

Insights of Egg Master Plan

Presented by: Dr Abongile Balarane

2023/06/06



1. Overview of the Agriculture and Agro-processing Master Plan (AAMP)



- ❑ The AAMP is one of the seven priority plans identified by President Ramaphosa in the State of Nation Address (SONA) of 2019 as part of key economic sectors essential for the economic reconstruction and recovery during and post the Covid-19 pandemic.
- ❑ Signed on the 15 of May 2022, by the Honourable Minister Thoko Didiza of the Department of Agriculture, Land Reform and Rural Development (DALRRD).
- ❑ The Agriculture and Agro-processing Master Plan (AAMP) is the Social Compact co-created by the government, business, labour and civil organisations in the agriculture and agro-processing sectors.
- ❑ The idea is to leverage both the private sector and other social partners' capacity, talent, resources and capital to rebuild our country in a manner that benefits all social partners.



AAMP Vision

- The vision of the AAMP is to build a growing, equitable, inclusive, competitive, job-creating, low-carbon and sustainable agriculture and agro-processing sectors.

Objectives of the AAMP

- Increase food security in South Africa;
- Promote sustainable transformation in the agriculture and agro-processing sectors;
- Improve access to local and export markets, which will require constant upgrades in the quality of supply to bolster South Africa's competitiveness;
- Enhance competitiveness and entrepreneurship opportunities through technological innovation, infrastructure construction and digitalization;
- Create an effective farmer support system and agro-processing incentives;



Objectives of the AAMP

- Create decent, growing and inclusive employment, in addition to improving working conditions and fair wages in the sector
- Improve the safety of the farming community and reduce stock and crop thefts and farm attacks;
- Create a capable state and enabling policy environment; and
- Enhance resilience to the effects of climate change and promote sustainable management of natural resources and principles of just energy transition.



2. Egg Master Plan



Small footprint. Big impact.

In response to the Boarder AAMP, the Egg Industry was consulted by the DTIC to develop the Egg Master Plan in line with the AAMP vision and objectives. Following engagements between the Egg Board and Government, it was latter agreed that the Egg Master Implementation is best suited under the AAMP. Due to the diversity of the Poultry (Layer & Broilers) industry which is similar to the Dairy and the Beef Industry.

Egg Master Plan key priorities

- The industry committed to prioritise & encourage consumption of eggs in RSA by applying for the continuation of statutory levies with about **20%** of the levy spent on consumer education and awareness.
- To increase current 159 per capita egg consumption in SA to 220 eggs per person by 2025-2030.
- Increase Consumption, feeding schemes, “buy South African”, Dept of education & Social services.



Egg Master Plan key priorities

- To transfer historically previously “advantaged” ownership to PDI entrepreneurs in an orderly, fair and equitable manner. The present production capacity is sufficient for current consumption, with willing previously advantaged owners prepared to sell their businesses to disadvantaged individuals.
- Contract egg producers aligned with larger producers (larger producers offering financial assistance to increase capacity & offtake agreements to financial institutions)
- Export 10 % of SA’s egg production volumes.
- Disease management, biosecurity from HPAI etc.
- Establishment of egg depots/ pack stations in malls and shopping outlets especially in townships and rural areas.

NB West Rand Pack Station as the flagship project..



Thank you

	India	China	Japan	Chile	RSA	Mexico	Argentina	Guatemala	Kazakhstan	Turkey
Production system	%	%	%	%	%	%	%	%	%	%
Cage	100	98	94,1	98	95	99,61	90	90	80	88
Barn			5	1,5	1		7	10		3
Free range		2	0,9	0,5	4	0,22	3		20	8
Organic						0,17				1

