

ANNUAL REPORT

2024/2025



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ABOUT US

Red Meat Industry Services (RMIS) is a non-profit company with a mandate to serve the entire red meat value chain in South Africa: from primary producers and feedlots to auction houses, abattoirs, and beyond.

RMIS is the only organisation with the national mandate to implement the **Red Meat Industry Strategy 2030**, focusing on delivering practical, data-driven solutions that create measurable impact. We are funded through statutory levies collected at abattoirs for every head of cattle, sheep, and goat slaughtered

RMIS is a non-profit company under the Companies Act, 2008 (Act 71 of 2008).

RMIS is the assigned levy administrator as per the government gazette, publicly released in 2022.

WHERE DO WE COME FROM

RMIS was established in 2022 by the Red Meat and Livestock Primary Cluster (RMPC) to serve as the statutory levy administrator for South Africa's red meat industry. The RMPC is a collaborative group formed by key organisations in the primary value chain to provide advisory support on the red meat statutory levy.

These founding members include:

- Red Meat Producer's Organisation (RPO)
- National Emergent Red Meat Producer's Organisation (NERPO)
- South African Feedlot Association (SAFA)
- Red Meat Abattoir Association (RMAA)

The Red Meat Statutory Levy under the Marketing of Agricultural Products Act, 1996 (Act No. 47 of 1996) was publicly published in the Government Gazette No. 47300 on 14 October 2022 and signed by off by the Minister of Agriculture, Land Reform and Rural Development.

This Government Gazette states that:

“

The levy will be administered by the Levy Administrator who will act in terms of the mandate granted to it by the Red Meat and Livestock Primary Cluster, the representative structure of the primary red meat industry.

The implementation, administration, and enforcement of the levy established in this notice is entrusted to the Levy Administrator.

”

RED MEAT INDUSTRY STRATEGY

The Red Meat Industry Strategy 2030 is the sector's collective plan to grow South Africa's red meat industry. It's built on clear interventions, each backed by timelines, responsibilities, and funding frameworks to ensure real progress.

The red meat industry strategy consist of 3 phases:

PHASE 1

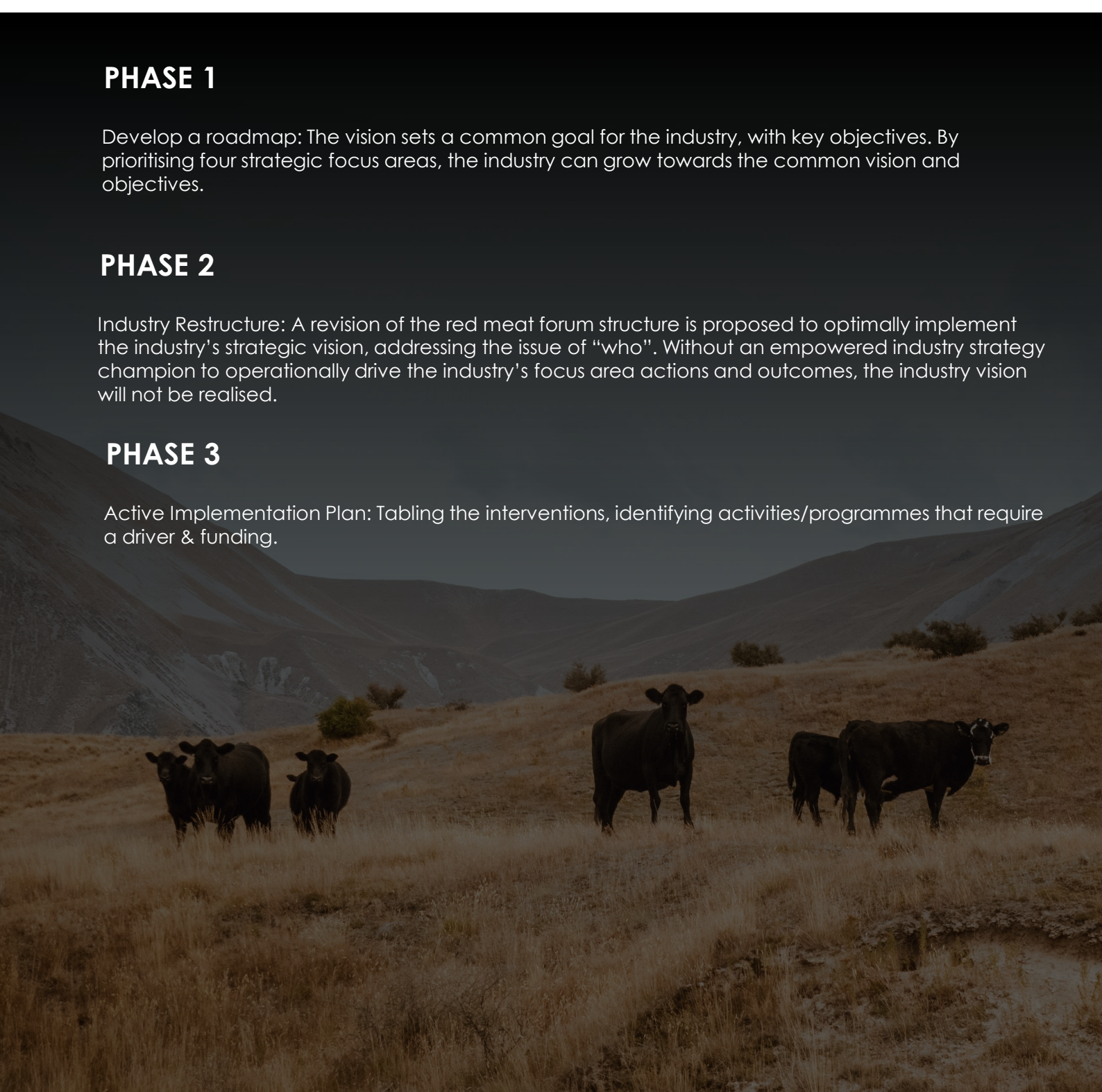
Develop a roadmap: The vision sets a common goal for the industry, with key objectives. By prioritising four strategic focus areas, the industry can grow towards the common vision and objectives.

