

R60



ISSUE 15 AUGUST / SEPTEMBER 2023

# Poultry Bulletin



THE INSIGHTS ISSUE

OFFICIAL MAGAZINE OF THE SOUTH AFRICAN POULTRY ASSOCIATION

FREE WITH THIS ISSUE: AVI AFRICA SPECIAL MINI MAGAZINE!



## INSIGHTS FROM INDIA

ONE FAMILY'S POULTRY LEGACY

## BIOSECURITY

WHAT THE EXPERTS SAY

## PAVING THE WAY FOR EXPORTS TO SAUDI ARABIA

FROM PRIZE COCK TO SUNDAY LUNCH!

We support VAT-FREE chicken



# THE FUTURE IS FEMALE

*A new generation of chicken farmers take up the challenge*

# CHOOSE ROSS 308

- Leading FCR
- Superior growth rate
- Enhanced livability
- Best return on your investment

Ross 308 - the best choice  
for the South African market

[www.aviagen.com/Ross](http://www.aviagen.com/Ross)

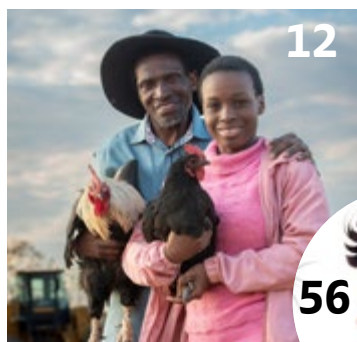


Ross Poultry Breeders  
Route 21 Office Park  
Block A Techno Link  
63 Regency Drive  
Irene  
Phone: +27 16 366 0249  
e-mail: [info@rpb.co.za](mailto:info@rpb.co.za)





# Contents



**5 From the boardroom**

**6 Letters**

**8 Economist's view**

Getting yourself ready for a bank loan

**10 News in brief**

A farmer's tuk-tuk solution, a new fund for producers, and people on the move

## Women in Poultry

**12 All in the family – Simphiwe Sibeko**

**15 Arming SAPA with facts & stats – the all-female team of Leading Edge**

**18 Teacher, trainer, farmer – Makole Letsoalo**

**20 Success depends on more than money – Lebogang Mashigo**

**24 Members' Noticeboard**

A roundup of insights from SAPA's reports

**38 Paving the way for exports to Saudi Arabia**

**44 Experts weigh in on biosecurity**

Three points of view on this key topic

**50 Rising like a phoenix**

A female-run poultry empire in India

**56 Humour**

The prize cock, and other stories

**60 Poultry pockets open wide for Mandela Day**

SAPA's members give back

**62 Ask the experts**

How to achieve a compartment for exports

**64 On the wires**

HPAI in Brazil, sniffing out boy chicks, and chicken for astronauts

**68 Recipe**

Warm up with peri-peri chicken liver pasta



**It's been a harsh winter** that has tested producers to the limit, but it was also the first time in five years that the industry could get together at AVI Africa, and what we saw there filled our hearts with hope. It was a true eye-opener to be exposed to the expertise and ingenuity contained within the poultry sector, and the can-do attitude displayed by producers big and small was truly inspirational.

So many lessons were learnt at the congress that it inspired us to theme this the Insights Issue, and many of the stories in these pages developed from ideas sparked at AVI Africa. Of course, if you got this magazine in the mail, you would have found the first-ever *Poultry Bulletin AVI Africa Special Collector's Issue* in the same plastic bag. We hope you enjoy remembering the highlights of the conference with us.

It is also Women's Month in August, so we take a look at poultry through the eyes of women, and find many of the fairer sex taking up their roles in this key industry. From the boardroom and the economist's desk to the experts we consult and the jokes that make us laugh, you'll find female voices all through this issue. One of them is our youngest-ever cover star, a schoolgirl farmer with her sights set on a chicken future.

There may be many challenges ahead, but if the enthusiasm of the next generation of poultry farmers is anything to go by, we're in good hands.

Enjoy the issue.

Melinda

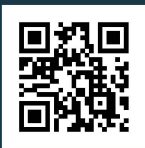
[@melshaw001](#)

[@poultrybulletin](#)

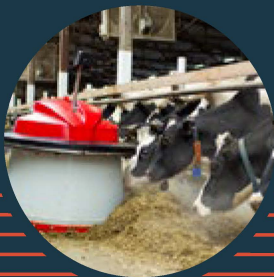
# AFMA FORUM 2023

Feed & Food –  
The 4<sup>th</sup> Agricultural Revolution

5-7 September 2023  
Sun City, South Africa



[www.afmaforum.co.za](http://www.afmaforum.co.za)





# Poultry Bulletin

The official magazine of the South African Poultry Association (SAPA).

Visit the website at [www.sapoultry.co.za](http://www.sapoultry.co.za)

Published by Poultry Bulletin Publications (Pty) Ltd, Wild Fig Business Park, Block C, 1494 Cranberry Street, Honeydew, Extension 19. PO Box 1202, Honeydew, 2040.

## About the magazine

For private circulation only.

Content printed in this publication does not necessarily represent the views, policies or opinions of SAPA, the publisher, or editor, who accept no liability of any nature arising from or in connection with the contents of the magazine.

© 2023 The South African Poultry Association. All rights reserved.

## Editorial team

**Editor:** Melinda Shaw  
[editor@poultrybulletin.co.za](mailto:editor@poultrybulletin.co.za)

**Editorial board:** Gary Arnold, Izaak Breitenbach, Christopher Mason, Marthinus Stander, Vincent Sharp, Aziz Sulliman, Adel van der Merwe

**Design and layout:** Twisted Toast

**Contributors:** Michael Acott, Elaine Banister, Jason Bronkhorst, Nick Boulton, Nina Hastie, Ellen Heydenrych, Charmain Lines, Dr Mpho Maja, Diane McCarthy, Dr Langa Simelane

## Advertising & production

**Ad sales & production manager:** Louisa Nel  
Email: [advertising@poultrybulletin.co.za](mailto:advertising@poultrybulletin.co.za)  
Tel: +27 11 795 9920  
Fax: +27 86 627 5897

**Printing and binding:** Seriti Printing

**Distribution:** The Tree House

## South African Poultry Association Board 2023-2024

**Chairman** Aziz Sulliman

**Vice chair** Adel van der Merwe

**Executive member** Gary Arnold

**Members** Willie Bosoga, Nic Elliot, Jake Mokwene, Marthinus Stander, Colin Steenhuisen

## Broiler Board

**Chairman** Gary Arnold

**Vice chairman** Aziz Sulliman

**Executive member** Jake Mokwene

**Members** Nomia Biko, Brendon de Boer, Leon de Villiers, Wouter de Wet, Deon Fourie, Devin Isemonger, Sas Kasselmann, Sbusiso Mavuso, Tumisang Mokwene, Jimmy Murray, Marthinus Stander, Nthabiseng Philison, Frans van Heerden

## Egg Board

**Chairman** Willie Bosoga

**Vice chair** Adel van der Merwe

**Executive member** Colin Steenhuisen

**Members** Stephan Botha, Achmat Brinkhuis, Tawfeeq Brinkhuis, Nic Elliot, Annelie Fischer, Beverly Mhlabane, Atlegang Moloko, Matsobane Mpyana, Dr Naudé Rossouw, Amos Selaledi, Vincent Sharp, Marco Torsius, AJ Wohlfahrt



# '**COST EFFECTIVE** PRODUCTION OPTIMIZATION'

- **New generation growth promotion**
- **Gut health enhancement**
- **Metabolic and skeletal support**
- **Correcting nutritional deficiencies**
- **House and site sanitation**
- **Air quality improvement**

## ON-FARM PRODUCTS

### UltiGro®

V31443 (Act 36/1947)  
Buffered organic acids

### Super Sal Stop®

V29004 (Act 36/1947)  
Prevention of pathogenic  
Enterobacteriaceae

### Gutpro®

V26234 (Act 36/1947)  
Organic acid solution

### Super Tonic®

V28454 (Act 36/1947)  
Water-soluble nutritional  
supplement

### SuperBone®

V33906 (Act 36/1947)  
High phosphorous mineral  
emulsion

### Heat Stress Hydration

V29003(Act 36/1947)  
Prevents dehydration

### Super Air®

V29002 (Act 36/1947)  
Aromatic oils

### SuperZyme®

Custom Mix  
Water-soluble enzymes

### Eliminator®

Site Powder Disinfectant

## IN-FEED PRODUCTS

### CardioOs®

V34299 (Act 36/1947)  
Promotes optimal  
metabolic functioning

### SuperOs®

V32383 (Act 36/1947)  
Betaine Anhydrous

### TaurOs®

V32601 (Act 36/1947)  
Taurine

### Super Carnitine

V33452 (Act 36/1947)  
L-carnitine

### Super CoQ10

V33214 (Act 36/1947)  
Coenzyme Q10

### Bambermycin 4%

G2473 (Act 36/1947)  
Growth Promoter

### Kitasamycin 10 %

G1905 (Act 36/1947)  
Mycoplasma and  
Pneumonia control

### Oxytetracycline 20 %

G2499 (Act 36/1947)  
Broad spectrum antibiotic

### Tylosin 10 %

G2768 (Act 36/1947)  
Mycoplasma control



## SALES CONTACT

Corné Prinsloo  
George Miller  
Elsje Le Roux  
Gerdi Odendaal

081 552 8491  
061 475 4373  
068 470 0457  
081 738 9689

corne@sasorp.co.za  
george@sasorp.co.za  
elsje@sasorp.co.za  
gerdi@sasorp.co.za



# Efficiencies, cost management and biosecurity

**We are well into the second half** of 2023 and what a year it has been so far. The first part of the year will be remembered for high levels of loadshedding, which cost the industry millions per month, very high feed costs and unfortunately HPAI outbreaks. Producers have been struggling and if one reads the SAPA annual reports presented during June's AVI Africa conference, it is clear that many small commercial farmers (especially in the layer industry) have stopped production.

On the broiler front further investments have been placed on hold due to the astronomical costs the industry is faced with, all to mitigate the effect of failing government infrastructure. Added to this is the news that the FNB/BER Consumer Confidence Index for South Africa declined further in Q2 of 2023 to the second-lowest reading on record since 1994. This is indicative of concerns about economic prospects and household finances in South Africa, and paints a bleak picture for the next 12 months.

So what can we as producers do to survive the next year? We need to focus on efficiencies and identify any areas of possible improvement, no matter how small. Along with this comes diligent cost management while maintaining high levels of biosecurity at all times.

I had the privilege of visiting an emerging commercial egg producer in the Free State and because of the recent HPAI outbreaks, maintaining biosecurity and not placing this producer's livelihood at unnecessary risk was very much top of mind for everyone. Notwithstanding all of the concerns, she graciously received us and proudly presented her small farm with a positive attitude. Not only does she farm with layers, but she also produces vegetables which are delivered directly to small retail stores. A true entrepreneur, she regularly trials new crops (albeit on a very small scale) to diversify her income streams and to optimise her profit. And this is all done to support her family and with the hope of expanding her production in future. What an inspiring story for Women's Month!



***'I visited a farmer who has layers but also produces vegetables and trials new crops to diversify her income streams – so inspirational!'***

Sadly, expansion and further investment for poultry producers such as this woman and many others will only be possible in an environment where economic growth is supported by working, functional infrastructure. Let us hope that the challenges with our country's infrastructure will be resolved soon so that the implementation of the masterplan/s can continue. 🇿🇦

**Adel van der Merwe**  
Vice chair, SAPA



# LETTERS

We want to hear from you. Send your letters to [editor@poultrybulletin.co.za](mailto:editor@poultrybulletin.co.za)



## French tourist shares chicken love

I live in France, in a small village called Wintzenbach, in Alsace. I like spending time in South Africa, and saw *Poultry Bulletin* in the Airbnb where I stayed recently... and I thought I have to share some photos of my neighbour's pretty chickens.

The neighbour is not sure what breed they are, she says they're French chickens and her family has kept these forever. They've always just called them "the red ones".

**Philine von Sell**

Wintzenbach, France



## Winner rocks her T-shirt

Thanks for my *Poultry Bulletin* T-shirt! I really enjoyed AVI Africa, it was my first time attending. Winning a T-shirt for a selfie in front of my favourite exhibition hall stand was a bonus! Thanks Rainbow for a great stand that caught my eye. Now winter must just go so I can wear my shirt!

**Anna Kopane**  
Randfontein







### Can chickens help rabbits?

I'm hoping you may be able to help. We are rabbit farmers in the Eastern Cape and are in the process of getting the approvals and finance from the Eastern Cape Development Corporation (ECDC) to build a certified white-meat abattoir and processing plant.

For the documentation we are submitting we have been asked to provide benchmark figures (gross and net profit operational percentages). As there are currently no rabbit benchmarks we would like to quote the current commercial poultry acceptable standards.

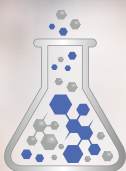
Would you be able to assist with our request? Let me know if you need anything further.

**Wendy Robertson**

Hlumani Farm Group, [info@snailfarmsa.com](mailto:info@snailfarmsa.com)

*Ed: We referred Wendy to an integrated producer who was able to assist. Keep us posted on the progress!*

# CHEM



# NUTRI ANALYTICAL



An independent contract laboratory specializing in a range of tests vital to the agricultural sector

- ▲ FEED & FOOD NUTRIENTS
- ▲ IN-FEED MEDICATION
- ▲ MINERALS
- ▲ MYCOTOXINS
- ▲ PHYTASE ACTIVITY
- ▲ BIOGENIC AMINES
- ▲ OIL QUALITY
- ▲ SOYA QUALITY
- ▲ LEAF ANALYSIS
- ▲ PHYTOHORMONES

**FAST. ACCURATE. ESSENTIAL.**

**AWARDED** by industry for our professional performance.  
**CHOSEN** by clients for our personal service.



+27 (11) 316 8800

[www.chemnutri.co.za](http://www.chemnutri.co.za)

[info@chemnutri.co.za](mailto:info@chemnutri.co.za)

# How to get yourself ready to access a commercial loan

By **Dr Langa Simela**

**South Africa has the advantage** of a strong financial services industry that is highly developed and resilient. The banks have enough deposited money that can be made available to borrowers, and the systems to manage the lending of this money so that it is paid back within the agreed time frames and at agreed interest rates. With a sound banking system, banks offer borrowers favourable lending rates and terms, and they manage losses and keep them minimal. South Africa also has good policies to safeguard depositors and ensure that borrowers are not burdened with debt that they cannot afford, and the banks abide by these.

Having said that, for a bank to lend to a client, it has to be reasonably satisfied that the borrower qualifies for the debt. And sadly, most small and medium agribusinesses are not able to meet the minimum requirements of the banking sector to access finance, for a number of reasons, including:

**Proof of experience.** This refers to historical records, mainly enterprise performance and financial records. Most agri-SME entrepreneurs start their businesses as self-financed and/or with funding from a government grant-awarding programme. However, many fail to keep proper records of how they spend this money and how much income they generate. For example, a smallholder poultry farmer in a rural settlement might buy chicks, raise them and sell broilers to the local community, but keeps



no records of sales or the income generated. Most of his income is cash sales and he uses this money to pay for feed and medication for the birds, workers' wages, new batches of chicks, improving the broiler houses and his personal needs. It is only when there is any money left that he banks it, and from what can be seen on his bank statements, it looks like the enterprise makes far less than what it actually does. If the farmer runs multiple enterprises, for instance poultry production and grain production, he might take earnings from one to pay for the costs of the other without recording any of these transactions.

This further distorts the performance of each enterprise.

We encourage any business to start keeping both production and financial records from the outset, regardless of the sources of funding. These would show proof of experience, and growth of the business when it is time to apply for a loan. A business owner should be able to prove that whatever money was injected into the business, whether it was self-funded, from grant funding or a soft loan, was recoverable, and if it was borrowed, that they were able to settle the loan.

Banks' electronic payment systems are the solution to proof of experience.



Specialised products such as Absa's Business Evolve account, which is linked to an electronic bookkeeping function, also enable easy capture and compilation of financial records. If you don't have adequate technical experience when you apply for a loan, you're encouraged to get into a reputable technical support programme, and most large off-takers offer this. Finally, intending borrowers are encouraged to keep their credit record clean at all times, including all store and other accounts.

**Repayment ability.** To prove that you can repay the requested loan, banks require a business plan with realistic projections in the forecasted cash flow, aligned to historical performance. The business plan should demonstrate that the business will generate sufficient cash flow to pay the interest and cost of production. Banks prefer to see that a business has some cash reserves, enough to make five to six months' loan payments. This implies that business owners should be frugal in managing the income in the first few years, focusing on growing the business.

**Security.** Collateral is a guarantee that the loan will be repaid if the business fails to pay back the loan for some reason. The asset that is offered as collateral is then sold to recover the outstanding loan amount. Most SMEs lack collateral. However, banks can rely on alternatives, such as various credit-guarantee programmes as security. The more a client can prove that their business is well controlled and the chance of making losses is minimal, the easier it is for a bank to rely on alternatives such as credit-guarantee schemes.

**Economic concerns.** Banks are reluctant to lend money to a business if the current economic conditions

for that industry are unfavourable. To mitigate economic concerns, a farmer should supply proof of the successful manner in which they manage their operation, such as by maintaining exceptional biosecurity to prevent any diseases such as avian influenza, or by being part of a strong value chain that is resilient to shocks – such as a contract-grower scheme.

There are numerous programmes that support developing producers to a point that they are perceived to

***'To mitigate economic concerns, a farmer should supply proof of the successful manner in which they manage their operation, such as by maintaining exceptional biosecurity, or being part of a resilient value chain'***

be ready to borrow from banks. Such programmes should endeavour to help farmers to address the matters raised here so that by the time they approach the banks, they have a better chance for a successful application.

In many of my engagements with developing farmers, I liken access to finance to progression through school; starting off with nursery and primary school, where the farmer is learning to run their business. At this stage, they are likely to make mistakes and hence the suitable funding is that which they are not obliged to repay, such as grants and self-funding.

As they progress and are able to generate profit, the farmer should be supported with soft loans, with reduced or no interest and flexible

repayment periods. This I liken to the secondary-school level. The tertiary level is when the farmer knows what they are doing, and the business is growing exponentially with very few mistakes. At that stage, they can take on commercial loans, which they are obliged to repay.

Assisting developing farmers to progress in this manner would ensure meaningful growth beyond suboptimal production, open access to commercial loans with favourable lending terms and keep the country's agri-lending book healthy. 📖

---

*Dr Langa Simela is the business development manager responsible for transformation initiatives at Absa Agribusiness*





# NEWS IN BRIEF

Going green, water safety and poultry people on the move

Compiled by **Charmain Lines**

## Zapa Farms drive sustainability – literally...



*Zapa's tuk-tuk is handy for farm jobs and deliveries to nearby customers*

**A tuk-tuk is not** the most conventional farm vehicle, but at Zapa Farms it is part of Beverly Mhlabane's drive to operate as sustainably as possible.

"We are always looking for systems that will reduce our carbon footprint and cost of operation, and minimise the waste generated," says the East Rand, Gauteng, egg farmer. "When we discovered the electric tuk-tuk it was a no-brainer because we can literally run it for free, thanks to the 5kVA solar system we had installed which we use to charge the vehicle's batteries."

Mhlabane bought her first tuk-tuk in May 2020 for around R35 000; these days a similar vehicle costs about R45 000. She plans to invest in a few more tuk-tuks and use them to set up direct-selling micro businesses for young people in her area. 📌



## Agro-Energy Fund could bring relief



**At AVI Africa**, several speakers mentioned the Agro-Energy Fund that the minister of agriculture, land reform and rural development, Thoko Didiza, announced in her budget speech in May this year. The R2,5-billion fund focuses on energy-intensive agricultural activities, namely irrigation, intensive agricultural production systems and cold-chain related activities and will be implemented through the Land Bank.

The Fund's blended-finance model will benefit farmers in different ways depending on the scale of their operations. A large-scale farmer would receive 30% grant funding (capped at R1,5 million) and a 70% loan portion. Funding for medium-scale farmers will be a 50-50 mix of loan and grant funding, with the latter capped at R1 million.

Smallholder farmers would be supported by a grant portion of 70% (capped at R500 000) and a 30% loan. There would also be a special recognition and application mechanism for small-scale irrigation schemes. 📌

Photographs: Shutterstock; supplied

## People on the move

Earlier this year, **Dr Charlotte Nkuna** was re-elected to the board of the Perishables Products Export Control Board (PPECB), representing organised agriculture. The PPECB is South Africa's official export certification agency for the perishable produce industry. Known for her past executive roles at SAPA, Dr Nkuna is a strong advocate for organised agriculture. After leaving SAPA in 2018 she joined SANParks as GM of veterinary wildlife services. In March 2022 she became the marketing director at animal feed-additive company Kemin Industries. 📷



Congratulations to **Dr Sifiso Ntombela** on his appointment to the Ministry of Agriculture, Land Reform and Rural Development (DALRRD) from July. Dr Ntombela joined DALRRD from the National Agricultural Marketing Council (NAMC) where he was chief economist responsible for trade research and policy advisory. He formerly served as head of trade and intelligence at the Agribusiness Chamber and was the national coordinator of the agriculture and agro-processing masterplan. The new position will allow him to continue leading the implementation of the plan, which is seen as critical for the success of South Africa's National Development Plan. 📷



## Heed the cholera warning

**While cholera is not** a poultry disease, recent outbreaks of the water-borne illness in communities in South Africa should remind poultry farmers of the importance of making sure their birds always have good-quality clean drinking water available.



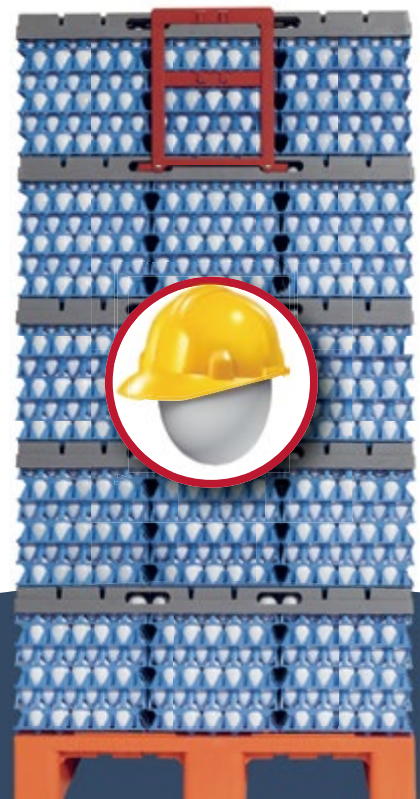
Several poultry diseases can be transmitted through water, including various types of Salmonella, certain strains of avian influenza and E. coli and Campylobacter.

