry are kept regularly and thoroughly. ▶





Notify your veterinarian of any mortalities

What to do with sick or dead birds:

- Report any sickness or deaths to your veterinarian immediately.
- Don't leave dead birds lying around outside the chicken house, but dispose of mortalities according to the prescribed guidelines.
- Disposal of mortalities to be handled by the veterinary authorities, unless they ask for help during an outbreak.

Ways to keep your farm secure:

- Keep the number of people who enter your farm down to a minimum.
- Do not borrow any equipment or vehicles from other farms.
- Keep all means of transport off your farm as far as possible.
- If transport must enter, follow the correct protocols.
- Wash and disinfect all equipment and vehicles before allowing it on to the farm.
- Use a double boot-dip system. Disinfectant solution or water is placed in the first boot dip and the footwear is brushed clean to remove organic material and manure. In the second boot dip, a second solution of disinfectant or preferably dry disinfectant is to be used. Personnel should keep their boots in the disinfectant for at least 30 seconds.





*Respecting bans
on transport
helps to contain
the disease*



What to do when you sell poultry:

Most importantly: only sell healthy birds!

- Only trade birds from a known, trusted source, or ones that are certified.
- Don't trade birds that appear sick.
- If you notice poultry on a farm that seems to be afflicted with avian flu, or dead wild birds, report it to your veterinarian.
- Try to work with all-in/all-out methodology – sell all birds at the same time and buy birds in a single batch.
- Avoid transportation in affected areas – by respecting bans on the movement of poultry you help control the disease, which will end the ban quicker.
- Commercial movement of infected poultry or poultry products is one of the main ways that avian flu spreads.
- The best way to protect your own economic activity as a trader is by respecting bans on the movement of poultry and poultry products.
- Warning: you could spread avian flu if you visit an infected farm by unsuspectingly passing on the disease through infected manure on shoes, dirty cages or the wheels of your car or bicycle.
- The first, and last, rule is to collaborate and cooperate with the veterinary authorities. [!\[\]\(4e333a6106fc298d0ae6dff272a736ef_img.jpg\)](#)

**If your farm becomes infected, what
you do next can help control the
outbreak, protect people and allow
normal production to resume on all
farms in the area – including your own.**





MEET OUR PEOPLE

Brendon de Boer

A word with the new CEO of Country Bird Holdings

You came to poultry from the grain industry, as former regional commercial leader of sub-saharan Africa at Cargill. This gives you a unique perspective on the poultry value chain; how do you think it will benefit your new role?

The procurement of grain and oilseeds is the start of the poultry value chain. If you're able to get this right and get your inputs as low as possible, it gives you a competitive advantage in an extremely competitive industry. Moving into the poultry value chain as a next career move really excites me as I have spent time farming, financing maize farmers with Standard Bank and, with Cargill, supplying grain and oilseeds to various customers over the last 16 years.

What are your first impressions of the challenges facing your new industry?

The biggest challenge is the imports of chicken from other parts of the world. I am really impressed by the work SAPA (and its members) and FairPlay have done together with the government in developing the Poultry Industry Master Plan. Other issues that the industry is facing are those which are not unique to poultry, but to all industries in South Africa with the failing infrastructure of roads, Eskom, water and so on.

It is early days, but what is your vision for CBH and what will be your priorities for this first year?

To continue to grow our operations in South Africa and Africa from the solid foundation created by the CBH team. Short-term priorities would be to meet our employees, customers and suppliers, and to extract maximum value from our recent acquisition in Enterprise Foods.

You lived elsewhere in Africa; tell us more about that.

From 2010, my family and I spent a year in Zambia, three years in Egypt and a year in Kenya before returning to South Africa in late 2015. Egypt was a highlight professionally just given the scale of the market. The business consisted of a soy crush plant, corn distribution business and port facility. Just on soybeans, we were importing around 1.2 metric tonnes per year for our crush plant (the approximate size of South Africa's entire soybean crop). On the personal side, Kenya



and Zambia were highlights as we really enjoy spending time outdoors as a family and the lower Zambezi valley and Maasai Mara are incredible.

We believe you are also a keen sportsman, and even ran a desert marathon in 2014 to raise money for vulnerable communities. What motivates you?

I love to challenge myself to extreme activities which in theory almost seem impossible. I'm motivated by the dark places your mind and body go to en route to finishing a particular challenge. Personal highlights would be completing a 100 mile trail run in 2019 which took just over 24 hours to complete.