PHASE 2

Industry Restructure: A revision of the red meat forum structure is proposed to optimally implement the industry's strategic vision, addressing the issue of "who". Without an empowered industry strategy champion to operationally drive the industry's focus area actions and outcomes, the industry vision will not be realised.

PHASE 3

Active Implementation Plan: Tabling the interventions, identifying activities/programmes that require a driver & funding.



OUR STRATEGIC FOCUS AREAS



**ANIMAL &
PUBLIC HEALTH**



**INCLUSIVE
GROWTH**



**MARKET
ACCESS**



**COMPETITIVENESS
& SUSTAINABILITY**

The complete Red Meat Industry Strategy 2030 Document is available on the home page of our website www.rmis.co.za

GOVERNANCE

BOARD OF DIRECTORS

Koos Janse van Rensburg	Chairman
James Faber	Director: Commercial Farmer Representative
Aggrey Mahanjana	Director: Emerging Farmer Representative
Estelle van Reenen	Director: Feedlot Representative
Niel Venter	Director: Abattoir Representative
Dr Kabols Le Riche	Independent Director
Dewald Olivier	Executive Director
Vacant	Independent Director

STATUTORY LEVY

Statutory funding in the red meat industry refers to a legally mandated levy collected at abattoirs for every head of cattle, sheep, and goat slaughtered, as well as for live animal exports. This levy is governed by the Marketing of Agricultural Products Act (MAP Act) and administered by Red Meat Industry Services (RMIS), a non-profit company established by the Red Meat and Livestock Primary Cluster (RMPC). The levy is not a tax—it is an industry investment used to fund strategic projects that benefit the entire value chain.

Funds are ring-fenced, audited annually, and allocated according to the following NAMC guidelines:

The signed Government Gazette No. 47300 publicly published on 14 October 2022 stipulates the following about Use of the Levy:

“

The minister approves that-

Approximately 70% of the levy funds should be used for activities relating to; Animal Health, Public Health and Biosecurity, Market Access, Inclusive Growth and Competitiveness & Sustainability and compliance to legislation.

Not more than 10% for administrative use; and

At least 20% is allocated towards transformation and that the National Agricultural Marketing Council's new transformation guidelines be followed

”

NAMC GUIDELINES ON EXPENDITURE

Category	% Expenditure
Production Development	29,5%
Quality Control	9%
Market Access	15%
Transformation	20%
Industry Information	7,5%
Consumer Communication & Education	1,5%
Research & Development	7,5%
Administration Fees	10%

Levy rates for 2025 was set at R14.33 per head for cattle and R2.79 per head for small stock, and are collected by Agricultural Levy Services (ALS). RMIS oversees the use of these funds, ensuring transparency, compliance, and measurable impact through quarterly reporting and external audits.

2022 - 2026 LEVY PERIOD TIMELINE



FINANCE AND ADMINISTRATION

ensuring transparency, compliance, and measurable impact through quarterly reporting and external audits