It is, therefore, critical to do regular testing of the water going into your chicken houses. It is also worth investing in nipple drinking systems as they are more hygienic than drinking cups. 📷



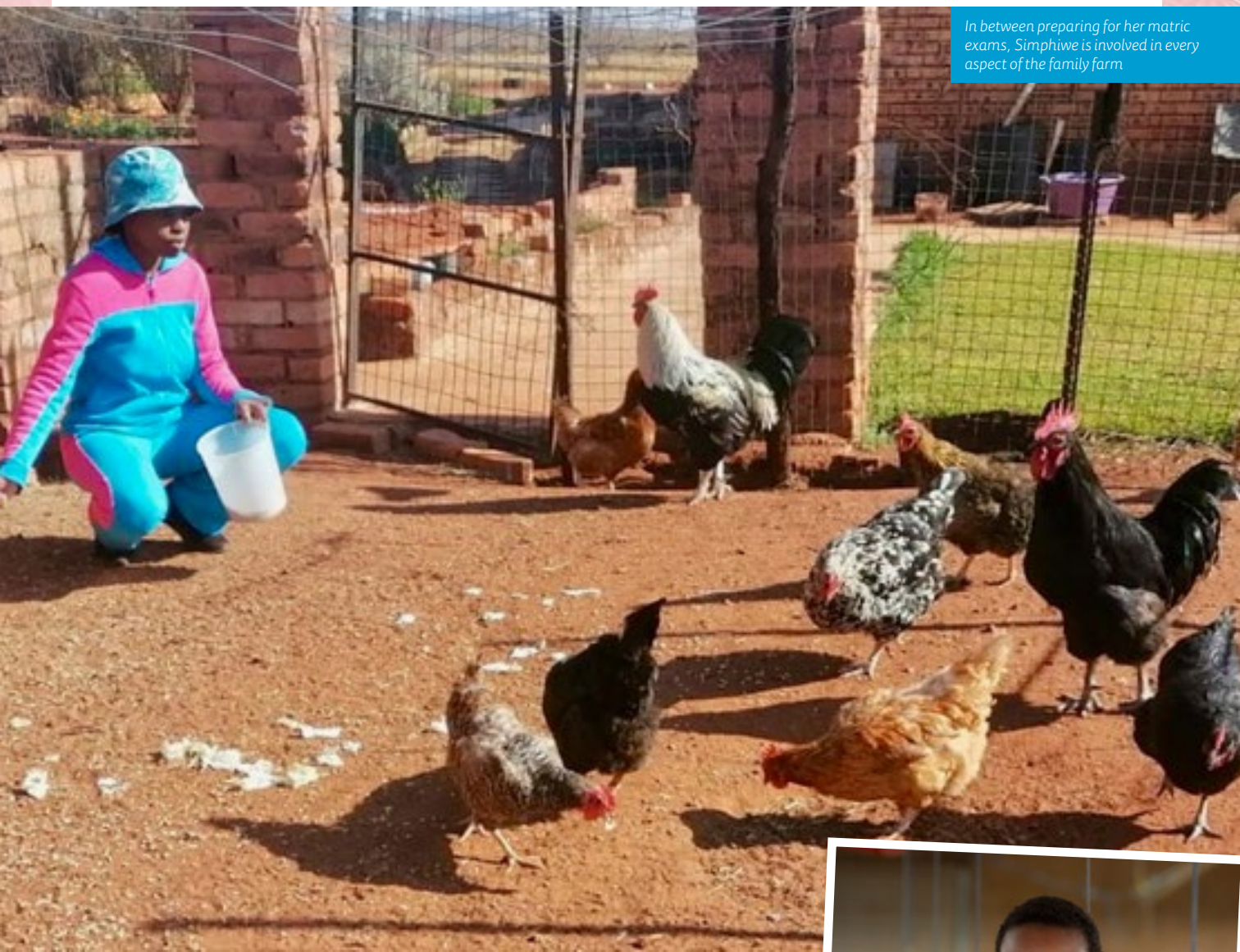
## MAXIMUM EGG PROTECTION

-  High Quality - UV Protection - Reducing crack to a minimum
-  Most Hygienic - Easy to clean
-  Compatible with all modern egg handling equipment
-  Up to 15% more eggs
-  Provided with RFID chip.



EggsCargoSystem® by **GI-OVO**  
EGG HANDLING INNOVATIONS





*In between preparing for her matric exams, Simphiwe is involved in every aspect of the family farm*

# ALL IN THE FAMILY

12 POULTRY BULLETIN AUGUST / SEPTEMBER 2023







The contribution of women across the poultry value chain is in the spotlight this Women's Month and what really excites us is looking ahead to a new generation of women producers.

Simphiwe Sibeko is one such junior farmer

By **Diane McCarthy**



Simphiwe Sibeko is learning the poultry business alongside her father, Joseph, on their farm in Zuurbekom, near Soweto

**Working with family** is not always easy, but 19-year-old junior poultry farmer Simphiwe Sibeko wouldn't have it any other way. "Even though we argue sometimes, my dad listens to me. He values my judgement and my participation. He considers my advice, does some calculations and then, understandably, makes the final decision, because he has more experience than me."

Simphiwe partners with her father, Joseph, and mother, Chenjiwe Sibeko, in operating the family business, Sibeko Farm, in Zuurbekom, an agricultural community on the outskirts of Soweto. Owning a farm was a long-held dream of her father's, one Simphiwe heard him speak of throughout her early years. He was a hard-nosed Soweto businessman who ran a spaza shop, saving his resources until he could afford to realise his dream. In 2011, when Simphiwe was nine, they moved to the farm and started building.

Although she's still only getting ready for her matric exams, Simphiwe has been farming chickens alongside her parents for the last few years.

"It's amazing to have this relationship with them; sometimes we are parents and daughter and sometimes business partners. I wouldn't change it for anything," she says.

Fortunately, Simphiwe is a morning person, as she has a lot to accomplish during the day. "If you don't run the day, the day will certainly run you! I get up early, shower, go to school, come back, have a short nap and then catch up with my dad. He fills me in on what has happened on the business front through the day and then I get stuck in, before going back to my studies." Weekends are reserved for the chickens. "Right now, I do a bit of everything – take stock, get into the numbers of the business, ▶

the cash flow, how the money works. We're planning to expand, so there's a lot of work around cash flow at the moment. Luckily, business studies is my favourite subject at school."

The Sibekos farm with broilers, layers and the highly prized black chickens needed for traditional ceremonies. Currently, they produce about 500 broilers per cycle and have 100 layers producing about 95 eggs a day. They took a knock from avian influenza in 2021 but, after applying strict biosecurity measures, they've been slowly recovering and hope to reach capacity as soon as possible. They have two chicken houses, with a total capacity of 5 000 birds. In an effort to expand their customer base, they are approaching prospective customers, mainly slaughterers, in the neighbouring communities of Lenasia, Kagiso and Eldorado Park.

The broilers are the most successful part of their business, but their black chickens are in big demand. These birds proved to be immune against

The Sibekos farm with broilers, layers and the prized black chickens needed for traditional ceremonies



the avian outbreak, which was a great boon for the Sibekos. "It's a niche business," says Sibeko snr. "People will travel far to come buy these." They also supply indigenous birds to

customers looking to farm their own flock.

Although Simphiwe is looking forward to continuing her education after she matriculates this year, she is certain that this enterprise is where her future lies. "I want to study poultry management, hydroponics or maybe agriculture as a whole. But I am in no doubt that I want to continue working on the farm. I enjoy the business. At first, I found it hard, but I have learnt so much. Chicken farming has taught me patience and endurance and I am so grateful for that."

Joseph Sibeko has complete confidence in his daughter. "I am proud to be her mentor. I know the future of our enterprise will be safe in her hands. Of this, I am sure." 📷

**'After matric I want to study poultry management, hydroponics, or maybe agriculture as a whole'**

## CONTACT DETAILS

Simphiwe and Joseph Sibeko, 073 108 4432 or [licordsibeko@gmail.com](mailto:licordsibeko@gmail.com)







# ARMING SAPA WITH FACTS AND STATS

Making sense of poultry production data is a crucial function of SAPA, and a team of women with razor-sharp focus is behind the statistical analysis in the reports members regularly receive. **Melinda Shaw** meets Shelley Johnston and her team at Leading Edge

**For the past eight years**, SAPA has relied on Leading Edge to make sense of the loads of information that is collated on behalf of the industry. From production data of large and small producers to information on spent hens, and feedback from hundreds of subsistence farmers, the team sifts through mountains of data every month. The reports they write enable high-level decision-making about funding, expansion, trade prospects and more for SAPA's members and for the greater poultry industry in South Africa

Owner Shelley Johnston has worked with the poultry industry since the 80s, and recalls the early days when she learnt at the side of the late Gert Strydom of Golden Lay Farms Ltd, as they developed production forecasting spreadsheets for the company.

More advanced versions of these forecasting models for the egg and broiler industries are still at the core of what Leading Edge does for SAPA. Johnston and her colleagues, Justine de Winnaar and Gail Bradford, use these in conjunction with actual data from farmers which Silverpath Consulting collates to predict production levels for the two industries, and these are presented as the reports that SAPA members receive on a regular basis, and which *Poultry Bulletin* summarises in "Members' Noticeboard" (see page 24).

Over the years, the team has developed and fine-tuned the methods used to process the substantial amounts of data needed to write all the statistical reports that SAPA requires, in an attempt to ensure that the information they publish is accurate. Says De Winnaar, "We feel that this fine-tuning is never complete, as we are always working to improve the accuracy and relevance of what we publish."



Justine de Winnaar and Shelley Johnson





*It is very important for SAPA members big and small to submit their production data for the reports that benefit the whole industry*

The three women originally met in academia, in between studies and lecturing at the University of KZN. They all credit foremost poultry scientist Prof Rob Gous, these days an emeritus professor at UKZN, with igniting their love of agriculture. Johnson holds a PhD in poultry science, De Winnaar a masters in poultry science, and Bradford a masters in animal nutrition.

Johnston recalls, "My thesis involved simulation modelling of the hen's ovulatory cycle. A local KZN Midlands farmer and family friend said to me one day, 'Why don't you do something useful for egg producers?' I took up the challenge and developed record-keeping software for him." What started as a hobby became a business as word spread and demand grew, leading to the addition of pullet-rearing software, she explains. "Although we are contracted to SAPA, our core business remains the software sales and support. Thus, we wear

two hats and are careful to keep the functions separate so as not to breach confidentiality."

Bradford and De Winnaar both worked in the animal nutrition space before joining Leading Edge.

The data they create travels far, explains Johnston. "A vast number of local and international organisations make use of our poultry statistics, and that goes for government and the egg and broiler producers themselves. Our function is to get the data as accurate and representative of the industry as possible. As poultry scientists, understanding chickens and the industry structure helps us to evaluate and verify information in a way that a statistician would struggle to do."

Getting the necessary data is one of their ongoing challenges, and as statistical reporters they rely on poultry farmers and SAPA members to provide that information, which is why SAPA regularly calls on members to participate. De Winnaar explains: "With sufficient industry participation we are able to publish information that is a fair reflection of the industry. This is then a springboard for the multiple uses of the data; a decision-making tool for the industry itself, used by SAPA's lawyers in the fight against unfair trade and dumping, and also used by the Bureau of Food and Agricultural Policy (BFAP), Stats SA and DALRRD to accurately determine the status of the industry."

So what do their day-to-day operations look like? Bradford explains that each team member has her own list of priorities, which they handle independently. "I produce four trade

**'With sufficient participation from producers we can publish information that is a fair reflection of the industry. If the sample size is too small the results are skewed'**

reports on a monthly basis, with data sourced from SARS, and the broiler pricing report," she says. "Every three months, I publish the quarterly Key Market Signals reports for both the broiler and egg industries and, on an annual basis, it is my job to put together SAPA's Industry Profile."

The team also handles trade or pricing queries made by SAPA members and supports the SAPA team with statistics to back up their trade-measure applications and media releases. "The most challenging part of the job is convincing producers that statistics are really of immense value to the industry and supporting agencies and that it is a team effort, between our team and producers, to make our statistics meaningful," says Bradford. She also notes that a substantial amount of time is devoted to the real battle against misinformation about the industry, which requires ongoing efforts from SAPA's side to refute what the public is often fed on various media and social-media platforms.

**'Over the time we have been doing the reports, it has been sobering to see how hard it is to farm in this country'**

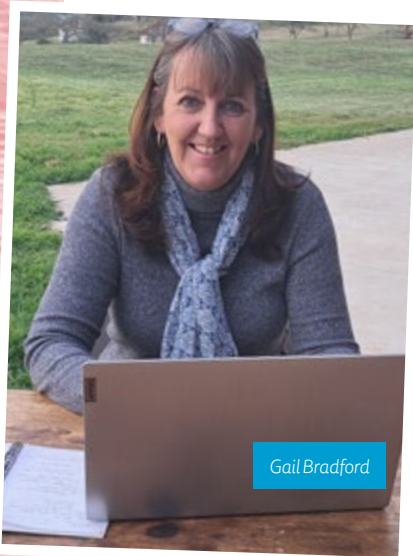




Johnston runs the egg forecasting model, using day-old-pullet data supplied by the industry, and she produces the monthly egg production and pricing reports. "I'm also responsible for three quarterly reports: avian influenza surveillance monitor, cull traders and feed ingredients." In addition she writes the annual reports for the SAPA board chairs.

She too notes the challenge of convincing more egg producers to contribute to the monthly pricing surveys. "If the sample size is too small, the results are skewed or meaningless," she explains.

De Winnaar handles the subsistence and small commercial farmer report and has taken a particular interest in the challenges expressed by many of these small and micro operators who participate in the biannual survey. "Some of their challenges are very unique, some are tragic in the sense that they express that their business is not thriving, yet they're wanting to expand operations regardless. I read every comment and feel fortunate to have the platform to share them with readers of the report as well as those of *Poultry Bulletin*." She also maintains the broiler forecasting model and compiles the monthly broiler production report.



Gail Bradford

**'Many local and global organisations use our poultry statistics, and that goes for government and egg and broiler producers too'**

While they are not directly part of the poultry industry, working alongside it rather than from the inside, all three of these women have had their hearts captured by the passion of South Africa's chicken farmers.

"Over the nearly nine years we have been doing the reports, it has been sobering to see how hard it is to farm in this country," says Bradford. "Every report we have put out has recorded the challenges of unfair trade, export barriers, HPAI outbreaks, feed costs, droughts, riots, loadshedding, municipal infrastructure failure, corruption and theft, high interest rates, soaring energy costs, staggering unemployment rates, constrained consumer spending, low margins and greedy retailers. Our farmers know what they are doing – but what an environment they operate in!" 📱

## CONTACT DETAILS

Contact Leading Edge Poultry Software:  
email [shelley@leadingedgesoftware.co.za](mailto:shelley@leadingedgesoftware.co.za)  
or visit [www.leadingedgesoftware.co.za](http://www.leadingedgesoftware.co.za)



## 'MY TOP CHICKEN RECIPE'

Shelley Johnson: "This **Chicken & Onion Tart** is my favourite – quick, easy and delicious with a green salad and crusty bread!"

**125g** butter  
**250g** diced chicken breast  
**4** onions, sliced  
**4T** flour  
**2 cups** milk, lukewarm  
**4** large eggs, whisked  
**1.5 cups** grated cheddar cheese

In a large pan, melt the butter, add the onions and chicken and fry until soft.

Stir in the flour to make a paste and slowly add in the milk, stirring continuously.

Add the eggs and cheese and mix well. Season to taste.

Pour the mixture into a pie dish and allow to cool off to room temperature, about 20 mins.

Bake in a preheated oven at 200°C for 30-35 mins until set.



*Makole Letsoalo is a firm believer in the power of farming to empower women. Start your own little business and generate your own income rather than being dependent, she says*



# **TEACHER, TRAINER, FARMER**

A teacher by profession, Tshwane-based farmer Makole Letsoalo has a passion for empowering others through knowledge  
By **Charmain Lines**



**“When I left teaching** I missed the four-cornered classroom and interacting with learners,” says Makole Letsoalo. The solution, she decided, was to go into training.

She contacted the sector education and training authorities (SETAs) of the industries in which she was interested, namely agriculture and construction, and attended all their courses. “I needed to know more about training and facilitation as they are different skills from what are used in regular classroom teaching.”

It was after she was employed by the Mpumalanga Agricultural Cooperation (MAC) that Letsoalo fell in love with agriculture in general and poultry specifically. “I love especially the traditional chickens,” she says. “I grew up staying with my grandmother and we had a lot of traditional chickens at home.”

These days Letsoalo presents training courses in agriculture and construction, aimed at giving people a better chance at success in life. The

target population, as she puts it, are unemployed people who want to start a business, as well as small-scale farmers and farmworkers who want to add a qualification to their practical experience. “Knowledge is key and we

need to constantly keep learning about new trends. I want to help empower the up-and-coming entrants in the market; there is a constant need for them to upskill.”

Letsoalo herself is gearing up to put the 21 ha of land she has to good use. She already has a flock of traditional chickens and is currently going through the necessary compliance processes to establish a broiler business. “I also want to farm with layers. I have enough space for broilers and layers, and they will complement each other.”

Should women consider poultry farming? Without a doubt, Letsoalo says. “Rather than staying at home waiting for men to work for them and take care of them, women can start their own small businesses and generate their own income. There is good money to be made either by buying broilers or eggs and selling or growing them.”

**‘I want to help empower the up-and-coming entrants in the market; there is a constant need for them to upskill’**

## GROWING A NETWORK AT AVI AFRICA

Letsoalo attended AVI Africa for the first time this year, and learnt a lot:

“It was very informative and I found it encouraging to see that our people are growing from subsistence farming to commercial farmers. It was helpful to hear so many different inputs on the very real impact of loadshedding on us all, and how it affects this industry.

“I enjoyed spending time in the exhibition hall with the chance to learn more about the modern equipment and new technologies presented by the exhibitors. The work that SAPA is doing in assisting small farmers is a good platform to start from. I would like to see more subsistence farmers attend in future to gain more knowledge and grow.”



### CONTACT DETAILS

Makole Letsoalo, 079 890 8971, or email: makolel@siyafundatta.co.za



# SUCCESS DEPENDS ON MORE THAN MONEY



*Eggsellent by Lebo started small as an egg reseller and grew steadily, earning grants and assistance along the way to expand the business through good business practices*

Lebogang Mashigo is well versed in the challenges faced by first-generation farmers, and this self-taught farmer's lessons are valuable to those starting out  
By **Charmain Lines**

**Given her background** in business management and the variety of funding she has received over the past three years, Lebogang Mashigo is better prepared for business success than many other aspiring farmers. But she is also a self-taught farmer who only entered the poultry industry in 2019.

Mashigo's understanding that success depends on more than access to money, was illustrated by the question she asked in one of the AVI Africa sessions, namely what advice the speaker had in terms of the mentorship and emotional support a farmer needs when taking the leap to grow from a small-scale to a medium-sized operation.

Mashigo tells *Poultry Bulletin* that she founded her business, Eggsellent By Lebo, in 2019 in Kwaggafontein in





the Nkangala District of Mpumalanga. "I started out as an egg reseller and only later began keeping layers," she says. "The business was my solution to making money since at that stage I had been home for a year to raise my newborn daughter. In 2020, during the Covid-19 pandemic, the demand for eggs went up and that pushed me to expand my operations."

At that time, Mashigo had already built a business that was viable enough to attract attention from funders. With fewer than 5 000 layers, she was supplying households, food businesses, guesthouses, lodges and boarding schools. Inspired by her ambition to grow from small-scale to commercial farming, she applied for and received a development grant from the National Youth Development Agency (NYDA) in 2020, as well as a small Covid-relief grant from an insurance company. In the following year, Eggsellent By Lebo secured a R200 000 investment from Unilever's small-business development fund. Mashigo's big break came in 2022 when the Mpumalanga Department of Agriculture, Rural Development, Land

**'A woman giving instruction to men is not easily accepted. We still need to fight for our place and to be respected'**

and Environmental Affairs approved the assistance she had applied for to develop a commercial egg farm with capacity for 30 000 layers.

"I believe I got the support because I demonstrated my ability to get the job done, and I showed the discipline, drive and passion needed to make a poultry business work," says Mashigo. "My advice is to start small, start with what you have and let your work speak volumes. Also comply and go get all the help you need."

Mashigo is clear about what "all the help you need" includes. Much as farmers need financial and technical resources to scale their businesses, she is convinced that emotional support can be the difference between a successful transition from small to medium or large-scale farming, and a process that ends in failure.

"Most of us are first-generation farmers in our families and communities, and many of us fall for the wrong business deals because we don't understand the value chain and which markets to get into so that we can grow and have profitable businesses. One needs a lot of knowledge, networks and emotional support to get started and then to be successful."

She also highlights the specific support women need, especially when it comes to leading and managing men. "A woman giving instruction to men is not easily understood or accepted. We still need to fight for our place, for respect and to be given equal

opportunities. I've had men calling me 'emotional' when I stood my ground and held people accountable."

Despite the challenges she recognises and experiences, Mashigo concludes on a positive note: "Women should get into this space. There's enough room for them in the industry and they have what it takes. Most of us make great leaders because we understand the needs of our communities." 📷

## MY FAVOURITE RECIPE

'I love this **Veggie Omelette** made with our eggs by @meals.with.the.loudpedigirl'

3 eggs  
Diced pepper  
Chopped onion  
Chopped spinach  
Sliced mushrooms  
Grated cheese

Sauté vegetables in a pan with butter until lightly cooked, then remove from pan and set aside.

In a bowl beat the eggs, and add seasoning to taste

Heat the pan to medium heat with a little butter and pour eggs into the pan.

Once eggs are cooked, add the vegetable mix and cheese to one half of the omelette.

With a spatula fold the other half of the omelette over.

Plate and enjoy.

### CONTACT DETAILS

Eggsellent by Lebo:  
WhatsApp 065 691 3814;  
orders@eggsellentbylebo.com

# LET'S RUFFLE SOME FEATHERS!



uppe marketing A35299A

## THEIR PERFORMANCE, YOUR SUCCESS

With over 100 years of experience and a team of commercially astute technical experts, we know how to feed chickens for profit. It's not only live mass that matters. How long it takes to get birds to the desired weight and how efficiently they convert the nutrients provided in the feed, whilst limiting waste all play a role.

We consistently apply the latest scientific nutrition principles, combined with an understanding of the commercial impact of our diets to formulate our perfectly balanced feed to ensure broilers achieve their full genetic potential which enables our customers success.



CONTACT OUR EXPERTS FOR MORE INFORMATION ON OUR MANY BROILER FEED SOLUTIONS

GET IN TOUCH

 [www.epol.co.za](http://www.epol.co.za)  
 [epolinfo@rcffoods.com](mailto:epolinfo@rcffoods.com)

FOLLOW US



#WeAreRainbow



# PELLET SIZE AND PARTICLE PREFERENCE

## Effect of pellet diameter and length on performance and particle preference of broilers fed diets based on coarsely ground wheat and maize

Processing of diets for broiler chickens results in high energy use due to the fine grinding and the small diameter of the holes in the pellet die. An earlier experiment showed that 3 mm diameter diets with coarsely ground cereals did not affect performance negatively. Thus, an experiment was carried out where diets based on coarsely ground wheat and maize were pelleted to the same physical quality but with either a 3 or a 5 mm diameter die.

The effect of a large length of the 5 mm diameter pellets was also studied by adjusting the knife such that the average length was either approximately 6, 8 or 10 mm.

Each diet was fed to 8 pens with 40 male Ross 308 broiler chickens from 10 to 34 days of age. A commercial crumbled starter diet was used. Post-pellet temperature was around 83 °Celsius for all diets and durability varied between 87 and 89. Wet sieving revealed that much more of the coarse particles were preserved during pelleting when a 5 mm diameter die was used, approaching 20% particles > 2 mm and 40% > 1 mm.

Increasing pellet diameter had no effect on weight gain from 10-16, 17-28 or 29-34 days of age, but feed/gain increased ( $P<0.05$ ) from 1.44 to 1.46 for the whole period, which appeared to be due to feed spillage at 10-16 days of age for the 5 mm diameter diet as indicated by an unusually high feed intake.

The 3 mm diameter pellets resulted in a higher feed intake during 1-hour feeding preceded by 2 hours of starvation than the 5 mm diameter diet at 15 and 22 days of age and no clear particle preferences were observed.

At 29 days of age, no differences were seen in feed intake and particles >2.8 mm were preferred. Interestingly, birds given the 5 mm diameter and 6 mm length pellets did not seem to avoid particles >4.75 mm at 15 and 22 days of age and had a strong ( $P<0.05$ ) preference for these particles at 29 days of age.

No differences in ileal digestibility of starch or nitrogen were observed, which concurs with the lack of differences in particle size distribution of ileum contents.

Gizzard size and pH of contents were not significantly affected, but thickness of the large gizzard muscle increased with the 5 mm diameter diet. Individual weights of all birds within pen demonstrated that none of the diets affected weight variably. Increasing the length of the 5 mm pellets had no effect on any performance parameters, indicating that broiler chickens are able to handle good durability pellets as large as 5 mm diameter and 10 mm average length.

In conclusion, it appears that a more energy-efficient pelleting process resulting in larger micro- and macro-structure can be applied without negative effects on broiler performance.

This research above was conducted by M. Neteland, B. Svihus, C. Gundersen Storkås, S.E. Ording Reierstad from the Norwegian University of Life Sciences in Aas, Norway. This summary appeared in the ESPN Proceedings of 21-24 June, 2023 in Rimini, Italy.



**Brett Roosendaal**  
Epol - Nutrition Executive  
epolinfo@rcffoods.com







# MEMBERS' NOTICEBOARD

All the key communications to SAPA members, neatly tied up

Compiled by **Michael Acott**

## Report shows import tariffs won't cause harmful price rises

The Genesis Analytics report indicates the minister should impose those long-awaited duties now, says **Izaak Breitenbach**

**SAPA has received a report** that shows the impact of import tariffs on the retail price of chicken is far less than the minister feared.

Last August the minister of trade, industry and competition Ebrahim Patel, approved new antidumping duties on bone-in chicken imports from Brazil and four European Union countries. However, he then suspended the imposition of those duties for a full year due to fears that they would add to rising food-price inflation.

Our report shows that he need have no such worries and that he should impose the antidumping duties without any further delay.

Research by Genesis Analytics, commissioned by our law firm Webber Wentzel says the antidumping duties

approved by Minister Patel might raise retail prices by a maximum average of 2.5%. Genesis calculates a potential increase in IQF retail prices of between 2.5% and 4.6%. The potential increase for non-IQF frozen chicken portions is 1.8% to 4%.