And finally, who is Brendon when he is at home?

I have a beautiful wife who sources and promotes handcrafted African products. We have three amazing daughters (ages 12, 11 and nine) and three rescue dogs. The girls are very active, and most weekends are spent at school. We stay on Monaghan Farm near Lanseria, in Gauteng, and really enjoy walking, cycling and running outdoors. We also love exploring new places – over Christmas we spent time in Prince Albert adventuring and building memories as a family... truly awesome! 🇿🇦



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If hens wore heels...

and other fantasy solutions

WORDS ALYN ADAMS

ILLUSTRATIONS JASON BRONKHORST

Don't you sometimes wish there was an invention to solve a problem you experience every day? These inventions are not available to the poultry industry yet. In fact, we must admit, they're not even a twinkle in a mad scientist's eye at this point. But technology gets a little better every day, and you never know what those fiendishly imaginative inventors and engineers will come up with next.

We took a wild guess – unconstrained by research or logic but powered by loads of tongue in cheek – and came up with a couple of possibilities that could exist by the 2030s. If you ever spot one of these ideas listing on the stock exchange, be sure to get in early...



High and dry

The Personal Poultry Platform Cobbler™

Keeping bedding and ground cover clean, hygienic and parasite-free is a constant part of the battle to keep chickens healthy – especially their feet. There are many solutions for sale already, but a newcomer might be about to shake up the market. Now, your poultry can literally rise above foot-health concerns.

Get the Personal Poultry Platform Cobbler™ machine, and our state-of-the-art scanner will map each pair of chicken feet individually, then laser cut a perfectly fitting pair of platform boots for each fowl. Standing 5cm above the floor, each toe cradled and supported precisely in our genuine pleather uppers on a sturdy vinyl platform sole, your birds can strut their stuff high above any health threats. It'll be just like disco in the Seventies.

With the Personal Poultry Platform Cobbler™, your chickens can rule the roost!*

(*NB: expression used for promotional purposes only. Poultry wearing individual precision-cut Personal Poultry Platform Cobbler™ products cannot in fact roost.)



A buoyant future


Positive Pressure Helium Packaging (PPHP)

PPHP is the latest exciting innovation in an industry known for press releases about exciting innovations! Enhanced product freshness, extended fridge life and improved quality protection are benefits that the poultry producer and the poultry consumer can both get behind.

The PPHP principle is simple: rather than vacuum-sealed packaging, birds are packed in strong plastic bags, filled with helium to just above normal air pressure, then sealed. They still require refrigeration, but each bird is wrapped in an anaerobic bubble, to maintain freshness and fridge life. They can be packed as deep as you please in supermarket fridges without being squashed, discoloured or having their packaging torn, as they tend to bob about at the top of the cabinet like balloons.

This makes them a popular shopping item, as customers can simply attach PPHP chickens to a leash and tow them home. Children (and grannies) often fight for the privilege. Many stores now offer

rewards programmes that allow the kids to save up enough helium to win their own dirigible. Producers also save on fuel costs, as the delivery vans get lighter.

PPHP wouldn't be possible without two key advances in the 2020s, of course: fusion power and the boom in bioplastics. Now that plastics are made from renewable plant sources that biodegrade completely, we can make the bags as thick as we like, to contain the extra pressure and puncture less easily. And fortunately, the nuclear fusion reactors that we created to supply electricity demand give us lots of cheap helium as a by-product... 



What crazy future poultry tech would you like to see? Let us know on Twitter @PoultryBulletin and we might instruct our "inventors" to imagine it!

WIN!

A SEAT AT THE Food Safety Summit


Get the lowdown on **food safety**
at this year's two-day **virtual summit**

Chicken farmers know all about the importance of food safety, and in the past year farmers, along with the entire food industry, has been under added pressure due to COVID-19 disruptions.

Now you can learn about the latest developments in food safety in the comfort of your own home. The Food Safety Summit 2021, presented by Anelich Consulting and Food Focus, is a two-day online event taking place on 8 and 9 June, that will bring together leading South African and international expertise. Says Prof Lucia Anelich, "World Food Safety Day is on 7 June, so we decided to time our summit for the same week. Our focus this year is the importance of working together towards food safety, hence

our theme: 'Teaming up for safe food now for a healthy tomorrow'. There is power in partnerships."