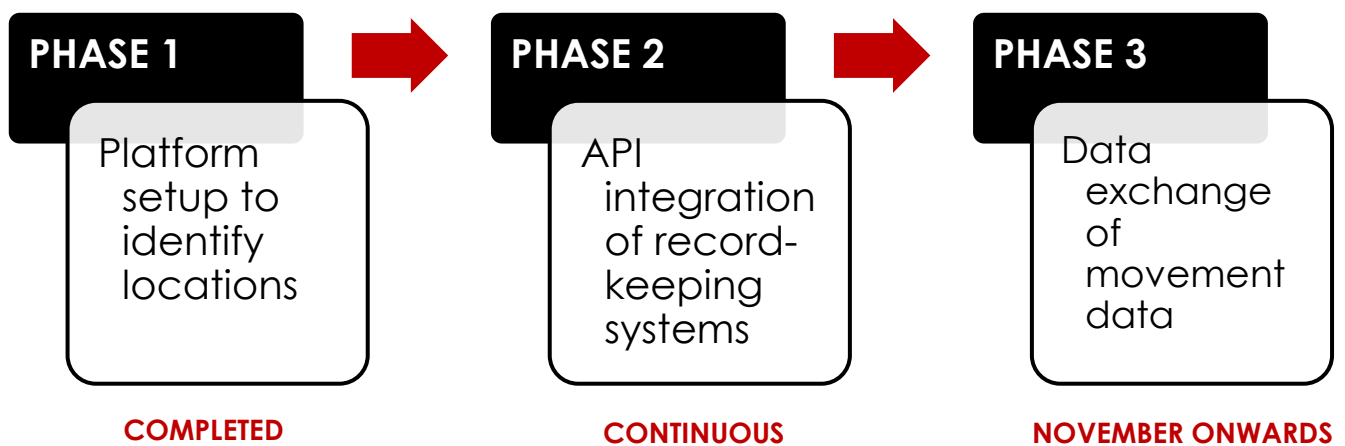
Statutory Funds Statistics	Actual	Expenditure %	NAMC % Requirement
2024/2025			
Total Income	R58 544 094,00		
Levies	R54 108 237,00		
Other Income	R1 189 883,00		
Interest	R3 245 974,00		
Total Expenditure	R44 478 744,00	82,24%	100%
Production Development	R13 822 719,00	25,55%	29,5%
Quality Control	R4 511 146,00	8,34%	9,0%
Market Access	R3 905 320,00	7,22%	15,0%
Transformation	R10 868 049,00	20,09%	20,0%
Industry Information	R4 076 443,00	7,54%	7,5%
Consumer Education & Communication	R845 970,00	1,57%	1,5%
Research and Development	R2 502 295,00	4,63%	7,5%
Administration Fees	R3 946 802,00	7,30%	10,0%
TOTAL	R44 478 744,00		
Provision for Bad Debts	R677 186,00		
TOTAL	R45 155 930,00		
Retained funds at the end of the year	R13 388 164,00		

RMIS PROJECT PORTFOLIO 2024/2025

1. DATA EXCHANGE PLATFORM (TRACEABILITY)

The 2025 statutory year began with the successful launch of the RMIS Traceability Platform, a groundbreaking system designed to strengthen disease control and improve market access through enhanced data transparency. The platform incorporates cadastral data from the Surveyor General, enabling stakeholders to geo-fence their locations and automatically receive a GS1 Global Location Number (GLN) for unique site identification. Eligible locations include farms, communal lands, auction houses, feedlots, abattoirs, testing stations, meat processors, and veterinary practices.

Building on the foundation laid in 2024, this year's focus was on expanding stakeholder registration and integrating independent livestock management recordkeeping systems. These advancements mark a significant step toward establishing a unified traceability framework across the entire red meat value chain.