The likely impact is far lower. Retail prices would be kept down by multiple factors, including competition among producers and retailers, retailers' buying power and the possibility that import prices would be dropped to counter the new duties.

We have passed the Genesis report to Minister Patel, and hope it persuades him to impose the tariffs for which the poultry industry has been waiting for a year.

The numbers don't show that the temporary provisional duties last year

*Izaak Breitenbach calls on Minister Patel to finally impose the approved antidumping duties*




Photographs: Elaine Baništer Photography; Shutterstock

caused harmful price increases for consumers. And retail prices didn't drop when the duties expired – they went up.

The report shows a poultry industry under severe pressure because of rising input costs. It found no evidence of "supra-competitive" price increases – price rises higher than would be expected in a normal competitive market.

"This indicates that supra-competitive producer prices did not prevail when the provisional duties were in place, and there is no reason to expect that they will occur in the foreseeable future," Genesis said.

That shows that the industry is battling, but it is playing fair. We hope Minister Patel has taken note. 



▲ Consumers are not likely to be affected by the imposition of antidumping duties on imported chicken

**AFGRI Animal Feeds plays a vital role in the food chain by transforming high quality raw materials into balanced feed for superior animal production.**

**Our products are manufactured with care and based on innovative technology, research and processes to guarantee that animals achieve their peak performance and health with optimal nutrition.**



Your partner in **Agribusiness**







# Awards season!

**SAPA traditionally** uses the opportunity of its annual general meeting to reward valued SAPA members and associates for positive contributions to the industry. This year's AGM took place at the AVI Africa poultry congress, and the winners were able to accept their awards in person for the first time in several years.

### **Congratulations to the following winners:**

- Dr Sifiso Ntombela received a certificate of merit in recognition of his work and services rendered to the South African Poultry Association.
- The Gauteng Department of Agriculture, Rural Development and Environment was awarded a certificate of merit in recognition of the contribution that GDARDE has made to the South African poultry sector.
- Ncumisa Mcata-Hlaudi of the DTIC received a certificate of merit in recognition of her work and services rendered to the South African poultry industry and the broiler masterplan initiative.
- Melinda Shaw received a certificate of merit in recognition of her work and services rendered to SAPA as editor of *Poultry Bulletin*.
- Louisa Nel received a special award in recognition of her valuable commitment to the South African poultry industry. 📄



Louisa Nel receives her award from Colin Steenhuisen



Motlato Mokaepae accepts the award on behalf of GDARDE



Our ed Melinda Shaw receives her award from Gary Arnold



Ncumisa Mcata-Hlaudi



Dr Sifiso Ntombela



**Are you using antimicrobials responsibly?  
Do you know how to reduce development of  
antimicrobial resistance in your poultry  
production facility?**



## **V-Tech supports and spearheads the prudent use of antimicrobials in intensive poultry production.**

Antimicrobials used in poultry production must be prescribed by a specialist veterinarian and fulfil three important criteria, they must be:

- Specific** Based on sensitivity testing within V-Tech's Antimicrobial Resistance surveillance program
- Effective** The dosage used must be in relation to the sensitivity of the bacteria
- Safe** Meat and eggs must be safe for human consumption, which is controlled by V-Tech's residue monitoring program.



pharmacist@v-tech.co.za / 0860 109 779

[www.v-tech.co.za](http://www.v-tech.co.za)





# Whether it's going to **Durban** or **Durbanville**, we can help.

www.fishgate.co.za\_UJ\_14724



**Unitrans offers leading end-to-end logistics services for the poultry industry.** We're experienced in the distribution of eggs, live birds, animal feed, bulk & packed food products, as well as downstream cold logistics services. All supported by exceptional quality & safety standards, and a well-established national footprint.

Find out more at [www.unitransafrica.com](http://www.unitransafrica.com)



POWERED BY **Kap** 





# Bird flu the 'big wild card' for global poultry trade

**What happens to world** poultry markets if exports from Brazil, the world's largest chicken exporter, are reduced or cut off completely due to outbreaks of avian influenza?

The issue is addressed by international food and agri-bank Rabobank in its Global Poultry Quarterly Report for the second quarter of 2023.

The bank said the continued global spread of bird flu is the "big wild card" for global poultry trade in 2023. The virus was getting closer to Brazil's southern states, which accounted for 60% of the country's chicken production.

"The biggest wild card is a potential outbreak in Brazil's key production areas in the south. If this happens, global trade flows could turn fast and prices could rise."

Major importing countries in Asia and the Middle East would be pushed to rethink sourcing.

"Alternative suppliers like the US (legs and feet), Thailand (for breast meat), Russia, Turkey and Ukraine would benefit.

"If most southern Brazilian states, or even all of Brazil, were restricted from trade, it would significantly impact most cut markets, and for some, such as those for breast meat (and) whole chickens and bulk markets such as those for legs, feet and mechanically deboned meat, there would be insufficient alternative supply available."



The bank said major importing countries may choose to change their sourcing, which would benefit alternative exporters like the US, the EU, Ukraine, Russia, Türkiye, Thailand and China.

"This would result in higher prices, and for some submarkets, like breast meat and whole birds, there would be insufficient supply, which could have an additional bullish impact on prices."

The bank noted that Brazil's chicken exports had increased sharply this year, including to South Africa which had become Brazil's third biggest market after China and Saudi Arabia. It said the increase might be due to importers anticipating bird-flu bans on Brazilian supplies. 

▲ In its Q2 2023 report Rabobank forecasts what might happen to world poultry trade if avian flu reduces Brazil's output

**'If most southern Brazilian states were restricted from trade, it would significantly impact most cut markets and for some there would be insufficient alternative supply available'**





# In loving memory of John Fourie

(1948 - 2023)

**It is with deep sadness** that we take our leave of John Fourie, a visionary entrepreneur and the beloved owner of Chubby Chicks, who left this world on 16 May 2023, at the age of 75. John was a remarkable man whose dedication and passion transformed a humble chicken joint into a state-of-the-art enterprise that has become synonymous with excellence.

Born in 1948, John embarked on his entrepreneurial journey in 1969 when he founded Chubby Chicks with a small establishment and a big dream. His unwavering commitment to quality and customer satisfaction set him apart from the competition right from the start. With his infectious enthusiasm and innovative business strategies, John propelled Chubby Chicks to unprecedented heights.

Under John's exceptional leadership, Chubby Chicks flourished into an iconic brand that captured the hearts and taste buds of countless customers. Through his tireless efforts, he managed to build a reputation of trust, reliability and mouth-watering goodness. Today, Chubby Chicks stands tall as a testament to John's indomitable spirit and unwavering pursuit of excellence.

John was not only a successful entrepreneur but also a beloved figure within the community. He was known for his warm personality, genuine kindness and willingness to



▲ John Fourie and his grandson, John Jnr

lend a helping hand. He generously sponsored numerous community events and initiatives. John's generosity and philanthropic endeavours touched the lives of many, leaving an indelible mark on the community he cherished.

Beyond his professional accomplishments, John was a devoted family man whose love was felt by all those who had the privilege of being part of his family.

John's legacy as the driving force behind Chubby Chicks will continue to inspire generations to come. His dedication, hard work and commitment to excellence have left an indelible imprint on the industry. The brand he nurtured with love and

passion will continue to thrive, a testament to his remarkable vision and leadership.

We mourn the loss of John Fourie, a true pioneer, a respected businessman and a beloved member of our community. His remarkable achievements and generous spirit will forever be remembered. We extend our deepest condolences to his family, friends, and all those whose lives he touched. May his soul find eternal peace and may his memory continue to brighten our lives.

With heavy hearts, we say goodbye to a visionary leader and a true inspiration. John Fourie, you will be deeply missed, but your legacy will live on. Rest in peace. 🙏



# Local chicken production down

**South African chicken production** declined in February and March this year, while import figures showed an increase.

The South African Poultry Association's broiler production report for March 2023 shows an average production that month of 19.6 million birds per week (bpw). This is down from 21.6 million bpw in January and 20.4 million bpw in February. The average for the first three months is 20.7 million bpw.

Local production has been rising since 2019, when the poultry masterplan was signed. The plan aims to expand domestic production and curb dumped and illegal imports. Production rose as planned, from

19.6 million bpw in 2019 to 21.3 million bpw in 2022.

Imports declined from 23.6% of total consumption in 2019 to 16.8% in 2022, but they have risen again this

year. By March imports accounted for 22.2% of South Africa's chicken consumption, which has dropped this year from 195 000 tons in January to 185 000 tons in March. 📉

## Annual broilers produced

Year	Total	% change	Avg./week	% change
2019	1 017 926 069		19 513 506	
2020	1 069 645 984	5.1	20 452 676	4.8
2021	1 090 271 728	1.9	20 923 753	2.3
2022	1 112 718 865	2.1	21 334 419	2.0
to Mar 2023	266 503 843		20 718 008	-2.9

Source: SAPA

# Feeding growth in Africa.



www.cbh.africa





# MEMBERS' NOTICEBOARD

## Producer prices up 11% in March

**Producer prices** of chicken rose by 10% in the first quarter of this year compared to the first 3 months of 2022. The average increase for March was 11%.

SAPA's monthly broiler price report for March shows an average producer price of R31.24/kg. The total combines frozen (average R29.77/kg) and fresh chicken (R40.06/kg). Frozen

chicken accounted for 85.7% of sales, and fresh chicken 14.3%.

Frozen chicken prices rose 2% from February and 10.2% from March 2022. Fresh chicken prices were 0.9% higher than February, and 13.8% above the previous year.

The breakdown of producer prices for frozen chicken showed

that individually quick frozen (IQF) mixed portions fetched an average of R30.10/kg in the first quarter of the year, up 4% over the same period in 2022. Whole frozen chicken fetched R33.87, up 10% from Q1 in 2022, and frozen sundries averaged R14.39/kg over the first three months, 13.6% above the previous year. 📊

### Annual realisation (R/kg)

Year	Total	% change	Fresh	% change	Frozen	% change
2019	22.89	0	30.63	0	21.80	0
2020	23.52	2.7	31.81	3.9	22.43	2.9
2021	26.18	11.3	33.80	6.2	25.09	11.9
2022	29.36	12.1	36.38	7.6	28.22	12.5
2023 YTD	30.90	5.2	39.71	9.1	29.41	4.2

Source: SAPA



**Eagles Pride Hatchery**

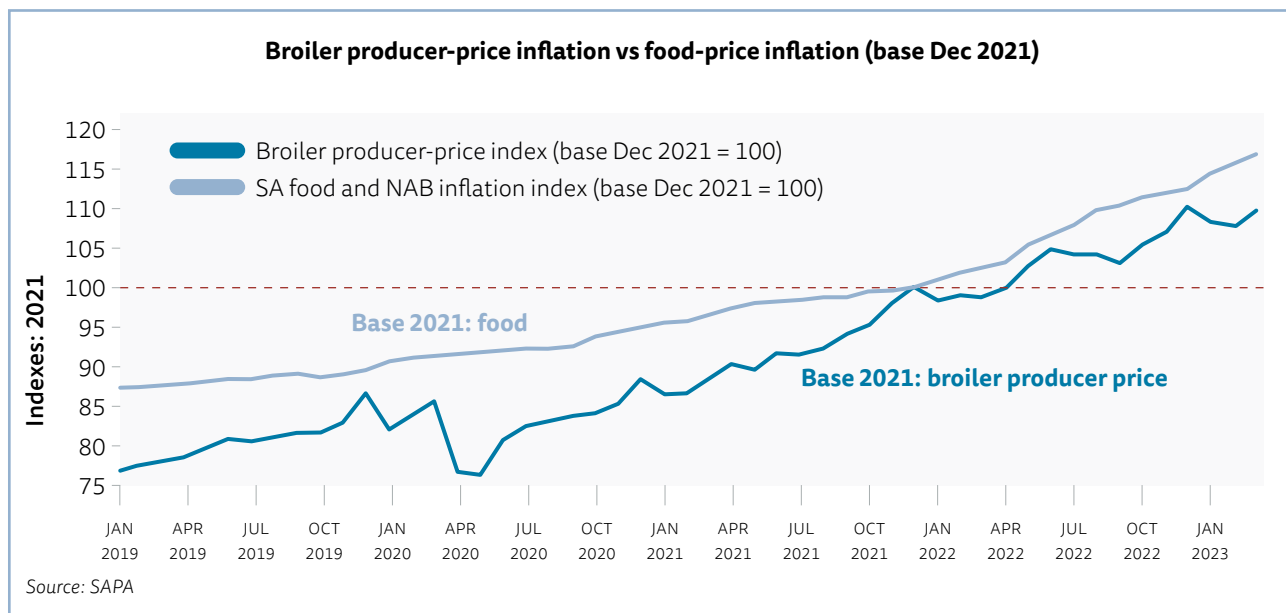
# Hatched with pride



*The largest independent, non-integrated  
day-old broiler chick supplier in southern Africa.*

+27 12 808 9930 / +27 79 890 8488  
[www.eaglespride.co.za](http://www.eaglespride.co.za)  
[info@eaglespride.co.za](mailto:info@eaglespride.co.za)

# Feeding SA with affordable protein



**SAPA proudly asserts** that the chicken industry provides South African consumers with affordable protein. This is a claim borne out in three sets of statistics in SAPA's Key Market Signals report for the first quarter of 2023.

- For the past five years, the producer price of broiler chickens has risen slower than the increase in overall food-price inflation.

SAPA statisticians have indexed the broiler producer price and compared it to an index of the South African food and non-alcoholic beverages (NAB) price for urban centres – the food inflation rate. The graph shows that not only has the chicken price increase been lower than food inflation this year, but this has been the case since 2018.

- In real terms, after discounting for inflation, the price of chicken has risen very little in the past five years.

The nominal (actual) producer price of chicken has gone up from R22.44/kg in 2018 to R30.90 this year. In real terms, however, discounting for inflation, the price has gone up from R22.44/kg to R23.09/kg over those five years.

- Chicken and eggs remain the country's most affordable protein.

Chicken and pork have tussled over the years for the position of cheapest meat protein, with chicken being cheaper than pork in three of the past four years. Recent steep rises in pork prices, compared to far more modest increases in chicken producer prices,

leave chicken the far more affordable choice. And eggs have been the overall cheapest source of protein for the past five years.

Average prices for the first quarter of 2023 are: beef (class A2/A3) R55.98/kg; beef (class C2/3) R49.63/kg; pork (all classes) R35.33/kg; chicken R30.90/kg and eggs (all sizes averaged) R25.89/kg. 📊







# Slowdown in feed price increases



**Good news for poultry producers** is that the increases in the prices of the two main components of chicken feed – maize and soya – are slowing and should continue to do so for the rest of this year.

Feed makes up 70% of a poultry farmer's input costs, and steep price increases this year, particularly due to the war in Ukraine, have put producers under pressure.

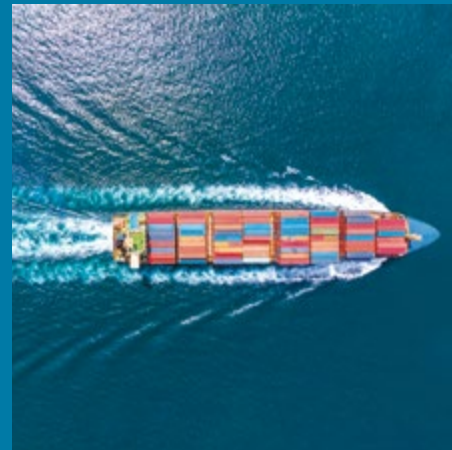
SAPA's latest feed ingredient report shows that the tide might have turned. The estimated yellow maize price for

Randfontein in June 2023 was R4 008/ton, 10.3% lower than in June a year ago. Soya meal was R8 150/ton, a drop of 9.3% from 2022.

Forecasted prices for December for Randfontein show a further tapering off of increases. Yellow maize is forecasted at R4 152/ton, 14.5% below the previous year, soya meal at R8 330 (-18.3%) and sunflower oilcake at R5 370/ton (-39.7%).

The exception was fishmeal, estimated at R30 000/ton, 30% higher than a year ago. 📌

## Poultry imports dip



**The upward trend** in poultry imports that began last November has ended for the moment, after declines in April and May, according to the latest available statistics. However, boosts in earlier months mean the total for the first five months is nearly back to 2020 levels.

Imports of bone-in portions, which compete with local individually quick frozen (IQF) packs, were also down in May. High import levels continued for mechanically deboned meat (MDM) and offal, both of which have been rising steadily all year.

The Netherlands has been cleared to resume chicken imports to South Africa after a bird-flu ban was lifted at the end of June 2023. Ireland was cleared earlier this year, but the other eight European Union countries licensed to export to South Africa remain on the bird-flu banned list.

Imports from Brazil also remain high, possibly in anticipation of bird-flu bans hitting the world's largest poultry exporter. 📌

### Forecasted feed ingredient prices: December 2023

Feed ingredient	Randfontein		Pietermaritzburg	
	Price (R/ton)	y/y** % change	Price (R/ton)	y/y** % change
Yellow maize	4 152	-14.5	4 302	-14.1
Sunflower oilcake	5 370	-39.7	5 370	-39.7
Soya meal	8 330	-18.3	8 530	-18.0
Fishmeal	30 000	30.4	30 200	30.2

\*\*December 2023 compared to December 2022

Source: SAPA

# Quality Poultry Crates

Crates



SPACE SAVER LIVE BIRD CRATE



■ VIRGIN RED  
■ RECYCLED BLACK

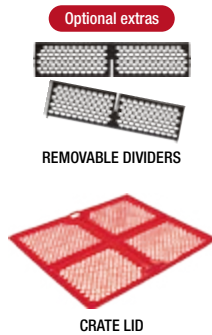
CLASSIC LIVE BIRD CRATE

Crates



■ VIRGIN RED  
■ RECYCLED BLACK

CHICK CRATE



REVERSE STACK EGG CRATE

Crates



CLASSIC EGG CRATE



■ VIRGIN RED  
■ RECYCLED BLACK

CLASSIC FREEZER CRATE



■ VIRGIN WHITE  
■ RECYCLED BLACK

SQUARE FOOT BATH

See our wide range of products at [www.poltek.co.za](http://www.poltek.co.za)

## POLTEK CRATE DIVISION

Tel: 0861 POLTEK (765835) | 011 866 1240 | [www.poltek.co.za](http://www.poltek.co.za)  
 e-mail: [sales@poltek.co.za](mailto:sales@poltek.co.za) | [quotes@poltek.co.za](mailto:quotes@poltek.co.za) | 1456 Bevan Road, Roodekop, Germiston  
 POLTEK®/Custom Moulders® and the POLTEK® logo are all registered trademarks of Custom Moulders®. E&OE

AVAILABLE AT YOUR LOCAL DISTRIBUTOR







Chemuniqué exists to  
**SERVE FEED AND  
FOOD PRODUCERS,**  
to improve their sustainability  
and efficiency in  
**CONTRIBUTING TO  
FOOD SECURITY**  
for the people of our region.



**VILOFOSS®**



askuswhy@chemuniqué.co.za | +27 (0) 11 789 2414 | www.chemuniqué.co.za



# CHEMUNIQUE

Partnering for sustainable feed  
and food production

As Chemuniqué celebrates its 25th anniversary, we reflect on our journey and the values that have enabled us to become a leader in the livestock production industry. Our mission to serve feed and food producers to improve their sustainability and efficiency in contributing to food security has remained unwavering over the past 25 years. We are a team of passionate people, committed to enhancing feed and food production in sub-Saharan Africa and our goal is to use global knowledge, strengthened by local research and expertise, to produce feed for food for the future.

A significant part of our success has been the strong partnerships that we have built over the years with our customers and suppliers. Today, we are proud to partner with the leading scientifically innovative, international organisations in our industry, including Zinpro, IFF, CJ Bio, Vilofoss, Arm & Hammer, and Alura. These partnerships are not just business relationships, but are based on trust, mutual respect, and a shared commitment to sustainability and responsibility.

Our product portfolio of research-proven animal feed additives delivers measurable economic benefits without compromising on sustainability. The additives that we offer are designed to improve the nutritional value of animal feed, enhance animal health, and increase productivity, all while maintaining the highest levels of scientific credibility, responsibility, and integrity.

As we celebrate our 25th anniversary, we would like to thank our customers, suppliers, and partners for their continued trust and support. It is only through these strong partnerships that we have been able to achieve our mission of enhancing feed and food production in sub-Saharan Africa. We look forward to many more years of working together to build a sustainable future for the animal production industry.

Terry Wiggill  
**Managing director**

Dr Peter Plumstead  
**Innovation director**

**We thank our customers, suppliers, and partners  
for their continued trust and support.**

Find us at Stand 21, AFMA Forum from 5–7 September at Sun City.  
**#AFMAForum #25yearsofpartnership #sustainablefeedandfoodproduction  
#Alura #Chemuniqué #CJBio #IFF #sciencehearted #Vilofoss #Zinpro**



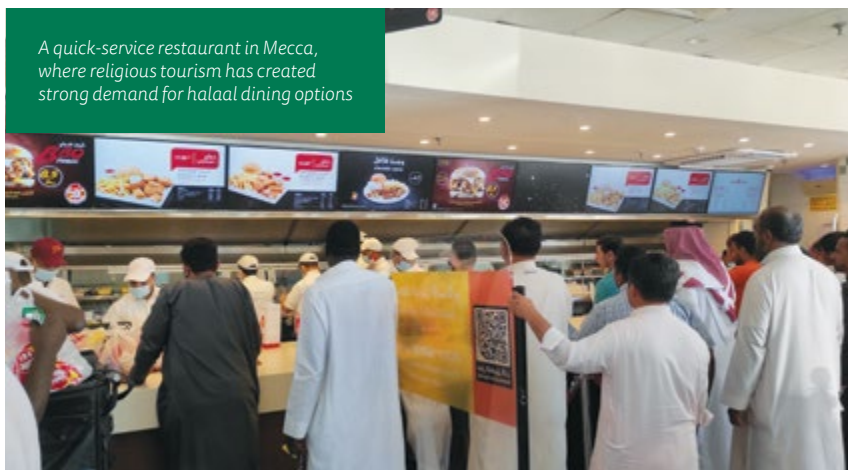


Illustration: Ellen Heydenrych Photographs: Whaiz Al Qadri / Shutterstock.com; Evannovostro / Shutterstock.com

# **EXPORTS: A MARKET IN SAUDI ARABIA**

Looking for export opportunities for South African chicken producers is one of the aims of the masterplan, and exciting developments are afoot. By **Charmain Lines**

*A quick-service restaurant in Mecca, where religious tourism has created strong demand for halaal dining options*



**Towards the end of July**, a formal invitation was issued to the Saudi Arabian department of agriculture to pay an inspection visit to five South African chicken producers before the end of 2023. This small act represents a major step on the road to position the South African industry for exports.

With its population of 65 million, and millions of Hajj pilgrims visiting the country every year, Saudi Arabia is a huge consumer market. It is also a market that loves chicken and whose

per-capita consumption is steadily growing. The domestic industry currently only meets about 60% of demand. The shortfall is picked up mainly by Brazil, with France and to a much smaller extent, the UAE, Russia and Argentina also contributing.

These all make Saudi Arabia an attractive destination for chicken exports from South Africa. Adding to the appeal is the fact that the Saudi market prefers the smaller-sized bird in which our producers specialise. And, says, Izaak Breitenbach, GM of SAPA's Broiler Organisation, the competitiveness of the South African industry counts heavily in its favour. "While the Saudi government is pumping considerable support into expanding the industry over there, production costs are simply too high to make self-sufficiency a reality, even in the

## DID YOU KNOW?

In 2022, South Africa's exports to Saudi Arabia totalled US\$403.56 million, a quarter of which was fruit and nuts.

## SAUDI ARABIA FAST FACTS

- Produces 950 000 tons of chicken per year.
- Chicken industry valued at US\$17.3 billion in 2023.
- Consumes about 50kg of chicken per person per year (in 1962 the figure was less than 1kg).
- Imported 652 283 tons of chicken meat and products in 2021.
- 70% of chicken imports (206 million tons in 2021) come from Brazil.
- Wants to attract 30 million religious tourists per year by 2030.
- Poultry meat is mostly marketed as whole birds.
- Al Watania Poultry is the biggest producer at one million birds per day.





# MASTERPLAN PILLARS

long term. The country does not produce any feed crops, purifies sea water to meet its freshwater needs and all chicken houses must be air conditioned for the birds to survive the heat." As one of the most competitive global producers, South Africa could feasibly replace exports from countries other than Brazil.

