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Poultry Bulletin



THE SKILLS ISSUE

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION

BIGGER THAN BUMPER ISSUE PACKED WITH STATS, NEWS AND INSIDERS' VIEWS

A WOMAN'S TOUCH

POULTRY INSIGHTS
FROM A FEMALE VIEW

A NEW PALACE
FOR PROCESSING
INVESTMENT IN
SUPREME SUCCESS

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Staying on top of your game is the ongoing challenge that faces all producers, big or small. And while the resources are on different scales, the principle remains the same – success depends largely on how cleverly you navigate your environment compared to your competitors. Keeping yourself and your teams informed and knowledgeable, learning about and applying new developments as soon as they pop up on the radar... these are the strategies of winners.

Skills development therefore takes centre stage in this thicker-than-usual issue, from corporate training programmes and government-funded courses, to informal info-sharing sessions on Twitter, and everything in between.

And since August is Women's Month, we train our gaze on women who play key roles all along the poultry value chain. We know farming is in many respects a man's world, but we also know that women are the oil that greases the wheels! To all the unsung heroines, we salute you!

As we were going to print, we were happy to learn that we were awarded a Presidential Award bronze in the category public relations and communication industry advancement at the Prism Awards 2022. It remains a pleasure indeed to make this magazine for you, dear readers.

Enjoy this bumper issue.

Melinda

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In support of nutrition

In February the African Union declared 2022 the Year of Nutrition for Africa and there has never been a better time to put the focus on nutrition than now. The cost of the Covid-19 pandemic has been paid in many African countries at the expense of gains made in reducing malnutrition. It is important to mention that malnutrition is believed to prevent children and adolescents from reaching their full potential, with malnourished children at risk of losing more than 10% of their lifetime earning potential.

The global health crisis of Covid-19 has exposed the economic vulnerability of some African countries and the African Union has stated that urgent action is required to preserve previous gains made, and that investing in human capital is more important than ever.

One highlighted strategy is the link between agriculture and nutrition, while also noting that partnerships are key at all levels in a multisectoral approach. These points can be linked to the SA Poultry Association's efforts in ensuring a market for our producers through the execution of the poultry master plan and focusing on its 2030 vision. SAPA remains active in the motivation of antidumping duties to ensure that our industry is protected from unfair global trading practices and thus ensuring that we contribute to our country's food security while providing employment to thousands of people.

Broiler meat and eggs are not only important nutritional protein sources, but also the most affordable animal-protein products available to the consumer. Consumer spending is



'Skills development is an enabler to the development of small poultry producers'

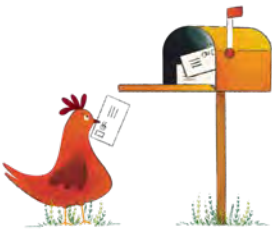
currently under huge pressure and people have to ensure that their monthly or weekly shopping trolley contains the best nutritional balance while still being affordable. The versatility of our poultry products is a huge advantage and the health benefits of eggs are endless.

The theme of this issue – the Skills Issue – also links very well to the investment in human capital proposed by the African Union. Skills development in the poultry industry has been a focus point for many years and is an enabler to the development of small producers.

Progress made on the number of small producers linked into the industry is commendable and confirms the commitment of SAPA and the poultry industry towards transformation. We talk of transformation not only towards previously disadvantaged people, but also with regards to the participation of women in the industry. What a great achievement to be proud of. 🇿🇦

Adel van der Merwe

Vice chair, SAPA



LETTERS

Our readers weigh in about informal and niche markets, and the benefits of South African Poultry Association membership

Entrepreneur Masilo Ramaphala specialises in grilled chicken



More informal market stories

I enjoyed reading about the “small and smart” players in the informal poultry sector, and the township street businesses that sell chicken (“Markets: the key to success”, June/July 2022).

In Limpopo there are many young people who are into the poultry business. One of them is Masilo Ramaphala from Moletsi Mabokele village in Moletjie, who started The Shack Lifestyle Chisanyama and Car Wash when he lost his job. He opened the business during the hard lockdown in 2020, and he specialises in grilled chicken and other grilled meats. He says his mission is to provide good food to the community and he is supported by villagers and taxi drivers; he told me that he serves up to 50 customers on a busy day.

Poultry Bulletin should tell the stories of young people like Masilo!

Maseo Freddy Nethanani

Limpopo



We want to hear from you.
Send your letters to editor@poultrybulletin.co.za

All things quail

Thank you for your interest in our business Tweeter Quail Products ("Exploring the 'other' poultry", June/July 2022). In the South African market quails are very much still seen as a niche market item, which is sad as it is much healthier than any other meat or eggs. Covid really changed things and we now have a market for our fresh eggs, so much so that we can grow quite a bit to supply the market.

I am determined to bring the prices down as I think the prices are way above the required market price. In fact, because of the lack of positive

competition, some farmers ask ridiculously high prices for fresh quail eggs.

There is a lot of incorrect information around and people who want to get into the market are often taken for a ride by scammers.

Because of the frustrating misinformation in the market, I wrote a *Quail Instruction Booklet* to help those who want to start quail farming on a small scale. Contact me for more information: linda1.tweeter@gmail.com.

Linda Cronjé

Tweeter Quail Products, Limpopo



Thanks to SAPA

I recently received the production checklists for SMME members sent by Mr Chris Mason. This is so helpful and I am very appreciative of the fresh accurate updates, reports, information and guidelines that I get from SAPA. As a small egg farmer living in a rural area I have gained so much knowledge that motivates me about poultry farming and I am growing a lot. Being a member of SAPA has really exceeded my expectations.

Thembelihle Ngcobo
Kusile Farm

Winner takes notes

The post office was really slow, but my notebook finally arrived! Thank you, *Poultry Bulletin*, I am proud of your work, and more than happy! *Enkosi*.

Ernest Lungisa Minyelela
Matatiel





NEWS IN BRIEF

We spotted these interesting developments on South Africa's poultry front

Compiled by **Charmain Lines**

Supreme expansion takes Tigane plant into the future



From left: Supreme's Arno Kietzmann, advisor to the premier Paul Daphne, North West Premier Bushy Maape and CBH CEO Brendon de Boer at the new Tigane plant

The poultry master plan got another boost with the opening of Country Bird Holdings' newly expanded Supreme plant in Tigane, Hartbeesfontein, in the North West recently. Thanks to an investment of R180 million the plant has ramped up productivity by 35% and can now process a million birds per week.

Premier of NW Bushy Maape commended CBH for the foresight to execute such an ambitious expansion during a time when Covid had caused many businesses to contract and err on the side of caution. The investment

has created 100 direct new jobs, but has ramped up economic activity in the area to involve over 2 000 people from the surrounding villages.

The expansion is the next step in CBH's strategy to pivot Supreme's product mix to maximise new market opportunities, explains CEO Brendon de Boer. "The new facility will deliver more fresh product and fewer individually quick frozen portions (IQF) to service the high demand in the quick-service restaurant (QSR) sector, among others," he says.

Cutting-edge new air-chilling

technology, which replaces the water chiller and saves up to 1,6 million litres of water per week, puts Supreme firmly in the lead when it comes to abattoir facilities in South Africa. New automated bird-handling and evisceration technologies further improve animal welfare guarantees.

Says De Boer, "The plant will also deliver the raw material for our new further-processing plant in Germiston, where added-value product lines are produced for the convenience-food sector." (Also read "A hi-tech poultry palace" on page 48.)

Abattoir success achieved

It's a common theme when it comes to the sustainability of small-scale farmers: the ability to slaughter chickens before the cost of feeding them erodes profit. Broiler farmer Nthabiseng Philison, owner of Phirima Agrarian Services near Bronkhorstspuit in Mpumalanga, has set her mind to finding a solution.

Having turned to full-time broiler farming in 2008, Philison built an abattoir on her farm in 2012, knowing full well that she probably didn't have everything she needed to actually start slaughtering. "I was cheeky because I was worried about the red tape," she says.

Her hunch proved correct when she discovered that without environmental

approval, the abattoir was doomed to be a white elephant.

Thanks to SAPA funding an environmental impact assessment (EIA) was completed in 2019, but other regulatory requirements still render the facility nonfunctional.

Realising that the abattoir problem will take time to resolve, Philison applied to the Department of Health for a portable facility.

The low-throughput containerised abattoir was commissioned towards the end of last year, following a successful application for a water-use licence and the installation of three-phase electricity.


These days Philison can slaughter up to 2 000 broilers per day and keep



Nthabiseng Philison in her abattoir

the carcasses chilled for almost a week if necessary. Most often, though, between orders and walk-in buyers, slaughtered birds are in and out of the chillers within a day or two.

The ability to slaughter has changed Philison's business. "The margins in broiler farming are very small, even one day over six weeks is a serious problem. Now I can start slaughtering at 35 days and have stock whenever my customers want it."

Philison also offers a slaughtering service to other chicken farmers in the surrounding area. 

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NEWS IN BRIEF

Producer info days are back

This past June and July, Hy-Line SA and Boehringer Ingelheim Animal Health hosted their first, face-to-face joint producer information days in two years.

The full-day events – held in Polokwane and the KZN Midlands respectively – provided producers with valuable information on how to obtain optimal results from layers. Topics included rearing for peak production, the right feed and regimen during rearing, reporting poultry diseases, and the significance of biosecurity and vaccination from the hatchery through to the end of production.

The Boehringer Ingelheim VTS Service team was also on hand to demonstrate equipment that provides effective vaccine administration on the farm.

In addition to building relationships between customers and suppliers, producer information days are an invaluable tool for knowledge sharing and skills enhancement in the poultry industry. 



CHICK OF THE MONTH




A fighter at heart

Once bred for its fighting abilities, the Shamo chicken's biggest victory was winning the battle for survival.

This breed's ancestors are believed to have arrived in Japan during the Edo period (1603-1867) from Siam (Thailand). They were first documented outside of Japan in Germany in 1884, and the first Shamos known in America returned home with GIs after World War II; some probably being transported as eggs inside soldiers' pockets.

In 1941, to safeguard Shamos from possible extinction, the Japanese government decided to place the breed under legal protection.

Although they are fair to poor egg layers, Shamos are devoted mothers. Their firm, rather tough meat, used to be part of many Sumo wrestlers' diet in the 19th century. 



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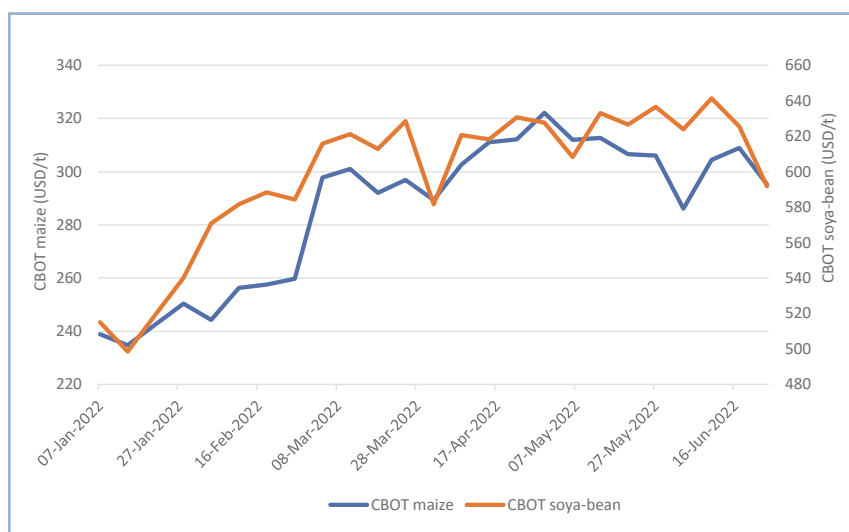
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Feed costs under pressure

By **Nkhensani Mashimbyi**



▲ CBOT maize and soya-bean prices (January – June 2022)
Source: Reuters

Poultry farmers are only too aware

of rising feed prices, but let's look at the background that causes these price surges.

The global grains and oilseeds market has experienced high inflationary pressures caused by curbed supplies from the Black Sea region, weather-related production disruptions, export controls, increased shipping costs and shipping disruptions. So what happened in global maize and soya-bean markets over the past seasons, and what should farmers expect over the coming months?

After war-induced commodity-price surges in March and April, bad weather in the northern hemisphere led to delayed spring maize and soya-bean planting which kept prices high (see graph). The US weather forecasts

are however more favourable now, bolstering crop-production prospects there and weighing on future prices. At the end of June, Chicago Board of Trade (CBOT) maize prices decreased by 4.2% month on month as a result of the improved climatic conditions.

Locally, yellow-maize prices tracked global prices and dipped over the past weeks due to a weaker rand against the dollar, and decreased by 6.1% month on month. Prices are however markedly higher than a year ago, adding to the food and input-cost pressures that have been apparent over the past months.

Our outlook for the coming months is that global maize prices will ease slightly due to a more favourable estimated global maize ending stock for the 2021/22 season. This will be countered by a weakening rand, causing

Safex yellow-maize prices to trade around R4 500/ton.

As for soya beans, CBOT prices have been extremely volatile as the graph shows. They decreased by 6% month on month due to lower soya-oil demand expectations as some countries proposed a temporary waiver on biofuel mandates to curb high food inflation. This, however, goes against the drive to move away from fossil fuels to reach climate goals and it seems unlikely it will gain enough traction to dampen price growth.

Here at home, local soya-bean prices followed the trend, trading at around R8 526/ton – 15.5% lower at the end of June than the month before. The Crop Estimates Committee (CEC) increased the soya-bean forecast for 2021/22 to a record 2.91 million tons on the back of increased yield. Higher palm-oil output expected from Malaysia and stockpiles after top producer Indonesia eased its palm-oil export rules put pressure on soya-bean prices.

The global oilseed markets remain bullish as the temporary waiver on biofuel mandates is unlikely to occur, while the price gains in crude oil markets, lower soya-bean ending stocks and major importer China's easing of Covid-19 restrictions are likely to force prices upwards.