Speakers include Prof Stephen Forsythe, the author of *The Microbiology of Safe Food*; food-safety specialist Prof Michelle Danyluk from the University of Florida; food fraud expert Prof John Spink from Michigan State University, and Prof Jeff Farber from the Canadian Research Institute for Food Safety.

Over the course of the two days there will be many interactive and Q&A sessions and panel discussions. Visit www.foodsafetysummit.co.za for more details and how to register. There are different packages available, as well as special student rates. 

Prof Lucia
Anelich



Prof Michelle
Danyluk



Prof Stephen
Forsythe



Competition rules

The closing date for entries is 26 April 2021. You can enter as many times as you like. Staff of Poultry Bulletin, the SA Poultry Association, the sponsor and their families are not allowed to enter. You have to answer the question correctly to be considered for the prize. Winners will be chosen through a random draw. Winners will be informed telephonically. We will phone a winner three times during office hours; if he or she cannot be reached with one of these three calls, a new winner will be drawn. Poultry Bulletin, SAPA and the sponsor accept no responsibility for any harm or damage resulting from participation in this competition. This is an online event requiring internet connectivity; Poultry Bulletin, SAPA and the sponsor accept no responsibility for ensuring the winner's connectivity. Prizes are not transferable and cannot be exchanged for cash or another prize.

ENTER NOW TO GET YOUR SEAT

Poultry Bulletin is giving one reader the opportunity to attend the Food Safety Summit for free. To enter, send a mail to editor@poultrybulletin.co.za, include your contact details, and name one of the experts who will be speaking at the summit. The closing date is 26 April and the winner will be randomly drawn from entries. Competition rules are detailed alongside.

Facts vs Fiction

They're a perfect meal in a shell, but there is so much more to eggs. Registered dietitian Monique Piderit of Nutritional Solutions separates the fact from the fiction



FACT

Based on data from the National Health and Nutrition Examination Survey (NHANES), researchers found that eating eggs brings about a higher likelihood of meeting or exceeding recommendations for several micronutrients. For example, egg consumption was associated with greater intakes of macronutrients like protein, saturated fat, monounsaturated fats and polyunsaturated fats, and micronutrients like iron, zinc, calcium, selenium, and choline.



FICTION

Many people associate eggs with poor heart health. In fact, the opposite may be true. As was recently published in the Journal of the American Heart Association, researchers found no link between eating eggs daily and the risk of dying from heart disease. The 2015 - 2020 Dietary Guidelines for Americans recommended eating eggs as part of a healthy diet. South Africa's Department of Health's dietary guideline agrees, supporting that we can eat eggs every day.



FICTION

It's a myth that eggs are bad for the heart. While eggs do contain cholesterol, eating eggs will not necessarily raise your blood cholesterol. Interestingly compared to non-egg eaters, those who eat eggs daily have a lower risk of heart disease and stroke, and also lower risk of dying from these conditions.



FACT

At the centre of the retina, the thin layer of tissue that lines the back of the eye, are high levels of lutein and zeaxanthin. These nutrients have been shown to lower the risk of cataracts and macular degeneration, the leading cause of blindness in older people. Lutein and zeaxanthin are especially found in egg yolks.



FACT

Eggs contain choline and lutein, two nutrients known to be good for cognition and brain health. Lutein is important during adulthood to help ward off age-related cognitive decline, and there are also studies to support that choline can help children do better at school.



FICTION

Contrary to popular belief, we should eat the whole egg and not just the white. While the egg white contains protein, selenium and the B-vitamin riboflavin, there is a lot of nutrition in the egg yolk. The egg yolk contains heart-healthy fats (monounsaturated fats) and half of the protein of the whole egg. If you avoid eating the egg yolk, you're missing out on vitamin D and iron, too.




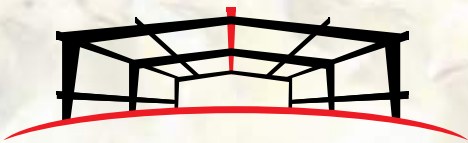
FACT

Eggs are good for muscle building. When combined with resistance (weight) training, protein supports muscle building and repair. Eggs are a source of high-quality protein: one large egg contains 7g of protein. In fact, eating whole eggs immediately after resistance exercise results in better muscle building than if just eating the egg white.