It is also important to bear in mind that we are not looking to completely capture the Saudi export market, says Breitenbach. "Moving into exports is a strategic measure to increase the total value of the carcass we produce. Breast meat fetches a far lower price in South Africa than it would in Saudi Arabia, which means that even exporting a small volume of meat will make a significant difference to a producer's profitability and, therefore, sustainability."

Currently, only about 1% of local production is exported, almost all of it to our neighbouring countries. As far as the Middle East goes, only the UAE imports South African chicken at present. If the inspection visit goes well, exports to Saudi Arabia could start by the end of 2024.

**'Breast meat fetches a far lower price in SA than it would in Saudi, so exporting even a small volume of meat will make a significant difference to a producer's profitability'**

*Chicken kabsa with rice mandi is a traditional Saudi Arabian dish*



## Ticking the boxes

Breitenbach explains that South Africa is looking to export fresh and frozen meat to Saudi Arabia. The permits that would enable it are issued at the end of a long government-to-government negotiation process that, from South Africa's side, is handled by DALRRD.

Breitenbach reports that a residue-monitoring programme has already been submitted to the Saudi government and that other requirements, including disallowed diseases, have been resolved. A significant sticking point is the halaal-slaughtering requirements that are more stringent in Saudi Arabia than in most other countries, South Africa included. Here (and in the UAE)



*Saudis love chicken, but climatic conditions prevent local production to keep up with growing demand*




birds are stunned before their throats are cut. Stunning is not allowed in Saudi Arabia, which means that local producers wanting to export will have to change their abattoir processes. Breitenbach says that the Saudi government has provided exact guidelines in this regard and adds that none of the five producers that have expressed their interest to export will pursue certification for all their operations. "Only specific farms, hatcheries and abattoirs need to be registered for traceability purposes, given that the goal is not for us to become an export industry."

Compartmentalisation is another point on which agreement is needed. Traditionally viewed as provinces, compartments in South Africa are now understood to be companies – a principle the Saudi government needs to agree to.

Negotiations have advanced far enough, however, that DALRRD could issue the invitation to its Saudi counterpart to come out for site inspections at the companies that want to export. Allowing time for shortcomings to be rectified, South Africa's accreditation as an

approved exporter to Saudi Arabia could be issued within 12 months after the inspection. Once exports start, DALRRD will act as the Saudi government's agent to ensure that the individual companies meet the requirements of their export permits.

"Exports are unlikely to ever be the mainstay of our industry, but the role they can play to improve our sustainability is an opportunity not to be missed," concludes Breitenbach. 

*Jeddah Islamic Port is Saudi Arabia's main commercial port where exports and imports are processed*



## THE POULTRY MASTERPLAN'S EXPORT PILLAR



- Targets SADC, other countries in the African Continental Free Trade Area (ACFTA), the European Union, the United Arab Emirates and the Middle East.
- Aims to export 3% to 5% of local production by 2024 and 7% to 10% by 2028.
- Has created 120 tons of additional cooking capacity per week with the aim to access the EU and Middle East where there is greater demand for partially and fully cooked poultry products.





Echo Insulated Panel Manufacturers was established in Pretoria in 1995 and at the time specialized in insulated panel manufacturing in the cold room industry.

Echo realized the need for professional services to the poultry industry around 2007 and developed high quality poultry housing for the commercial poultry farmer.

Echo now leads the manufacturing of controlled environment poultry housing having a dedicated poultry division to service the poultry industry in South Africa and other African countries.



Echo manufactures all materials to build environmental controlled houses in our state of the art production facilities in Pretoria.

The combination of manufacturing and construction of all materials in-house , gives Echo the advantage and competitive edge in the poultry building industry.

# ECHO OFFERS COMPLETE TURNKEY SOLUTIONS IN THE POULTRY INDUSTRY



Telephone: 012 803 9490    Email: [info@echocoldrooms.co.za](mailto:info@echocoldrooms.co.za)    Website: [www.echocoldrooms.co.za](http://www.echocoldrooms.co.za)

Pieter Buitendag  
Sales Director  
082 803 1104  
[pieter@echocoldrooms.co.za](mailto:pieter@echocoldrooms.co.za)

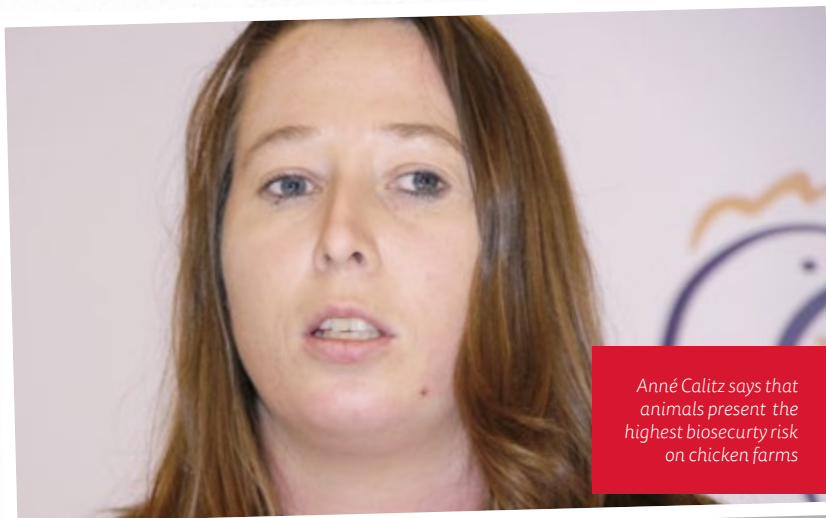
Charles Du Toit  
Sales Representative  
060 820 8988  
[charles@echocoldrooms.co.za](mailto:charles@echocoldrooms.co.za)

Hannes Nel  
General Manager  
082 808 8353  
[hannes@echocoldrooms.co.za](mailto:hannes@echocoldrooms.co.za)



# EXPERTS WEIGH IN ON BIOSECURITY

Three experts share their different takes on this key pillar of a successful poultry operation  
By **Charmain Lines** and **Diane McCarthy**



*Anné Calitz says that animals present the highest biosecurity risk on chicken farms*

## 'Biosecurity is an attitude'

It can feel like a huge burden on a poultry farm but **Anné Calitz** from BioChek sees biosecurity as the most effective and economic way to control poultry diseases. It is time, effort and money well spent considering the impact that a disease outbreak can have on individual farms and the entire industry.

The biosecurity bigger picture has three aspects to it, says Calitz:

1. Bio-exclusion, which is preventing the introduction of unwanted disease agents into the farm.

2. Biomangement, which entails controlling diseases that are already present in a flock.
3. Biocontainment, which focuses on preventing the spread of diseases to neighbours and further afield. It also entails keeping food safe for and available to consumers.

The viruses or pathogens that cause diseases do not arrive on farms by themselves; they need someone or something to transmit them. "On chicken farms, animals are the biggest biosecurity risk," says Calitz. "Therefore, one of the most important

precautions you can take, is to make sure that new birds always come from a farm with an equal or higher sanitary status than yours."

Even feed and water can transmit diseases and should be sourced and stored with great care and tested to make sure it is clean. Incorrect cleaning and disinfection is a big biosecurity problem. When you think you are doing the right things but you do them in the wrong way, you create a big hole in your biosecurity defences.

"Not all biosecurity measures are equal, because not all diseases are equally significant and not all transmission routes are equally important," notes Calitz. Therefore, when it comes to designing a biosecurity programme for your farm, you have to understand your situation. This means knowing which diseases can affect your flock, how each disease is transmitted and how to prevent and control it. Finally, you also have to understand the potential cost of an outbreak. Once you know how much you can lose, you'll know how much to spend on your biosecurity measures.

Probably the most important thing to remember is that biosecurity is not one size fits all. Calitz captures it best when she says, "Biosecurity is not only a system, but also an attitude."

## 'A passport for birds'

As far as ostrich veterinary expert **Dr Adriaan Olivier** is concerned, biosecurity is one of the many tools

needed to secure one's enterprise. It's fundamentally a security measure against any biological risk.

"One of the most important things I have learnt is that the measure must be appropriate. There is a lot of literature and a lot of experts saying you must wash your hands, you must do this, do that, but it's not always appropriate in our South African situation, where many workers might not understand terminology around viruses, contamination, vectors and fomites. Biosecurity should be understood to be just a term that is used to prevent anything from making your birds sick."

As Olivier points out, applying classic biosecurity access control measures is not always appropriate; ostrich farming, for one, is a free-range operation, where ostriches share grazing space with geese and ducks. None of these birds can read, so "No Entry/Keep Out" signs don't work in his industry. Wild birds fly in and breed among the ostriches, making it necessary to find other ways of applying biosecurity.

"I break it down into two things – bio-exclusion and biocontainment," he says. "You might not always be able to prevent disease from coming into your flock, but you definitely can prevent it from jumping out. With our ostriches, we can prevent the spread of the virus by restricting bird movement and the movement of humans, equipment and feed, irrespective of the flock's health status.

"To allow safe movement of birds, we test the group to be moved, and we have unique individual identification to determine residency. Movement is only allowed from a farm with a known status to one with a similar status and using a movement permit indicating bird identification and status within the previous 21 days."

As Olivier observes, avian influenza



*Dr Adriaan Olivier notes that classic biosecurity access control steps are not always the answer*

***'With ostriches we prevent the spread of the virus by restricting movement of birds and humans, feed and equipment'***

has always been with us. "The old farmers knew that to prevent total chaos, you kept your birds away from your neighbour's flock. They applied bio-exclusion and access control. But the goalposts have shifted and the ways we farm have changed. The need to be more productive and more efficient means compromising in other ways.

"Genetics have driven us towards production efficiency and away from immuno-sufficiency, so, as the geneticists say, if you are

selecting for one quality, then you are compromising on another. For example, if you're chasing weight gain or feed efficiency, then something else tends to suffer. Because of this, genetically selected birds suffer more from normal exposure to a viral or infectious agent while indigenous birds are more resistant."

**'Sometimes you need a simple solution'**

With the higher risk of avian influenza today, the vaccination discussion is important, but for Avimune CEO **Dr Shahn Bisschop** biosecurity is a far more important immediate consideration.

"Vaccines should be 1/20th of your plan," he says. "There is a notion that if we could just vaccinate it would solve all our problems, but sadly this is not the case." The highly pathogenic avian influenza (HPAI) virus mutates readily and rapidly, constantly creating new strains that need new vaccines.

"The outbreak we have been dealing with globally for the last decade has descended from a single virus population. We were beginning to think that this was a more stable



strain." But mere weeks ago, a new strain of AI was discovered in the Delmas area. It's an H7 strain and none of the vaccines currently on the table would be effective against it, he explains.

"Now we really have to knuckle down and find ways to keep our flocks safe, which means that access control has to be taken very seriously. Farmers need to take whatever measures needed to ensure that wild birds are not entering sheds."

But keeping wild birds out of sheds is only part of the challenge. "What we have realised is that more than 80% of outbreaks of HPAI are introduced onto farms, into chicken sheds, directly by wild birds and their droppings – and these droppings are often introduced on the soles of gumboots."

To counter this, changing footwear and applying extremely strict access control measures become critical.

"Everyone must do the right thing every single time," says Bisschop. "No concessions can be made. The shorter the time a person thinks they are going to be on the site, the less likely they are to observe protocols. It is like the 10-second rule with food on the floor – people think that if you weren't in there for long, you won't be causing a problem. However, it takes just one slip-up to introduce a deadly virus that will compromise the whole shed. It is critical that people get this at a visceral level."

The Danish System (see opposite) is a fairly straightforward fix to the problem, which Bisschop recommends all farms implement. 🇩🇪



*Dr Shahn Bisschop urges farmers to take great care to keep out wild birds*

## BIG FARM NET FUSION

Cloud-Based Farm Management Solution with real-time data drawn from your production computers providing data on:

- Ventilation
- Temperature
- Humidity
- CO2 levels
- Water Consumption
- Food Consumption
- Bird Weight
- Mortality Rate
- Food Conversion
- Silo Content
- Forecasts on feed usage

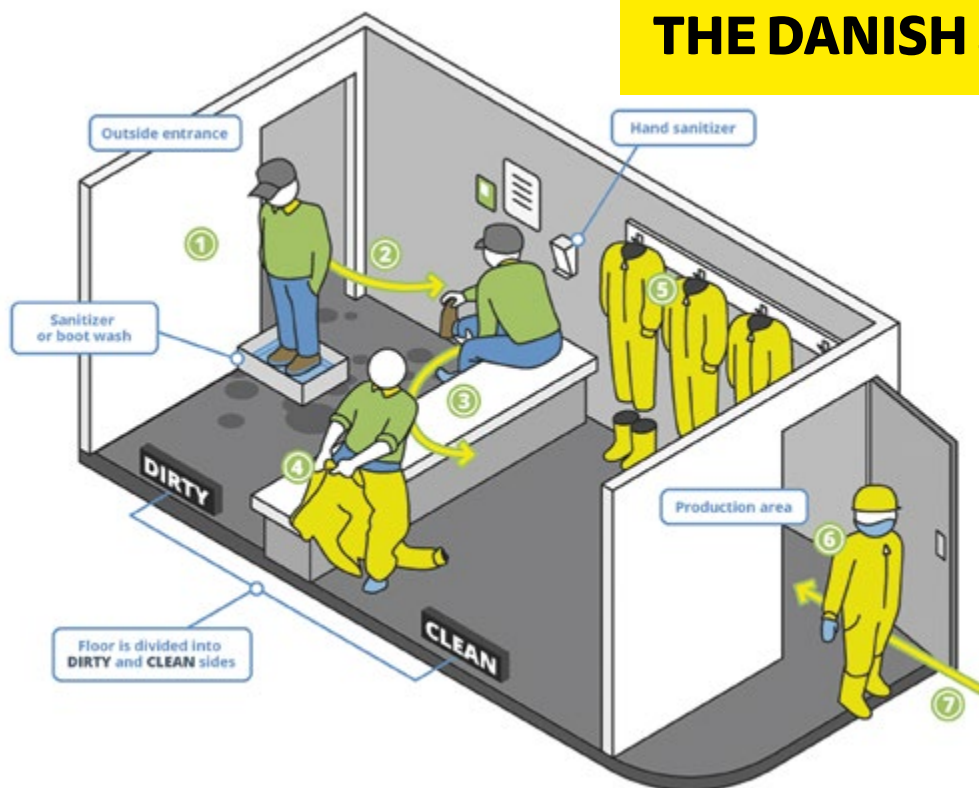
**Big Dutchman**  
**innovate**  
[www.bigdutchman.co.za](http://www.bigdutchman.co.za)  
☎ 011 452 1154  
✉ [sales@bigdutchman.co.za](mailto:sales@bigdutchman.co.za)  
[marc@bigdutchman.co.za](mailto:marc@bigdutchman.co.za)

## HEIDY BIRD SCALE

**Automated  
Grading,  
Weighing &  
Sorting**

- Sort up to 850 birds hourly
- Compact Design
- Technology enabled gentle bird handling.
- Easy to clean
- Birds can be sorted into 3 different categories.
- Data can be integrated into farm computer

## THE DANISH SYSTEM



**Dr Shahn Bisschop explains** a simple biosecurity protocol that he believes should be universally adopted.

"We've known for years that one of the most efficient ways to transmit avian influenza is through manure. It's present in very high levels in the manure of wild birds and is therefore very easily transmitted on the soles of boots worn by people moving between sheds," he says.

The Danish system is a simple way of avoiding this contamination. It requires that the shed entrance is split by a solid barrier in the form of a bench into a "dirty" area linking to the outside world and a "clean" area leading into the shed. People remove their outside footwear and optionally overalls on the dirty side, then sit down on the bench, swivel around on their butt to


ensure that nothing from the dirty side comes across to the clean side, where they then put on clean gumboots and potentially clean clothing. This simple action is critical as it ensures a very clear boundary between dirty and clean, and it's proved to be much more effective than simply a change of gumboots.

Says Bisschop, "Part of the value is psychological: it's a physical barrier; people are liable to run into a house in an emergency and forget about biosecurity, but with that barrier in place, it is far more likely that protocols are maintained.

"Not enough people use this system in South Africa. We've learnt to change boots, but I believe it's thoroughly ineffectual. People don't deliberately walk over the line, but when you

change into gumboots, you're hopping on one foot, you lose your balance and end up hopping onto the other side, putting your foot down. That cross-contamination is more than enough to cause trouble.

"The other problem is that people don't want to keep a separate set of gumboots. They just want to disinfect the gumboots that they're wearing. Gumboots have heavy treads and are specifically designed to have traction, so they are incredibly efficient at moving stuff into and out of houses and between houses even when you disinfect them superficially.

"Although wild birds are your initial introduction, you may well spread avian influenza between houses on your feet. This can be avoided by adopting this simple method." 



# Why do we need to reduce the need for antibiotics? 6 Important questions to consider

## Mart-Marie Brand – Monogastric Team Lead – Trouw Nutrition South Africa

Consumers' and regulatory bodies' concerns about antimicrobial resistance (AMR) and the risks it presents to animal and human health are prompting more livestock producers to reduce or ban the use of antibiotics in their herds and flocks. While reducing antibiotics is generally understood as a good production strategy, much misinformation about this practice persists.

Knowing the facts surrounding antibiotics in livestock production can help inform responsible decisions in the production. Below, we consider six frequently asked questions and look at how small switches can help achieve big change when it comes to reducing antibiotics in the production.

Reducing the need for antibiotics or farming without the use of antibiotics is becoming more and more relevant in livestock productions today. Bacterial resistance to antibiotics is becoming more of a problem in our production systems and together with this the increasing pressure from consumers and regulatory bodies to produce livestock with limited or no use of antibiotics. However, making this shift is not always as easy as one might think and knowing the facts surrounding antibiotics in livestock production can help inform responsible decisions in the production. Below, we consider six frequently asked questions and look at how small switches can help achieve big changes when it comes to reducing antibiotics.

### 1: Does antibiotic use in animals contribute to AMR in humans?

It has been widely proven that the usage of antibiotics in animals has increased the risk of antimicrobial resistance in animals and humans. Antibiotic resistance can be transferred between animals and humans and vice versa. Although the extent to which antibiotic use in animals contributes to AMR in humans is not certain, the influence is assured. Consumer perceptions regarding antibiotics used in food production are generally more important than the scientific correlation between the exact percentage of AMR that can be attributed to antibiotic use in animals.

### 2: What does antibiotic free mean?

Definitions of antibiotic-free vary widely from region to region. Depending on the market, 'antibiotic free' can mean a range of antibiotic reduction efforts. For example, antibiotic free could mean respecting the withdrawal time, no antibiotic growth promoters, raised without any antibiotics in the entire production chain, or raised without any antibiotics and ionophores (ionophores are considered antibiotics in the US) in the value chain. Various combinations of these "no antibiotic" descriptions can also apply in different markets.

### 3: Are antibiotics necessary to keep animals healthy?

Maintaining animal health and performance can usually be achieved through an integrated approach involving feed, farm, and health management. However, in certain cases when a bacterial infection causes animals to become clinically ill, they should be treated with antibiotics in the most responsible way.

The reason for the infection should be investigated immediately so that the sickness may be prevented from recurring. Often, an immunosuppressive viral infection causes a secondary bacterial infection to pop up. A good understanding of the bacterial infection cause, supported by veterinary diagnostics, is crucial to prevent recurrences and treat the issue in the most responsible way. If an antibiotic is needed, a valid prescription from an authorized professional is mandatory. A qualified professional can select a responsible choice of antibiotic type (preferably small spectrum and based on an antibiogram), prescribe the correct dosage and advise on application. Additionally, this prudent approach to avoiding AMR in animals supports animal health and welfare and can help ensure antibiotics remain available and effective in the future when they are necessary.

### 4: Why should we bother reducing antibiotic usage if bacteria are already resistant?

Resistant bacteria have always existed, even before antibiotics were developed. Antibiotics inadvertently stimulate the survival of resistant bacteria in their Darwinian battle to survive, by killing the susceptible bacteria. However, by using antibiotics we select for resistance and increase the bacteria's resistance to the antibiotic. Defending against this risk is a common responsibility. Reducing antibiotics now can help avoid arriving at a point of no return where no effective antibiotics are available to safeguard animal health, welfare, and performance. This approach serves not only humans but animals as well. It has been proven that reducing antibiotics in animals has a clear effect on reducing the antibiotic resistance in animals. A similar effect is seen in humans.

### 5: Is antibiotic reduction feasible for companies in the livestock sector?

As part of a responsible business strategy, antibiotic reduction is indeed feasible. Nutreco has established antibiotic reduction targets in its Roadmap 2025 Sustainability report. Sustainability initiatives include efforts to control antimicrobial resistance and safeguard a responsible animal protein production business.

People also play an important role in supporting AMR efforts. Trouw Nutrition's team shares a purpose to feed the world sustainably and with as little as possible impact as possible on social, environment and economic factors. Antibiotic reduction is necessary to safeguard the animal protein industry, although market perceptions vary when it comes to the urgency of taking immediate actions to address AMR. Some markets are only starting now taking a longer-term approach while others have been reducing antibiotics for many years. Reducing AMR contributes to Nutreco's ideology as well as its economic purposes. Working alongside customers, antibiotic reduction efforts tackled one switch at a time. Trust is built as customers are supported through the value chain's entire process.

### 6: Can a feed additive replace antibiotics?

While science-based nutrition supports herds' and flocks' health and performance, reducing antibiotics responsibly will require time and effort. There is no silver bullet, and no single solution to replace a certain antibiotic. Livestock producers must commit to a journey involving many steps including reviewing the feed formulation, water management, farm practices and health management. Feed and water additives provide important support in antibiotic reduction programs but need to be accompanied by best practices across the production chain. Trouw Nutrition's feed-farm-health-program encompasses detailed analyses of the critical control points in the entire value chain, from early decisions like selecting breeders and raw materials, through the slaughterhouse. Analyzing all factors informs solutions tailored to each producer's situation. There is no panacea; points of special attention will differ for each producer, as will the solutions. Trouw Nutrition empowers producers with integrated solutions including young animal feed, Selko® feed additives, models, and digital services. This customized approach honors Trouw Nutrition's commitment to enable customers to reduce the need for antibiotics while maintaining profitability.

Supporting this commitment, Trouw Nutrition developed a 5-step approach to support producers in reducing antibiotics (Figure 1). Working together these five steps demonstrate how small switches can lead to big change and make a real difference in reducing antibiotics in livestock production.





# Selko<sup>®</sup>-pH

## Supports digestion and sustains optimal performance

### Why Selko<sup>®</sup>-pH?



#### Microbial balance

A healthy microbial balance in the proximal intestine contribute to optimal feed utilisation



#### High performing animals

The very competitive business scenario requests high performing birds to deliver profitable results



#### SELKO-PH

Supports digestion, and maintains optimal poultry performance

### Business challenge - Protect poultry performance and profitability

The health status of a poultry farm has a strong influence on the farm's financial results. Intensive production system can influence the stable, balanced gut microbiota and quick action is required. Inclusion in water allows for flexible application and fast results.



#### Reducing pH, increasing benefits

- Selko-pH lowers and stabilises pH of water
- Feed digestion improves when the pH in the crop and stomach reduces
- A healthy microbial balance in the proximal intestine contributes to **optimal feed utilisation and animal performance**. This is especially important at the start of the production phase, as the intestinal flora of birds is under challenge



Scan QR code to learn more

Registration Number: 34094746. Selko Nutrition (South Africa) (Pty) Ltd. Reg. No. 2007/0000252/07. 127 Herman Road, Somerset West, 7129. Tel: +27 21 524 0480. Selko (pH) Reg. No. 1273140. Reg. No. 19427. The information in this document is believed to be correct as of the date issued. Given the variety of factors that can affect the use of a Selko product, the user is responsible for determining whether the Selko product and dosage is fit for a particular purpose and suitable for user's method of use. Selko B.V. or any of its affiliates makes no warranties, including but not limited to warranty of merchantability or fitness for a particular purpose. Product labelling and associated claims may differ based on government requirements. All questions, orders, confirmations and transactions are subject to our General Conditions of Sale (www.nutreco.com). The applicability of any other terms and conditions is explicitly rejected. © Trouw Nutrition. The trademarks shown in this document are registered in The Netherlands, The USA and other countries. These trademarks are owned by Selko B.V. or Nutreco International B.V. Infringement products are registered in Selko Infringement in The Netherlands, and other countries.