This all means that there is, unfortunately, no relief in sight for farmers in terms of feed costs. 📉

Nkhensani Mashimbye is an agricultural economist at Absa Agribusiness SA.

POULTRY THROUGH THE FEMALE GAZE

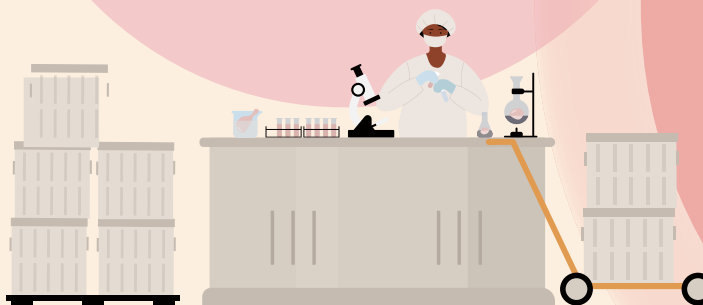


Unpacking the many roles played by women along the very long value chain of the poultry industry

By **Charmain Lines**, **Diane McCarthy** and **Melinda Shaw**

South Africans consume almost 3 million tons of chicken and eggs every year... about 48kg per person – way more than beef, pork, mutton and milk all put together. That is quite a demand, and the poultry industry relies on thousands of hands, all along the value chain, to make the wheels go round, and keep Mzansi well fed.

In honour of Women's Month, we take a trip along the poultry process, through the eyes of women who make their mark in the industry 365 days a year.





WOMEN'S MONTH FOCUS



Small-scale farmer: Linnet Crow

Crow (above, right) and her sister Rowan Ruck are both involved in Maggie Scratcher Eggs, the small family egg and pullet business that

their father, Rodney Smith, started in 1973 in the KZN Midlands.

The niche-market business produces about 900 dozen barn and free-range eggs per week, and rears pullets from day old to point of lay. Maggie

Scratcher's egg customers include bakers, restaurant kitchens and large supermarket chains.

"Fewer regulations that are more

consistently applied would make our lives easier. Also lower fuel prices and an easier, less red-tape-filled way of supplying the large supermarket chains. As it stands, our business supports our families and our staff members and their families. We have no plans to grow as we are operating at capacity in terms of management, staff, finances and space. Given the current economic climate, staying in business for at least the medium term will be a win."

Government official: Mpho Maja

As director of animal health with DALRRD, Maja conducts surveillance for controlled diseases, provides policy guidance on the control of controlled diseases such as Newcastle disease and HPAI, and facilitates international trade.

Government's approach to overcome the sanitary and phytosanitary (SPS) obstacles that hamper poultry exports stands on two legs, she says.

"Firstly, disease control. Our strategy, accepted by most trade

partners, is to establish compartments that are free of high-risk diseases. For non-compartments, or for countries that don't recognise them, the strategy is to eradicate HPAI and offer the necessary guarantees. This is not easy and depends on excellent biosecurity measures on all farms.

"Secondly, food safety and the use of prohibited veterinary compounds: our strategy is a robust residue monitoring/control programme.



"SPS measures are first and foremost aimed at protecting countries' national flocks from diseases. Therefore, instead of seeing them as a malicious trade hurdle, think of SPS measures as a necessary evil."

Feed industry: Gay Boomgaard

As divisional technical manager: poultry, Boomgaard is involved in overseeing that all poultry diets supplied by Meadow Feeds satisfy the bird's nutrient requirements for optimum meat and/or egg production.

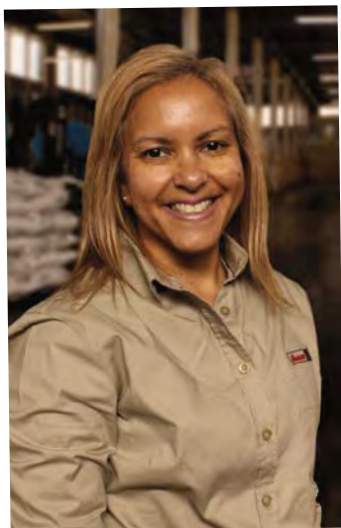
Poultry genetics are constantly improving, and birds become more efficient in converting feed into animal proteins, and also more sensitive to nutrient imbalances, she explains. Diets therefore need to be optimised to allow chickens to achieve their genetic potential.

Too little of a certain nutrient can cause a

deficiency, while too much can be toxic to the bird or cause a deficiency of another nutrient.

"As birds grow and mature, their nutrient requirements change – this remains a challenge," she says.

Fortunately, technology is increasingly helpful. For example, simulation models make it possible to predict how chickens will respond to both nutrient and environmental changes, while near-infrared reflectance spectography (NIRS) equipment enables quick and accurate nutrient evaluations of ingredients and final feed products.





WOMEN'S MONTH FOCUS



**Corporate trainer:
Adolphina Mojatau**

As internal training coordinator at Grain Field Chickens in Reitz in the Free State, Mojatau oversees the training of 1 700 employees tied to an annual budget of over R4 million.

Working with a team of trainers, Mojatau delivers a mix of technical and leadership skills development, plus training in food-safety policies and procedures to empower employees to continuously improve their performance.

"Training is developing in oneself and in others the skills, knowledge

and abilities that relate to specific competencies. The goal is to improve one's capability, capacity, productivity and performance," she says.

"I love my job because I can see how my training knowledge helps to improve Grain Field. In-house training encourages employees, even inspiring some to consider part-time studies to finish their education. I love it when employees ask me for advice on courses that are relevant to the processing plant and can help them to change their lives."

**Large-scale broiler production:
Nikki Moodley**

When your company is the market leader, it sets the tone for the entire sector. As operations improvement executive at Astral, the leading integrated poultry producer on the continent, Moodley's role is to ensure the alignment of processes, systems, applied training and staff with the company's senior management teams, to continuously improve operations. Thanks to Astral's strategic partnership with global industry leaders, it is able to customise best practice for the local industry, from food safety for consumers, animal welfare and nutrition to leading technology for clients, farmers, animal feed and agriculture operations.

"Astral is a member of all relevant local industry bodies where these practices are discussed and shared," says Moodley. "Our continuous improvement programme supports and enhances change agility, so when a new way of working is needed, we can adapt quickly. This was demonstrated with our successful handling of the first outbreak of avian influenza in South Africa, and most recently with the introduction of Covid safety protocols according to international best practices.

"Now if only we could ensure that regulations against the dumping of chicken products were applied more stringently. We could create thousands of much-needed jobs if a better model was applied."



**Veterinarian:
Professor Celia
Abolnik**

The chair of research at Onderstepoort School of Veterinary Science, Abolnik has been studying poultry diseases for the past 20 years and is currently involved in monitoring the recent outbreak of

avian flu in the northern hemisphere.

She agrees that this highly pathogenic disease is now endemic in the north, but she doesn't see it as endemic in sub-Saharan Africa.

"Here we tend to see these introductions every few years and that's a spillover from the north. Our climate is warmer and drier, which are abnormal conditions for prolonged virus survival. We expect to see the disease dying down over the summer."

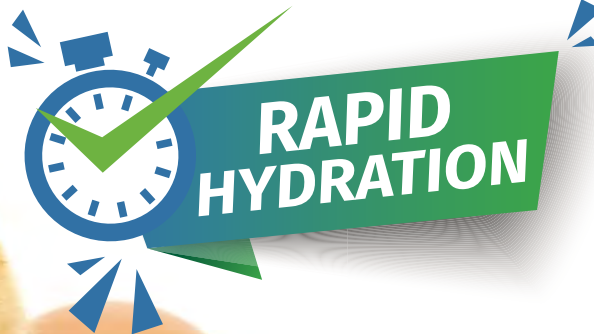
But there is always the threat of a new strain appearing, carried south by migratory birds, so Abolnik urges poultry farmers to practice biosecurity, and ensure that there is no contact between commercial poultry and wild birds. "Workers must be vigilant about separating the environment from the poultry house, keeping fecal matter or contaminated water well away from the commercial flock."



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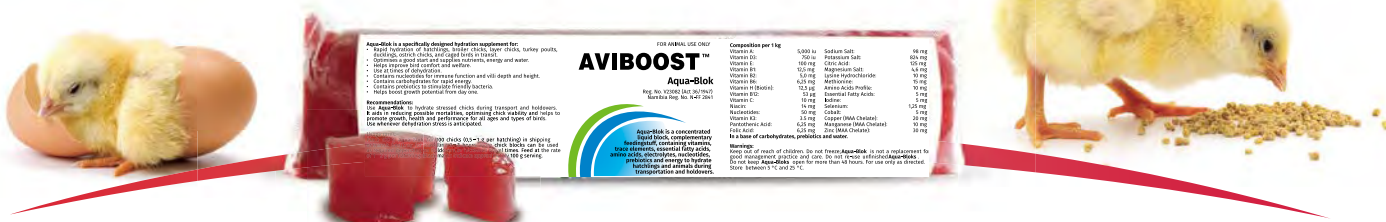
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Researcher: Tracy Davids

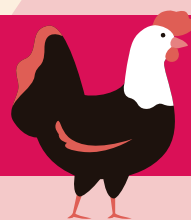
As the head of the commodities markets and foresight division at independent research institute BFAP, Davids generates market analytics, helping clients make informed decisions.

Davids sees two challenges currently facing the poultry industry. Feed costs are the biggest issue, as it comprises 70% of production costs and a combination of factors globally is driving up feed prices. "This also hurts us from a competitive standpoint, and high manufacturing and distribution costs caused in part by electricity and fuel prices are

not helping."

Another challenge is growing exports. "Historically, we've struggled with rising imports, which results from differences in marketing strategy and carcass valuation – due to inherent differences in the consumer base in SA versus some more developed markets. If we can obtain a premium for certain cuts in export markets, it would allow us to sell the bone-in meat cheaper and still make a profit."

"To drive an export strategy, we need to enable producers to comply with stringent standards, which requires capacity for animal-health and inspection services." Achieving a generally improved business environment, with improved municipal services and more competitive manufacturing costs, should also be a priority, she says.



Feed procurement: Anina Hunter

The feed director of Epol Feeds knows all about the sensitivities of supply-chain management. It's Hunter's job to procure the necessary raw materials on the commodity market to create the correct feed needed to unlock the genetic potential in the farmed animal.

"Import costs for raw materials are at an all-time high. Sometimes this is driven by environmental factors, but political or international events also have an influence, as is the case now with the war in Ukraine," she explains.

Hunter believes that disease is the second biggest challenge facing farmers in South Africa today. "Avian influenza, swine fever and foot-and-mouth disease challenge our production system by restricting our ability to export our products.

"And lastly, looting, strikes, labour-force disruptions and loadshedding all put pressure on a system that must be managed well to ensure that our farmers remain profitable."

Abattoir supervision: Sylvia Mavaneni

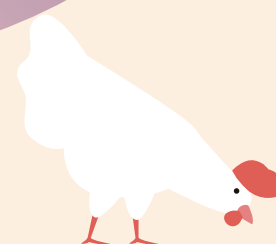
Mavaneni is a production manager at Grain Field Chickens, responsible for overseeing production on one of the two daily shifts at the Reitz, Free State abattoir.

On each shift 90 000 birds are processed, from the live-bird receiving area through to the refrigeration unit, and keeping the team of 580 workers on their toes and the processes moving along seamlessly has been her daily task for the last three years.

"There are many aspects to the smooth operation of the production line, to ensure an output of the best-quality product in a clean and safe environment, at a low cost and on time, with a motivated team who make it all happen.

"Around 80% of my team are

women, and I believe we are ideally suited to this kind of work, where quick decision-making and problem-solving skills are important. Women have the ability to wear many hats: we can be a mother, wife, student, housekeeper, a worker and many more roles in one, which helps us to manage situations and always find a solution as quickly as required."





WOMEN'S MONTH FOCUS



**Compliance officer:
Ronél Burger**

Burger's role is to oversee compliance as the SHERQ (safety, health, environment, risk and quality) executive for Rainbow.

It is a field that has shown huge improvement over the last years, says Burger. "Regulatory bodies and insurers' requirements have placed occupational health and safety under a magnifying glass to mitigate risks. Food-safety risks are changing as micro-organisms evolve in an ever-changing environment. Consumers' quality demands are on the rise as money becomes tighter."

Covid has had the effect of strengthening compliance and teamwork. "We had to put a lot in place in a short space of time to keep

staff safe, while sustaining business with high staff absenteeism. This has impacted the way we work."

Although Burger is confident about the future of the industry, she has noticed a worrying shortage of all-rounder poultry experts and young people seeking a career in poultry management.

"The knowledge base is at risk. We need people who are passionate about chicken and who are willing to stick around for the long haul. There are wonderful opportunities in the poultry business, but it takes many years to gain the knowledge and experience needed to become the next generation of effective poultry leaders."

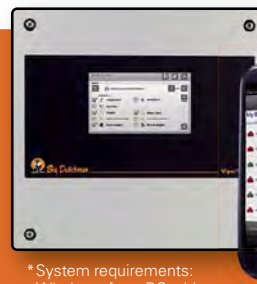
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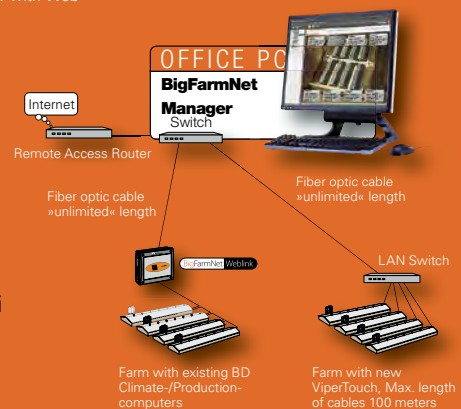
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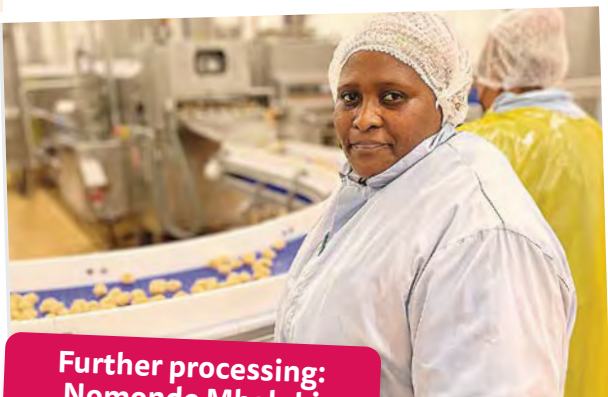
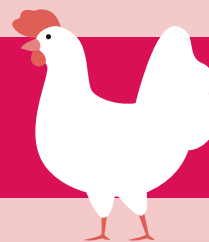
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WOMEN'S MONTH FOCUS



**Further processing:
Nomonde Mbaleki**

As Supreme processing quality head of department, Mbaleki supervises staff on the production line at Supreme's further processing plant in Germiston, ensuring that products meet the specified quality standards and that all good manufacturing practices (GMPs) and food-safety policies are followed.