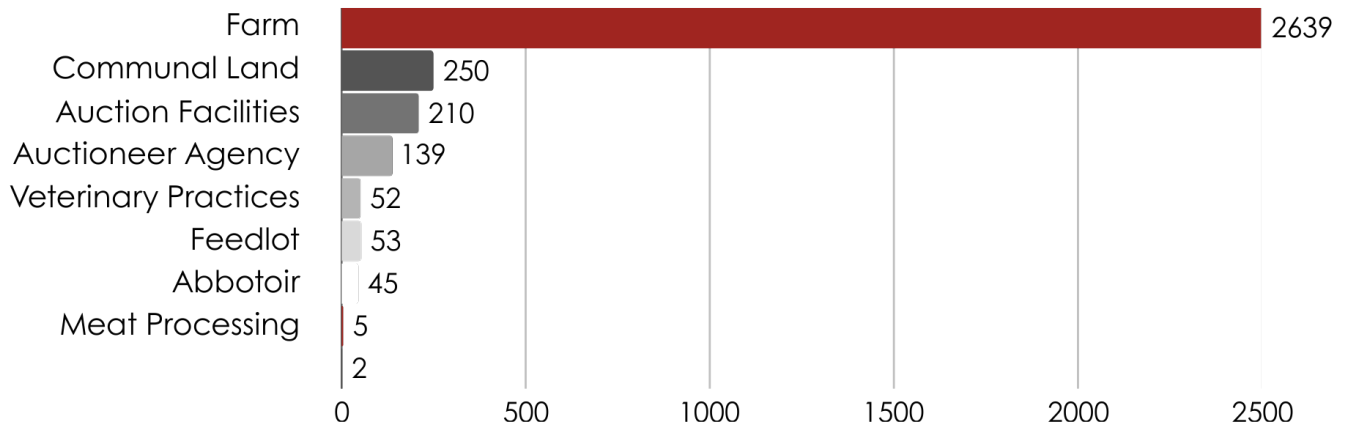
SEE HOW MANY HAVE REGISTERED ON THE TRACEABILITY PLATFORM

By November 2025

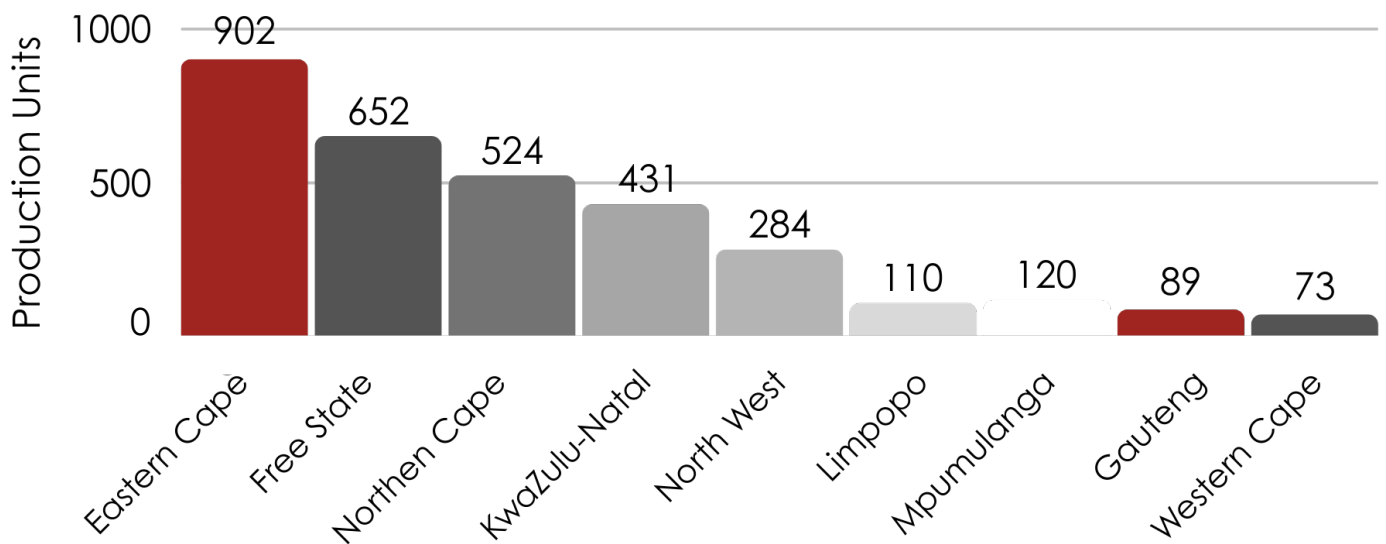
**TOTAL GLNs
REGISTERED**

3395

Registered Production Units



Production Units per Province



By the end of the statutory levy year (31 October 2025), RMIS successfully integrated eight livestock management record-keeping systems into the Traceability Platform through back-end API connections. These integrations ensure seamless data exchange between independent systems and the RMIS platform, strengthening traceability and compliance across the value chain.

The connected systems include

- Logix IDtrack
- AIMS
- Benguelasoft
- Datamars Livestock
- FlexiAuction
- Gigalot
- Pointr Solutions
- Matrix Software

2. INCLUSIVE GROWTH

Training and Knowledge Transfer

The Inclusive Growth initiative is designed to empower small-scale and communal farmers through practical support and knowledge sharing. In 2025, RMIS delivered comprehensive training covering production systems, reproduction, animal health, grazing management, financial planning, and marketing. Knowledge transfer was facilitated through multiple platforms, including formal courses, non-credit bearing programs, farmer days, and monthly free online webinars. All interventions were informed by market and farmer needs analysis to ensure relevance and impact.

SKILL DEVELOPMENT

TRAINING
COURSES

28

FARMERS
TRAINED

1775

FARMER'S
DAYS

32

FARMER'S DAYS
ATTENDEES

3423

WEBINARS

9

WEBINAR
ATTENDEES

2007

WEBINAR
YOUTUBE
VIEWS

2550

There is also training targeted at transformation at abattoir level. These courses include:

- Slaughter Technique Training – Ensuring humane and efficient practices.
- Hygiene Awareness – Promoting food safety and compliance with health standards.
- Practical Animal Handling – Improving welfare and reducing stress during processing.
- Sampling Procedures – Supporting accurate testing.

TRAINING COURSES
Black-owned Abattoirs

22

TRAINING PARTICIPANTS

228

These programs empower workers with essential skills, strengthen compliance, and enhance overall industry standards.

INFRASTRUCTURE SUPPORT: MOBILE CATTLE HANDLING UNITS

Recognising the significant infrastructure challenges faced by communal farmers, RMIS rolled out three Mobile Cattle Handling Units during 2025. These units brought essential livestock services directly to farmers, including tagging, branding, vaccination, and the capture of key production data such as weight and age by teeth. This hands-on approach not only improved animal health and traceability but also enhanced market readiness and productivity for communal farmers.