FICTION

An American study reported that early introduction of eggs to the diets of children aged six to nine months significantly improved their growth. In a country like South Africa with high rates of malnutrition, eggs have the potential to help reduce childhood stunting. To this point, it is a myth that moms need to delay introducing eggs (a potential food allergen) to their babies. There is good evidence to show that there is no benefit to delaying the introduction of allergens. In fact, delaying the introduction of allergens can actually increase our risk for food allergies. 



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Fast, mobile insulation application to keep winter chills at bay

South Africa might not suffer sub-zero temperatures and blizzards in winter, but it gets cold enough to put the productivity – and lives – of broilers and layers at risk. Now is therefore a good time to make sure your broiler and layer houses are sufficiently insulated for summer and winter.

“In a typical broiler house, almost half of the heat supplied by costly energy sources can escape through an uninsulated roof,” says Michael Dixon of Artic Insulation. “The biggest favour you can do your chickens and your bottom line, is to properly insulate their accommodation.”

Having been in business for more than a decade, Artic Insulation’s expert spray foam insulation application has solved a vast variety of temperature control problems. In addition to residential, industrial and commercial applications, the company is experienced in agriculture settings, including broiler houses, piggeries and seed-drying facilities. “One team can take care of all the needs of a mixed-farming enterprise,” says Dixon.

Artic Insulation applies a polyurethane spray foam that expands up to 30 times its liquid volume to provide a closed-cell foam layer that has excellent long-term thermal insulation properties. The product’s robustness and rigidity also extends the life and structural integrity of buildings.

Courtesy of having some of the largest mobile spray rigs in the country, Artic Insulation can apply an average of 500m² of spray foam insulation a day per rig. When time is tight and conditions favourable, the daily rate can be pushed to 800m² per rig.

These self-sufficient truck-mounted rigs give customers across the country access to Artic Insulation’s expertise and superior customer service. “From our base on Gauteng’s East Rand, we can get anywhere within 24 hours,” says Dixon. “Our highly skilled operators work quickly and efficiently, so that an insulation application can be fitted into the gap between production cycles without any fuss.”



Spray foam insulation makes a noticeable difference to the ambient temperature in a chicken house within a day



With the ever increasing cost of energy, the cost of insulation is soon justified

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On the wires

Tune in here for the latest global news

Compiled by **Charmain Lines**

Gambian poultry industry calls for help



The poultry industry in The Gambia has called on the government in this West-African country to lend support to local chicken producers. According to an editorial in the newspaper *The Point*, the call was sparked by an exponential increase in the price of chicken following a ban on poultry imports from neighbouring Senegal to prevent bird flu from spreading into The Gambia.

The article notes that chicken consumption in The Gambia is growing fast, with consumers increasingly enjoying spicy chicken wings, fried chicken, drumsticks and eggs. In response, many Gambians are turning to chicken farming and setting up small businesses to meet consumer demand. Imports from Senegal, however, keeps a ceiling on local production and, according to the editorial, also threatens local food security, as the impact of the import ban is illustrating. 📌

Latvian egg giant goes cage free



Balticovo, an egg producer in Latvia and owner of the largest layer flock in the Baltic region, has announced its transition to cage-free egg production.

The company will invest more than €30 million in the next four years to move its 3.3 million hens and pullets into barns and to improve its egg production process. Balticovo's long-term sustainability action plan also includes the use of sustainably produced packaging and producing biogas from poultry manure as a main source of energy. 📌

Smuggling on the rise in Paraguay

Predatory trade practices in the chicken industry are a reality in many parts of the world, but Paraguay battles a unique variety: smuggling. It is estimated that 2 000 tonnes of chicken meat per month and 3 000 dozen eggs per day are smuggled into the country from Brazil and Argentina.

While agricultural produce smuggling is nothing new, the recent spike is cause for concern. Where smuggled products



used to be limited to border towns, illegal chicken meat and eggs are now also sold in the country's capital. Apart from the threat to the sustainability of the local chicken industry, the smuggled products pose a health risk to consumers. 📌

Photographs: Shutterstock.com; Roney Lucio / Shutterstock.com



ON THE WIRES




Lovey-dovey chickens

“A tribute to love” – this is how photographers Moreno Monti and Matteo Tranchellini describe their latest project, a book of striking photos of our own favourite fowl, the chicken, in a romantic frame of mind. *Chicken in Love* is the second chicken project by the Italian duo, who hatched the idea while attending international bird shows to photograph some of the world’s most beautiful chickens.