She has worked in meat processing for almost 15 years, first at Enterprise and for the last nine months exclusively with chicken, making frozen-to-fryer products for Supreme.

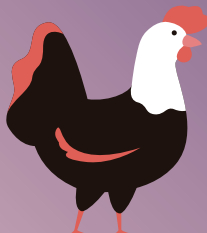
"The daily challenge is to manage the balance between quality and production speed and volumes, because the production team will always chase their targets, and we have to ensure that quality is never compromised, and that our customers get the good quality products we promise."

Cull trader: Amanda Donaldson

Donaldson is the chief operations manager for Cullco and has been in the cull trade for 18 years.

"As a woman in a male-dominated industry I have dealt with a fair amount of gender-based bias, but with self-motivation, determination and encouragement you can succeed. Knowledge is definitely power and is only gained in the doing. Therefore, I always encourage my female staff and customers to be more active in all the dynamics of their businesses without categorising tasks by gender.

"I am lucky to have received valuable support from many 'old boys' in my time, but the old-boys club is a concept that lingers and creates apathy among women. A mindset shift needs to take place to get women more comfortable and active in the industry, and learn from those, both male and female, who have the experience and knowledge."




**Large-scale egg producer:
Annelie Fischer**

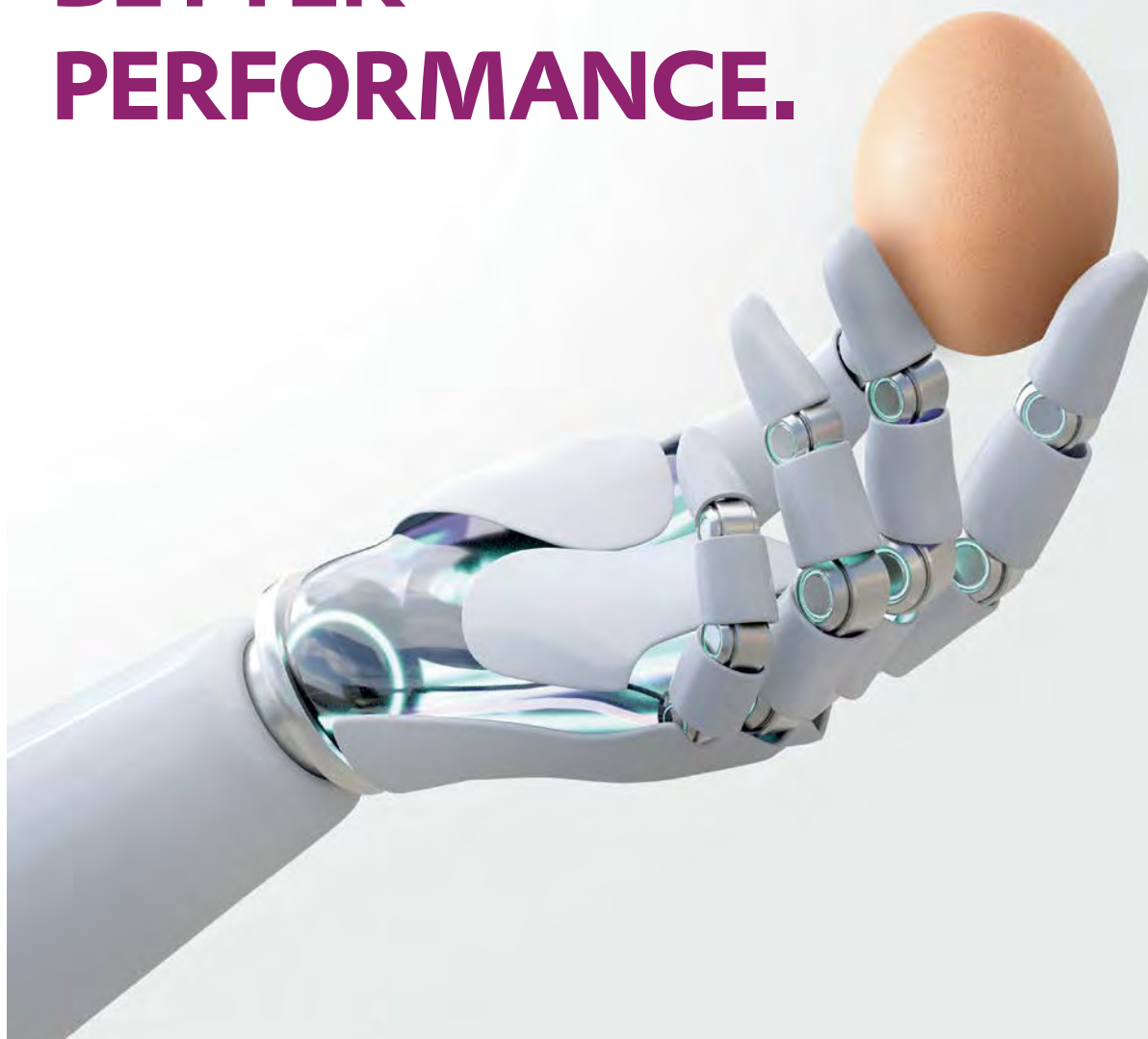
Whether big or small, egg producers all face similar challenges. So says, Fischer, who is the GM of Bartlet Poultry, part of the Kuipers Group. However, being the largest independent egg supplier in the country comes with the benefit of an experienced management team, which makes overcoming those challenges easier.

"Bird flu, feed prices and transport costs affect us all, but it's not the first time that we've experienced big challenges and certainly won't be the last. Right now driving efficiencies is key to a GM's daily role as the support figure

for your team. I'm inspired by Sheryl Sandberg (former COO of Meta) who said, 'Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence.'"

One development that's had a big impact in recent years, is new packaging conventions, she says. The egg industry followed the trend towards smaller pack sizes, to keep eggs within reach of cash-strapped consumers. "The introduction of trays of only 15 or 20 eggs enables us to put eggs on the table for as many people as possible." 

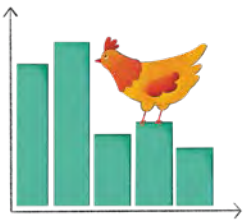
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MEMBERS' NOTICEBOARD

A concise look at the latest updates sent out to SAPA members

Compiled by **Michael Acott**

Success is near as we combat dumping

Highlights from Broiler Organisation
GM **Izaak Breitenbach**'s board report

Three years ago, on behalf of its members, SAPA set itself strategic goals in the fight against dumping and illegal trade in chicken imports. We are close to success in important areas, but the fact is that new issues continually arise.

We have now secured antidumping duties against nine poultry-producing countries, as we had planned in 2019, and there have been a number of successes in the ongoing battle against illegal trade. If the antidumping duties remain in place, then together with action against illegal trade we will have addressed nearly all of the chicken import issues that have plagued the industry for more than a decade.

There are still some uncertainties. We are assuming that permanent antidumping duties will be announced soon against Brazil, Denmark, Ireland, Poland and Spain after provisional duties expired in June. In addition, the Association of Meat Importers and Exporters (AMIE) is challenging in court the renewal of antidumping duties against Germany, the Netherlands and the United Kingdom.

If things work in our favour the South African poultry industry will be in a better position than it has been for many years. In addition, the SA Revenue Service (SARS) has been stepping up its action against illegal trade – underdeclaration of the value of imports, declaring goods under a lower tariff code, and falsely claiming goods are for export – and more is to come.

However, we cannot rest, as is shown by three new challenges. These are an increase in imports from Argentina which may be the next country to start dumping, the rise of imports labelled as offal to 18% of all imports, and the emergence of Australia as the country with the biggest dumping margin of all exporters to South Africa.

As we address these, we will be awaiting the announcement of a revision of the import-tariff structure, hopefully to include a reference or floor price for chicken imports.

And we are getting export ready – four companies are now lining up to get our poultry drive going. All in all, 2023 is looking like it will be a good year for our industry. 🇿🇦

Izaak Breitenbach is feeling positive about the industry's prospects



Photographs: Visioncollective; Shutterstock



We are getting export ready, with four SA companies lining up to get going

◀ Australia is now emerging as a chicken dumping country to contend with

Upward price curve to continue?

Agricultural trend analysis company AMT expects South African poultry producer prices to continue rising for the remainder of this year, and into 2023.

AMT's quarterly livestock report for July 2022 shows that producer prices of fresh, frozen and IQF chicken have all risen by around 11% over the same period last year. It said that, based on

historic trends, the price could trend upwards over the coming quarter.

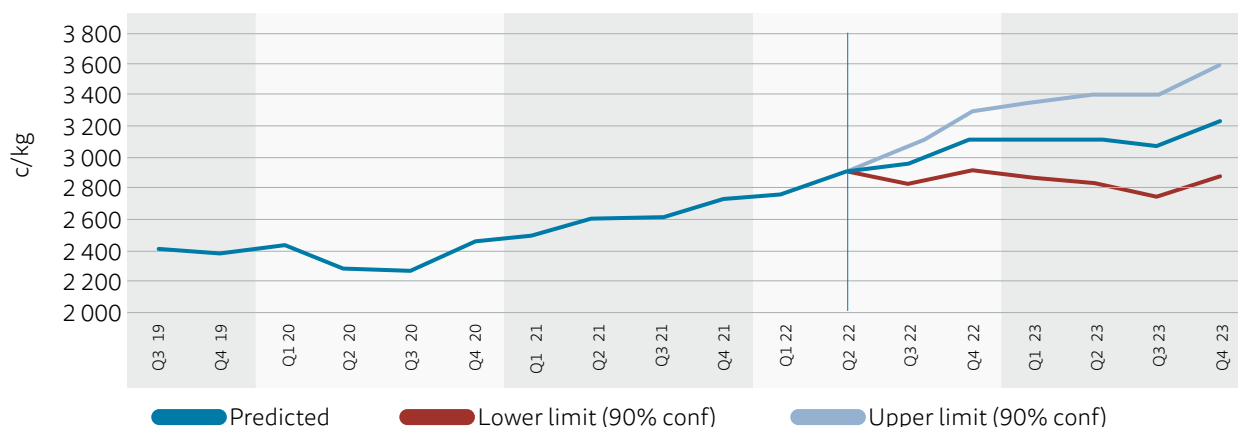
Its graphs of price trends show prices continuing to rise until the end of 2023, although the rate of increase is expected to taper off or drop slightly after December 2022.

AMT lists the producer price of frozen chicken at R30.77/kg, 11.18% up on the same period a year ago.

Fresh chicken was R31.49/kg (10.95% up on 2021) and IQF portions R29.19/kg (11.32% up on 2021).

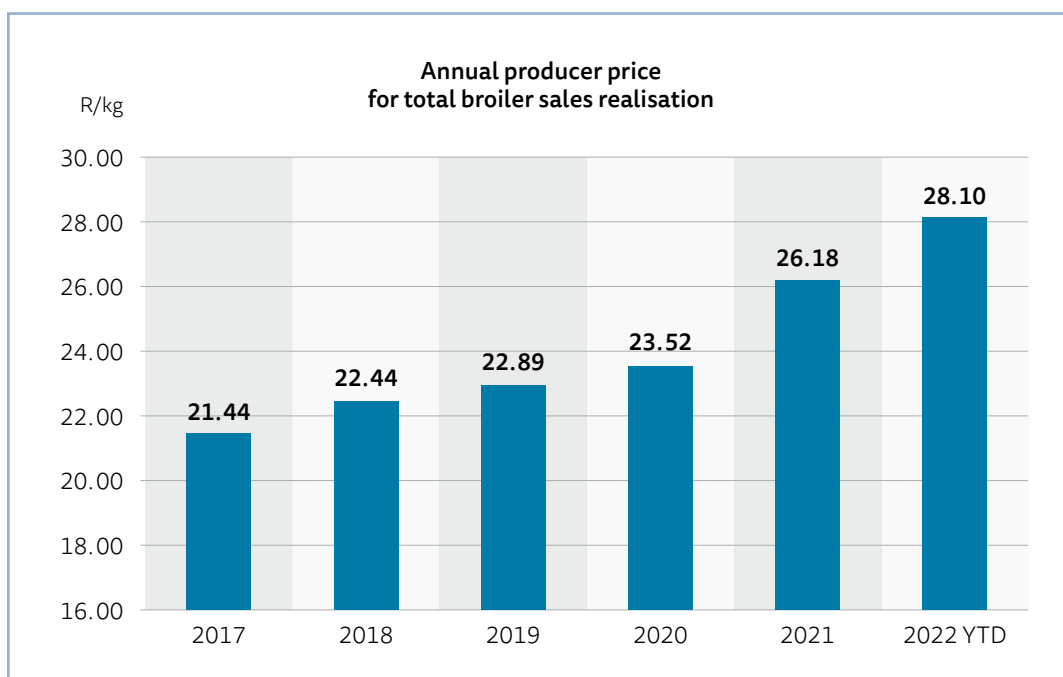
Lamb and pork prices are expected to follow a similar trend, while beef prices are predicted to move sideways or drop slightly before recovering towards the end of 2022. 📊

IQF price trends





Healthy increase in broiler producer prices



◀ The yearly average producer price since 2017
Source: SAPA

The average producer price for broilers in the first quarter of 2022 was R28.10/kg, a slight (0.9%) increase on the final quarter of last year, but 13.3% higher than the first quarter of 2021, when Covid lockdowns were depressing prices.