6368

LIVESTOCK PROCESSED
With Mobile Unit

1082

FARMERS ASSISTED
With Mobile Unit

17

COMMUNITIES ASSISTED
With Mobile Unit



LIVESTOCK FARMER & COMMUNITY REGISTER

One of the key action points under the Red Meat Industry Strategy 2030 for Inclusive Growth is the establishment of a Voluntary Livestock Farmer Register linked to farmer groups. In 2025, RMIS focused on identifying communities that meet the strategic criteria—approximately 50 farmers or 500 cattle per group. This groundwork is essential for creating structured farmer networks, which are critical for planning and implementing future projects.

163

COMMUNITIES

24K

EMERGING FARMERS

190 041

LIVESTOCK LINKED TO COMMUNITIES

3. INDUSTRY ANIMAL HEALTH RECORDING SYSTEM

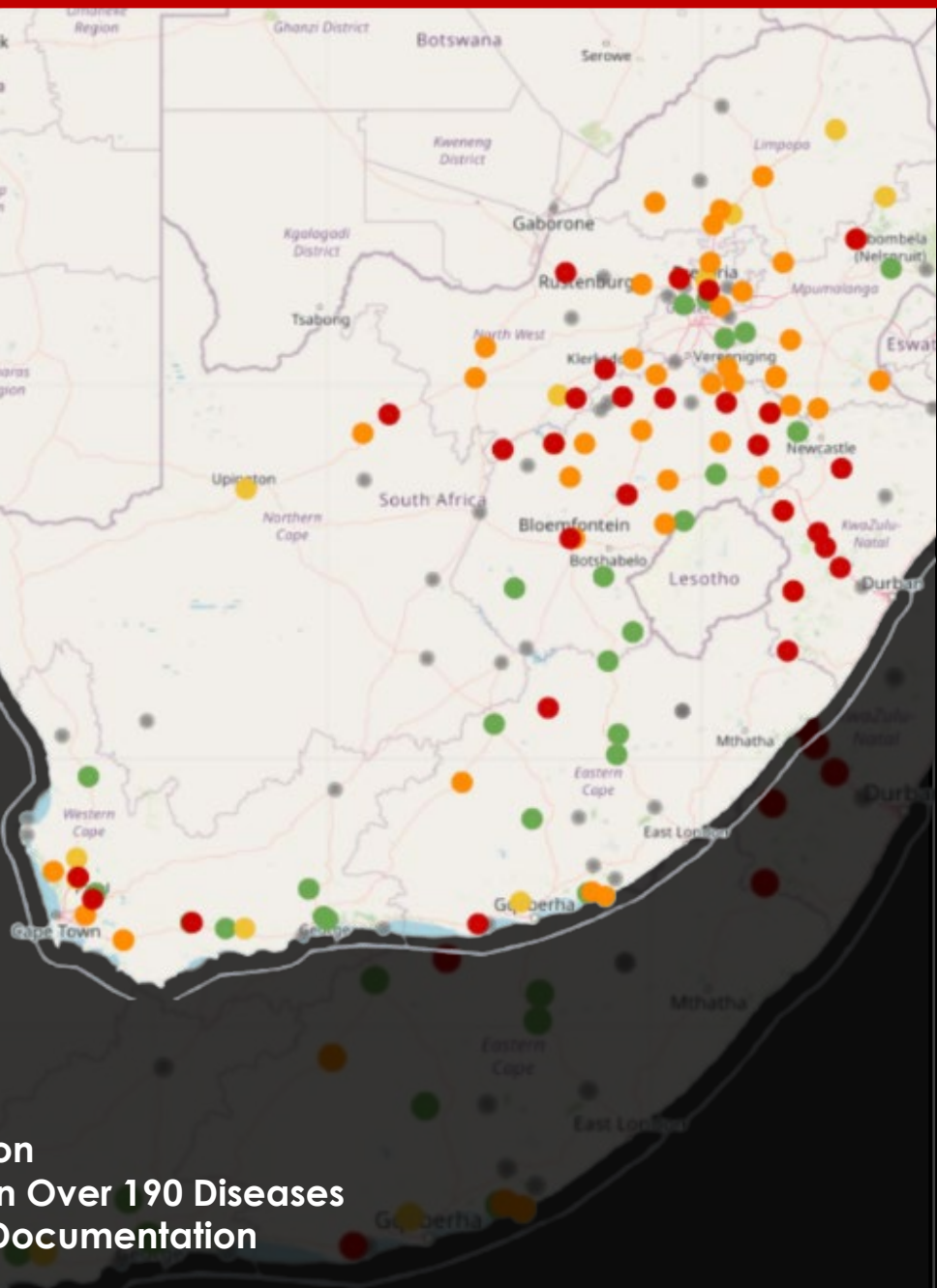
This project plays a critical role in strengthening the red meat sector's ability to monitor and respond to animal health trends. Private veterinarians report on more than 190 livestock diseases monthly, feeding data into the national veterinary dashboard developed and launched publicly in 2024. In 2025, the focus was on sustaining and expanding this reporting process to ensure producers and veterinarians have free access to historical, current, and forward-looking disease data via the RMIS website.

The goal is to equip producers and veterinarians with actionable insights that support proactive disease management and improve overall herd health.