“We noticed that these wonderful animals naturally pair up, regardless of sex, breed, age or nationality. It reminded us of the diversity that exists today in human couples, who sometimes find it difficult or impossible to manifest their sentiments because of cultural attitudes and taboos,” says Monti.

The result is a coffee table book of beautiful, diverse chicken couples that will melt the hardest heart. *Chicken in Love* is the follow-up to the Milan-based photographers’ internationally acclaimed project *Chic!ken*, which featured portraits of the most beautiful chickens the pair could find and pose in dramatic lighting.


For more info or to order *Chicken in Love*, contact book@momarooster.com or visit www.chic-ken.it. 

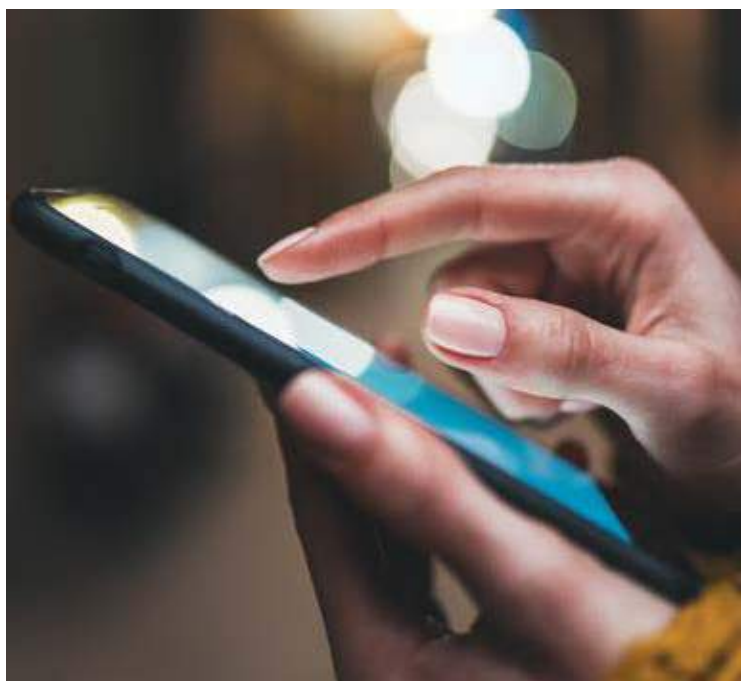


How appy are your animals?

British retailer **Waitrose** is rolling out a new app to gain insight into the quality of life experienced by the animals on its farms.

Using the app, farm managers and animal welfare inspectors can record behaviours and body language that indicate an animal's state of mind and general wellbeing. Indicators include being relaxed, tense, playful or anxious.

The app was developed by leading animal behavioural scientists at Scotland's Rural College (SRUC) and is licensed by Waitrose for trial and development for two years. The project is part of Waitrose's new 10-year agriculture strategy, which includes giving animals good and enriching lives, paying farmers fairly and reducing greenhouse gas emissions from all UK farms and fisheries. 



Pictures: Shutterstock.com



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A focus on the next generation

RCL Food's Do More Foundation has a vision: "to create better tomorrows for the young children of SA". Foundation executive **Warren Farrer** explains where it all started



How did the Foundation come about?

It was founded in July 2017 because we knew that we could not accomplish what was needed as a CSI department within a corporate. We knew we had to collaborate with the private and public sectors to #DoMore, and so the Do More Foundation came into being!

Why the focus on children, specifically?

Many of South Africa's challenges boil down to the reality of intergenerational poverty. We work to disrupt this cycle of poverty to give the next generation the best chance to thrive. Our entry point to community development is through young children because we believe that by focusing on the beginning of the story we can "create better tomorrows". Research proves the importance of the early years – 90% of brain growth happens before the age of five. If we give young children the best start in life, we can dramatically change the success of their life's journey, and by supporting their families with opportunities we


can change the course of communities and their economies. Stats show that 46% of South Africans earn less than R1 000 a month – these are the households that we target. Young children from impoverished households have less chance to develop to their full potential because their caregivers lack the resources to provide the basic developmental building blocks in life.

Can you give us a practical example of what you do?

Last March we realised that nearly 10 million children wouldn't get their meal at school during lockdown (often their only meal of the day), and the Foundation leapt into action. We partnered with agencies to create communication campaigns to draw attention to this issue and to encourage contributions, with which we procured Do More porridge at cost from RCL Foods (a lockdown innovation: a fortified sorghum-based porridge with COVID-19 safety tips on the pack). Since then, with

generous support, we've provided 8.7 million meals to vulnerable children and their families.

