



The National Livestock Farmers' Association of South Africa(NaLFA-SA) is calling for Self-directed, real, and impactful Transformation in the South African Red meat industry.

18 March 2024

The newly formed redmeat commodity association is calling for a real and impactful transformation in the South African red meat industry and transformation that is directed by its members. The call was made by Mr Aggrey Mahanjana, the National Chairperson of National Emergent Red Meat Producer's Organisation(NERPO) when introducing NaLFA-SA, a new Commodity Association which replaced NERPO at its launch ceremony held at the Agricultural Research Council (ARC) Headquarters, in Pretoria today. NaLFA -SA was launched by 19 district-based associations across all nine provinces and the process of re-mobilization is ongoing to cover all 42 agriculture-based districts.

After unpacking the Growth and Development of NERPO over the past 25 years, he explained why NERPO decided to make a fundamental change in its life strategy and transform its brand by introducing a total new name, new Logo, new strategy, and new Leadership. The change of course and rebranding comes with a new mandate of facilitating real and impactful transformation within the entire value chain of the red meat industry. This will entail re-mobilising black livestock farmers in South Africa and linking them with both local, national, and international markets.

The vision:

"An inclusive redmeat industry driven by a majority of commercialised black farmers"

The Mission:

"lobbying & advocacy for legislation and policies that enforce impactful transformation in the entire value chain of the redmeat industry"

With the new mandate, the National Livestock Farmers' Association of South Africa will be proactive, especially in lobbying Government for Legislation and policy changes that support impactful transformation through participation of black individuals in the entire value chain of the red meat industry. We want to drive transformation ourselves, nothing for us without us.

Mr Mahanjana warned the new leadership not to compromise the association by getting involved in tenders and project management. If they want to be involved in development of their farmers, they must use service providers like ARC, NAMC and other reputable specialist in the livestock industry. "You can't bite the hand that feeds you".

Mrs Brenda Maaronganye, from Sedibeng District Municipality in Gauteng, and the first National Chairperson of NaLFA-SA said "our past is marred with a history of neglect and inefficiency, but it is not our destiny. It is our duty to investigate, to adapt, and to thrive. Farmers are the backbone of civilization. Without farmers, there is no sustenance, no progress, no future. It is time to rise above the limitations of the past and forge a new path forward."

"NaLFA-SA (National Livestock Farmers Association of South Africa), our newly formed association, symbolizes not just a mere upgrade, but a revolutionary transformation. We are a coalition of farmers, irrespective of race or creed, united by a common purpose – to build a future that is sustainable, efficient, and abundant".

"We find ourselves at this pivotal stage of progress thanks to the pioneering strides of NERPO and the hurdles it bravely confronted. Their efforts have enabled us to evolve and revolutionize our approach. Thus, we extend our heartfelt gratitude to the leaders of NERPO for clearing the path and granting us the opportunity to chart our course from this point forward.

But this transformation requires more than just rhetoric; it demands action. It demands your unwavering support, persistence, and trust. Together, we will reclaim our rightful place as leaders, guiding our nation's policymakers



towards policies that truly serve the needs of farmers. Gone are the days of being marginalized and overlooked. It is time to seize control of our destiny, to reclaim the value chain that sustains us. We will do this not through empty promises, but through sheer determination and hard work.

Therefore, I implore each and every one of you to unite with us as we emancipate from the constraints of history. Let us come together and embark on this voyage of rejuvenation and empowerment. Together, we will not only cultivate crops but also plant the seeds of transformation, nurturing high-quality livestock that will fortify our red meat value chain, providing sustenance for our nation," said Mrs Maaronganye.