From then onwards, and into 2022, local and global food-price inflation has been rising steadily. Russia's invasion of Ukraine and its impact on feed, fuel and fertiliser prices, will show from the second quarter of 2022.

The average broiler price includes both frozen (86.3% of the total) and

fresh product (13.7%). It is calculated from information supplied to SAPA by poultry producers.

The average producer price for fresh product in the first quarter of 2022 was R35.25/kg, 2.1% higher than the previous quarter (R34.54) and 5.4% above the first quarter of 2021 (R33.45).

The average producer price for frozen product in the first quarter of this year was R26.97/kg, an increase of 0.7% from the previous quarter (R26.79) and 14.3% higher than the first quarter of 2021 (R23.60).

Individually quick frozen (IQF) mixed portions averaged R27.97/kg in March 2022, 0.8% higher than the previous month and 14.3% above March 2021. 📊

Local and global food-price inflation has been rising steadily. The effects of the war in Ukraine will start showing soon

Production is up and imports down



Chicken meat (tons)							
Year	Production	% change	Consumption*	% change	Imports	% of production	% of consumption
2018	1 646 688		2 137 136		539 297	32.8	25.2
2019	1 704 195	3.5	2 165 282	1.3	511 317	30.0	23.6
2020	1 768 744	3.8	2 179 353	0.6	460 708	26.0	21.1
2021	1 801 237	1.8	2 159 066	-0.9	406 826	22.6	18.8
to Mar 2022	445 917		551 868		116 191	26.1	21.1

*Consumption = production (incl. culls) + imports – exports

▲ Domestic production, consumption and imports
Source: SAPA

South Africa's broiler production averaged just over 21 million birds per week in the first four months of this year, according to SAPA's broiler production report for April 2022.

This is a 0.5% increase over the 2021 average of 20.9 million birds per week. Production has increased by 1.5 million birds per week since 2019, when the industry committed to investment and production increases under the poultry sector master plan.

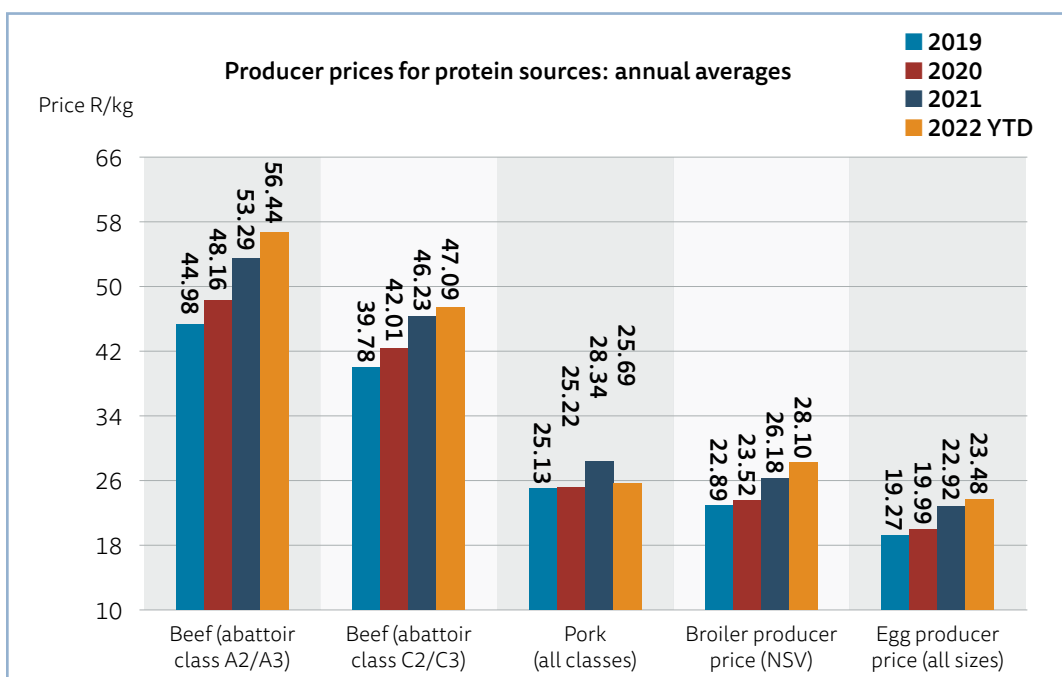
The report also showed that chicken imports have dropped from 23.6% of South African consumption in 2019 to 21.2% in the first four months of 2022. Imports in 2019 equalled 30% of local production, and this has dropped to 26.2% in the first four months of this year. 📊

South Africans have been eating more locally produced chicken compared to last year ▶





Pork becomes cheaper than chicken



Annual producer prices of protein sources: 2019 to 2022 YTD
Source: SAPA

Eggs remained the most affordable protein source in the first quarter of 2022, but a drop in pork prices resulted in pork being more affordable than chicken for the first time in a period of four years.

The average producer price for eggs in the first three months of 2022 was R23/kg, or R17.22 per dozen, according to SAPA's Key Market Signals for the first quarter. This was a decrease of 1.1% from the previous quarter, but a 9.4% increase over the same quarter a year ago.

Pork was the next most affordable protein source in this period. A sharp decrease in the producer price of pork

meant an average producer price of R25.69/kg for the first quarter. Pork prices dropped by 7.9% from the previous quarter and there was a year-on-year decrease of 15.7%.

Chicken, which has consistently been cheaper than pork, dropped down to third most affordable at R28.10/kg, after a quarterly increase of 0.9% and an annual increase of 13.3%.

Beef remained the most expensive, with abattoir prices that averaged R56.55/kg for the quarter, up 3.5% from the previous quarter and also up 6.7% over the year. 📊





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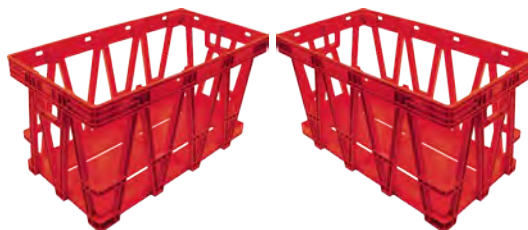
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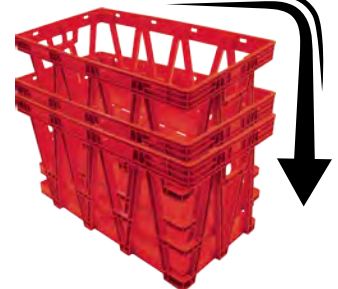
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Imports surge after 2 years of decline

Broiler imports, and particularly bone-in portions, appear to be rising again in 2022 after declining, sometimes sharply, in the previous two years.

Indications of an imports revival come in SAPA's imports reports for May. Although they dropped off after a spike in March, imports for the first five months of 2022 are well ahead of the previous year.

Poultry imports in May were 37.8% above May 2021. All components showed significant increases over the previous year: broiler imports up 48.3%, mechanically deboned meat (MDM) up 53.5%, offal imports up 54% and bone-in imports rose 61.3%.

The levels of bone-in imports, including leg quarters, drumsticks and wings, are important because they

compete with South African products such as individually quick frozen (IQF) chicken portions. These are the imports that do most damage to the South African poultry industry and have been the focus of all applications for antidumping duties.

Bone-in imports are holding up despite 62% import tariffs on non-European Union countries and additional provisional antidumping duties on Brazil. After dropping 27.3% in 2020 and a further 17.8% in 2021, bone-in imports are 1.4% below 2021 for the first five months of the year. The sharp rise in May – more than 60% above the previous year – could indicate further increases to come.

Bone-in portions make up a fifth of Brazilian imports and nearly all of the poultry imports from the United

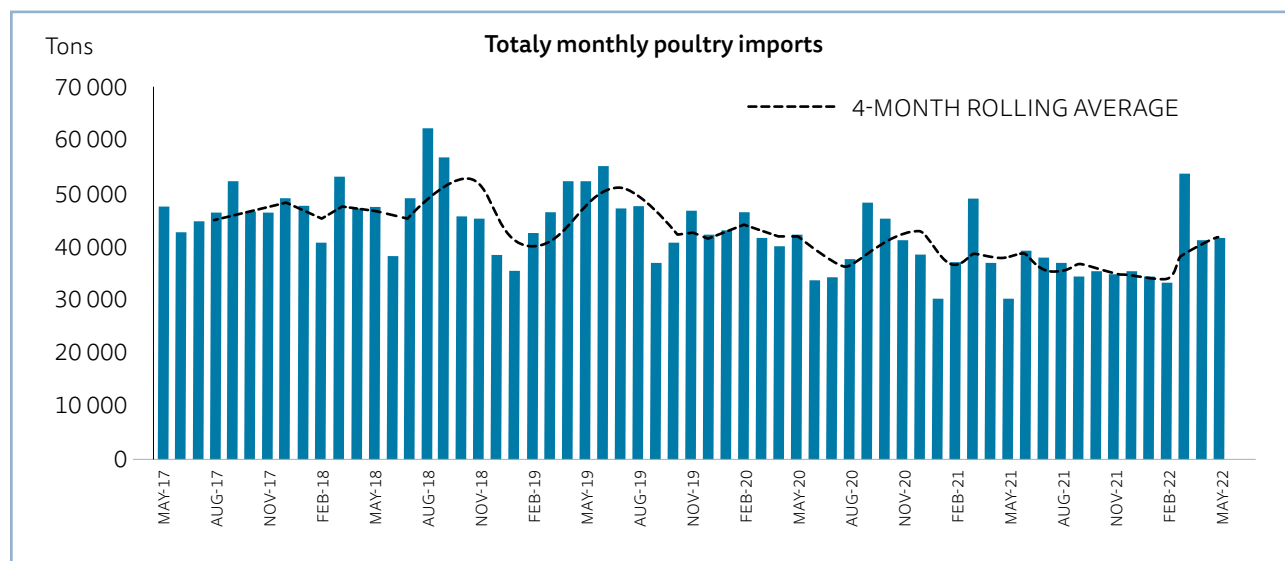


States, which come in dutyfree in terms of a trade agreement.

Brazil remains the primary source of South African chicken imports, accounting for 75% of imports in May. The US has increased its share to 16.6%, from 10.8% in April, even though some 22 US states are subject to bird-flu bans.

Similar bans are preventing imports from the European Union, which are down to zero. 🦒

Total monthly poultry imports
▼ Source: SAPA



Cull trade flourishes



More than **1.3 million** live chickens were sold to consumers in South Africa's informal economy during the second quarter of 2022.

The statistics are given in SAPA's cull trade report for the period. The informal economy provides livelihoods for thousands of South Africans, including many women, and is an important source of food for the poor. Cull traders buy older birds from commercial producers and sell them in townships and rural areas.

The trade has been regulated since 2017 because the handling of live birds potentially exposes humans to viruses such as highly pathogenic avian influenza (HPAI). Permits are required for the removal of live birds from any farm. Producers and cull buyers are registered.

Nearly half of the cull trade sales in the second quarter of 2022 occurred in Gauteng (46.1%) followed by KwaZulu-Natal (23.1%), the Eastern Cape (17.4%) and the Western Cape (3.1%).



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Awards season!

At the recent 116th SAPA Congress, the following SAPA members were honoured with awards for exemplary service to the industry. Congratulations to each of you!

Poultry Person of the Year

Aziz Sulliman, in recognition of his contribution as Broiler Organisation vice chair since 2015 and SAPA chair since 2018. Sulliman participated in SAPA transformation discussions and has been a committed member through challenging times.



Honorary President

Marthinus Stander, in recognition of his contribution to the industry and to SAPA over a number of years during both good and challenging times.

Special Award

Gary Arnold, in recognition of his contribution to SAPA and the industry as the Broiler Organisation chair and his work pertaining to trade matters in terms of the master plan.



Transformation Award

Quantum Foods, in recognition of the company's commitment and contribution to transformation.

Certificate of Merit

Miems Venter, in recognition of her work in the finance department, and her willingness to come out of retirement to help resolve pending issues.



Good news for egg producers

Here's some good news for egg producers. From 1 July 2022, SAPA has taken over responsibility for the payment of inspection fees that local farmers previously had to pay to the Food Safety Agency (Pty) Ltd. The inspections, required by law to ensure compliance with various regulations, will still happen but the inspection fees for South African table egg producers will now be charged to SAPA.

For the payments, SAPA will use funds from the existing statutory levies of R0.018/dozen, which egg producers and importers must continue paying.

Producers and importers must therefore continue to allow the Food Safety Agency inspectors to inspect and verify their production and sales records to ensure that the correct statutory levies are collected.

The statutory levy funds Egg Organisation activities such as empowerment and development of black emerging layer producers; consumer education to promote egg sales; research and development; industry information and training; producer biosecurity education and veterinary guidance; and poultry-disease management assistance. 

Happy birthday, Meadow Feeds!

SAPA allied member Meadow Feeds is celebrating its 80th birthday this year. Over the last eight decades it has grown into one of the biggest animal-feed companies in Southern Africa, and according to MD Michael Schmitz, the expert advice that it is able to provide to producers both large and small is central to the Meadow Feeds legacy.

"It's a common goal for all farmers to optimise animal production, which drives profitability and sustainability,"

says Schmitz. "Thanks to our extensive experience and the international computer modelling programmes at our disposal we are able to determine how an animal will respond to the nutritional content of the feed, in terms of increased meat or egg production, and then advise on cost-effectiveness and the best in animal nutrition."

Words to warm any farmer's heart! A hearty congratulations on this milestone. 🐔



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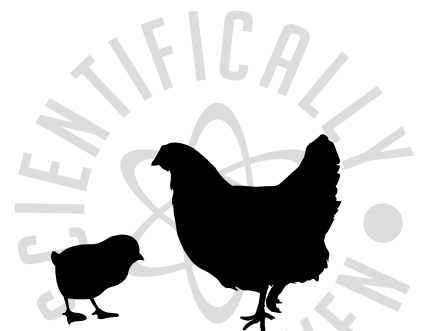
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WEATHER THE STORM OF HIGH COMMODITY PRICES

Supply chain bottlenecks due to COVID-19, a historic rise in inflation, and the Ukraine crisis have raised feed prices to levels we haven't seen in years, and they are expected to remain there. What can broiler producers do to weather the storm?