## CHICKEN AROUND THE WORLD

# RISING LIKE A PHOENIX

*Businesswoman Gaura Dubey lives in Jabalpur with her husband, Sumit, and their two children, Veda and Dev*



In India's male-dominated poultry industry, one woman is continuing a legacy of providing nutrition while empowering women, at the head of the business started by her father 51 years ago  
By **Melinda Shaw**



**Chickens were a part** of her life growing up, so much so that Gaura Dubey took them for granted, and thought that her father, Vishwanath, had an easy job. It was only when she herself started working at Phoenix Group as a freshly graduated 22 year old alongside him, that she was intrigued by the unexpected complexity of it all, which ignited a passion to put her own mark on the business.

By then, 2006, Phoenix had already been in operation for 34 years. "My father returned from the United States in the early 70s, after spending a decade studying and working there. He wanted to start a business in his own country that would help people with employment opportunities and also provide food to improve their often nutritionally deficient diet." Dubey snr realised that the solution lay in farming poultry in an organised way, so that he could provide eggs, the cheapest source of good-quality proteins.

Phoenix Group was established in 1972 on the banks of the Pariyat river, a remote rural location at the time. In the intervening 51 years the area has developed and is now within the city



An only child, Gaura Dubey joined the family business after completing her studies at Harvard and London Business School



Phoenix Group raises 40 000 broilers per month until a slaughter weight of 2kg, around 35 to 40 days

***'As a mother one always feels guilty when one is not with the kids, but it's also important for the children to see that you're working - that you're a mom at home and spending time with them, but also managing a big business'***

limits of Jabalpur, a vibrant city right in the heart of the central Indian state of Madhya Pradesh. Phoenix has slowly developed the poultry industry around them and today is one of the only large poultry operations in the area.

The company produces around 75 million broiler chicks and 6 million layer chicks per year, in addition to 1.7 million table eggs weekly and 80 000kg of broiler meat per month. It is a family business in many respects, with some of the employees having worked for the company for over 35 years, and two generations of the same family employed in some cases.

"There is incredible loyalty, and they make up our big family," says Dubey. The majority of the staff are local people from the surrounding area, and this has always been the Phoenix way, she explains.

"When my father started the



Although they live in the nearby city, the Dubey's spend as much time on the farm as possible



# CHICKEN AROUND THE WORLD



*Dubey has followed in her father's footsteps in empowering the female workforce. Phoenix Group has 2 687 permanent staff, and in some cases two generations of the same family work for the company*

business there was zero employment in the area where the hatchery was built. He trained up unskilled people systematically to create a workforce who could do the work in the sophisticated manner that he required." Over the half a century that Phoenix has been an employer here, poverty, so endemic in many parts of India, has largely been eradicated in the area. Whenever politicians visit to canvas votes ahead of elections, they are usually astonished that there are no pressing needs that they can promise to address for voters.

"People tell them they don't need to come here because there is no poverty, which is not a message they'd hear in most parts of India," says Dubey.

It has always been important to her to continue her father's legacy of empowering women, which was baked into Phoenix DNA from the start. "In these underdeveloped areas there is a lot of exploitation of women, and what my father decided was to employ and train up women from the communities around our farms. He started hiring women and providing training, with the result that today women around here are earning more than the



***'My father started hiring women and providing training, and today the women around here earn more than the men and are the head of their families'***

men, and they are the heads of their families. It has been an incredible privilege to be part of that."

The company is fully rooted in the community, and apart from being the majority employer in the area, it has also built its own school and has a clinic that caters to the employees and people of the surrounding villages. "It is important for us to take care of our employees' wellbeing and that of their children and families," says Dubey.

India presents some unique challenges for a poultry producer. A primarily vegetarian country, 40% of



its population follow a meat-free diet, which limits the market. However, Phoenix has seen the per-capita egg consumption triple in the time that they have been in operation. Says Dubey, "When we started the company in 1972, the per-capita egg consumption in our state was 13 and now it is 38. Today, 99% of the eggs produced in our state are through chicks from our breeders. Our long-term plan is to keep growing – we plan to add more dimensions to the business and keep moving forward."

By far the biggest challenge is the volatility of the market, she says. "It's very unpredictable but fortunately we have experience in navigating this. Business in India is also very much about credit, which presents another challenge when there are obstacles to recover monies owed to you.

"There are new ways of poultry farming that have been introduced in the country. Some of it may not work in our favour, while others might. This is a new era in India in terms of poultry, where we are trying different things that can be a challenge, but at the same time it can also be a strength if it works out well for us."

When she stands back and looks at the business today, Dubey feels overwhelming pride in her father's legacy. "He created something from nothing – he started with seven dollars to his name and today our business thrives, with loyal staff, and customers who trust us." She credits the 11 years she worked alongside her father, before he passed away in 2017, with the invaluable experience that makes her a successful businesswoman.

Her father has always been her inspiration, but as a woman and a mother herself, she is also inspired by her mother, Anjali, who started her own business in Jabalpur and has made a significant contribution in the



Phoenix Group produces 75 million broiler chicks and 6 million layer chicks per year

field of education. As a grandmother, she is very involved in helping Dubey raise her own two toddlers while also managing a big business.

Women entrepreneurs are still few and far between in India's poultry industry, but Dubey believes that the times are changing and that the more women who make a mark, the more others will be enticed to enter this "less than glamorous" industry.

The name that Vishwanath Dubey chose for his farm all those years ago, is continuing to serve his daughter well. "The reason we kept the name Phoenix is because it's a creature that never dies. Poultry in India is very volatile and has lots of ups and downs, but it always gets up out of the ashes. There is never an end to it, and that is why I have confidence in our future and our plans to keep growing and adding more dimensions to the company." 📌



The company supplies meat, eggs and chicks to a wide variety of customers across all the states of India

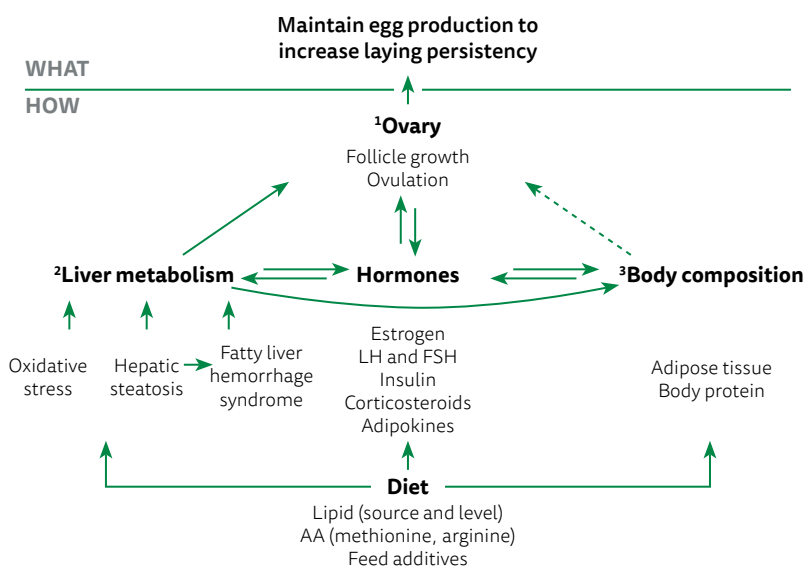


# The secret of long-term egg production: lipid metabolism and hen body composition

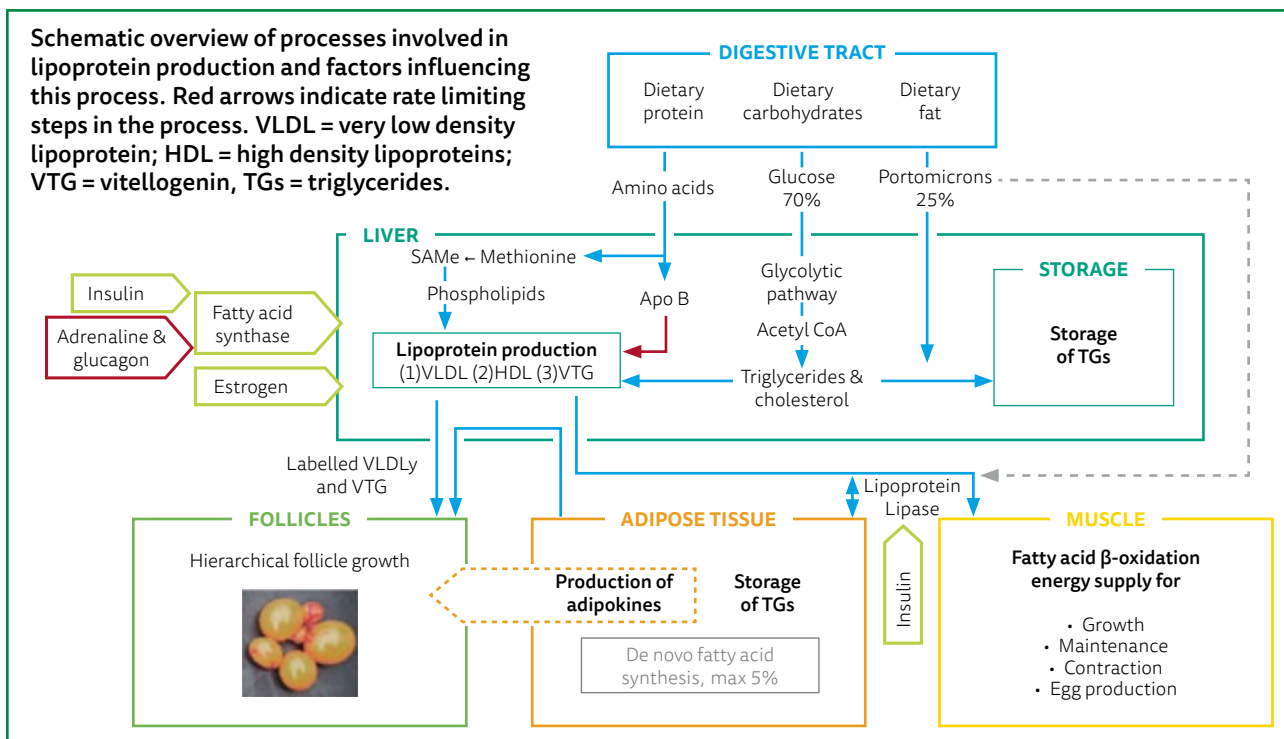


Hens' ability to lay consistently over an extended period has become a major focus. New research led by LM van Eck and team in 2023 unravels this topic, shedding light on the intricacies of lipid metabolism and body composition in long-term laying hens

## Proposed influencing factors on laying persistency



## ADVERTORIAL



The global poultry industry has come a long way, thanks to advancements in genetic selection, farm management, disease control and feeding strategies. Amid these changes, the modern laying hen's capacity to produce eggs has skyrocketed. However, this presents a new challenge: how can we support these prolific layers effectively?

Enter the work of Van Eck and colleagues. They dove deep into scientific literature, providing crucial insights into how lipid metabolism and body composition factor into long-term egg production.

The key is to focus on nutrition. To achieve a sustained level of egg production, hens need to deposit roughly 7.4g of protein, 7g of lipids, and 2.5g of calcium into each 60-gram egg, every day for an extended period. Consequently, feeding strategies must account for this to maintain hen health and egg quality.

What are the biological processes

behind this feat of egg production? The answer lies in three core areas: follicle development, liver metabolism, and adipose tissue and body composition.


Follicle development, governed by hormonal cycles and light patterns, dictates the number and size of eggs a hen can produce. Though direct dietary influence on follicle growth might be minimal, diet can influence hormone production.

The liver plays a vital role in supplying lipoproteins necessary for follicle growth and egg formation. It's crucial to prevent liver fattening, ensuring its health and function. Diets need to be balanced to prevent an excess supply of triglycerides, a condition that could lead to liver steatosis or fattening.

Lastly, adipose tissue or body fat helps maintain the energy balance in laying hens. It serves as a storage for fatty acids from diet or liver production and could influence ovulation through hormone production. Thus, optimal

body composition is paramount in promoting laying persistency.

All these findings paint a clear picture: dietary strategies are fundamental in enhancing long-term egg production in hens. The diet they are supplied should support the liver's role in follicle growth and adipose tissue function, which will prevent liver fattening and promote an optimal body composition.

This study underlines the importance of viewing hens holistically. It reminds us that understanding how these birds' bodies work can lead to feeding strategies that support their health and enhance their egg-laying capacity. However, more research is needed to determine the best body composition at different ages for optimal egg production. 

To explore the full depth of these insights, contact your Cargill representative for access to the complete article. Email: [provimi\\_customerservicessa@cargill.com](mailto:provimi_customerservicessa@cargill.com)





# THE PRIZE COCK, AND OTHER STORIES

Words: **Nina Hastie**

Illustrations: **Jason Bronkhorst**

There was this Serbian uncle who had a chicken he really loved, but one Sunday disaster struck...

### I've had some interesting requests

in my life as a comedian, one of which was to be a Marilyn Monroe lookalike, to replace a little person who couldn't make the performance in a pop-up mini-Vegas chapel with a little Elvis impersonator. I'm a whopping 155cm tall, so I didn't quite qualify, but we got the performance done without any hitches. Then I got this request: Nina, have you got a funny chicken story? And even though this is not my own personal story it was told around many dinner tables at family functions. The story of my uncle and The Prize Cock.

It was a Sunday morning; my uncle must have been a teenager or in his early twenties, and a family friend, Mrs Maria, was visiting for the day. She was one of those typical little old Italian ladies – like the one in the TV ad that lives in the cupboard and you take her out when you want to make an Italian meal. I have never seen Mrs Maria without a kitchen apron. I'm pretty sure she slept with it on. My uncle was out in the street playing soccer, or with sticks, or rocks, or bricks, or whatever it is that kids played with in the 70s. The chickens were just off the pavement, and the family's Doberman – whose name my uncle must have removed from his memory from the

trauma, because he's just referred to as "the Doberman" – decided to bolt toward my uncle's pet chicken and bite it.

This was not just any chicken, mind; this was his pride and joy, his precious prize cock with which he was going to start his chicken empire. (I made that last bit up, but the stakes were high.) My uncle ran in slow motion towards his chicken. When he got to it, it was just lying there, lifeless. My uncle tried to revive him. He didn't tell me what technique he used but I always kind of imagined my dramatic Serbian uncle trying to give a lifeless chicken CPR and cursing the sky in a melodramatic Eastern European kind of way. Bako (my gran) and Mrs Maria were in the garden and saw this whole thing unfold.

While holding it in his arms after a Faustian dance for this chicken's soul (the chicken seemed to start coming to) he realised that the rooster's neck was broken.

And that is when Mrs Maria stepped in and grabbed the chicken from his arms. Before my uncle realised what had happened, Mrs Maria had plucked it and plonked it in a pot. Needless to say, my uncle did not have Sunday lunch

that day. And the moral of the story is, don't leave a little old Italian lady unattended with a dead chicken, because she *will* make a meal of it.

I have another, much shorter story that involves family, a tale that I'm sure will resonate with many South Africans. I was visiting my dad and my stepmom for lunch, and was asked to prep the dessert and bring it to the table. (I was also in charge of buying stuff for dessert, but had earlier noticed that there was ice cream in the freezer, so I kind of left that off the list). I brought out the trifle and the malva pudding, which I had warmed up and everything, and then presented everyone with the ice cream... which turned out not to be ice cream at all. It was, of course, frozen chicken pieces in an old ice-cream bakkie. ▶





# THE LIGHTER SIDE

Unfortunately, there was no little old Italian lady to save the day that time.

You see, my dad, stepmom and siblings live on a plot with a variety of animals that seem to change all the time. Sometimes there are goats, and if you've never lived with goats in the yard let me tell you something – they really do eat anything, your laundry included!

Goats are very strange creatures, and I can understand why they catch a lot of spiritual flak, because they are just really weird. A goat will eat a tin can and a jersey, drink some milk and then climb a tree. Without hands or claws or opposable thumbs. How goats climb trees can only be attributed to actual magic. (I wanted to say witchcraft but I also want the editor of this magazine to still have a job after this is published).

Dad and co also have geese, which I would like to recommend to anyone for security. Geese make better guard dogs than Dobermans. Firstly, they are fearless. A goose does not care if you are a person or a combine harvester; a goose will chase you. I'd face a bull over a goose on any given day. Secondly, they are very loud, and when a giant bird with a gutter pipe for a neck starts charging you, making the sound of a car that is stuck between gears, you would drop whatever you were doing and run, I'm telling you! A goose will also never bite your prize cock.

There are also a few sheep – a pet one named Blossom used to follow my dad around like a puppy, and then one day arrived at the same fate as my uncle's chicken.

And of course they also have chickens, because what farm doesn't have chickens. You can't live on a farm or a plot and not be woken up by the sound of a cock crowing in the morning – it's like that in the movies, and it's like that in real life. And if you haven't had



freshly laid eggs for breakfast, I don't know how to tell you this, but it really is one of life's most wholesome experiences. You also need to get a bit of chicken manure on your shoes and walk it through the house, just for a bit of unnecessary drama.

Oh, and then there are the horses – my family's pride and joy. They love horses. Horsey people are – well, horsey people. If you know, you know. Now, my stepmom is Scottish and has quite a strong accent, and doesn't always understand all the varieties of South African English accents. So one day at the farmer's market she's standing at a stall and this man asks her if she wants some horses. She says to him, "No thanks we have enough bloody horses." He says to her, "But what about chicken?" she says, "Oh we've got enough of those bloody things as well."

Again he asks her if she wants some vegetables or some horses. She can see that this man can't understand her because she's got her own horses – so she points to the horse box and says, "Look, I have my own horses," and he points to his sign and she finally reads: "Chicken samosas". She bought the bloody chicken samosas, brought them home, only to put them in an old ice-cream bakkie and put them in the freezer. 🍷



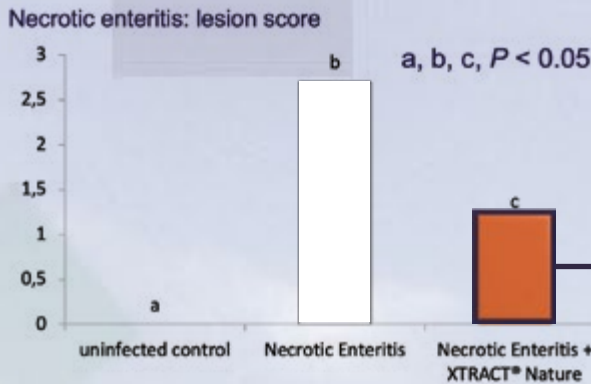
Comedy is her flagship, but there is a fleet of expertise behind the pint-sized Nina Hastie. She's an accomplished writer, voice artist, actor and director. You can find her on Showmax in *Inconceivable*, on Netflix on *Only Jokes Allowed*, or watch her daily videos on Instagram: [@thatninahastie](https://www.instagram.com/thatninahastie)  
Photograph: Migal Vanas

- **GLOBALLY RECOGNISED • QUALITY GUARANTEED**
- **TECHNICAL EXCELLENCE • COST EFFECTIVE**

## Looking after your animals performance and health

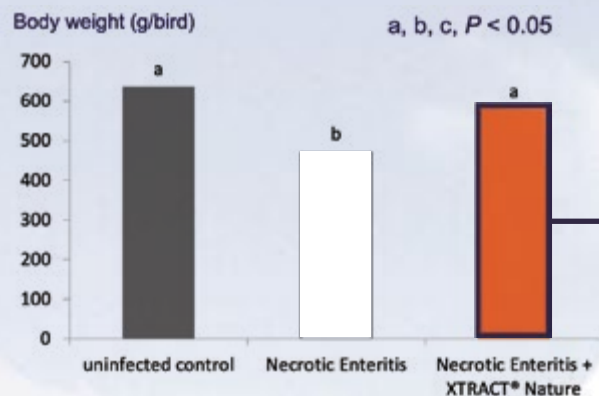


Broiler Necrotic enteritis challenge study looking at the effect of Xtract Nature on the severity of the disease and the impact on broiler performance.



**XTRACT® REDUCES THE DAMAGE TO THE INTESTINAL EPITHELIUM**

**XTRACT® REDUCES THE NEGATIVE IMPACT OF NECROTIC ENTERITIS ON THE GROWTH OF THE BIRDS**



A health challenge doesn't have to be the end of your production efficiency!  
Ask us how we can help you drive production efficiency!







# SA Poultry opens its heart for Mandela Day

A record number of meals were prepared by Chefs with Compassion, thanks to the generosity of SA's poultry producers



**When Chefs with Compassion** reached out to *Poultry Bulletin* for donations for their annual cookathon, where they aim to cook 67 000 litres of soup to combat hunger on Nelson Mandela's birthday, we knew we could call on our friends in the poultry industry to help.

In the spirit of Madiba's 67 years spent fighting for human rights, SAPA members have been donating chicken and eggs in multiples of 67 for the last three years. And this year, the big three, Astral Foods, Rainbow and Country Bird Holdings, each donated chicken worth R67 000, while Quantum Foods donated 670 dozen

eggs in Gauteng and the same volume in Cape Town.

"We are so grateful to South Africa's generous poultry producers, led by *Poultry Bulletin*, for backing us without hesitation again, despite the poultry industry being severely affected by loadshedding. We cook for soup kitchens and charitable organisations every day, and having meat and eggs is a real luxury. To be able to serve delicious, nutritious soup, and the treat of protein-rich food on Madiba's birthday was such a blessing," says Coo Pillay, national project manager of Chefs with Compassion.

The organisation set a new record

**Top:** The Rainbow team pitched in at Southern Sun Rosebank to help cook on the day

**Above left:** A hot meal for Madiba's birthday

**Above:** CBH's Supreme donation translated to heaps and heaps of protein

**Below:** Egg delivery – 670 dozen eggs make a lot of protein bombs!



Photographs: supplied



**Above left:** The Astral/Goldi team helped to prepare their donated chicken at Capsicum culinary school in Sandton, and then went to Alexandra to serve soup at Ithlalomeleng home for the aged and disabled

**Above:** Astral's Sheila Ross with Dr Marjorie Manganye, the 92-year-old founder of Ithlalomeleng

**Left:** Thanks from Chefs with Compassion

**Below:** Over 400 000 hot meals were prepared and served

with 104 360 litres of soup cooked in big and small kitchens around South Africa, a feat that Pillay attributes to the sheer volume of poultry donations.

In addition, the Rainbow and Astral/Goldi teams pitched in at two Joburg kitchens to help prepare, cook and deliver meals.

Said Pillay, "This partnership contributed largely to the resounding success of this year's challenge and is testament to the unwavering dedication and compassion of South Africa's poultry community. Together, we've made a tremendous impact, nourishing those in need and raising awareness about food waste and hunger." 📷



## WHY WE HELP:

### Gary Arnold, Astral:

"The hardships that South Africans from all walks of life face come into stark focus on a day such as Mandela Day. Celebrating Madiba's legacy is a wonderful opportunity that brings ordinary South Africans and businesses together to help those in need. Astral Foods through its Goldi brand was delighted to be able to donate chicken to the Chefs with Compassion initiative, and assist in the cooking and distribution of nutritious and wholesome chicken soup. We're thankful for the opportunity to make a meaningful difference in the lives of many".

### Brendon de Boer, CBH:

"The stats for food insecurity and hunger in South Africa are dreadful and as a business that produces food, it was our privilege to contribute to Chefs with Compassion's Mandela Day soup challenge once again. Good-quality protein is often out of reach for the vulnerable people who benefit from this initiative, so we were delighted to donate chicken. We appreciate the opportunity to be involved for the third year."

### Adel van der Merwe, Quantum:

"Donating to the Chefs with Compassion initiative fits in with the Quantum Foods philosophy of contributing food to address widespread hunger in South Africa and it is an absolute privilege for us to partner with them."

### Marthinus Stander, Rainbow:

"This time of year we are all reminded of Mandela's vision of a rainbow nation, and the ubuntu that he personified, and it is in that spirit that Rainbow is happy to participate by bringing the chicken for the pot. When you're sick, there is nothing like chicken soup to heal and nourish, and we're thrilled to learn that this year's soup challenge brought warmth and comfort to even more people than in the previous years."





# Exports and compartments



Avian flu causes trade restrictions with neighbouring countries.

**Dr Mpho Maja** of DALRRD advises on the correct measures to allow exports

***"I am a broiler farmer who has a client in Botswana, but I run into obstacles due to bird-flu restrictions on trade. I have never had cases of bird flu and would like to be declared a compartment, so that I can export. What must I do to make this happen?"***  
- Neo Nohlamme, Klerksdorp

**It is indeed so** that South African farmers who wish to export can be registered as an AI-free compartment. This is a system that prevents and controls disease while also providing trade guarantees through a series of biosecurity management practices. The process to do so is detailed but should not take an exceedingly long time, provided you make sure you supply all the information that is required.



Applying for a compartment requires four steps.