She highlighted several areas that NALFA-SA will prioritise for lobbying and advocacy:

1. Implementation of the adopted sector plan
2. Land ownership- clear policy direction on sale of state land to lessees
3. Access to affordable finance and access to transformation levy for capacity building
4. Redmeat value chain ownership in all value chain nodes (not only primary production)
5. Development & ownership of the Goat Value Chain
6. Genetic improvement & support with breeding stock
7. Traceability & Market access (local and international)-removing barriers & exploitative market systems
8. Access to water- water rights
9. Rural infrastructure development- poor road and inaccessibility
10. Farm infrastructure & equipment- handling facilities and dip tanks
11. Animal disease management- eg Foot & Mouth, Brucellosis control
12. Farm Security -Lawlessness & stock theft is unprecedented
13. Knowledge & Skills development (Education, training & mentorship)
14. Women & youth empowerment for business ownership

Mr Matsobane Mpyana (NAMC) applauded the relaunch and rebirth of the livestock association. He gave a speech on the sector plans towards inclusive growth and highlighted the critical pillars in the AAMP and importance of partnership through the redmeat value chain roundtables and financial instruments in addressing the 14 critical issues highlighted by the Chairperson. Professor Frikkie Mare the CEO of RPO and Mr Dewald Olivier the CEO of RMIS applauded the contributions of NERPO to transformation over the years and invited the new association to work together with other industry Primary Cluster members of the red meat industry. They welcomed and congratulated the new National chairperson and pledged their support to the new sheriff in the country.

Professor Norman Maiwashe, speaking on behalf of the CEO of the ARC applauded NERPO for its role as a grassroots organization that pioneered capacity development of the marginalised farmers. The ARC was challenged by the resilience and capacity of NERPO to change and adapt to changes in the geopolitical and economic environment and remaining relevant as a vehicle for transformation. The ARC has always been a partner and pledged unwavering support toward inclusive growth. Professor noted that NERPO had really opened their eyes to the need to change and adapt. He also acknowledged the role that Mr Mahanjana played when he served on the board.

Messages of support also came from Dr Raesibe Kekana of MSD Animal Health, who invited livestock farmers to put animal health in the centre of their businesses for success. The MSD also pledged to continue working closely with producers. Mrs Rachelle Cloete, of GMP Basics and a long-time partner of NERPO pledged support in building capacity and strengthening the NaLFA-SA and invited other sponsors to do so toward building a vibrant, non-exploitative redmeat industry with a credible Livestock Management & Traceability System (LITS-SA).

Mrs Maaronganye, the newly appointed chair officially accorded Mr Mahanjana position as Honorary lifetime official of the NaLFA -SA in recognition of the sterling work as Founder and Chairperson of NERPO. She said the honour was befitting; when a parent has built a house for you, you don't kick them out but rather tap on their wisdom for continued growth.

History has shown us that change is inevitable, NERPO chose to adapt, positioning NaLFA-SA as the vehicle for the FUTURE of South African people and Africa.



Vice Chairperson -N Masoka, Chairperson- B Maaronganye and Secretary – N Phungo



NaLFA-SA -NEC members: -Dr Nherera-Chokuda (Facilitator), T Dlamini (KZN), E Letiana (NW), D Goqweni (EC), IM Kekana (LP), L Setswalo (NC), M Lowa (LP), M Mopedi (FS), AM Mahanjana (NERPO chairperson), Seated – M Jikijela (EC), N Phungo (LP), Chairperson- Mrs B Maaronganye (GP), vice chairperson -N Masoka (FS), R Thema – GP (Finance), NEC members not in picture – King Cornilius Botha (WC), N Motitswane (NW), L Maseko (MP).



From Left: Dr F Nherera-Chokuda (Private & Public sector Liaison & facilitator) and representatives of 18 districts associations (GP, LP, FS, LP, NW, NC, KZN, MP, EC) that formed NaLFA-SA, including traditional leaders, Captains of industry (CEO RMIS), Professor N Maiwashe of the ARC, NAMC (Matsobane Mpyana), R Cloete (GMP Basics) and far right NERPO chairperson AM Mahanjana. Seated from Left M Jikijela (EC), N Phungo (LP), B Maaronganye (newly elected Chairperson), N Masoka (vice chairperson) and R Thema (Finance person);