With feed being the largest cost contributor, it tends to be first under review. We can leverage the capacity of modern broilers to consume feed by varying nutrient density (in this context the amount of nutrients per unit of feed) to achieve the lowest cost of feed per kilogram of live weight produced.

High nutrient density diets contain raw materials rich in energy and protein and are more costly than lower nutrient density diets which contain a higher proportion of less expensive raw materials that are lower in nutritive value. Under non-limiting conditions, broilers will increase their intake of lower nutrient density feed to achieve the same overall nutrient intake to fuel their growth and development.

Figure 1 shows the results of a trial **Epol** ran in which we tested feed with different nutrient densities from 14 to 28 days (where 1 = lowest and 8 = highest nutrient density). The treatments had the same digestible amino acid to metabolizable energy ratios. Whilst feed cost increased with nutrient density, the data showed that broilers are remarkable in their ability to maintain growth rate on lower nutrient density diets, simply by increasing their feed intake. Diets 5 through 8 all delivered similar live weight gains. There is obviously a point at which maximum growth rate cannot be maintained (as seen in diets 1 to 4). On these lower density diets birds grow at a reduced rate due to being unable to compensate fully for the reduced nutrient content in the feed, reaching a point at which feed intake cannot increase further.

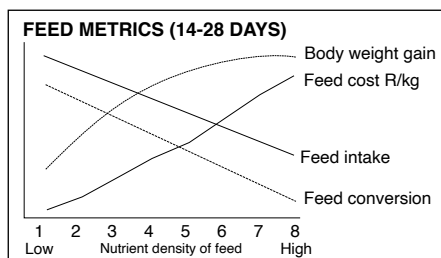


Figure 1

We can use growth response data such as these to find the lowest cost of feeding to deliver a target live weight. In an economic climate in which raw material costs are soaring, higher nutrient density diets, whilst delivering the best technical performance figures (average daily gain, feed conversion ratio, etc.), may not necessarily translate into the lowest cost of feeding.

The ability of broiler chickens to perform on lower density diets is dependent on their ability to compensate by increasing feed intake and this can be further leveraged if we allow the birds more time to achieve the desired feed intake to meet a target live weight. **Figure 2** shows data from another **Epol** trial in which broiler chickens were fed various **Epol** broiler feed products ranging in nutrient content (1 SureGro = least expensive with lowest nutrient content; 5 UltraHiGro = most expensive with highest nutrient content). It is evident that birds can achieve the same target body weight on all the feed products, but at different feed intakes. Also, note that birds fed diets with a higher nutrient content achieved higher body weights at a lower age than the birds fed diets with a lower nutrient content.

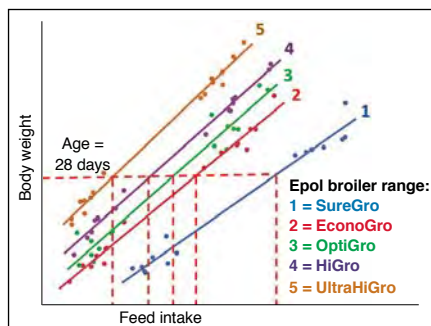


Figure 2

Producers could consider increasing slaughter age whilst feeding diets with a lower nutrient content, thereby decreasing feeding cost and achieving the same target live mass. In commercial practice, particularly in large, vertically integrated companies, this is difficult to achieve due to the impact of higher slaughter ages on the upper pipeline supply chain, supply of chicken products to customers, and the costs associated with growing birds to older ages. Furthermore, care should always be taken in considering

management practices and growing conditions before reducing diet density as factors like housing, stocking density and environmental temperature all play a role in determining the ability of broilers to consume feed. Therefore, nutritionists must perform a fine balancing act when designing feed specifications to achieve the lowest cost of production for each customer.

For a farmer, who has flexibility in terms of slaughter age, feeding a diet with a lower nutrient content could prove to be very successful in decreasing feeding cost. Smaller farmers may lack the buying power to receive a custom diet tailor-made to their own production systems, but they can opt to move between feed ranges offered by **Epol**. A producer could start birds at day old on a high-quality diet, ensuring that gut development and early growth are not compromised, and then switch to a diet of lower nutrient content at a later stage. Feed cost per kilogram of live weight on the new feeding strategy should be calculated to determine if the new feeding programme delivered a lower feeding cost.

To weather the storm of rising raw material prices chicken producers are being forced to think and act differently with respect to nutrition, focusing on cost of feeding rather than technical performance parameters, such as feed conversion. Smaller producers buying bagged feed may lack the buying power to specify custom mixes but have some flexibility in feeding lower density diets to broilers at later ages in order to save on feeding cost, particularly if their production system allows for slaughter at later ages. As always, farmers should talk to technical feed advisors in the field regarding nutritional strategies to employ in order to remain profitable in current market conditions.



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AN INVESTMENT IN KNOWLEDGE

From corporate classrooms to chats on Twitter, training and skills development in the poultry industry is diverse and dynamic.
Charmain Lines takes a closer look



Photographs: Supplied

Royal Pas Reform's senior poultry specialist Gerd de Lange (centre) instructs hatchery course participants in how to judge the quality of day-old chicks for the evaluation of incubation conditions



In a country plagued by skills shortages

on the one hand and unemployment on the other, training and skills development must be a priority. This is certainly true for the poultry industry where the development of skills and knowledge is done as much to address specific threats or challenges, as to create a talent pipeline and pool of expertise, and address South Africa's historic inequalities. In this process, the rising tide of increased skills enables all stakeholders – from integrated producers to small-scale farmers, new entrants to old hands – to become better at what they do.

Fighting HPAI

If there is one threat that galvanises the industry like no other, it's bird flu. As part of the overall response, an innovative partnership was formed to spread the biosecurity message into the remote corners of South Africa, empowering small-scale farmers to keep their chickens safe from avian flu.

Carried out under the project slogan "Protecting our national flock", the initiative was funded by SAPA, implemented by animal-health company Afrivet and facilitated by the Department of Agriculture, Land Reform and Rural Development's (DALRRD's) network of extension officers.

The 18-month project officially came to an end in July this year, with around 1 500 farms audited across the country and about 2 500 farmers, 22 state veterinarians and 12 DALRRD extension officers exposed to biosecurity training. There is, however, a possibility that it could be extended to the end of the year.

Nick Stevenson from Afrivet says that the project concept was clear and simple: it aimed to facilitate good biosecurity practices on small-scale poultry farms to protect their flocks and, in so doing, help protect the formal industry.

Implementation, however, had its challenges. "We started off doing the project ourselves, but realised almost immediately that getting into the communities 'cold' was not possible," recalls Stevenson. "The farmers didn't know who we



Farmers attend an Afrivet information day in Klipheuwel in the Western Cape, held in partnership with DALRRD. Attendance at the farmers' days was not restricted – anyone interested in poultry could attend. To qualify for an audit and on-farm training, however, farmers had to have at least 100 birds

were and didn't trust our motives – many of them thought we would cull their birds – and the extension officers resisted our efforts as well."

Afrivet changed tack, and started working through the extension officers as well as the farmers' feed and day-old chick suppliers to establish trust. They also started hosting farmers' days to raise awareness, explain the project and gain "permission" to go onto farms to perform audits and training.

In the field

To man the biosecurity project, Afrivet employed recently qualified PhD students. Not only did this present an opportunity for the youngsters to learn and get involved in the poultry industry, ►



THE BIG SKILLS ISSUE



but it ensured an exceptionally high standard of auditing and training. It also inadvertently created a skills pipeline in the process: one of the students who started with the project in the Western Cape recently joined Country Bird Holdings as a biosecurity official (see “The Training Experience” opposite) and another was offered a research position with Nova Feeds.

Highly experienced poultry veterinarian Dr Shahn Bisschop was also brought on board. “Dr Shahn is a technical consultant to Afrivet and with his contacts, he was instrumental in connecting us, the poultry industry and government officials, especially the state

veterinarians,” says Stevenson. “He also assisted with disease control and continues to provide farmers with expert guidance and advice.”

While the project was aimed at small-scale farmers, it had a positive spillover into government circles. It added to the skills and knowledge base of extension officers who often focus on livestock and crops, and filled some gaps left by the shortage of state veterinarians (KZN, for instance, are served by community-service students only). In areas with high disease risk or where disease has broken out, the state has called on Afrivet to assist with training and the implementation of biosecurity measures when the culled farms were being repopulated.

The combination of limited funds and human resources, and the vastness of distances between remote farms made follow-up visits to farmers difficult. Technology, however, provides a lifeline. Regional WhatsApp groups were set up to disseminate information, and farmers can send photographs of birds and/or infrastructure if they have questions or want to share improvements on their farms. “The value of these networks, which farmers didn’t have in the past, cannot be overstated,” says Stevenson.

Social-media mastery

Twitter is another platform where training and information sharing takes place via networks, with engagement ranging from informal discussions to structured offerings. One of the best local examples is Poultry Spaces, the brainchild of Middelburg, Eastern Cape, farmer Amanda Mdogana.

Poultry Spaces is a forum Mdogana runs with the help of fellow farmers Noma Sibanda and Thabo Moikanyane, and it’s the highlight of many a small-scale chicken farmer’s week. In fact, as many as 1 000 participants tune in every Tuesday at 19:00 via Twitter Spaces for discussions that can last well over two hours, covering topics ranging from how to draw up a business plan, build a solid chicken house and spot an unwell bird, to the requirements for exporting to the EU. The latter is the topic SAPA’s Izaak Breitenbach covered on 28 June



Distance is no impediment to learning, as Eastern Cape-based Amanda Mdogana has shown with her successful Twitter forum Poultry Spaces, now a regular slot where experts in the field participate and answer questions from small farmers

when he was a guest on Poultry Spaces for the second time.

As someone who has a variety of poultry-industry irons in the fire herself, and almost 13 000 Twitter followers, Mdogana realised the need for more information sharing and training than what she could manage by answering individual questions posted on her Twitter feed. The idea came to her while she was, ironically, on a 10-day social-media sabbatical. Back online she asked her followers' opinion and based on a resounding "Yes, please, start now!" the first Poultry Spaces chat took place in November 2021.

Initially hosted around a specific theme every second Tuesday, Poultry Spaces now happens every week, alternating between open Q&A sessions and structured information sharing on a predetermined topic.

Mdogana recently started recording the sessions and publishing them on her YouTube channel to ensure unlimited access in future.

"Originally, I wasn't sure there are enough chicken farming topics to keep Poultry Spaces going, but my spirit told me I had to do it, so I did!" More than six months down the line, there is no sign that Poultry Spaces will be stuck for content anytime soon.

Scan the QR code with your smartphone to access Amanda Mdogana's Poultry Spaces – a conversation about exports.



Afrivet biosecurity agent Sesetu Nyeleka, in full PPE, with the Notshlo Trading Agricultural co-op staff on their farm near Eikenhof, after a biosecurity training session



Zusiphe Mdlangaso presents a participant with the biosecurity sign all farmers received from Afrivet following audits of their farms

THE TRAINING EXPERIENCE

Zusiphe Mdlangaso was the first Afrivet biosecurity agent in the field in the Western Cape, but later moved north to work in Limpopo, Gauteng and North West.

"Many farmers think poultry is easy and then end up not getting the basics right," she says. "The fact that DALRRD officials tend to focus on livestock also means that poultry farmers fall out of the loop."

"I learnt that everyone is different and you have to take your time to help the farmers. In some places the men were not happy to listen to a young woman, but most of the people were receptive. It was important that people did not feel judged but understood that we were there to help them."

Having excelled at this first job that "will always be close to my heart", Mdlangaso was recruited by Country Bird Holdings and joined Supreme as a biosecurity and quality officer in March this year where she now does audits and training for contract growers.

Sesetu Nyeleka joined the

project in August 2021. "I was surprised by how welcoming the DALRRD extension officers were," she says. "Without them I wouldn't have been able to get to the people and the places I needed to get to. The small-scale farmers also surprised me with their kindness and willingness to learn."

"The driving over long distances is the only real downside. You spend a lot of hours on the road to get to a new farm or area every day. But it is such a satisfying job! You learn new languages and you never know what you will encounter in a day. And there's the moment when the penny drops for someone – you see it in their eyes and in how they respond."

"When you get the chance to go back to a farm later and you see what you spoke about being implemented, that is wonderful. The absolute best is when someone who started with 200 chicks tells you they managed to successfully raise and sell 195 broilers because they have come to understand the importance of vaccination."

Corporate classrooms

On the other, more formal end of the spectrum we find the training programmes of the corporate companies. Large integrated producers and product and equipment suppliers alike are central to improving skills levels in the industry, while enhancing efficiencies and outputs and building talent pipelines.

Rainbow, a division of RCL Foods, follows an integrated approach to learning and development: from bursary programmes to experiential, on-the-job training, the skills-development strategy marries the needs of learners and the business, while also addressing

South Africa's empowerment and equality backlog.

Basadi Bereka (Women at Work) is a particularly innovative and impactful programme which identifies potential leaders when they are still general workers and nurture, guide and equip them to move into supervisory and managerial roles. Says Ansa du Toit, learning and development manager at Rainbow, "We realised that the many roles and responsibilities women have, and the challenges they face, make it difficult for them to advance in our business. Now, two years into the programme, we have already appointed our first woman processing manager in our Rustenburg plant."

KZNPI SCHEDULE: AUG 2022 TO FEB 2023

The KZN Poultry Institute has been developing skills in the poultry industry in South Africa since 1991. It trains an average of 375 people, of which 95% are subsistence and small-scale farmers, every year. The other 5% are technical advisors, staff of large companies and new entrant poultry farmers.