DISEASE REPORTING

**FREE ACCESS
TO DISEASE
INFORMATION
FOR ALL**

**141 Private Veterinarians
Monthly Disease Reporting
Electronically Via Application
Monitoring and Reporting on Over 190 Diseases
Enhancing Export Protocol Documentation**



4. INDUSTRY MEAT SAFETY

Abattoir Audits

SAMIC, accredited by SANAS (South African National Accreditation System) under ISO/EC 17020, was established to serve the meat industry by auditing and validating quality inspections of slaughtered carcasses across all abattoirs in Southern Africa for beef, mutton, lamb, goat and pork. It also ensures that the industry receives validated and accurate slaughter figures. Additionally, SAMIC tests and certifies students and meat classifiers, to ensure compliance with industry standards.

Number of Operational Abattoirs	327
---------------------------------	-----

Number of Classification Abattoirs	192
------------------------------------	-----

Number of Non-Classifying Abattoirs	135
-------------------------------------	-----

Slaughter Figure Inspections at Abattoirs Done: Total 1 427

Hides and Skins export inspection	654
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H&S export containers inspected	1876
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CLASSIFICATION STUDENTS ASSESSED

47

REFRESHER COURSE

For meat classifiers

174

VETERINARY PUBLIC HEALTH

The Red Meat Abattoir Association (RMAA) serves as the implementing body for Veterinary Public Health (VPH) services, which include Animal Health Support Services, Electronic Veterinary Health Certification, Transformation Services, and Export Facilitation. These functions are critical to maintaining food safety, compliance, and international market access for South African red meat.

Core VPH Functions:

- Facilitation and administration of Independent Meat Inspection services (MIAF - Meat Inspection Advisory Forum)
- Microbiological monitoring of abattoir hygiene and standards
- Meat inspection and classification services
- Facilitation of the residue monitoring programme
- Abattoir audit standards (HAS)

MICROBIAL
MONITORING
FACILITIES

54

MICROBIAL
MONITORING TEST

1130

MICROBIAL
MONITORING
SAMPLES

636

EXPORT QUESTIONNAIRES

Actively working on

17 COUNTRIES

Per inspection: 13 samples collected | 23 tests conducted

5. CERTIFIED SOUTH AFRICAN RED MEAT

This initiative aims to build consumer trust and international credibility through a unified certification system across farms, feedlots, and abattoirs. The result will be a consolidated stamp that assures traceability, biosecurity, animal welfare, and meat safety—reinforcing the value of South African red meat in domestic and export markets. In 2025, RMIS achieved ISO 9001 certification, the international standard for quality management systems, along with certification for the Certified Red Meat South African Scheme.



CERTIFIED SOUTH AFRICAN RED MEAT SCHEME

6. STOCK THEFT

Stock theft remains a significant threat to producers and rural livelihoods, undermining economic stability across the red meat value chain. In 2025, the focus was on facilitating national and provincial Stock Theft Prevention Forums meetings and information days across the country to strengthen collaboration and awareness. The initiative also included brand and tattooing workshops, with a particular emphasis on supporting emergent farmers to improve livestock identification and traceability.

Additionally, efforts were directed toward training prosecutors and student police officers, equipping them with the knowledge and tools needed to effectively address stock theft cases. These actions aim to build a coordinated response framework that enhances prevention, improves enforcement, and safeguards the livelihoods of producers.

BRANDING
WORKSHOPS

4

PARTICIPANTS AT
BRANDING
WORKSHOPS

610

INFORMATION DAYS

24

PARTICIPANTS AT
INFORMATION DAYS

2762

STUDENT POLICE
OFFICERS TRAINED

75

PROSECUTORS
TRAINED

30

7. PRODUCER/PRODUCTION DEVELOPMENT THROUGH COMMUNICATION

Effective communication is essential for industry development, and RMIS is committed to ensuring that the entire value chain remains informed and connected. In 2025, RMIS expanded its communication efforts to close gaps and provide producers with timely, relevant information. These efforts included active engagement through social media, press releases, and media interactions, as well as the introduction of interactive dashboards on the RMIS website. Additionally, communication was strengthened through WhatsApp alerts and regular website updates, ensuring producers have easy access to critical information.



By leveraging these tools, RMIS empowers producers with the knowledge and resources needed to drive sustainable growth and innovation across the red meat industry. The impact of these efforts is reflected in the Advertising Value Equivalency (AVE), which exceeded R43 million in 2025. AVE is a standard metric used to estimate the value of media coverage by calculating what the equivalent advertising space or time would cost—demonstrating the significant reach and visibility achieved through RMIS's communication strategy.