**Step 1:** To register a poultry farm for export purposes, you must apply in writing to the provincial veterinary authority, and complete the Annex A application form. The form is obtainable from your local official state veterinarian or on the DALRRD website: see the QR code alongside.

**Step 2:** An authorised veterinary official will schedule an appointment to inspect your poultry farm, and will let you know what conditions should be met for the inspection to be carried out.

**Step 3:** Complete and sign the Annex A application form that you downloaded and also have it signed by the official veterinarian responsible for supervision and certification at your farm. You

### COMPLETE THE ANNEX A FORM

Point your smartphone's camera at the QR code to download:



need the following supporting documentation to accompany the application form:

- A site plan that indicates the location of your farm, all structures on the premises as well as activities on neighbouring properties.
- A detailed plan that shows structures in and around the chicken houses, and also delineates loading areas, fences, change rooms, storage sites and reservoirs, as well as any open bodies of water or wetlands nearby.
- An organogram that shows your farm's relationship to all other businesses supplying live poultry or hatching eggs to your facility. A farm can only be listed as a compartment if all its supplying farms have already been listed as compartments.

- An inspection report (Annex B), which is completed and provided by the official veterinarian following inspection of the farm.
- Test results for NAI testing (H5 and H7) as performed at Onderstepoort Veterinary Research or any DALRRD-approved laboratory.

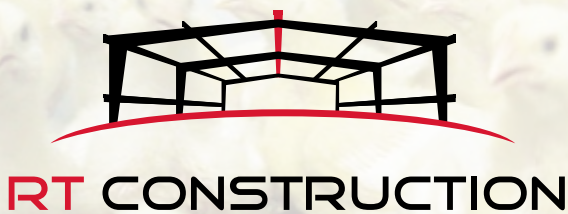
Whether or not you are approved depends on your compliance with the various requirements as described in Part 2 of the Annex A form, which will be audited by the veterinary official doing the inspection.

**Step 4:** The completed application form (Annex A) and supporting documents will be submitted by the provincial veterinary services to the national director of animal health. If the

information provided complies with all the requirements, you'll be issued with a registration certificate.

If all documents as stipulated here are submitted to the state veterinarian, and the state vet's report is complete, the process should take no longer than two weeks. Please note that this turnaround time will be influenced by follow-up or additional information or documents that DALRRD might require, so the more comprehensive and complete the information that accompany the application is, the quicker you will have your answer. 📄

*Dr Mpho Maja is the director: animal health at the Department of Agriculture Land Reform and Rural Development. She can be reached at [mpho.maja@daff.gov.za](mailto:mpho.maja@daff.gov.za)*



## Turnkey Agricultural Projects

- Poultry Houses
- Piggeries
- Dairies
- Steel Structures
- Sheds
- Wine Cellars

[www.rooftite.co.za](http://www.rooftite.co.za)



**Contact:** Ben Woolls 076 5233 928 | [ben@rooftite.co.za](mailto:ben@rooftite.co.za)





# ON THE WIRES

Chicken in space, sniffing out boy chicks and global HPAI news

Compiled by **Charmain Lines**

## HPAI starts biting in Brazil

**HPAI has reached Paraná**, the state that accounts for 35% of Brazil's poultry production. Early in July, two outbreaks in wild birds were reported in the state. This followed the announcement in June of Brazil's first case in domestic birds in the state of Espírito Santo, in a backyard flock consisting of ducks, geese, teals and hens.

Espírito Santo produces less than 1% of Brazil's broiler output and accounts for only 0.2% of exports. It is also the state where the virus was first detected in Brazil on 15 May. Since then, 53 outbreaks have been recorded across seven states. All but one were in wild birds.

Under the rules of the World Organisation for Animal Health (WOAH), Brazil's poultry industry is still classified as free from HPAI, given that the virus has not been found in the commercial poultry sector. WOAH guide-



lines dictate that import bans should only be applied when the virus has been detected on commercial poultry farms. This didn't deter Japan from becoming the first country to suspend

chicken imports from Brazil, albeit from Espírito Santo only.

In 2022, Japan was Brazil's third largest export destination, purchasing 420 295 tons. 📌

## Thailand's space-grade food safety

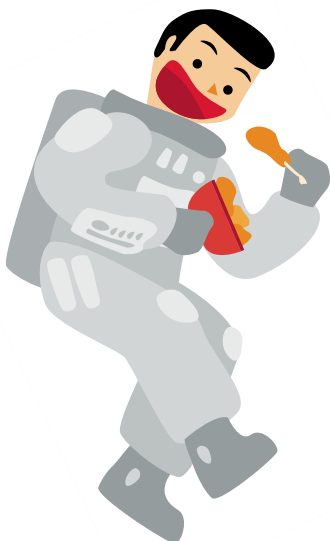
**When chicken is safe enough** for astronauts to enjoy in outer space, it also exceeds any and all terrestrial food-safety standards. This is the thinking behind Thai chicken producer CP Foods' decision to launch its "Thai Food – Mission to Space" project in collaboration with NASA.

According to Prasit Boondoungprasert, CEO of CP Foods, the company will partner with space innovation and technology companies Nanoracks LLC and Mu Space and Advanced Technology Co to produce

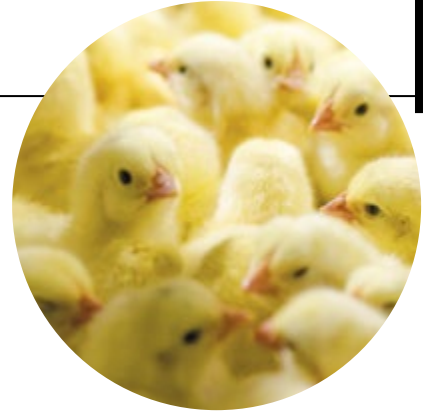
chickens that are astronaut friendly. The chicken will be subjected to rigorous safety and quality-standards checks as per NASA's requirements to ensure meat that's free from chemical residues, antibiotics, as well as harmful pathogens.

Former NASA astronaut Michael Massimino has given his support to the initiative, saying: "It not only ensures the astronauts' wellbeing with a diverse and secure diet but also elevates global food safety standards, benefiting consumers worldwide." 📌

Photographs and illustration: Shutterstock



## Scent-based sexing could be the answer



**Volatile organic chemicals (VOCs)** might be the key to resolving the vexing issue of male layer chicks. Between six and seven billion male chicks are culled every year after hatching, but researchers at America's University of California in Davis are working with chemical sensor company Sensit Ventures Inc to refine technology capable of literally sniffing out male embryos.

According to the UC Davis researchers, there is a detectable difference in the VOCs emitted by male and female embryos. The technology used in the study proved to be 80% accurate after two minutes of sampling on eggs incubated for eight days.

The technology employs suction cups designed for egg handling and packing to "sniff" air from the eggs without cracking them and capture the VOCs. A sensing chip then analyses the VOCs.

The UC Davis team believes that a rapid suction-cup sampling method could be done in rows to evaluate many eggs at the same time, enabling commercial-scale adoption of the technology.

Just how pressing the need for such technology is, is illustrated by German legislation that will outlaw the culling of male layer chicks as of 1 January 2024. This means hatcheries will have to raise the male chicks, which could be the death knell for hatcheries in

that country.

As it stands, the number of hatcheries in Germany has shrunk from 20 in 2021 to only eight in 2023, as more stringent animal-welfare regulations are taking effect. Germany is, however, still allowed to import layer hens from other countries. Currently, only about 50% of Germany's layers are hatched in the country. The rest, more than 25 million layers a year, are sourced from elsewhere in Europe. 🇫🇷

**Bio Security Products Vaccines Medication Vitamins Equipment Diagnostic Equipment  
Anticoccidials Anthelmintics Ectoparasiticides Health Promotion Products**



**HEAD OFFICE**

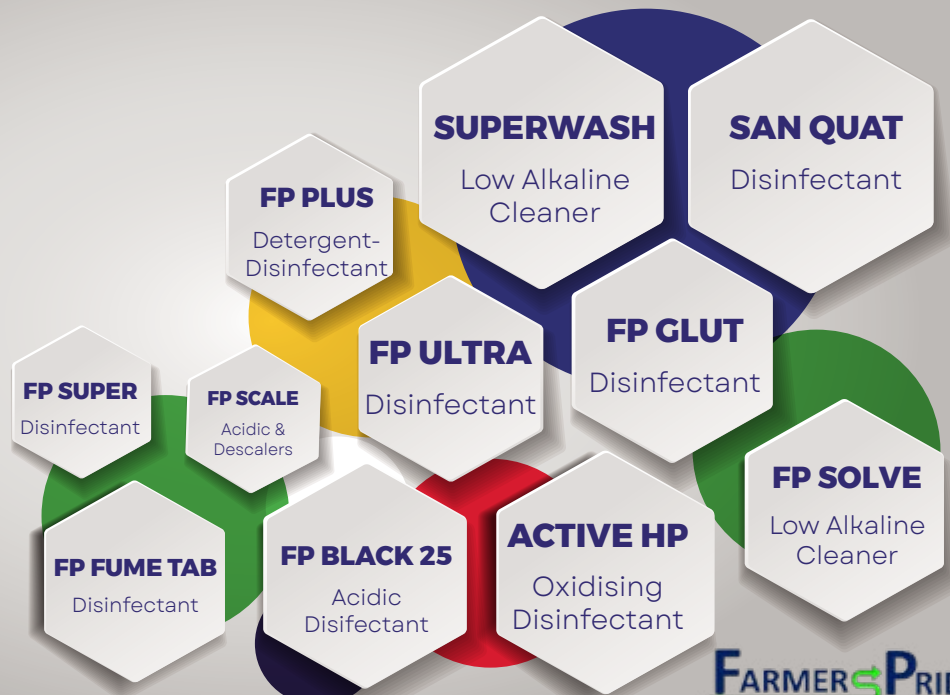
Tel : +27 10 500 0365  
info@diagpoultry.co.za

**KLERKSDORP DEPOT**

Tel : +27 72 147 0213  
jasper@diagpoultry.co.za

**INTERNAL SALES JHB**

086 100 3424  
sales@diagpoultry.co.za





---

ACM-NT Compact cut-up system

# From manual to automated cut-up

**Easy-entry cut-up automation for processors with confined space and budget.**

- Product quality equal to skilled manual cuts, achieved by an automated solution
- Proven ACM-NT technology to make first-class breast, wing and leg cuts
- Optimum yield of A-grade cuts with maximum product utilization
- Flexible configuration options with an extensive variety of modules, such as JLR Anatomic Leg Processor

Contact us to find out more:

+31 485 586 111

[info.poultry@marel.com](mailto:info.poultry@marel.com)

[marel.com/poultry](http://marel.com/poultry)

# CLASSIFIED ADS

If you have goods, services or vacancies to offer others in the poultry industry, this is where to reach them, for only R570 per classified advert

ONLY  
**R570**  
PER AD

## SERVICES

### PHARMACEUTICALS AND MORE

#### BIOFARM

Want to scale your business? Biofarm invites you to meet with a specialised sales representative.

Biofarm is a wholesale distribution company providing the market with a comprehensive range of products and solutions. We specialise in products/services for companion animals, large animals, poultry, swine and equine, including pharmaceuticals, feed additives, pet food and pet accessories.

Northern regions: **Casper Du Plooy** on **079 491 1764**  
Southern regions: **Deon Vosloo** on **083 266 3489**

For more info, see [www.biofarmcc.co.za](http://www.biofarmcc.co.za)

**Biofarm - Taking care of life**

Thank you for visiting our stand at **AVI Africa 2023!**

## SERVICES

### ANIMAL HEALTH PRODUCTS

#### MIXRITE

##### Medicator dosing pumps

Service and repair on site

- Spare parts in stock
- DIY service kits
- Technical support

Contact us on cell: **064 782 8374**  
Landline: **011 450 2885**  
[info@mixrite.co.za](mailto:info@mixrite.co.za)  
[www.mixrite.co.za](http://www.mixrite.co.za)

### SOLAR SYSTEMS

#### VULT AND R&G METAL WORKERS

We provide efficient, locally manufactured seasonal tracker solar systems with zero upfront costs. South African farmers can now access dependable and scalable solar energy with zero engagement fees.

Contact [Christiaan.Taljaard@gmail.com](mailto:Christiaan.Taljaard@gmail.com) or **072 728 2715**

## FOR SALE

### ANIMAL HEALTH PRODUCTS

#### SLOWBURN PRODUCTS

##### Battling poultry mites, including red mites?

Organic, naturally produced, biodegradable, non-poisonous wood vinegar will make a big difference, economically and easily. We can share extensive research with anyone who is interested.

For more info, contact **Philip, Janus** or **Gretha** at [slowburn.nc@gmail.com](mailto:slowburn.nc@gmail.com), or phone/Whatsapp **083 406 9723**.

### EQUIPMENT

#### HATCHERY EQUIPMENT

Going out of business; selling a digital automatic Surehatch egg incubator, in excellent working condition.

For more info, contact: **SP Mthethwa, 078 860 8115** or **071 976 8817**, or email [nanamzila@gmail.com](mailto:nanamzila@gmail.com)



Louisa Nel with her award presented by SAPA for her commitment to the poultry industry

## How to book








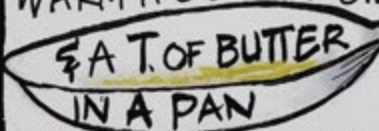

- Contact ad sales manager Louisa Nel on 011 795 9920 or at [advertising@poultrybulletin.co.za](mailto:advertising@poultrybulletin.co.za).
- Ads may be edited for length and clarity and we reserve the right to reject any advertisement at our discretion.
- Format: send us a maximum of 50 words detailing your poultry-related product or service. Classified adverts are text only and we cannot accept logos or product images at this stage.



# RECIPE OF THE MONTH

DELICIOUS, NUTRITIOUS & EASY ON THE WALLET.  
MAKE THIS A WEEKNIGHT STAPLE IN YOUR HOUSE

## PERI-PERI CHICKEN LIVER PASTA

<p>PASTA COOKED AS PER PACKAGE INSTRUCT.</p> 	<p>1 TUB CHICKEN LIVERS CLEANED &amp; ROUGHLY CHOPPED</p> 	<p>1 CAN CHOPPED TOMATOES</p> 	<p>1/2 CUP CHICKEN STOCK 1/2 CUP DRY WHITE WINE</p> 	<p>1 ONION CHOPPED</p> 
<p>2 TABLESPOONS CREAM</p> 	<p>3 CLOVES GARLIC MINCED</p>	<p>GENEROUS CHOPPED PARSLEY</p>	<p>PERI-PERI SAUCE</p> 	
<p>NOB OF BUTTER / OLIVE OIL / CAYENNE PEPPER / SALT &amp; PEPPER.</p>				
<p>OVER MEDIUM HEAT WARM A GLUG OF OIL &amp; A T. OF BUTTER IN A PAN BROWN CHOPPED LIVERS FOR 6 MINS. STIRRING OFTEN REMOVE FROM HEAT &amp; SET ASIDE.</p> 	<p>REDUCE HEAT &amp; ADD 1 T. OIL. SOFTEN ONION &amp; GARLIC IN PAN FOR 10 MINS. DO NOT BURN. INCREASE HEAT ADD WINE &amp; REDUCE LIQUID BY HALF ± 3 MINUTES.</p>	<p>ADD TOMATOES, STOCK, HOT SAUCE ACC. TO TASTE, 2t. CAYENNE PEPPER, SALT &amp; PEPPER REDUCE HEAT &amp; SIMMER FOR 20 MINS ADD LIVERS, MIX WELL &amp; SIMMER FOR 5 MINUTES.</p>	<p>ADD CREAM STIR &amp; TASTE FOR FLAVOUR. ADD EXTRA HOT SAUCE IF NEEDED</p> 	

SERVE OVER YOUR CHOSEN PASTA



TOP WITH A HANDFUL OF CHOPPED PARSLEY

**Meadow Feeds** offers a range of registered and custom diets to improve the performance of your animals



**Feed to:**

Suit different production systems | Unlock genetic potential | Optimise performance  
Improve margin over feed cost | Meet customer demands

[meadowfeeds.co.za](http://meadowfeeds.co.za)





# Arbor Acres Your Future Success

- Leading Growth Rate
- Excellent FCR
- Highest Dark Meat Yield



*Your Success is our Success*

To find out more, contact Arbor Acres South Africa

Office Phone Number: +27 51 011 0025

Sales Phone Number: +27 83 289 9142

Website: [www.arboracres.co.za](http://www.arboracres.co.za)



An Aviagen Brand

**FREE!**

Poultry Bulletin

# AVIAFRICA 2023

SPECIAL COLLECTOR'S ISSUE



**LAUNCH EDITION IN PROUD PARTNERSHIP WITH RAINBOW**

# AVIA TOMORROW

**ALL THE  
HIGHLIGHTS  
FROM THE  
CONFERENCE**

**WHO'S WHO:  
AVI'S PEOPLE,  
PRODUCTS &  
TECHNOLOGY**

**POULTRY  
EXPERTISE  
IN THE  
SPOTLIGHT**



# CHOOSE ROSS 308

- Leading FCR
- Superior growth rate
- Enhanced livability
- Best return on your investment

Ross 308 - the best choice  
for the South African market

[www.aviagen.com/Ross](http://www.aviagen.com/Ross)



Ross Poultry Breeders  
Route 21 Office Park  
Block A Techno Link  
63 Regency Drive  
Irene  
Phone: +27 16 366 0249  
e-mail: [info@rpb.co.za](mailto:info@rpb.co.za)





# Contents

- 3 Message from SAPA
- 4 Highlights from Day 1
- 6 They came, they showed, they sparked!
- 12 Winners
- 13 Highlights from Day 2 - broilers
- 18 Highlights from Day 2 - eggs
- 20 Highlights from Day 2 - technical
- 22 AVI Africa facts and figures
- 24 Highlights from Day 3
- 26 Getting social
- 31 'My takeaway from AVI Africa'
- 32 Best moment of the congress



Photographs: Elaine Banister Photography, Diane McCarthy, David Muller, Bradley Keylock

**What a great conference!** Our first AVI Africa as *Poultry Bulletin* could not have been a more enjoyable, informative and enriching experience. Whether you were able to attend or not, we hope you enjoy this keepsake, made possible by the support of our sponsor and advertisers.

If you're wondering about my new "photo", it's compliments of caricature artist Sandra Kellerman who was a hit at the award-winning Boehringer Ingelheim stand! Spitting image, right?

**Melinda**

🐦 @melshaw001  
 🐦 @poultrybulletin

## A word from our sponsor



**In between AVI Africas**, South African poultry players compete for the favour of the customer and consumer. Just as protagonists in a duel, we wrestle it out while keeping the proverbial wolf from the door in the forms of loadshedding, water shortages, floods and many, many more unsavoury gremlins. But during AVI Africa, we unite as the industry, and enjoy the fact that we share a common love for chickens and eggs. We "kuier" and learn and catch up and that is why I just love AVI Africa, and why we as Rainbow celebrate *Poultry Bulletin's* great coverage of this important event, also via sponsoring this special commemorative magazine.

**Marthinus Stander, MD, Rainbow**



# LET'S RUFFLE SOME FEATHERS!



uppe marketing A34905

## THEIR PERFORMANCE, YOUR SUCCESS

With over 100 years of experience and a team of commercially astute technical experts, we know how to feed chickens for profit. It's not only live mass that matters. How long it takes to get birds to the desired weight and how efficiently they convert the nutrients provided in the feed, whilst limiting waste all play a role.

We consistently apply the latest scientific nutrition principles, combined with an understanding of the commercial impact of our diets to formulate our perfectly balanced feed to ensure broilers achieve their full genetic potential which enables our customers success.



CONTACT OUR EXPERTS FOR MORE INFORMATION ON OUR MANY BROILER FEED SOLUTIONS

GET IN  
TOUCH



[www.epol.co.za](http://www.epol.co.za)



[epolinfo@rcffoods.com](mailto:epolinfo@rcffoods.com)

FOLLOW US



#WeAreRainbow



# Message from SAPA

**"A new tomorrow"** was not only the theme of AVI Africa 2023; it is also a perfect description of the almost tangible vibe that prevailed throughout the conference.

Some of it related to the joy of meeting up with old friends again and, in many instances, the chance to put a face to a name, or a person to the Teams or Zoom avatar. The magic that happens when people can shake hands, look each other in the eye and share a laugh animated our gathering.

There was also a sense of optimism and new beginnings in the presentations and discussions. None of the topics were new: biosecurity, economic realities, animal nutrition and welfare, government relations and regulations – these are the stock of our trade. But in all the sessions I attended, speakers shared new insights, while the many questions from the audience explored fresh angles and offered different perspectives.

The 94 exhibitors further carried the letter and spirit of "A new tomorrow" by bringing quantity and quality to the table. Their 188 stands covered the biggest floor space ever in the history of AVI Africa and together they painted a picture of an industry intent on innovation and progress.

As chairman of SAPA I was immensely proud to be associated with this year's conference. The professionalism and character of the event embodied all we strive for as the organisation that represents the biggest agricultural sector in South Africa.

As a chicken farmer, I experienced AVI Africa 2023 as

one of the best industry gatherings I have ever attended. It's easy to start thinking that just because you have been in the business for a long time you know all there is to know. It was good to be reminded of how much is happening outside my farm gate. I went home after three days with a renewed appreciation for our industry and the great diversity of people in it.

AVI Africa 2023 was an event worth remembering and celebrating. Congratulations again to the organisers, and thank you again to every delegate and exhibitor. 📷

**Aziz Sulliman**  
Chairman, SAPA



## POULTRY BULLETIN AVI AFRICA 2023 SPECIAL COLLECTOR'S ISSUE

Distributed free with *Poultry Bulletin*  
Visit the website at [www.sapoultry.co.za](http://www.sapoultry.co.za)  
Published by Shaw Media & Partners

### About the magazine

For private circulation only.

Content printed in this publication does not necessarily represent the views, policies or opinions of SAPA, the publisher, or editor, who accept no liability of any nature arising from or in connection with the contents of the magazine.

© 2023 The South African Poultry Association.  
All rights reserved.

### Editorial team

**Editor:** Melinda Shaw  
[editor@poultrybulletin.co.za](mailto:editor@poultrybulletin.co.za)

**Publishing and design:** Twisted Toast

**Contributors:** Elaine Banister Photography, Bradley Keylock, Charmain Lines, Diane McCarthy, David Muller

**Printing and binding:** Seriti Printing



# DAY 1 HIGHLIGHTS



▲ Suresh Chitturi presented all the way from India



▲ A token of appreciation for DALRRD speaker Dipepeneng Serage



▲ Izaak Breitenbach gave insight into the broiler masterplan

## Kicking off the congress

Given the five years that had gone by since the last AVI Africa conference in 2018, expectations for this year's event ran high – and Day 1 did not disappoint with its variety of speakers during the morning's plenary session

**The highlight was** the keynote address delivered by **Suresh Chitturi**, president of the International Egg Commission (IEC). Having injured his leg in a motorbike accident, Chitturi unfortunately couldn't travel to South Africa; but technology played along and the video link from India worked a charm.

"How India managed cage-free lobbyists" was a topic of great relevance for local egg producers, but everyone in the room benefitted from the international perspectives and Chitturi's engaging presentation style. The relevance for the poultry industry as a whole was highlighted by the statement that activists, multinational companies, NGOs and food-industry startups are attacking businesses that depend on animal protein, including the egg industry.

Chitturi urged the egg industry to become as vocal as the anti-animal-protein lobby in advocating for the benefits of meat and eggs: "In the way eggs bind together nutritional elements, we as an industry are inspired to bind together to create a bright future." He concluded by saying that in just a few years, China, India and Africa will together account for 70% of global egg production, "therefore we should lead the egg-production discussion". This, he said, extends to not allowing ourselves to be forced to adopt technologies and standards that are not appropriate for the socioeconomic realities of developing countries.

Economist **Wandile Sihlobo's** presentation brought home the realities of loadshedding's impacts on the agri sector and the economy.



◀ SAPA board members in attendance

He did, however, end on a powerful positive note by reminding policy makers of the agricultural sector's immense potential:

- Growth in agriculture is in general two to three times more effective at reducing poverty than equivalent growth generated outside agriculture.
- The advantage of agriculture over non-agriculture in reducing poverty is largest for the poorest individuals in society and extends to other welfare outcomes, including food insecurity and malnutrition.
- An important source of the poverty-reducing benefits of agricultural growth is the widespread adoption of innovations that increase producer returns and labour opportunities, and reduce consumer prices.
- Rising agriculture productivity not only reduces poverty by releasing agriculture labour to non-agricultural activities, but also by pulling surplus labour from less-productive home production into commercial agriculture.