This is just one of many projects you manage. How can people get involved and help, right now?

Our "Little by Little" campaign aims to alleviate ongoing hunger among many millions of young children. Everyone is struggling so all we can ask for is a "little" – R1 or R2. By itself one rand is a "little" but imagine the impact possible with millions of little contributions. 

Scan the QR code with your smartphone for more info on the Little by Little campaign.





Hacks&Tips

Farmers share their tips for ensuring a healthy flock

We asked

- 1 What's the best advice you ever got on the health of your flock?
- 2 What steps do you take to ensure healthy birds?

Tsakani Mhlongo



SwaTsakani Farming
Swireres Farm,
Tzaneen, Limpopo

Follow Tsakani on Twitter

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- 1 The best advice was from a farmer who trained me, and he always said, "Chickens are very much like humans; they are emotionally and physically sensitive, they feel everything you feel, so for best results you should care for them as you would care for your own child."
- 2 I make sure to vaccinate them on schedule for all possible prominent disease, keep their coops clean, change their bedding often and practise general biosecurity measures on a daily basis.

Thabo Moikanyane



Tsogang Chicken Farm
Pankop Village,
Mpumalanga

Follow Thabo on Twitter

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- 1 I was told that prevention is better than cure, and that I therefore had to take biosecurity very seriously and be strict about it. I don't compromise when it comes to things I can control.
- 2 I make sure that there's enough air going through the chicken coop at all times, especially during the day. Secondly, I change bedding as often as possible and avoid muddy bedding at all costs.
Then, I never compromise on biosecurity: always making sure that people who absolutely have to enter the chicken coop are disinfected – no-one must unnecessarily enter the coop. And finally, make potable water and good feed available at all times. ▶



HACKS & TIPS

Noma Sibanda



NISC Farms
Pretoria North,
Gauteng

Follow Noma on Twitter

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1

The best advice I ever got and will always remember is “no visitors”. My mentor always reiterates that in order to keep diseases off my farm it’s best not to have visitors at all; observe extreme biosecurity and only allow dedicated staff to enter the chicken coops.

2

Biosecurity! This means, footbaths with disinfectant that gets changed daily; 70% alcohol sanitiser for hands right by the door of all my coops; and ensuring the feed and water stays clean for the chickens at all times – we elevate them from the ground using bricks and ropes.

Also, ensuring that the bedding in the coops is always dry to avoid mould and diseases; ensuring that the grass around the coops is always short, and overall cleanliness is maintained to avoid attracting snakes.

And finally, I always make sure my coops are not accessible to any indigenous birds or anything that could carry diseases into the coop. I do this using snake mesh.

Achmat Brinkhuis



Chamomile Farming Enterprises
Schaapkraal, Philippi,
Western Cape

Achmat is a member of the SAPA Egg Board.

Follow Chamomile Farming on Instagram

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1

My best advice was to maintain good biosecurity above all – this means controlling access to houses, and generally keeping houses clean.

I’ve been adhering to that and we’ve seen results.

2

Simple, I focus on three main things:

1. We buy the best feed.
2. We get the best advice from our veterinarians.
3. We ensure that our hens always have clean, fresh water to drink. That is very important. 

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It is bigger than chickens

Grain SA CEO **Jannie de Villiers** explains why the grain industry is fully behind the antidumping duty application

Imported chickens don't eat South African grain and they cost South African jobs.

That in a nutshell is why Grain SA is in full support of the application by the SA Poultry Association (SAPA) for antidumping duties against Brazil and the four European Union countries in question.

Chicken dumping is not just about chicken. Dumped imports affect industries and cost jobs across the whole value chain, from grain farmers to feed producers to transport and logistics providers.

We are all in this together.

Grain producers know that the poultry industry is their largest customer. Poultry producers buy nearly half of South Africa's annual maize crop, and nearly all of our soya. This translates into 2.9 million tonnes of maize consumption and 1.5 million soybean consumption annually.

If the poultry industry collapses because of dumped imports, then the grain industry will be hard hit, and some 20 000 grain-production jobs could be at risk.

The South African poultry industry has been under attack from foreign chicken producers for more than two decades.

Imported chicken portions have taken more than 20% of the local market, and imports have gobbled up nearly all of the growth in local demand for the past five years.

