

Beefing up meat knowledge

The Red Meat Industry Forum of South Africa (RMIF), which represents all 12 role-player organisations within the red meat industry, has launched a single, easily accessible one-stop website for consumers and industry alike.



The website will enable the public to have direct access to a portal, which provides important information on news, events and promotions around beef, mutton, lamb and pork sales in South Africa. Furthermore, contact details for all council members as well as member organisations are listed, as well as links to market research and industry statistics.

Information available includes red meat research projects, industry objectives, industry statistics, calendar events and red meat promotions, which includes new recipes and the popular Cleaver Awards. A further stage will include linking to other relevant industry structures.

The RMIF, established in 1994 when the agricultural control boards were disbanded, is responsible for a number of prime functions including determining industry policy; deciding on industry strategy; determining required industry functions; monitoring service provider performance and annual audits; applying for statutory levies and allocating funds to service providers and liaising with industry and state structures.

Member organisations

- Commercial and Emergent Red Meat Producers
- South African Feedlot Association (SAFA)
- South African Pork Producers Association (SAPPO)
- Red Meat Abattoir Association
- Association of Meat Importers and Exporters
- Meat Processors Association to the Skin, Hides and Leather Council (SHALC)

The site will shortly include details from the National Federation of Meat Traders and the Consumer Council

“Every part of the meat supply chain is in some way represented on this website. The launch of this initiative is thanks to a collaborative effort from all role player organisations and council members. We are proud to share this resource with our colleagues within the red meat industry and feel that all industry stakeholders and consumers will benefit greatly from this resource,” says Dave Ford, chair of the Red Meat Industry Forum.

The new website is www.redmeatsa.co.za.

For more, visit: <https://www.bizcommunity.com>