▲ SAPA's Dr Abongile Balarane and Aziz Sulliman with economist Wandile Sihlobo

**'Our first priority is to feed our people, and eggs have a fantastic and phenomenal role to play. No-one can make a product to replace an egg'**

– Suresh Chitturi, IEC president



▲ Beverly Mhlabane catching up with Jake Mokwene and Tumisang Mokwene

The importance of public-private partnerships was emphasised from a number of different angles, first by **Dipepeneng Serage**, acting deputy DG in the Department of Agriculture, Land Reform and Rural Development, and later by **Dr Abongile Balarane** and **Izaak Breitenbach**, general managers of SAPA's egg and broiler board respectively.

The message from Day 1 was clear: collaboration among all the stakeholders is the key to the success of the poultry industry. 📌



# WHO'S WHO

# THEY CAME, THEY SHOWED, THEY SPARKLED

Always a highlight of AVI Africa, this year the exhibition hall was a hive of activity as a total of 188 stands were occupied by 94 exhibitors who pulled out all the stops to show off their brands and their products. **Melinda Shaw** spoke to Louisa Nel, who led the SAPA team organising the congress, to give a glimpse behind the scenes



As a main sponsor, Rainbow's stand welcomed attendees as they entered the exhibition hall



Phiri Tau, Gugulethu Mtshali and Sakhile Nsingwane manned the Rainbow stand

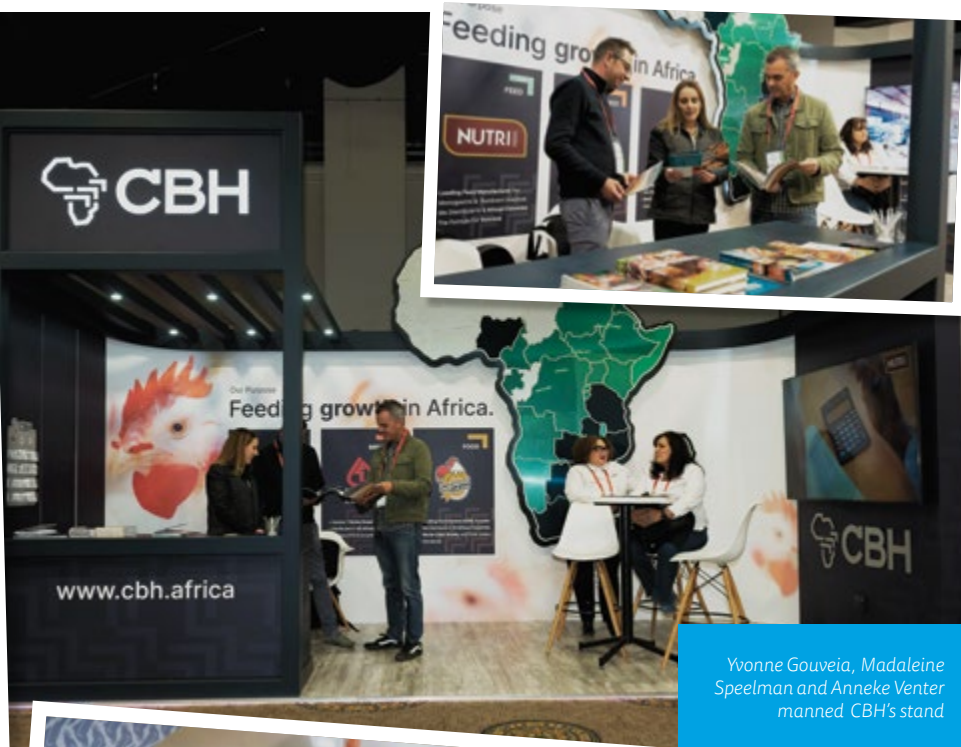




Johnny Ferrier, Uveshan Govender, Keith Terwin and Danie du Plessis at the Marel stand



At the Huvepharma stand Lolita Kohne, Megan Hilton and Tertius Joubert were on hand to discuss pharmaceutical products



Yvonne Gouveia, Madaleine Speelman and Anneke Venter manned CBH's stand



Rainbow's Nadine Hardwich, Gugulethu Mtshali, Ivy Meso and Ro Chitanand

### How was the floorplan worked out, and how do you decide who goes where?

Seeing that we expected to have a huge turnout after four empty years, we had to decide on a layout to utilise the maximum space for exhibition purposes but also allow enough walking space. It was a challenge! The exhibition space used this year was over 1550sqm. Exhibition space is sold on a first-come, first-served basis and the exhibitors themselves decide where they want to be positioned.

### Were there specifications regarding the sizes of the stands?

The stands varied from 4sqm to 9sqm and the biggest stand altogether took up 96sqm.

### Who was responsible for the construction, and how long did it take to get it all done?

Our main service provider responsible for the building of the stands was Concept G Global and it took them roughly two full days to build all the stands. Some companies also brought in their own designing teams.

### Can you single out any stand that presented the biggest challenge? Which ones took the installers the longest to complete?

Our biggest challenge is bringing in large, heavy equipment. One such large item was on the Dale Automation ▶



# WHO'S WHO

stand. Another exhibitor had to make a prototype of one of their machines as the real one was too big to fit on their stand. It's a particular challenge to bring in large parts of custom-built stands. The Boehringer Ingelheim stand took the longest to build as it had large sections that not only had to be put together, but also stacked on top of each other. Fortunately our team from King Cargo had all the necessary equipment to assist with the heavy work.

## How many of the exhibitors were AVI Africa newbies?

We had 24 first-timers this year and I believe they all are eager to attend our next event!

## And what about the veterans?

We have a number of regular exhibitors who have supported us for many years. Some of them have participated in AVI Africa for more than 10 years

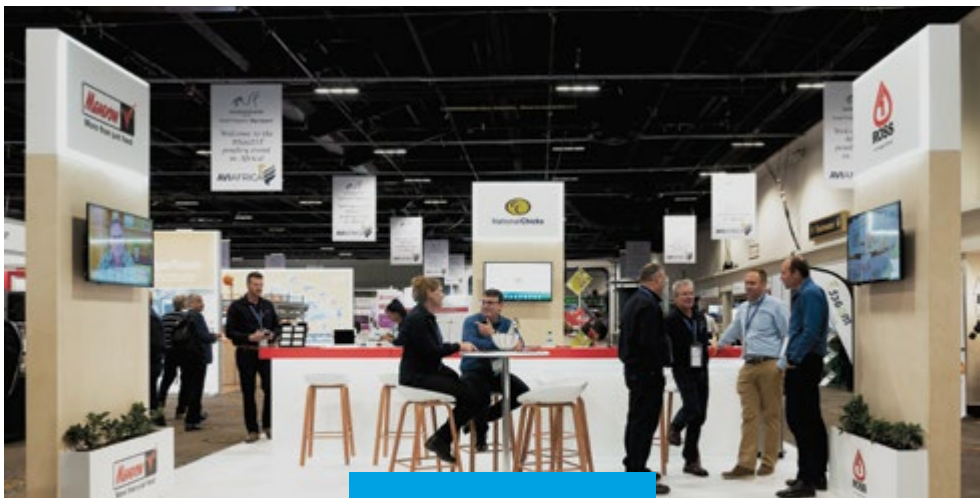
## Competition between the stands is always fierce. Who were the judges for the Best Stand Awards and what did they look for?

Our panel consisted of two of our board members and an independent consultant. They looked to identify two big and two small stands and the criteria for judging were:

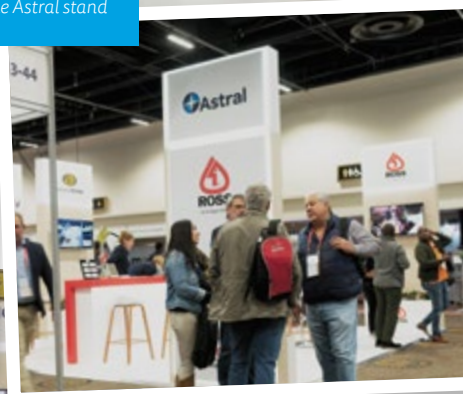
- General presentation
- Clear presentation of products/ services
- Accessibility and originality
- Staff attitude and dress
- Use of light and colour
- Clever incorporation of identity
- Imaginative use of materials
- Ability to attract attention



Dale Automation's stand boasted a blue belt system, one of the largest pieces of equipment to be displayed



All roads led to the Astral stand



The Astral Foods stand was manned by Brandon Fourie, Clint Lawson, Riaan Janse van Vuuren, Lizette Pitout, Michelle van Rensburg, Stephanie Barker, Kate van der Walt and Ed Martin





Brakpan layer farmers Lesego and Winnie Senokwano chat to MixRite representative Tom Ghoshen



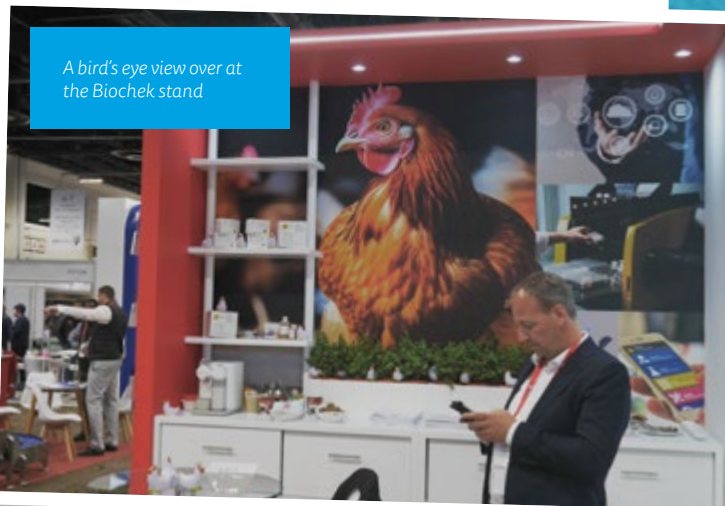
Animated discussions at the Spartan stand



Engitek's Jaco Muller explains his egg grading and sorting machine to farmers Bongie Gumedde and Monkie Mosehle



Velery Stapenenko and Pierre Naude represented Hy-Line SA



A bird's eye view over at the Biochek stand



# WHO'S WHO

## Who were the winners, and what was it about their stands that clinched the deal?

The winners for the Best Small Stands were Elanco Animal Health and Engtek (Pty) Ltd, and the Best Large Stand awards went to Boehringer Ingelheim and Plasson SA (Pty) Ltd.

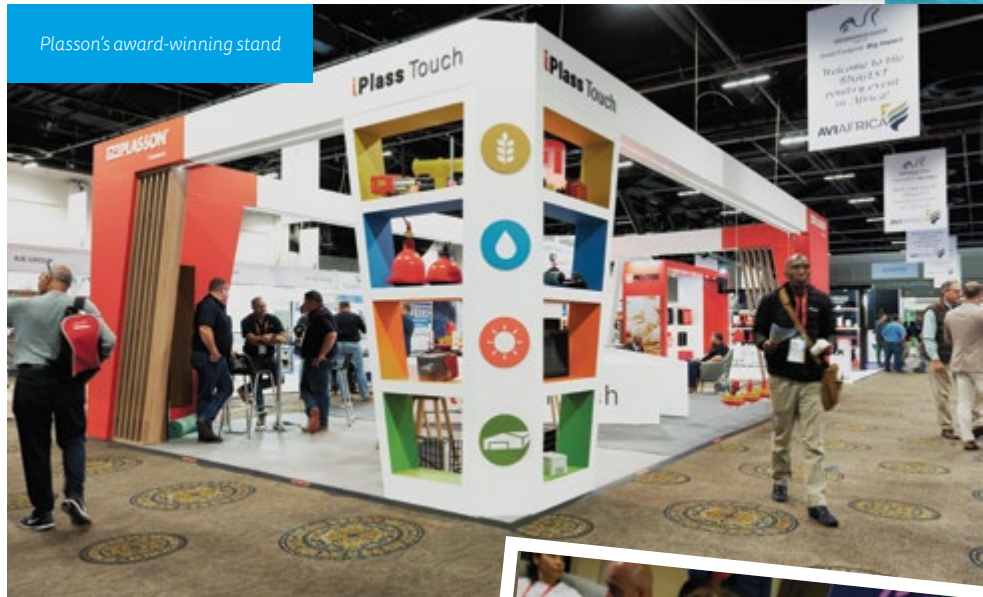
The two large stands stood out because of their design, layout, accessibility and friendly service, and the two small stands attracted the attention of the judges because of their exceptional client service.

## And finally, after working so hard to plan every element, what was your favourite moment of the congress?

As you know, it was five years since the last event and it was amazing to see how happy everybody was to see old friends! You could feel the excitement in the air and see people enjoying themselves. It was also great to see the huge, empty space fill up with all the stands. 🎉



Daniel Breed and Liberty Nkuna at the Elanco stand



Plasson's award-winning stand

## Boehringer Ingelheim

AVINER IS THE UNIVERSAL AND WELL TOLERATED SOLUTION AGAINST NEWCASTLE DISEASE

Boehringer Ingelheim's engaging stand, complete with a fast-drawing caricature artist, was a real crowd-puller, earning them the Best Large Stand award

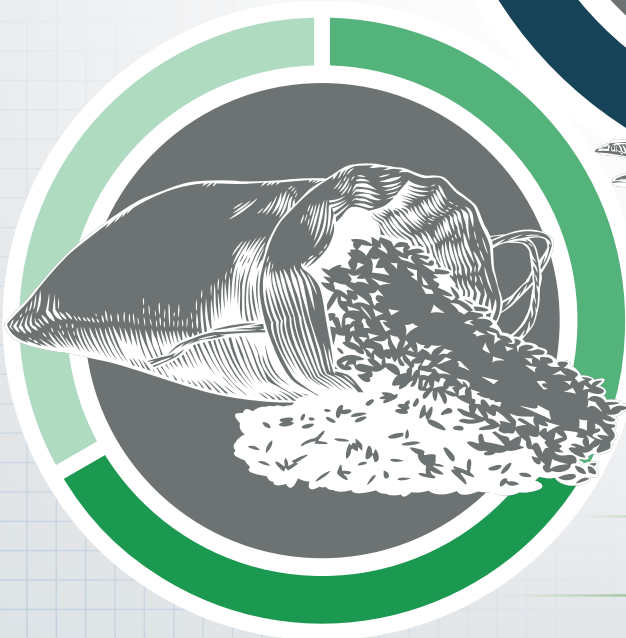


Our ed gets her caricature drawn at Boehringer Ingelheim's award-winning stand

# THE MULTI-DISCIPLINE LABORATORY SOLUTION ACROSS SPECIES

SEROLOGY

TISSUE RESIDUE ANALYSIS



PROXIMATE & MINERAL ANALYSIS

MYCOTOXIN ANALYSIS

SOYA QUALITY

IN-FEED MEDICATION ANALYSIS

FAT QUALITY



# WHO'S WHO



Vitam International's Herman van der Westhuizen and Tanya Grobbelaar



Talking hatchery business at the HES stand



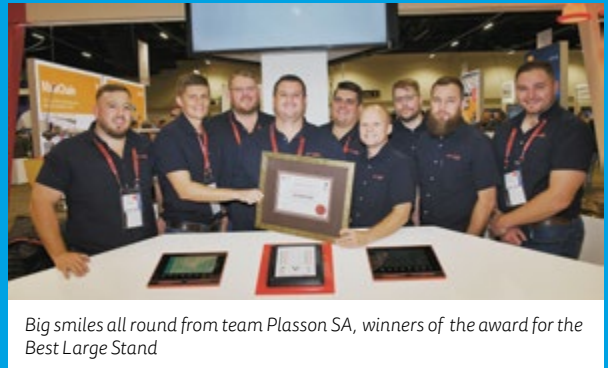
## Winner of the Poultry Bulletin T-shirt!

Send a selfie taken in front of your favourite stand, we asked. Anna Komape of GDARDE: "My favourite stand was **Rainbow**, their branding was very visible everywhere, from the backpack to the lanyard everyone at the congress wore." Congrats, Anna!

# WINNERS! BEST STAND AWARDS



The Boehringer Ingelheim team celebrate their Best Large Stand award



Big smiles all round from team Plasson SA, winners of the award for the Best Large Stand



Aziz Sulliman hands over Elanco Animal Health's award for Best Small Stand to Francois Smit



Jako Muller and Prinsloo van der Heever receive Engitek's award for Best Small Stand

## Broilers are the business

The broiler sector's parallel session featured presentations by some industry heavyweights who sketched a hopeful, if sometimes sobering picture of the state of the sector. The cost of feed and its impact along with that of the energy crisis, Covid and the Ukraine war on potential growth was a theme throughout the session



**Professor Ferdi Meyer** of the Bureau for Food and Agricultural Policy (BFAP) shared his considerable expertise with two compelling presentations, one about the global competitiveness of South Africa's broiler production, and the other about the agricultural outlook up until 2031.

Meyer gave an overview of the impact of poultry on the economy and South African lives, in a country where more than a million households are active in poultry production. Despite the ongoing impact of imports, South African producers' competitiveness have improved, BFAP has found.

Sobering indeed was the fact that global meat prices have not increased as much as that of feed, with feed costs also pushing up day-old chick

***'Why am I in chicken? Because this industry gets in your blood; we love what we do. And we may be competitors, but for these three days we unite under the banner of SAPA'***

**– Marthinus Stander,  
MD Rainbow & SAPA  
board member**

prices, to squeeze producers from all sides. However, gains have been made thanks to the clear growth strategy of the masterplan, and the industry remains well placed to contribute to South Africa's agricultural growth.

In his report on the agri outlook up to 2031, Meyer warned of an expected slowdown in the fortunes of South African agriculture due to many uncertainties in the market. Poultry is better placed than most other subsectors, and here too he noted the clear growth strategy of the masterplan, and the industry's past resilience as markers of hope for the



# DAY 2 HIGHLIGHTS



▲ Clive Tigere answered questions from young farmers after his inspirational presentation

future. Exports will become more important for the industry to be able to grow, with value-added products expected to become critical to the mix.

**Professor Mario Penz** of Cargill engaged the audience with his explanations of outside versus inside challenges – those which can only be mitigated but not individually solved, such as avian influenza and loadshedding; versus those where it is up to the industry to find the solutions. In the case of the former, those who mitigate better will do better, and when it comes to avian flu, mitigation comes in the form of biosecurity.

As for inside challenges, he believes the other AI – artificial intelligence – has to be embraced as the “new guru”. Forget how grandpa did it, he said, we need to focus on the training of farmers, and on keeping inventory of technical aspects, so that failings can

***‘In an old poultry house there were possibly 7 data points in a day... today the data volume, captured every 15 minutes, can number 1 056 in a day, 280 000 in a year, in a single house!’***

**– Jim Johnson, MTech Systems**



▲ Jim Johnson with session chair Wouter de Wet



▲ Prof Ferdi Meyer

be spotted and addressed. Today’s tech can measure all aspects of production and AI can point out where changes are needed.

“Focus on the bad producer first, because they drag down the average, and fix that,” he said.

The audience loved Penz’s comparison of a business to a Ferrari. Farmers invest a Ferrari’s worth of money in their businesses. “Everybody wants the Ferrari, but the beginning of the story is training the people who drive the Ferrari,” he said. The image he conjured of untrained staff in the driver’s seat of a multimillion-rand high-performance vehicle sent a ripple of nervous laughter through the audience. We have to think out the box and think ahead, and we need to know who will be managing our Ferrari.

Just before lunch the youngest presenter at this year’s congress,



**'Our compartments allow exports into the rest of Africa'**  
 – Dr Mpho Maja, DALRRD

◀ Dr Mpho Maja

**Clive Tigere**, wowed the attendees with his wonderful story of triumph and tenacity. The *Poultry Bulletin* cover star related his trajectory from ambitious teenage farmer in Louis Trichard to the owner of Northroost Hatchery, a successful joint venture with industry giants Country Bird Holdings and Bushvalley. Tigere's enthusiasm and positive energy was inspirational, and he was surrounded afterwards by keen young attendees looking for guidance and advice.

Biosecurity and its implications for exports was the theme unpacked by **Dr Mpho Maja** of DALRRD, who drew a great analogy between keeping flocks safe from disease and keeping ourselves safe from Covid. "The pandemic taught us nonpharmaceutical interventions, which is exactly

what biosecurity is," she said. Firstly, wash your hands and sanitise – or shower, change clothes and boots, and clean and disinfect trucks. When sick, isolate – don't move sick birds around and isolate your houses. Observe social distancing – bird-proof houses so that no other creatures get in, observe



▲ Dr Alfred Blanche

**'Biosecurity is our tool to mitigate against bird flu, and it has to be done 100%. Half biosecurity is just cost'**

– Prof Mario Penz, Cargill



▲ Prof Mario Penz

separate sites and keep an eye on your neighbours. Avoid superspreader events – know your suppliers' health status and absolutely avoid auctions or road-side sales.

In the afternoon MTech Systems' **Jim Johnson** gave insight into the power of smart farming and how it can connect and complete the full farm-to-fork supply chain. Tying in with the earlier arguments of Prof Penz, he outlined how today's tools can already capture hugely detailed information, all the time – as many as 300 000 bits of data in one house in a year, from humidity and feed consumption to weight – and that the data can be crunched by AI (the robot kind again) to build models for efficiencies that will only improve as technology evolves.

The last presentation of an info-packed day was by **Dr Alfred Blanche** of Hamlet Protein in Denmark, who focused on the importance of feeding the right types of protein in the early developmental stages of young chicks. Although protein is essential for growth, not all protein sources are equally suitable.

And with that, the learning was over for the day, and everyone gathered around the Astral brands' stand in the centre of the exhibition hall, to catch up over a glass of wine and make up for five lost years. It was reported by our scouts that the last of the revellers only made it back to their hotels shortly before sunrise... 📺



# RAINBOW CLUCKING BACK TO THE TOP

Rainbow, a renowned name in the poultry industry, is on a mission to once more delight its customers and consumers with the brands they trust and love. With a seamless farm-to-fork pipeline, producing its own feed to rearing and processing chickens, Rainbow maintains complete control over the entire production process, leading to the creation of their well-loved consumer brands found in stores nationwide. As the company celebrates 60 years of ground-breaking processing, it is also embarking on an exciting expansion plan in its birthplace, Hammarsdale, solidifying its commitment to innovation and growth.

## RAINBOW'S EXEMPLARY FARM-TO-FORK JOURNEY UNVEILED

Rainbow's farm-to-fork journey is competitive with best-in-class standards. The company's dedication to being fully integrated ensures a seamless and transparent value chain, spanning 3 chicken generations, from grandparents, to parents and finally to broilers. By producing their own feed, Rainbow guarantees the highest quality and nutritional value for their chickens. This attention to detail forms the foundation of their flavourful and tender chicken products. Throughout the chain, Rainbow adheres to the highest animal welfare standards ensuring that their chickens grow in a stress-free and optimal manner, leading to exceptional taste and quality.

## SIX DECADES OF POULTRY PIONEERING

This year, Rainbow Chicken proudly celebrates 60 years of trailblazing in the poultry processing industry. From its inception, the company has played a pivotal role in shaping the sector in South Africa as it exists today. Rainbow's commitment to innovation, quality, and industry-leading practices has set the benchmark for others to follow. Over the decades, the company has consistently pushed boundaries, incorporating advanced techniques and technologies to deliver products



# THEIR WAY

EST. 1960

## ALIVE & CLUCKING: RAINBOW'S PROSPEROUS VENTURES IN THE POULTRY BUSINESS

that meet the evolving demands of consumers. "Our dedication, innovation, and passion have guided us through the years, and today, we stand proud as leaders in this ever-evolving industry. Together, we forge ahead, embracing the challenges and opportunities that lie ahead, as we continue to shape the landscape of poultry for generations to come.", says Managing Director, Marthinus Stander.

### FROM COOPS TO SUCCESS: TRIUMPH IN THE BUSINESS WORLD

Since 1916, Epol has been the trusted brand for farmers seeking the perfect balance in animal feed. With an unwavering dedication to understanding and servicing the needs of both customers/farmers and their animals, Epol has truly become synonymous with excellence in the agricultural industry. Epol's success lies in their profound understanding of what farmers truly want – perfectly balanced animal feed. Recognizing the critical role nutrition plays in the well-being and performance of livestock, Epol has meticulously crafted its feed formulas to deliver optimal nutrition and support to the overall health of animals. Epol is at the forefront of scientific innovation in animal feed. Their team of experts constantly pushes boundaries to develop cutting-edge solutions that optimize animal nutrition and promote healthier and more sustainable farming practices. Through advanced research and development, Epol consistently introduces breakthrough technologies and ingredients, ensuring superior feed quality. Their commitment to scientific excellence enables them to deliver feed products that enhance animal performance, improve overall health, and minimize environmental impact, making Epol a trusted leader in the field of animal nutrition.