If that growth had gone instead to local production, those chickens would have consumed local grain and producing it would have created local jobs in my industry.

Dumping is not fair trade and it is not fair competition.

SAPA is applying for antidumping tariffs against Brazil, Denmark, Ireland, Poland and Spain because it has evidence



Poultry producers buy nearly half of South Africa's annual maize crop

that those countries have sold chicken to South Africa at prices lower than are charged in those countries' own home markets.

Unfair trade, including chicken dumping, must be stopped, as the Poultry Industry Master Plan set out to do.

The master plan foresees a partnership between SAPA and Grain SA to increase maize and soya production. This next step can only happen if action is taken when trade rules are broken.

That is the purpose of the antidumping applications, and that is why Grain SA fully supports the efforts. 🇿🇦



What goes into a tariff application?

The SA Poultry Association (SAPA) recently applied for an antidumping duty against Brazil and four EU countries. Putting together an application of this nature to protect our industry against unfair trade is a highly complicated legal procedure. **Stephen Meltzer** of Webber Wentzel gives us a simplified overview of this process

Where does one start with the application for an antidumping duty? How is the decision reached that it might be necessary?

To begin with, antidumping duties are imposed as protection for the Southern African Customs Union (SACU) industry against unfair trade, where foreign producers export products to SACU at prices lower than their domestic selling prices, causing or threatening to cause material injury to the SACU industry.

How did you identify the countries to target with an application? And how do you decide on the kind of duty needed?

SAPA determined the need to protect the SACU industry from dumped imports of frozen bone-in portions which are causing material harm to the industry. The countries dumping frozen bone-in portions are identified following a thorough investigation into imports of these products and available information on the selling prices and costs of these products in the countries of origin. It is through this process that Brazil, Spain, Ireland, Denmark and Poland were identified. There is also a full investigation into the material injury to the domestic industry caused or threatened to be caused by the dumped imports. ▶



Five countries have been identified in the SAPA investigation

SAPA determined the need to protect the SACU industry from dumped imports of frozen bone-in portions which cause material harm to the industry



ASK THE EXPERTS

Break it down for us – what does the process entail?

SAPA, on behalf of the domestic industry, submits an application to the International Trade Administration Commission of South Africa (ITAC), the regulatory body that, among other things, carries out dumping investigations. The application involves an enormous amount of work by SAPA, its members and its advisors, and consists of thousands of pages of documentation.

So the application was filed; what happens next?

ITAC first establishes whether SAPA has submitted a properly documented application and has provided sufficient evidence and established a prima facie case to enable the reasonable conclusion that an investigation should be initiated on the basis of dumping, material injury and causality. If that is determined to be the case, ITAC will publish a notice in the Government Gazette initiating the investigation. This is what happened in this case – ITAC determined that SAPA had established a prima facie case that Brazil, Spain, Ireland, Denmark and Poland were dumping frozen bone-in portions into SACU, causing material injury to the industry.

The next step is that exporters, importers, and any other interested party are then given the opportunity to submit responses to the application. After considering all evidence provided, ITAC will then make a preliminary determination, which may include the imposition of provisional duties. Interested parties, including the domestic poultry industry, exporters and importers, may comment on the preliminary determination and after considering any comments ITAC will make a final determination. It is a lengthy process that takes many months to complete.

Who makes the final decision about the tariff?

ITAC's determination will be sent to the Minister of Trade, Industry and Competition, Minister Ebrahim Patel, who decides whether to impose final antidumping duties. If Minister Patel decides in favour of such duties after considering ITAC's recommendation, he will request the Minister of Finance to impose these duties, which, if the Minister of Finance agrees, are then published in the Government Gazette. 📄

Persons may register with ITAC to gain access to the application and public file if they can show they are interested parties. Contact Ms Selma Takacs at STakacs@itac.org.za or Ms Mosa Sebe at Msebe@itac.org.za or Mr Thabelo Tshikomba at TTshikomba@itac.org.za

The application involves an enormous amount of work by SAPA, its members and its advisors, and consists of thousands of pages of documentation

● **SAPA conducts an investigation into dumped imports of frozen bone-in portions**

● **An application is submitted to the International Trade Administration Commission of South Africa (ITAC) on behalf of the domestic industry by SAPA**

● **Once ITAC has determined that a properly documented application has been submitted with sufficient evidence it will publish a notice in the Government Gazette, initiating an investigation**