"Our most popular course is Poultry Production, which gives farmers a good basic understanding of the fundamentals of poultry farming with an emphasis on broiler production and an introduction to farming layers," says KZNPI financial director Tessa de Carle.

Sponsorships are available for small farmers; call Mary-Ann on 064 860 0130 for details. Terms and conditions apply.

Course	Duration	Dates	Cost (VAT incl)
Poultry Business Skills	5 weeks online	08 Aug to 19 Sept 16 Jan to 20 Feb	R7 035
Hatchery Management	5 days	22 to 26 Aug	R8 185
Commercial Layers	5 days	05 to 09 Sept 28 Nov to 02 Dec 06 to 10 Feb 2023	R6 806
Broiler Breeders	5 days	26 to 30 Sep	R6 806
Managing a Poultry Abattoir	5 days	17 to 21 Oct	R8 789
Poultry Production	5 days	07 to 11 Nov 16 to 20 Jan 2023	R6 806
Profitable Egg Production: Online advanced course	5 weeks online	16 Jan to 20 Feb 2023	R6 566
Profitable Broilers Production Online advanced course	5 weeks online	16 Jan to 20 Feb 2023	R6 566
Biosecurity	3 days	On request	R4 800
Practical Egg Production	5 days	On request	R6 806
Poultry Supervisory Skills	5 days	On request	R8 625



THE BIG SKILLS ISSUE

Rainbow also runs an internally focused apprenticeship programme to upskill employees who have been working for the business for several years, but don't have the relevant qualifications to be promoted.

A one-year internship offered to students with animal-production qualifications creates another technical-skills pipeline, while bursaries help provide people with the necessary engineering, sales and marketing, human resources and supply-chain qualifications.

"We do rigorous talent mapping and succession planning, which informs our strategy to build a fit-for-purpose organisation," says Du Toit. She adds that Covid has accelerated the digital transformation of learning, increased talent challenges and revealed the need to deliver knowledge, capability and skills through



Ansa du Toit leads the skills development programme at Rainbow



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THE BIG SKILLS ISSUE

FUNDING AND PARTNERSHIPS



Students attending a recent Poultry Production Course at KZNPI



With poultry industry role players varying from multinational companies to backyard farmers, training needs and the funding to meet them are not a one-size-fits-all affair.

In accordance with the poultry sector skills plan, the Agricultural Sector Education and Training Authority (AgriSETA) funds formal institutions directly, while also working with commodity organisations, such as SAPA, to achieve its skills development objectives.

Christopher Mason, development and sustainability manager at SAPA, explains that, in the past, SAPA used some of its levy collection to fund training, but that the National Agricultural Marketing Council (NAMC) has indicated that business support should be the priority in future. "This makes AgriSETA funding critical," emphasises Mason.

Against this backdrop, SAPA submitted a three-year training proposal to the AgriSETA earlier this year, detailing training for which R4,7 million in funding is required. "SAPA's role is to coordinate the

training and ensure that standards are adhered to," says Mason.

SAPA's training focus is on the smaller farmers as the larger producers all have extensive skills programmes and are well equipped for on-the-job training. However, Mason points out, there are exceptions, notably the training of poultry meat examiners (PMEs) and poultry meat inspectors (PMIs).

"There is always a demand for good examiners and inspectors, and SAPA raises funding to meet the demand. The proposal we submitted to the AgriSETA, for instance, provides for the training of 80 examiners and 25 inspectors per year in 2023 and 2024."

Also under the auspices of the AgriSETA, agriculture students are placed on broiler and layer farms to complete the practical requirement of their courses.

Training partnerships furthermore extend beyond South Africa's borders. Recently, during the last week of July, 25 smallholder layer farmers attended a five-day commercial-

layer course at KZNPI in terms of a partnership between KZNPI, World Poultry Foundation, SAPA's Egg Organisation and the International Egg Foundation (IEF).

Dr Abongile Balarane, GM of SAPA's Egg Organisation, explains that SAPA is a member of the International Egg Commission (IEC) and that the IEC's foundation approached SAPA during last year with a request to become involved in matters related to development, market access and training in SA.

"The course in July was our first joint venture, but SAPA's partnership with the foundation will go beyond training to help grow global egg consumption so that more market opportunities for farmers can be created," says Balarane.

"Increased local consumption means more opportunities for existing farmers and new entrants alike. An investment in training now is crucial to ensure that these farmers are well prepared and equipped for those new opportunities."

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THE BIG SKILLS ISSUE



The Royal Pas Reform Academy offers hatchery training in many countries around the world

customised programmes. “The chicken business has complex skills needs and for our employees to deliver their best, they need new skills, mentorship, support and connection with the organisation.”

Hatchery know-how

Royal Pas Reform, well-known supplier of integrated hatchery solutions, drives skills development through its academy. Given the sophistication of the equipment it supplies, customers must be trained on getting the most out of their investment. “The goal is to produce chicks of the highest possible quality,” says Gerd de Lange, senior poultry specialist at the company. “Hatchery training must therefore cover everything: from the technology nuts and bolts right down to making sure the hatchery workers know that if the eggs are placed with the wrong side up, they won’t hatch.”

Even the hardware design supports knowledge sharing. The screensaver on the user interface of the Pas Reform setters and hatchers, for instance, is a detailed image and short explanation of the embryonic stage in that specific incubator. This serves as a handy reminder to hatchery workers of what is inside the eggs in the machines they work with.

In addition to training and consulting visits,

Pas Reform Academy staff work side by side with hatchery teams to solve problems. “This research also helps us to improve our products and equipment,” says De Lange.

Pas Reform’s contribution to the hatchery knowledge pool is not limited to customers. While technical training is for users of its equipment only, anybody can attend the hatchery-management training. De Lange mentions that vaccination suppliers often send their staff to learn more about the environment in which early-stage vaccines are applied.

In poultry production, staying ahead of the game ensures business success – and requires constant learning. While individuals and organisations invest in their own capabilities to improve the quality and quantity of their outputs and increase profits and market share, skills development is the only way to meet the industry master plan’s transformation objective, and to ensure the industry’s long-term sustainability. 🐔

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Growing urbanisation in West Africa has increased consumption and the demand for meat

TACKLING IMPORTS:

How West Africa protects its poultry industry

Cheap poultry imports endanger domestic producers throughout Africa, but in Côte d'Ivoire and Senegal steps have been taken to limit this scourge
By **Espoir Olodo**



In Senegal the poultry sector employs 50 000 people

In West Africa, poultry meat is by far the most consumed meat among consumers. While some countries in the region rely on low-cost imports to meet growing demand, others, such as Senegal and Côte d'Ivoire, have chosen to protect their domestic markets to stimulate local supply.

2005: The turning point

In Senegal and Côte d'Ivoire, the poultry industry is among the most protected in the sub-region. To understand this situation, we need to go back to 2005. That year, a global outbreak of highly pathogenic avian influenza (HPAI) was in full swing. First confined to Asia, the avian influenza crossed the borders of Asia and then Europe.

Faced with this threat, many countries around the world announced measures to protect their poultry sector based on sanitary and phytosanitary

considerations. In the West African sub-region, Senegal adopted a decree in November 2005 banning imports of live poultry, poultry meat and edible offal, as well as poultry products.

The Ivorian government, in turn, increased the compensatory levy on imports of whole poultry, cuts, and offal benefiting from export subsidies in the country of origin to 1 000 Central African CFA franc (about R26) per kilogram, compared to 300 CFA franc in 1990. While the measures are different, they occurred in a similar market context on both sides as imported poultry from Brazil and the European Union was the dominant product.

According to the data, poultry imports into Côte d'Ivoire had increased sixfold from 1998 – 2004. It was estimated that as many as nine out of 10 chickens sold in the country came from abroad. In Senegal, poultry imports had quadrupled between 2000 and 2005.

From 2005 onwards, this import breakthrough came to a real halt. After the epidemic episode, the governments of both countries maintained their protective measures, to the delight of local stakeholders.

A strategy that paid off

"I started with 400 hens in 2007 and today I have nearly 1 500." Just like Khadim Ndiaye, a young farmer in the suburbs of Dakar, the entire Senegalese poultry industry has benefited from the restrictions on poultry imports, and national production is on the rise again.

Each year, 110 000 tons of poultry are produced, compared to 30 000 tons at the time the embargo was put in place.

According to the Fédération des Acteurs de la Filière Avicole (FAFA), poultry production is around 50 million birds per year, seven times higher than the numbers recorded in 2004.

The sector employs 50 000 people, 50% of whom are women, and generates a turnover of 128 billion CFA (R3,3 billion) per year.

On the Cote d'Ivoire side, the situation is also bright. Today, the ratio is

reversed: imported chicken prices rose to around R57 per kilogram today from around R31/kg in 2005 while the price of local chicken has remained stable at around R41/kg.

As a result, the industry has taken off. The production of poultry meat increased threefold from 18 000 tons in 2011, or 0.90kg per capita per year, to 56 000 tons in 2018.

Standing firm against all odds

In most West African countries, traditional systems account for more than half of poultry production, and the activity therefore has socio-economic importance for many households.

Despite pressure from all sides, Côte d'Ivoire decided in 2019 to extend the import levy of 1 000 CFA francs/kg until January 2030, while the last measure, in place since 2009, will expire on 31 December 2030.

"This levy will reduce imports by around 20%, allowing farmers to increase local production and giving this sector a chance, so that all Ivorians can consume chicken at good prices," said Moussa Dosso, minister for animal and fisheries resources.

For its part, the Senegal government announced in 2018 that it would continue to enforce the ban on poultry meat imports in place since November 2005, to prevent a flood of dumped poultry from the major exporting countries.

Said minister of livestock Aminata Mbengue Ndiaye: "Refusing the import of poultry is a courageous measure. This has allowed national companies to invest in the sector."

However, in both countries, challenges remain. Protecting the market from cheap imports comes at a cost to consumers. It exposes them to turbulence in the poultry industry which despite investments face certain unavoidable constraints such as increasing feed costs.

The industry also has the challenge to expand as growing urbanisation increases consumption and demand for meat.

To help the producers, the governments in both countries will have to further step up their support to keep out the world's major exporters, who consider Africa as the last frontier. As Pape Demba, a farmer in Medina, Dakar, told AFP, "If imported chicken comes back to us, we will all be unemployed."

Photographs: Shutterstock



Levies on imports have allowed local production to grow significantly



Traditional farming systems account for the majority of poultry production in West Africa

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The company's journey in the poultry industry began in December 2000 when Phakisa was called on to supply a team of temporary employees to one of South Africa's leading poultry producers at its Rustenburg processing facility for its weekend shift. Says CEO Msuthu Matshani, "Around 850 workers were placed, and that was the start of a relationship that eventually led to us being appointed as the same group's preferred supplier for their inland operations in 2007. This opportunity expanded our footprint into the complete poultry value chain, encompassing agriculture, feed and logistics, and eventually also food processing."

While growing steadily year on year, the company maintained a strict focus on excellent service delivery. "We were also able to support several business units with contingency staff during periods of industrial action over the years," says Matshani. "Today, we are proud to be the group's national preferred staffing service provider, actively managing a head count of 5 000 temporary employment services (TES) employees."

Other poultry industry leaders noticed the difference Phakisa could make, which led to a contract as strategic partner to another large producer. "Eventually we were

supplying 2 400 temporary staff at their various facilities nationwide. When the client experienced a strike in 2009, we were able to mitigate the effects by replacing, feeding, housing, and facilitating recreational activities for 4 000 replacement staff for six months."

With this client, Phakisa currently manages a head count of around 3 000 temporary staff, and facilitates a payroll function for a further 2 700 wage category staff on behalf of the group.

Since 2021 Phakisa's client portfolio has been extended further to include other major regional and national poultry producers, placing it firmly as the biggest staffing service provider in the poultry industry. In April this year, it formalised its vast footprint in the industry by signing up as an allied member of the South African Poultry Association.

At the core of the Phakisa offering is the team's commitment to compliance, fair labour practice and transparency, which they believe to be fundamental to their clients' strategic business relationships.

"We have confidence that our track record to date, our 22 years of experience and our expanded full-circle services basket have equipped us to provide class-leading staffing services to poultry producers. For us it is all about people," says Matshani. 📍

Phakisa credentials

- Annual turnover in excess of R1 billion for three financial years running
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- Long-standing members of Capes, APSO, CEA, and the Road Freight Association, among others.

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A HI-TECH POULTRY PALACE

The new Supreme Poultry processing plant in Germiston, Gauteng, is making strides for the master plan, thanks to a massive investment by Country Bird Holdings (CBH)

Photographs: **Elaine Banister Photography**

The new facility in Germiston will accommodate the company's drive to increase its portfolio of processed, added-value poultry products



INVESTMENT IN GROWTH

In the year since CBH moved in, the former Enterprise plant has completely shed its pork profile, attained halaal certification, and is slowly being transformed into a state-of-the-art further processing facility for Supreme Poultry products. A total of R150 million has been invested in the new plant in the last year alone, with more growth in the pipeline.

According to CEO Brendon de Boer this is in addition to the company's commitment to the poultry master plan: "Our pledge to increase output by 400 000 birds a week entailed significant investment in infrastructure development to upgrade and expand our abattoir facilities and also from our contract growers who produce the birds we slaughter. We and our growers have invested over R1 billion over the past three years and we are on track to deliver 2.3 million birds per week to the South African market, creating 122 new jobs in the process. This, together with the 1.5 million birds per week supplied to countries outside South Africa, puts CBH in a strong position as the dominant poultry player in sub-Saharan Africa."

SAPA's Izaak Breitenbach has lauded CBH's contribution to the master plan, which was signed by government and industry in 2019. "The industry pledged a total of R1.5 billion to expand production, create more jobs and empower emerging farmers by 2023. It is thanks to companies such as CBH, which has overdelivered on its pledge to expand so that it could increase slaughter numbers significantly, that we are able to confirm that we have already reached 80% of our target," says Breitenbach.