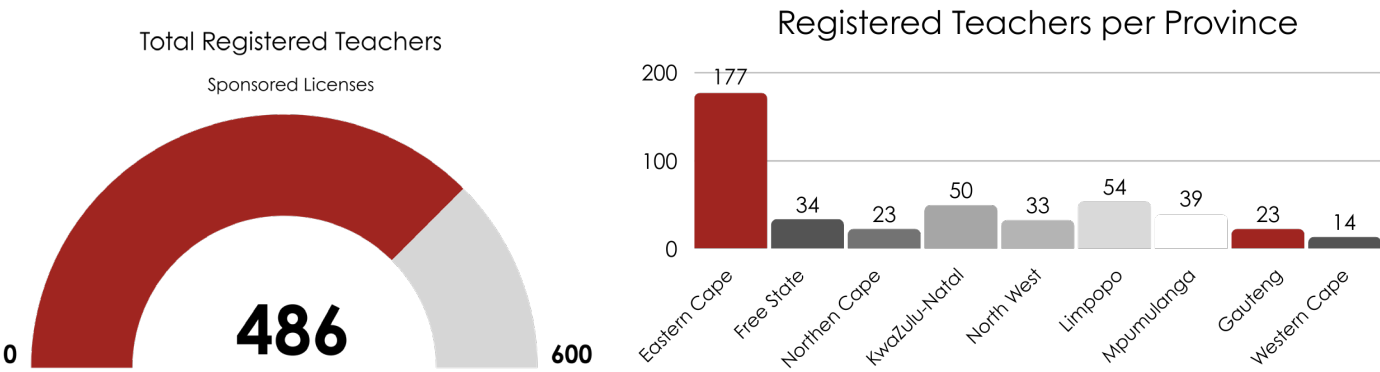
8. CONSUMER EDUCATION – BEEF AND LAMB SA

Under the brand Beef and Lamb SA, RMIS continued its efforts to promote red meat consumption and build consumer confidence in 2025. This initiative focuses on engaging directly with consumers through strategic collaborations with social media influencers and digital platforms. By sharing scientifically backed insights and interesting facts, the campaign educates the public on the nutritional benefits, sustainability, and versatility of red meat. These efforts aim to foster informed consumption choices, strengthen trust in the industry, and position South African red meat as a preferred protein source



E-LEARNING PLATFORM FOR AGRICULTURAL EDUCATORS

In collaboration with the Department of Education, RMIS continued its initiative to support secondary school agricultural teachers through an e-learning platform tailored to the livestock component of their curriculum. Following its successful launch in 2024, the 2025 phase focused on implementation, maintenance, and continuous improvement. By year-end, 447 teachers across South Africa had registered on the platform, gaining access to high-quality resources for lesson preparation and professional development. This program plays a pivotal role in equipping educators with practical tools, enhancing classroom delivery, and shaping the next generation of agricultural professionals.



TEACHER FEEDBACK

It is very complete. There are clear definitions and sketches included.

"I reviewed your GRADE 12 Agricultural Sciences online projects and found that it provides great resources for producing excellent results. It even includes economics lessons. I have learned a lot from your online teaching material."

9. RESEARCH & DEVELOPMENT

During this year, RMIS published two Red Meat Industry Reports providing global and local market insights on production, demand, price dynamics, input costs, and climatic conditions. An Industry Trajectory Report was also released, combining key data with expert analysis and stakeholder input to forecast future outcomes for the sector.

In addition, RMIS launched Red Meat Voice, a comprehensive sentiment study capturing the lived experiences of producers and value chain role players. These insights will strengthen communication, unity, and purposeful action aligned with the Red Meat Industry Strategy 2030.

To prioritize interventions based on real-world challenges, RMIS introduced a new framework in 2025 called Field To Future. Eight focus groups were convened, involving 136 participants, and 50 research proposals were received, of which nine projects were approved to be finalised in 2026:

Overview of the Research Projects identified in 2025

1 EVIDENCE-BASED RISK REDUCTION FOR FMD VIRUS PERSISTENCE AT SLAUGHTER



Prof Armanda Bastos (University of Pretoria)

This research aims to refine slaughter regulations by assessing the real risk of Foot-and-Mouth Disease (FMD) virus persistence, reducing unnecessary costs, and improving trade competitiveness.

6 MAPPING THE SOUTH AFRICAN RED MEAT VALUE CHAIN



Dr Hamman Oosthuizen (OABS)

This analysis will deliver an updated, integrated value chain map to guide strategic planning and market development.

2 UNDERSTANDING FARMING APPROACHES AND LAND ACCESS SYSTEMS



Ryan Newborn (OABS)

This study will investigate communal and freehold farming systems to improve transformation support and inclusive growth.

7 VET CONNECT: A DIGITAL VETERINARY SUPPORT PLATFORM



David Malan (Gendac)

Designing a mobile platform to provide remote farmers with timely veterinary advice and disease diagnostics.

3 ESTIMATING THE ECONOMIC IMPACT OF FMD ON THE RED MEAT SECTOR



Dr WA Lombard (Jabulani Consulting)

This study will quantify the full economic ripple effects of FMD outbreaks, informing policy and resilience strategies.

8 BEEF GRADING: A QUALITY-BASED BEEF MARKETING STRATEGY FOR SA



Gerhard van der Burgh (BFAP) and Dr Phillip Strydom (US)

The study aims to develop a market- and consumer-focused strategic framework to modernise SA's beef grading and classification system, benchmark it internationally, and create a practical roadmap that enhances transparency, competitiveness, market access, and inclusive value creation in the red meat sector.