● **ITAC determines that SAPA has established a prima facie case against Brazil, Spain, Ireland, Denmark and Poland**

● **Exporters, importers and any other interested parties are given the opportunity to submit responses to the application**

● **Once ITAC has made a final determination it sends a recommendation to the Minister of Trade, Industry and Competition**

● **If Minister Patel decides in favour of the proposed duties he will request the Minister of Finance impose the duties**

● **Once the Minister of Finance agrees, the duties are published in the Government Gazette**

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- Please note that our classified adverts are text-only. We cannot include logos or product images at this stage.
- Please limit your advert to 50 words only (that's more or less the same length as a tweet!).
- These classified ads are intended for poultry-related goods, services and jobs only. Ads may be edited for length or clarity, and we reserve the right to reject any advertisements that we deem inappropriate.

Limited availability

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PER ISSUE

Why should you become a SAPA member?

Whether your passion is the chicken or the egg, we're all united in wanting growth, opportunity and success for our businesses.

Becoming a member of the South African Poultry Association (SAPA) gives power to our collective voice.

SAPA focuses on enabling all our members to cooperate effectively for the development and benefit of the broader industry; and to coordinate the views, aims and efforts of both the national Broiler and Egg Organisations.

Our priorities are to protect the industry from adverse legislation and any other systemic aggression, such as unfair trade that makes it hard for South African poultry farmers to flourish. We have just applied for antidumping duties against five countries after our investigators found that they were breaking World Trade Organisation rules and compromising the businesses of all South African poultry producers... this is just one of the actions we undertake on behalf of our members.

We initiate investigative work of a practical and scientific nature to give us the tools as an industry to ask the right questions, offer the right advice and counsel, and to ensure that the best codes of practice help everyone


in the poultry value chain.

We form public/private partnerships with governmental and other public bodies, we provide guidance with respect to transformation, and we make sure that our industry is represented on international bodies and forums, so that we have a voice when it comes to the development of global regulatory and trade frameworks.

Burning questions

- Do you have questions on biosecurity and disease management?
- Are you interested in export opportunities?
- Do you simply want to know which feed suppliers are trustworthy?

If your answer is yes to any of these, you should consider becoming a member.

Anyone who is a producer of broilers or eggs in South Africa is eligible to apply. 

Here's how to secure your SAPA membership

1. Complete the official application form – call 011 795 9920 or 084 231 4889 or send an email to reception@sapoultry.co.za to have it sent to you.
2. Your application will be considered by the relevant commodity board (either Egg or Broiler) and then ratified by the SAPA board. The board reserves the right to accept or reject any application at its discretion.
3. Once approved, you will pay your annual membership fee of R405 for either Broiler or Egg Organisation. An additional fee based on slaughter volumes for broilers or a statutory levy for eggs is payable. More details available at www.sapoultry.co.za.

'Thank you, SAPA, for the opportunities – sponsoring me to attend online Profitable Egg Production and Poultry Business Skills courses!'

*Thabani Sibanda
Managing director, Thamar*

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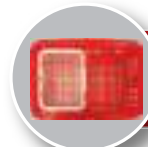
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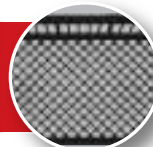
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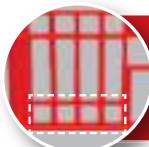
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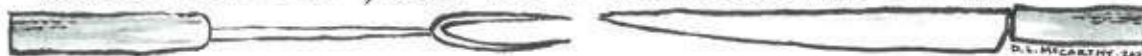
SQUEEZE
THE BAGS AROUND
THE CHICKEN
ENSURING MAXIMUM
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CLOSE, TIGHTLY
& REFRIGERATE 24 HRS.

- 1 HOUR BEFORE COOKING, TAKE CHICKEN OUT OF THE FRIDGE, REMOVE FROM BAGS & SCRAPE OFF EXCESS AMASI.
- SET OVEN TO 200°C.
- TIE LEGS TOGETHER & PLACE IN A ROASTING PAN, BREAST SIDE DOWN
- PLACE IN CENTRE OF HEATED OVEN
- AFTER 1/2 HOUR, TURN CHICKEN ON ITS BACK
- AFTER A FURTHER 1/2 HOUR, TEST FOR DONENESS

IF JUICES RUN CLEAR & THE CHICKEN IS CARAMEL BROWN,
REMOVE FROM OVEN, REST FOR 10 MINUTES... AND CARVE !!



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