The Poultry Palace, as De Boer fondly calls the new Gauteng facility, will be the home of its Supreme Chicken brand's further processed, value-added product lines, currently including chicken patties, chicken nuggets, chicken strips and more, which provide for the high demand of the quick-service restaurant (QSR) sector. But that is only the start, De Boer says. They are currently awaiting new equipment that will be installed by October, and by the end of the year production is expected to have already quadrupled to 800 tons a month, with a monthly



Above:
Supreme
GM Francois
Jacobsz &
Lily Coetzee,
National
SHERQ
manager

Right: CEO
Brendon
de Boer



target of 1 250 tons per month being set for January 2023. The facility is also in the process of attaining accreditation for exports to the EU, UK and the Middle East.

"We are increasingly moving into the arena of developing added-value products to diversify our product portfolio," explains De Boer, adding, "I am looking forward to a time when the Poultry Palace will be a bustling hub of people producing ►

INVESTMENT IN GROWTH



A processing line in Plant 2, where value-added freezer-to-fryer products are produced



The flash-fry line can produce a ton of formed, crumbed product in an hour



The plant is spread over 82 000 square metres, with four separate factories

whole ranges of convenience products, from sausages and possibly canned chicken to fully cooked whole chicken for the retail, hospitality and export markets." Along with this expansion will come a welcome increase in job opportunities they can offer, he adds.

QSRs rely on quality freezer-to-fryer products that are partly or fully cooked to cut down on essential preparation time for their signature fast meals. As a dependable, consistent supplier of these patties, nuggets and more, CBH has seen demand grow for the products it already supplies, but also for different lines that offer a new horizon of potential, and not only in the food-service sector.

According to sales and marketing director Phil Tozer the rising demand for convenient, value-added products is an opportunity CBH is training a keen eye on. "People are looking for prepared food that is affordable, nutritious and readily available," he says. "Chicken products that can be warmed and served almost instantly; chicken burgers and schnitzels that are quick to prepare and serve – those items that are ready to eat, heat and eat, oven ready, ready to braai, smoked, marinated and spiced – are increasingly popular." The future at Supreme is likely to include an expanded range of products of this nature, to cater to retail, wholesale and food-service outlets, he says.

The new Poultry Palace is ideally placed for this future expansion. A massive hub sprawled

over 82 000 square metres in Germiston, the premises consist of four separate factories connected by a central depot. At present two of these factories are operational: one is occupied by a blue-chip tenant, while the second contains Further Process Plant 2, which is undergoing extensive renovation. Production has already doubled in a flash-fry line that can produce a ton of formed, crumbed, freezer-to-fryer product in an hour. According to processing director Arno Kietzmann the new technology arriving in October include a state-of-the-art former and a spiral cooker with a production speed of 3 tons/hour. Plant 2 will then have two production lines with fully automated weighing, packing, and X-ray equipment. Plants 3 and 4 are earmarked for future developments.

The export of fully cooked poultry products



Workers prepare packaging boxes at the end of a production line



All necessary steps were taken to obtain halaal certification for the plant

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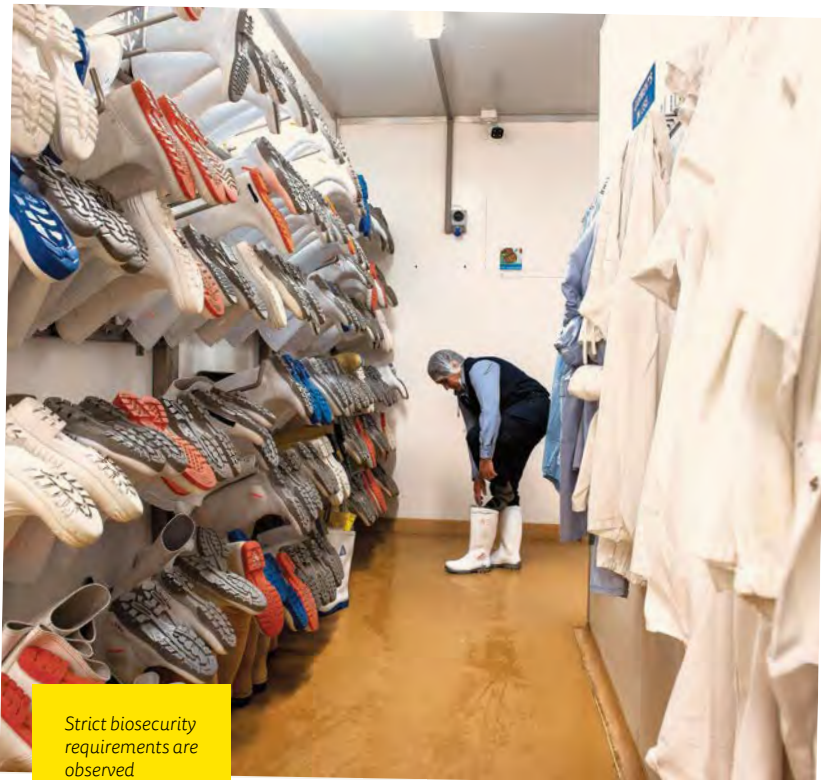


INVESTMENT IN GROWTH

is one of the areas of potential development that De Boer and his team are most excited about. The halaal certification has opened doors to potential exports to the Middle East, and initial exploratory meetings with interested parties in the United Arab Emirates have been positive, says De Boer. "One of the benefits of the sheer scale of this facility is that it easily accommodates a tenant that produces salamis, while the rest of the premises conform to the halaal requirements of the National Independent Halaal Trust and the Muslim Judicial Council."

To ensure the halaal certification a complete separation was established between the Supreme further processing facilities and the tenant's operating area, including the construction of solid dividing walls and the installation of new floors. The existing processing equipment was also put through the rigorous cleansing processes that are required by the halaal trusts.

The existing equipment that came with the




Strict biosecurity requirements are observed



Tetelo Mphalele kits out visitors to the plant in the required biosecurity gear

plant is another of the benefits of the facility, according to Supreme Poultry GM Francois Jacobsz. "There are cookers, smokers, ovens... machinery with a variety of capabilities that we can experiment with in the development of new product lines going forward," he says. There is even a fully equipped laboratory where food-safety tests can be carried out, he adds. New-product development recently got a leg up with the appointment of a new product-development scientist.

Says De Boer, "We've proven our capability to provide quality freezer-to-fryer products to the market, and the networks we've built within the multinational QSR sector have highlighted whole other categories of demand that exist.

"The Poultry Palace is allowing us the room to grow our footprint, our workforce and our total offering of premium added-value products. Exciting times are ahead." 

This story was first published in Saturday Star



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¹. Reference - Data on file. ELA1800037 trial at University of Parana - Dr. E. Santin et al., 2017. The use of antibiotics as growth promoters in performance and intestinal health in broilers challenged with Eimeria and Clostridium perfringens.

². WHO. Critically important antimicrobials for human medicine. 2018. <https://apps.who.int/iris/bitstream/handle/10665/312266/9789241515528-eng.pdf?ua=1>.

³. WHO 2017 Guidelines on use of Medically Important Antimicrobials in food producing animals. <https://apps.who.int/iris/bitstream/handle/10665/258970/9789241550130-eng.pdf;jsessionid=B982A811C8A4F2F79F5C306E2B647D62?sequence=1>.

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Can you ever have enough chickens?

Illustration **Jason Bronkhorst**

When planning African festivities, few questions are as central as, 'How many chickens do we need?' Comedian **Simba Kakora** explains why there always has to be a chicken (or two – or a hundred) in the pot

What's a celebration without chicken?

It's not. In Africa, that's the simple answer. In black African culture a chicken is everything. From weddings and parties to Christmas Day, a celebration is not complete until you slaughter, boil or roast two or more feathery creatures for your guests.

For centuries chickens have played an integral part in African festivities. They have added glory to numerous tables on special occasions and satisfied celebrated and respectable stomachs with their succulent meat, and bones.

Trying to celebrate any special occasion without chicken would be like having the Grammys and not inviting Beyoncé.

Scandalous, right?

That's exactly what we'll think of your celebration if we don't find any chicken there. It's a major lapse, an injustice that's unforgivable and punishable by a walkout. We cannot in all honesty celebrate anything. Don't even bother inviting us at all.

My childhood memories are filled with vivid, colourful recollections of parties, weddings, and Christmas events I attended over the years. One thing that was as constant as the Coca-Cola and Fanta bottles at those parties, was the presence of chicken as the guest of honour at the food table.

Yes, pork, beef and goat may co-star, but chicken always had the lead role. It was usually accompanied by boiled white rice and the ever-present coleslaw (the only salad our African moms used to make before the dawn of Google and Pinterest). Last but not least, to round off the meal and ensure satiety there would be a thick, greasy

potato wedge or two to do the trick.

I always imagined it like a James Bond movie: if the chicken was 007, then rice and coleslaw would be the Bond girls by his side.

That's how we consumed our chicken back in the day – it was either stew or roast. I mostly preferred roast; when making stew my mom would overdo the spices and herbs in a bid to add panache, and I hated most of it.

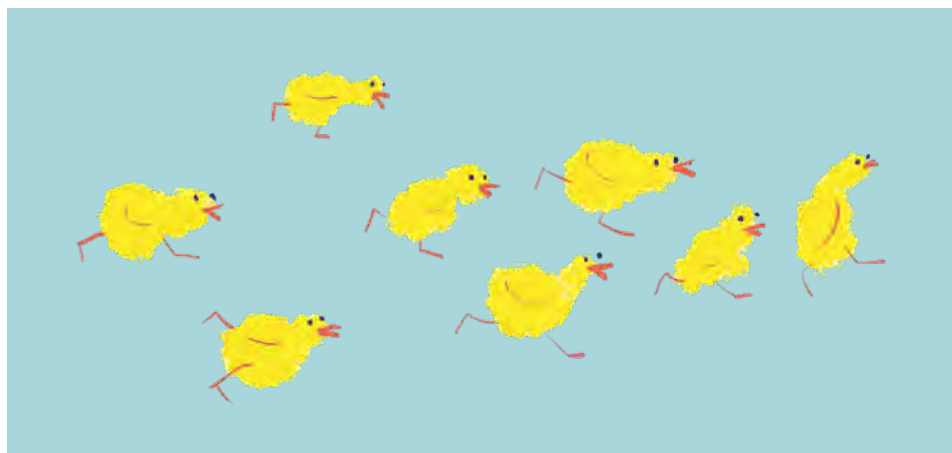
One particular friend's birthday party always comes to mind when I think of the importance of chicken. Everything was on track – the chocolate cake was all set in the middle of the table, ready to be devoured. The rice was cooked and steaming on the stove, the salad had been done an hour earlier, and was in the fridge ready to be served.

When I enquired about the chicken, I was told it was in the oven being roasted. I remember smiling and doing a shuffle dance. This was sweet music to my ears since I wasn't a fan of chicken stew. This party was going to be a blast, I thought to myself. However, the unthinkable happened.

Hoping to look like Tyra Banks, my friend's mom got distracted with her hair and make-up. The star of our show was burnt beyond recognition. What an ending; we were devastated.

No amount of scraping or ladling on of Jamie Oliver-inspired sauce could rescue it – it would be like eating ash. Even the neighbours' scrawny-looking dogs refused to touch it – that's how bad it was. The party was about to start, and there was no time to rush to the market to buy another bird for the occasion, and anyway it would take another hour or so to cook it.

My friend's mom ended up serving us rice, salad and Russian sausages. It was a quick fix, but it cost him the opportunity to claim the Party of the Year title in our class. Even though the cake was great, the drinks were fine, the presents were awesome, it all came down to one thing: there was no chicken at his party. Most of us agreed and concluded that when the chicken got burnt is when the party lost its vibe. What was meant to be a great celebration ended up being just, well, a gathering. ▶

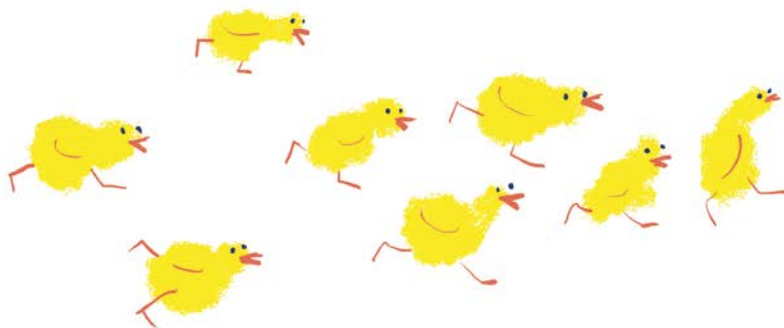


MY CHICKEN LIFE

More recently I've been helping a friend of mine plan for his wedding. We attended a family meeting where they were discussing logistics and plans about the big day, and guess what was top of the agenda...

"How many chickens do we need?"

Yes, that was the number-one question on everyone's mind. Never mind the venue, décor or music, the first thing we needed to know was how many chickens we would need for the big



Simba Kakora, aka the Comic King, is a Zimbabwean comedy writer, blogger, stand-up comedian and voice actor.

day. In the end, it was decided that my friend's aunt would buy a hundred chicks to rear for this occasion. She had done a five-minute calculation in her head, and concluded that this would be much cheaper than buying ready-to-eat chickens from someone else. No one else bothered to do the math, we just took her word for it. And who cares about the cost – all we want is chicken on the table, right?

One thing I've noted over the years is that if you attend a funeral, you'll hardly find any traces or mention of chicken. Beef or goat meat are the stars on these occasions. If you do find chicken, it'll probably be just a small pot delicately whipped up for some special guest from overseas who bought the coffin and covered all the expenses. This bourgeoisie isn't expected to eat food from the common pot.

When that penny dropped, I realised how truly special chickens are in my culture. They're essential to our celebrations. Perhaps that's why chickens are often chosen for mascots. I reckon they love their starring role in our celebrations. A chicken was, is and will always be the must-have meat of choice at any black celebration. I suppose it's like the LBD* of the food world – it will never go out of fashion. 🐔

*Little Black Dress, the wardrobe must-have of any self-respecting fashionista



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Tons of food for Mandela Day

We asked, and SAPA members responded with over 5 tons of chicken and eggs to help Chefs with Compassion exceed its target of cooking 67 000 litres of soup



Above, left and right: A warm meal for Madiba's birthday... the Chefs with Compassion #67000litres challenge brought food to vulnerable communities in seven provinces



When Poultry Bulletin was approached by NGO Chefs with Compassion to help secure a donation of poultry for their big Mandela Day soup challenge, we knew we only had to reach out to SAPA members. And we were right – within a day or two, Astral, Rainbow, Country Bird Holdings and Quantum had pledged over 5 tons of chicken and eggs.