Rainbow's current expansion plan in Hammarsdale showcases its forward-thinking approach and commitment to growth. With an investment of R220 million, the abattoir in Hammarsdale is being upgraded to enhance processing capabilities, ensuring the maintenance of the highest food safety standards. Simultaneously, Rainbow is constructing 78 new contract grower houses, with an additional investment of R400 million from the growers themselves. This expansion plan aims to restore production volumes to pre-2017 levels, reinstating the plant to its full operating capacity. The increased poultry production will not only boost Rainbow's output but also lead to a rise in Epol feed volume, supporting the entire value chain. Furthermore, this ambitious endeavour will generate an additional 460 jobs, contributing to the growth and prosperity of the KZN community, in alignment with the goals of the Poultry Sector Master Plan.

Rainbow's commitment to a fully integrated farm-to-fork approach has been the cornerstone of its success in the poultry industry. With 60 years of pioneering processing, the company has established itself as a leader and innovator. By controlling every aspect of production, from feed to processing, Rainbow ensures the highest quality, consistency, and traceability of its products. The ongoing expansion plan in Hammarsdale reflects the company's dedication to growth, job creation, and revitalizing production volumes. As Rainbow Chicken continues to evolve, consumers can trust in its farm-to-fork journey, knowing that transparency, innovation, and excellence are at the heart of every product they enjoy.

[#WeAreRainbow](#)





## DAY 2 HIGHLIGHTS

# All about eggs

The egg-sector parallel session covered a spectrum of topics, ranging from information on statutory levies to the egg masterplan, biosecurity and the story of how an engineer became an egg farmer

**A particularly meaty** presentation was delivered by **Dr Scott Elliott**, consulting veterinarian to several of SAPA's egg-producer members. Stating that it was possible for layers to remain productive up to 90 and even 100 days – far longer than the norm of 70 days – Elliott focused on the nutrition that makes this possible. "Bird management in the first 35 days is critical to achieve longer production while ensuring bird welfare and egg quality and preventing naked birds that have a low cull value," he noted in his introduction.

During the talk, Elliott stressed that egg farmers must constantly monitor egg mass output (EMO), breast muscle and liver health to stay on top of the nutrition their birds need. He spoke about the importance of adding the right calcium to feed at the right time of day (fine calcium in the morning to feed the bones and coarse calcium in the afternoon to feed the eggshell) and mentioned handy indicators that all is not well. Small combs and wattles, for instance, indicate poor calcium reserves, while small yolks point to liver problems. When a hen drops her feathers, it is a sign that amino acids are being leached out of her body so that she can lay eggs. You can tell when a hen has stopped laying when her beak and legs become yellow.

This happens because the colouring in the feed that used to give the yolk its colour now remains in the body.

Feed was also a focus area in the talk **Anné Calitz** from BioChek gave on biosecurity. She pointed out that diseases can be transmitted through feed, especially if it's delivered in contaminated vehicles or stored in silos or bins that have not been properly cleaned. Noting that animals are the biggest source of diseases, Calitz urged farmers to verify the health status of any new birds. She highlighted stocking density as an effective disease-control strategy, and said that chlorine mats are often far more effective than foot baths, especially if the baths are not cleaned at least once day. 📷



▲ GM of SAPA's egg board Dr Abongile Balarane gave insights into the NAMC egg study

**'Think big when you do an EIA; do it for as much as you can, instead of only enough for your immediate expansion plan'**

**– Achmat Brinkhuis, egg farmer, SAPA egg board member**





**'Banks are regulated and cannot relax their lending rules; our job, therefore is to prepare the client for the bank'**

– Dr Langa Simela, agribusiness development specialist, Absa



▲ Dr Sifiso Ntombela of NAMC spoke about the agriculture and agroprocessing masterplan



▲ Motlatjo Mokaepae, the acting DG at GDARDE, spoke about the implementation of the masterplan in Gauteng



▲ Dr Scott Elliot



▲ Matsobane Mpyana of NAMC discussed the value of statutory levies



▲ Anné Calitz

**'Biosecurity is not only a system; it's also an attitude'**

– Anné Calitz, business development manager, BioChek



## VIEW FROM AN ENTREPRENEUR

Engineer turned egg farmer and SAPA egg board member **Beverly Mhlabane** shared the story of how her operation, Zapa Farms, started and has grown since 2107. In response to a question about what advice she would give to egg farmers just starting out, Mhlabane said:

- Join an organisation such as SAPA that can support you.
- Secure your market first before you invest in layers by, for instance, sourcing eggs from other farmers and selling to customers.
- Have an off-take agreement in place before you build a structure that can house 30 000 layers.
- What is online is not always true. Always do your own due diligence before you hand over any money.



# Getting technical



While many of the speakers in the technical session dealt with the pressing issues of avian influenza and vaccination, some intriguing other themes emerged, keeping the session lively and thought-provoking

**The morning** kicked off with a presentation by **Natasha Davison**, technical services manager at Evonik Industries. She spoke on the importance of prioritising gut health in the current, ever-changing environment. Davison stressed the need to ensure a diverse microbiome in poultry and the use of antibiotic growth promoters to ensure good gut health.

She gave insight into the devastating consequences of heat stress on a chicken's digestive physiology. The comfort zone of broilers is very narrow, and in South Africa the temperature can rise quickly. When the relative humidity climbs above 75% and the temperature hits 28°C, a chick is no longer able to regulate its temperature and the risk of death is severe.

Davison's talk was followed by **Dr Adriaan Olivier**, industry veterinarian at the South African Ostrich Business Chamber, who delivered a presentation entitled "Exporting to the EU". Europe is South Africa's primary market for ostrich meat, and Olivier outlined the various challenges his industry has faced and the obstacles

**'What we don't want is unregistered, poor-quality vaccines getting into the country and making the situation worse'**

**Dr Shahn Bisschop,**  
Avimune



▲ *Natasha Davison*



▲ *Dr Adriaan Olivier*



▲ Dr Shahn Bisschop

they have overcome. Before Olivier got to the meat of the issue, he dug deep into the history of the ostrich industry in South Africa, keeping his audience spellbound.

Next up was **Prof Celia Abolnik**, senior research scientist at Onderstepoort, who outlined the work being done to isolate the various strains of avian influenza (AI) through molecular epidemiology. She updated the audience on the Wild Bird Surveillance plan, a faecal sampling programme which was started nationally in February 2023. She stressed the geographic importance of the study: South Africa acts as an ecological sink for many virus strains, introduced here by overwintering birds from Europe and beyond. These are quickly passed intra-continently, putting all birds, both wild and commercial, at great risk.

**Dr Shahn Bisschop**, CEO of veterinary poultry specialists Avimune, started his comprehensive presentation by saying that the AI situation worldwide is out of control. He went on to prove this point with a succession of slides showing bird migratory patterns, graphically illustrating how easily the virus spreads. This led into an extensive discussion on the importance of biosecurity and the need for both outer and inner security zones. "The science is on our side," he said, "but you need good facilities. It'll take some time."

After lunch Elanco veterinarian



▲ Prof Celia Abolnik



▲ Dr Bibi de Bruyn

**Dr Bibi De Bruyn** introduced Salmonella into the discussion. She stressed the importance of correct diagnosis in young poultry flocks, underscoring the importance of biosecurity in handling an outbreak. De Bruyn explained that Salmonella is a faecal-oral infection and infected birds can clear themselves of infection after some time, however, some excrete bacteria in droppings for several months. If left uncontrolled, the disease spreads from the gastrointestinal tract to other organs, primarily the fallopian tubes, thus infecting the eggs and hatchlings. These are subsequently consumed by humans, which can prove fatal.

**Prof Robert Bragg**, head of microbiology and biochemistry at the University of the Free State, followed



▲ Prof Robert Bragg



▲ Stephanie Lesceu

De Bruyn, bringing a new concern into the arena: antimicrobial resistance. His talk, interspersed with some of his own magnificent photographs of tigers and bears ("because I love them so"), took the audience through the history of bacteria and the ever-growing problem of bacterial disinfectant resistance. "We are all to blame for this and anyone who has needlessly taken antibiotics shares in the responsibility." Bragg added that Covid-19 has hastened the slide by adding so much sanitizer into the environment; many of these products contain genotoxic chemicals that damage microbial DNA, causing irreversible damage.

IDvet's **Stephanie Lesceu** rounded out the day by highlighting the need for the correct diagnostic tools when trying to diagnose AI in a poultry flock. She said clinical signs might lead one to believe that the flock is infected, but many of the symptoms that present are non-specific for AI. 📺





# Fast facts from AVI



Africa is home to almost **18%** of the world's population, but accounts for just over **4%** of global egg production

In Africa, egg consumption is **44** eggs per person per year

South Africans eat **159** eggs per person per year. The aim is to increase it to **220** by 2030

More than **1 million** households in South Africa are active in poultry production

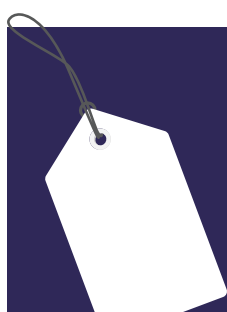
**50 000** people are directly employed in the poultry industry

The poultry industry contributes **R71,5 billion** in revenue to the fiscus

**65%** of meat consumed in South Africa is poultry

**10%** of egg production volumes must be earmarked for export, according to the egg masterplan

DALRRD designated an Agro-Energy Fund of **R2.5 billion** to support farmers with the installation of green energy solutions



The average cull price is **R53.55** per spent hen

Loadshedding adds **R1.20/kg** to the production cost of chicken



**58 million** birds have been culled globally due to avian influenza

India produced **129.6 billion** eggs in 2022, making it the second biggest egg producer in the world

Mexicans eat **409** eggs per person per year – the highest in the world



NationalChicks

## Supplier of Superior Quality Day-Old Chicks



**National Chicks** produce and supply quality day-old chicks to the public. We are stockists and suppliers of the ROSS® 308 breed - the foremost in all poultry breeds in terms of best cost production. ROSS® 308 satisfies the demands of customers who require a bird that performs consistently well and has the versatility to meet a broad range of end product requirements. The ROSS® 308 breeder produces a higher number of eggs, combined with good hatchability to optimise chick-cost, making it the preferred breed of choice.

ROSS® 308 is recognised globally and is the market leader. Integrated and independent producers value the growth rate, feed efficiency and robust performance of ROSS® 308.

ROSS® 308 is the FCR leader!

If you want quality products, excellent customer service and good prices, **National Chicks** is your best supplier. We give you value for your money!

A WISE FARMER WILL INSIST ON ROSS® 308 FOR EXCELLENT PRODUCTION RESULTS.

**“One day you will do business with us, why not start from day one?”**

GAUTENG  
Tel: 012 802 1066/67  
Gauteng.Sales@natchix.co.za

KWAZULU-NATAL  
Tel: 031 785 9100  
KZN.Sales@natchix.co.za



## DAY 3 HIGHLIGHTS

# Wrapping up in style

The last day of the conference was confined to a morning session only, but a solid line-up of presentations ensured it packed a punch. Delegates were in agreement that the next AVI Africa cannot come too soon!

**Day 3 of AVI Africa** started with some delegates queuing at the coffee machines for a much-needed pick-me-up after the previous evening's cocktail festivities. But another solid line-up of presentations ensured that it was worthwhile to get up early for the final day.

First off was energy guru **Alexis Barwise** of the Association for Renewable Energy Practitioners, whose talk on battery energy storage could not have found a keener audience. Quoting horrific statistics of Eskom rates increases vs inflation, loadshedding day counts and the lesser-known costs of running backup generators, he unpacked the benefits of battery energy storage systems and talked through a case study of a large installation with a solar component... definitely an investment to consider for those who have the financial means.

**Andrea Ellens** of Trade Intelligence



▲ Budgets permitting, everybody is looking for the best backup energy solutions...



▲ Alexis Barwise



▲ Ncumisa Mcata-Hluli

followed with a fascinating presentation about trends in the consumer goods and retail industries, including an inevitable look at how loadshedding is impacting this sector – a full R500 million per year is now earmarked for diesel for backup generators to keep the lights on and the fridges cold in SA's shops. The hyper-segmentation of the market is seeing hybrids arising in many retail categories, as retailers pull out all the stops to be everything for everybody in a quest to remain profitable in a very tough economy. Supermarket brands now also open "wholesale" outlets in direct competition with cash 'n carry bulk-sale stores, while store-within-

store concepts bring special interests such as pet shops, health shops and kids' interest shops in-house with the aim to retain shoppers who might otherwise go elsewhere for those products. But despite all the fancy footwork, for every R100 spent at the big national retailers, the store makes a profit of between R2 and R5.90 only.

After tea, **Ncumisa Mcata-Hluli** of the DTIC spoke about the gains made since the masterplan was signed, and stressed that the time is past for government and producers to work separately in silos. Collaboration and partnerships are what will take us forward, to achieve the export goals. Answering a question from the floor,



▲ Jean de Villiers




▲ Andrea Ellens

she urged producers to make use of the DTIC's extension services, and of the support provided by SAPA and AFASA.

When session chair Marthinus Stander introduced the final speaker of the congress, there was palpable excitement in the room as former Springbok rugby captain

**Jean de Villiers** took to the podium. The popular sports star drew gasps and laughs from the audience as he shared details of his injury-riddled career in rugby, and how he learnt the invaluable lesson that even seemingly insurmountable challenges can be overcome by a spirit of determination and a willingness to do the hard work needed.

It certainly was a message that resonated with the people of the poultry industry, and a fitting conclusion to three fruitful days of AVI Africa 2023. 

## WISECRACKS FROM THE PODIUM



**Atlanta, Georgia, is where the world's big poultry trade show happens every year. In 1996, Atlanta also hosted the Olympic Games. It was just after the Olympics that a visitor to Atlanta gets into a taxi, and as they drive past the Olympic stadium, he asks his taxi driver, "You must have been very busy when the Olympics was on?" "Nah," says the driver. "That was nothing. But when them chicken pluckers come to town..."**





Egg people! Tawfeeq and Achmat Brinkhuis with Adel van der Merwe of Quantum

Jack Nkogatse of Daybreak



# OLD FRIENDS, NEW CONTACTS

Even when working hard, poultry people know when it's time to be social. AVI Africa gave plenty of opportunity to catch up with old buddies, swop numbers with new contacts and network up a storm!



Deon Fourie of Fourie's Poultry, Robbie Kruger of Avichick, Chris Schutte of Astral

A real male chain: the Big Dutchman team

Cover stars of earlier issues of Poultry Bulletin – Phiwokuhle Shabangu and Tumi Mokwene





# SPOTTED!



Former Springbok captain Jean de Villiers shows how to play the ball, not the, er, man...



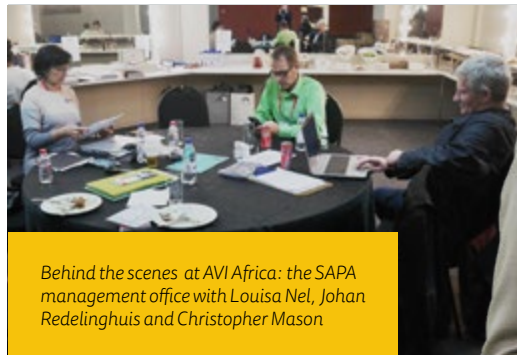
Hy-Line SA's Theresa Erasmus and Selja de Ponte



Gary Arnold of Astral and CBH's Brendon de Boer



Marthinus Stander of Rainbow with Louisa Nel



Behind the scenes at AVI Africa: the SAPA management office with Louisa Nel, Johan Redelinghuis and Christopher Mason



Jean de Villiers kindly posed with fans after his talk on leadership



SAPA's Izaak Breitenbach and Sheila Ross of Astral





Celebrating the winning stand: it was all in the socks!



Sakhile Nsingwane, Gugu Mtshali and Phiri Tau of Rainbow



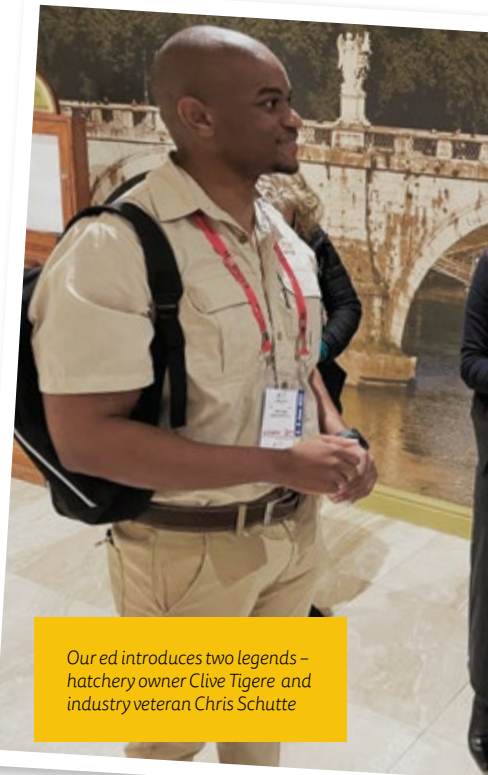
SAPA board members Willie Bosoga, Jake Mokwene and Tumi Mokwene



Karabo Molama, animal science student and chicken farmer



UK visitor Nduta Mbutia from Positive Action Publications



Our ed introduces two legends - hatchery owner Clive Tigere and industry veteran Chris Schutte



SAPA's AVI Africa dream team



# SPOTTED!



Egg board members Nic Elliot and Willie Bosoga



Business partners Brendon de Boer of CBH and Clive Tigere of Northroost Hatchery



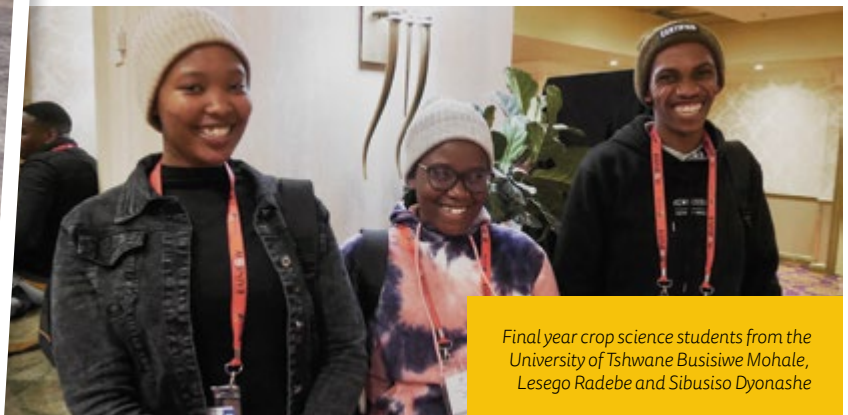
Stanley and Heather Micallef were at AVI Africa meeting potential poultry partners for their long-life chicken product



Niall Williams and Jenna Davis of Kemin Industries with their client Chrizzell Celliers of Simple Grow



Phillip Bronkhorst, Izaak Breitenbach, Frans van Heerden, Heiko Köster, Gary Arnold and Karla Zietsman



Final year crop science students from the University of Tshwane Busiwe Mohale, Lesego Radebe and Sibusiso Dyonashe



# SPOTTED!



Serving drinks at the Astral hub that was the heart of the cocktail party



Debbie Nortjé and Adri Liebenberg of Meadow Feeds with Ludwig Look of Ross Poultry Breeders

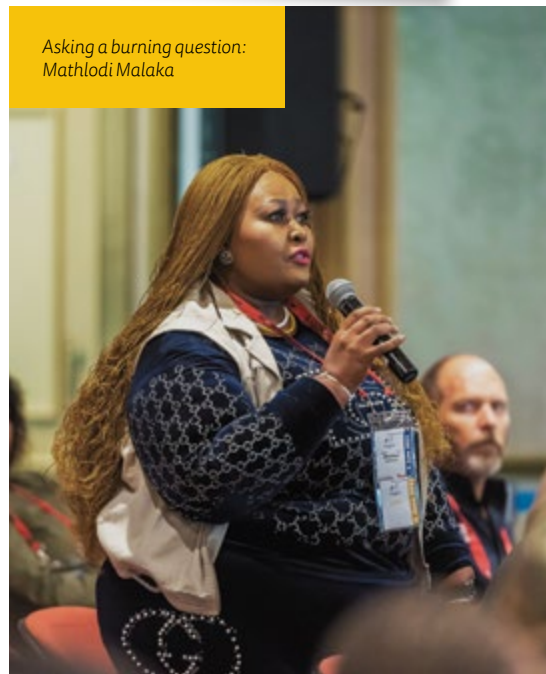


Enjoying the party – can you spot yourself?



John Jr and Deon Fourie with Charles le Maitre of Kuipers Group

Asking a burning question: Mathlodi Malaka





**'MY TAKEAWAY FROM AVI AFRICA'**



"A well-attended, very well-organised congress with superb and informative supplier displays, relevant topics and interesting, thought-provoking speakers. Congratulations to Louisa and SAPA."

**Colin Steenhuisen**, SAPA board

"My highlight of the conference was the opportunity to network and interact with fellow delegates. I got to listen to some very insightful presentations. What a well-organised event."

**Gugulethu Mtshali**, Rainbow



"I thoroughly enjoyed the event and it was good to experience the need for industry players to interact and communicate on a formal as well as a social platform. I strongly suggest that the SAPA and AFMA leadership should consider combining the AVI and Forum events into a single fair to be held every year."

**Chris Schutte**, Astral



"I absolutely loved my first AVI Africa. Fantastic to have all the role players in the industry coming together under one roof. All for a chicken!"

**Tawfeeq Brinkhuis**, Chamomile Farming, SAPA egg board



"AVI Africa returned in all its splendour, bustling with activity and people networking and exchanging ideas, from professionals to newbies in the industry – a definite highlight in our CBH events calendar."

**Madaleine Speelman**, CBH



"The technical sessions were well attended with people keen to advance their knowledge within the rapidly changing poultry-production environment. The talks on avian influenza and HPAI vaccination in particular were packed, which just highlights HPAI as the top disease risk and threat to poultry operations."

**Dr Obed Lukhele**, Astral



"Wonderful to see farmers' enthusiasm to learn and to grow, and a great opportunity for all of us, who normally compete, to discuss approaches to our common challenges, such as loadshedding and municipal service delivery. I feel so much hope for our industry."

**Brendon de Boer**, CBH



"It was good to connect again after the long absence, and heartening to see how we as an industry are standing together to overcome the challenges we currently face."

**Frans van Heerden**, Astral

"I'm new to the industry and I really enjoyed the opportunity to meet the many clients who visited our stand; the support was amazing! I've learnt so much here that will enable me to help our clients better."

**Selja de Ponte**, Hy-Line SA



"Very informative, excellent information and relevant for the times. Heart-warming to see so many newcomers interested in the industry. As the leaders we need to apply our minds to bring these people into the industry."


**Achmat Brinkhuis**, Chamomile Farming, SAPA egg board





# BEST MOMENT OF THE CONGRESS

**Jean de Villiers's** speech about leadership swept **Solly Leotlela** off his feet, so the farmer reciprocated...

**During question time,** small-scale farmer Solly Leotlela from Pretoria told De Villiers and the attendees that he had recently come to the "strange world" of poultry farming after 36 years working in correctional services. The former Bok captain's advice touched him deeply, he said. 

# BECOME A BROILER EXPERT

Navigate here to get started

*For free*



<https://epol.co.za/epol-experts/>



INTRODUCTION TO  
BROILER FARMING



INFRASTRUCTURE  
& SET-UP



PROFITABILITY



NUTRITION & FEED



MANAGING THE  
BROODING PHASE



MANAGING THE  
GROWER &  
FINISHER PHASE



DISEASE  
MANAGEMENT



PITFALLS &  
MISCONCEPTIONS



ASK OUR  
EXPERTS

ALWAYS GOING **BEYOND FEED** TO ENSURE  
THEIR PERFORMANCE, IS YOUR SUCCESS!



CONTACT OUR EXPERTS FOR MORE INFORMATION ON OUR MANY BROILER FEED SOLUTIONS

GET IN  
TOUCH



[www.epol.co.za](http://www.epol.co.za)



[epolinfo@rcffoods.com](mailto:epolinfo@rcffoods.com)

FOLLOW US



#WeAreRainbow







OVER  
**80**  
YEARS OF EXCELLENCE



**Meadow Feeds** has been the trusted supplier of high quality feed to Southern African livestock producers since 1942. Our unrivaled experience and expertise has earned the trust of generations of farmers who bring wholesome meat, milk and eggs to your table.

[meadowfeeds.co.za](http://meadowfeeds.co.za)