Playing with the Madiba magic number of 67, Astral, Rainbow and CBH each delivered meat worth R67 000, while Quantum Foods donated 670 dozen Nulaid eggs in Johannesburg and the same in Cape Town. This added a welcome protein boost to Chefs with Compassion's annual #67000litres challenge, in which chefs, home cooks, corporates



Above: CBH donated 2 tons of Supreme chicken portions



Left: A mountain of chicken – Rainbow's donation stacked to the rafters

Right: Food prep for Mandela Day with Nulaid eggs, at Capsicum Culinary Studio, Cape Town



Right: Goldi chicken fillets worth R67 000 were donated by Astral Foods



WHY 67?

The figure is rooted in the tradition of devoting 67 minutes of one's time to service of others on Mandela's 18 July birthday, in recognition of the 67 years Madiba spent fighting for human rights.



POULTRY CARES



Left: Nyana Jabane of the Marang Foundation cooked 3 200 litres of soup at the Orlando Community Centre

and communities pledge to spend 67 minutes cooking soup for vulnerable people all over the country.

And thanks to the generosity of so many people, 94 359 litres of soup were cooked this year, providing a hot meal to 377 436 people in seven provinces on Madiba's birthday – almost 17 000 litres more than the 2020 record.

"We wanted to help Chefs with Compassion reach their target of 67 000 litres of soup, with added protein, and we're thrilled that they shattered that target," said Izaak Breitenbach of the South African Poultry Association. "Food security is top of the poultry industry's agenda, and between chicken and eggs we pride ourselves on producing the most affordable animal protein. The stats are sobering – 11% of South Africans suffer hunger and food insecurity – so it was a privilege to contribute to getting a nutritious meal to people who might otherwise go hungry on Mandela's birthday."

The Chefs with Compassion challenge, now in its third year, is the

Right: Chef Coo Pillay of Chefs with Compassion cooked soup with volunteers in his kitchen at the Protea Hotel by Marriot OR Tambo. Marriot chefs cooked 6 320 litres across their 14 hotels



Left: Quantum Foods donated 670 dozen Nulaid eggs, times two!

Right: The generous donations by SAPA members provided an invaluable addition of protein to the soup cooked across participating kitchens in Gauteng



biggest nationwide compassionate cooking challenge in South Africa, and took place in 128 kitchens across the country this year. It is the second year that the poultry industry has lent a helping hand.

Says chef Coo Pillay, the NGO's national project manager, "Every participating chef's aim is to feed as many mouths as possible, so we make our ingredients stretch as far as possible. Having meat and eggs to add is a rare luxury. We're so grateful for these generous donations; there were so many happy faces on Mandela Day.

"Our target was to serve 268 000 meals, but thanks to efforts of thousands of people, including your generous poultry donors, we were able to put food in 100 000 more bellies for the week around Mandela Day. That is what this initiative is all about."



Above and right:
Students at the Swiss Hotel School in Randburg prepared about 100 litres of soup, fortified with chicken protein



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ON THE WIRES

We round up what's what on the international poultry scene

Compiled by **Charmain Lines**

Food price controls in Malaysia

A temporary ban on all poultry exports and an easing of the administrative burden on food imports are among the measures taken by the Malaysian government to curb food inflation and maintain ceiling prices on key commodities, poultry included.

The export ban is meant to stabilise poultry prices, which have been trending higher due to rising global commodity prices in recent months. The ban started on 1 June, and there is no indication yet of how long it may last.

Malaysia is a modest poultry producer in global terms, but an important one in its region. In 2021, for instance, the country supplied about 3.5% of Singapore's poultry meat imports, but enough live



chickens to account for 34% of Singapore's total chicken meat supply.

Brunei is a big importer of day-old chicks from Malaysia, while Saudi Arabia is a significant destination for value-added poultry products, such as chicken nuggets for quick-service restaurants. It is unclear whether the export ban applies to these exports as well.

The Malaysian government

is apparently setting up chicken stockpiles to prevent possible domestic shortages and control rising food prices. This is in addition to measures implemented to help food manufacturers and feed mill operators to lower production costs, including reviewing electricity tariffs. Poultry farmers will also receive a special exemption to recruit migrant workers amid a labour shortage. 🇲🇾

Is it a bird? Or a country?

The United Nations has approved a name change that should see a country and a bird part ways.

Although it has been known internally as Türkiye since it became independent in 1923, the rest of the world has called the country Turkey. Now, following a written request of the Turkish government to the UN, as of 1 June "Türkiye" instead of "Turkey" will be used to refer to the country in international affairs.

According to the UN, the country name change became effective from the moment the letter was received.

Turkey's state broadcaster, TRT World, explained the name change in an article earlier this year, saying Googling "Turkey" brings up a "muddled set of images, articles, and dictionary definitions that conflate the country with *Meleagris* – otherwise known as the turkey, a large bird native to North America – which is



famous for being served on Christmas menus or Thanksgiving dinners".

As for how to pronounce the name, the country now goes by tur-key-YAY, while for the bird it's business as usual. 🇹🇷

Is the end in sight for Ghanaian chicken?

Ghanaian chicken farmers produce less than 20% of the meat consumed in the country, and are closing up shop at an alarming rate. Around half of Ghana's poultry farms have already stopped operating since last year, according to the National Poultry Association. If no action is taken to support the sector, poultry farm numbers may be down to just 10% of that number by the end of 2022, according to Association member Yiadom Boakye.

A major cause of the decline is soya bean and grains smuggling. Domestic production of these feed ingredients is subsidised by the Ghanaian government in an effort to keep poultry production costs down. However, traders are taking advantage of commodity price increases on global markets due to the disruption caused by Russia's invasion of Ukraine. According to Boakye, recent investigations revealed that soya beans and grains are being smuggled out of Ghana into Togo, Nigeria and Benin.

In addition to almost unaffordable feed costs, the Ghanaian industry is being decimated by avian flu. A senior official of the United Nations Food and Agriculture Organisation recently reported that 102 outbreaks in poultry have occurred since the start of 2022. 📰



Nobody eats eggs like a Mexican

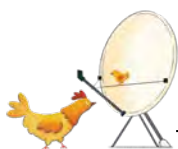


It is official: Mexico has become the first country to cross the threshold of eating 400 eggs per person per year. According to the country's National Poultry Producers Association, the annual per capita consumption currently stands at 409, up from around 380 in 2017. Japan is in second place with 337 eggs per person per year, and Colombia in third at 334.

Restaurant menus in Mexico suggest that breakfast is an egg-heavy meal that is seldom, if ever, skipped, but it is probably external factors, rather than the national palate, that are driving the rise in consumption.

The Covid-19 pandemic, that saw a significant increase in at-home egg consumption, is one explanation. But it is also likely that high meat prices play a role. When other animal proteins are more expensive, people often turn to eggs.


To keep up with the increased demand, Mexico's national layer flock increased by around 3% to 172.2 million birds year on year in 2021, and 8.5% over the last five years. 📰



Protecting Ukraine's unique chicken breeds

The picturesque village of Birky, near Ukraine's second largest city, Kharkiv, is home to the country's only dedicated poultry research centre. Established in 1929, the State Poultry Research Station is dedicated to protecting Ukraine's food security and its food heritage and biodiversity – even as war rages around it.

Examples of the most valuable indigenous breeds in Ukraine are being kept at the research station to ensure the preservation of their gene pool. The institute's 40 scientists and technicians look after about 2 000 chickens and 600 turkeys, in addition to doing industry research and providing assistance and consulting services to poultry farmers.

The war, however, has put paid to the institute's income-generating activities, leaving the staff to care for the birds out of their own pockets and with help from family and friends. They are determined, nonetheless, to keep their country's poultry heritage safe until normality returns. 




Water-efficient broilers on the horizon

A mere 1% improvement in water conversion ratios in the poultry industry could save more than 8 billion litres of water annually, says researchers at the University of Arkansas in the US, who are working to breed broilers that drink less water.

Their research is part of a five-year, multi-institution project to improve the sustainability of the poultry industry through the more efficient use of water and nutrients.

The broiler breeding project is currently in its fourth generation of birds that have been genetically selected for water intake. So far, breeding for water efficiency has revealed no negative impacts on feed conversion.

The researchers plan to evaluate future generations of water-efficient broilers for any impact on gut health and integrity, changes in breast meat yields and any other physiological differences. 



FARMERS' WISDOM



North West contract grower **Motlatsi Tolo** unpacks the importance of mentorship and the benefits of having SAPA in your corner

‘Such value in learning!’

My brother and I are the third generation of farmers in our family. Raseto is a family business, the brainchild of my late brother and my parents. We grow roughly 120 000 birds per cycle, and we’re contracted to Supreme Poultry. As managing director I do most of the administration, and my eldest brother Neo oversees operations.

I studied environmental science in the USA which enabled me to see the vast opportunity in Africa. We have the advantage of learning through what others have done, and we can mitigate any losses by learning from the developed nations.

I enjoy farming – it is labour intensive and time consuming, but it’s a good business, because no-one can go without food. It is also a patience game; there are no quick returns. If you take it up, you must know you’re getting involved for the long haul. It’s also a good job-creation industry, so I feel we are giving back too.

Being a contract grower has its advantages. In this business you need offtake; you need people to buy the product. Because Supreme has a supply chain, we don’t have that stress and we can focus on other aspects of the business. Supreme also checks up on our health and safety, and biosecurity. It’s unusual to find any contamination problems because they are constantly monitoring our operation.

Skills transfer is important in our sector. I think the youth should sacrifice some time to be mentored, before rushing into their own business ventures. It’s vital to see how things



Raseto Agricultural Enterprises
North West Province



are on the ground. From there you can take what you have learnt and implement it, based on your environment. It’s best to understudy someone for a time, and then go on your own.

Being a member of SAPA is very helpful. They call us in once a month to get data, based on our production, which gives us insight on how we are performing. I’m also impressed with SAPA’s transformation committee, that works so hard to assist members who need aid to grow their business. 📺



ASK THE EXPERTS

Stay ahead with ongoing learning

Wondering how to keep your farming skills sharpened?
Shelley Johnston shares her expert advice



'As a new farmer I want to keep learning – what should I focus on in terms of training, what are the trends that I should be aware of, and how I can ensure I stay on top of best farming practices?' – Miriam, via Twitter

This is a great attitude; we should all keep learning throughout our lives.

The first step to successful farming is good flock management, so initial training should cover all aspects of poultry husbandry. Attend a practical course where training is hands-on. If you do something yourself, such as cleaning a drinker or taking blood from a bird, you will never forget how to do it properly. Download the breed management guides from the internet; they are comprehensive sources of information and you can benchmark your business against the performance objectives. Meet the needs of your birds on a day-to-day basis and they will achieve optimum performance.

The second step is managing the business. This includes securing the market, production and financial record-keeping, watching the cash flow, supervising staff and dealing with customers. Know your unit cost of production (R/dozen or R/bird). For many people who have a passion for farming, this is where things go horribly wrong. Identify your weaknesses and find a consultant or mentor to help you, or a company that offers training in those areas. Immerse yourself in the business, be aware of the macroeconomic climate and be prepared to adapt to change.

In terms of trends, the first one to keep an eye on is the ongoing genetic

improvements to the poultry breeds. For example, modern laying hens can be kept for longer periods (over 90 weeks of age) but as they get older, they need to be managed carefully to maintain shell quality. Secondly, there are constant advances in technology (involving computers, digitalisation, nutrition, water quality, biosecurity, vaccines, poultry housing, equipment and more) that improve flock performance and farm efficiencies, which translate into increased profitability.

Thirdly, understand the market trends which affect your business and look for opportunities. Supply and demand play a key role in determining egg and chicken prices. Too many producers of live broilers in your area will result in suppressed selling prices. For consumers, bird welfare and food safety are increasingly important issues that you cannot ignore.

The most valuable way to stay on top of best farming practices is to network with a select group of industry experts. Build relationships with successful farmers, your local vet and the technical advisers from bird and feed suppliers and pharmaceutical firms. Membership of SAPA is a great start. And of course, read *Poultry Bulletin* from cover to cover and attend the next AviAfrica Congress in 2023! 📖

Shelley Johnston is the main member of Leading Edge Poultry Software cc. She also serves on the board of the KwaZulu-Natal Poultry Institute.

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SEASON:
WITH: A SQUEEZE OF LEMON & ZEST, PAPRIKA, SALT & PEPPER.

WARM 1 TBS. EACH OF OIL & BUTTER IN A PAN OVER MEDIUM HEAT. ADD CRUSHED GARLIC (1 TSP.) & SAUTÉ FOR 1 MINUTE. ADD CHICKEN SLICES & BROWN ± 7 MINS.

REMOVE SLICES FROM PAN & PLACE ON LIGHTLY OILED BAKING TRAY

① BRUSH WITH
MUSTARD 

② ADD HAM
SLICE 

③ COVER WITH
GRATED
CHEESE 

BAKE IN THE OVEN UNTIL THE CHICKEN IS COOKED, APPROX. 30 MINS.

DEGLAZE SAUTÉ PAN WITH A SPLASH OF HOT WATER & EXTRA BUTTER.
POUR SAUCE OVER COOKED STACK-UPS. SERVE WITH BUTTERED NOODLES.



AFGRI Animal Feeds products are manufactured with care and based on innovative technology, research and processes resulting in an economically viable and a sustainable partnership with our customers.

Our broiler feed range has been developed to ensure broiler birds are able to utilise the feed in a healthy and efficient way from day old to slaughter.

Visit www.afgrianimalfeeds.co.za for more information.

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