4 POLICING LIVESTOCK THEFT IN RURAL SOUTH AFRICA



Willie Clack (UNISA)

Exploring farmer experiences and prevention strategies to strengthen rural safety and reduce economic losses from theft.

9 SUSTAINABLE ESG FRAMEWORK FOR THE SA RED MEAT INDUSTRY



Frans van Wyk (AgriFusion)

Developing a tailored ESG sustainability framework that aligns with RMIS's strategic plan, integrates existing compliance requirements, establishes a baseline for data-driven reporting, and strengthens the sector's global competitiveness, market access, and long-term resilience by meeting international ESG expectations while reflecting South Africa's unique context.

5 FARM-LEVEL VACCINATION PLANNING AND NATIONAL STRATEGY



Dr Danie Odendaal (VNet)

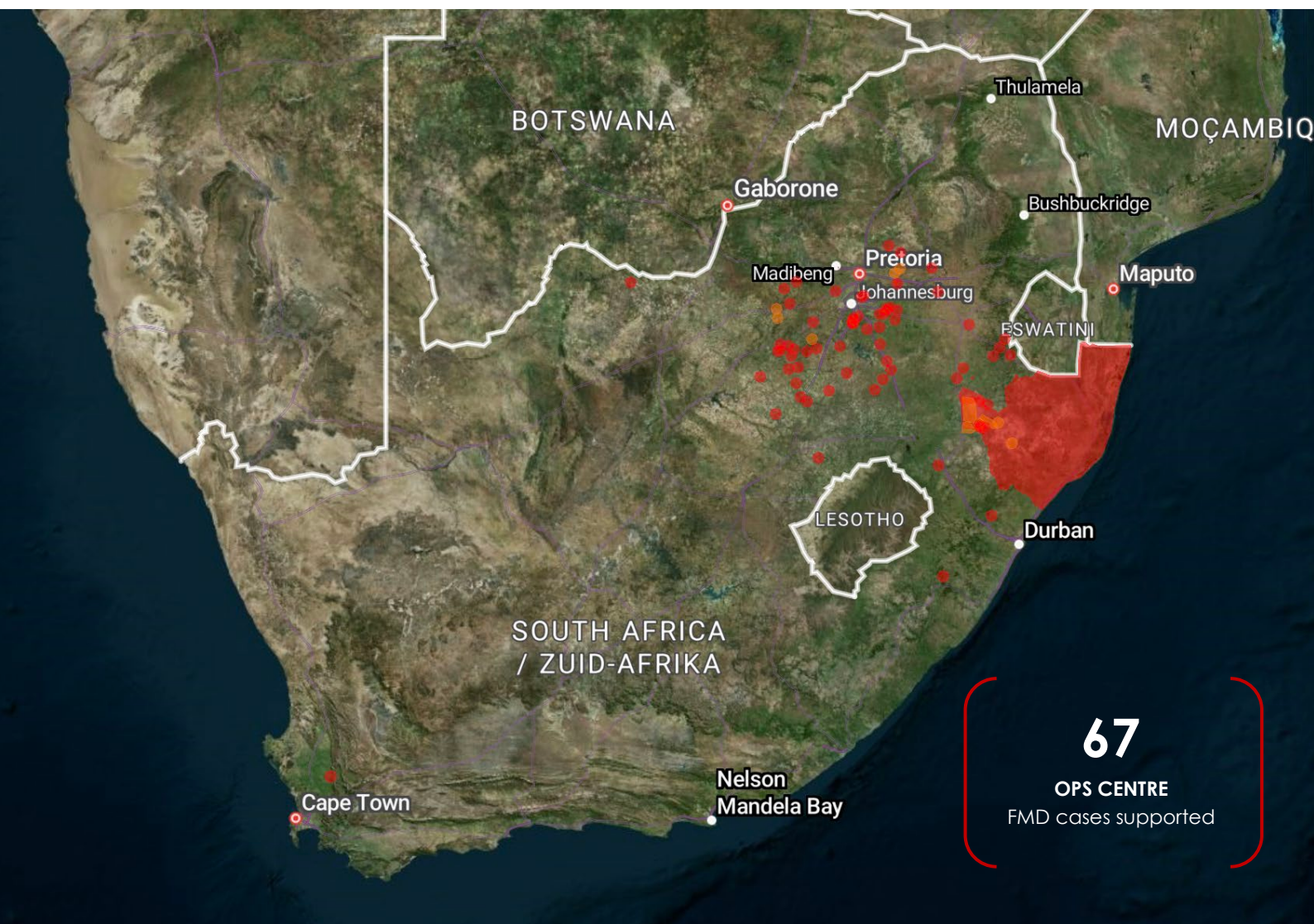
This project includes assessing vaccination practices and developing tools for a phased national strategy to enhance herd health and biosecurity.

10. BIOSECURITY MARSHALS

To strengthen biosecurity and disease prevention, RMIS piloted the deployment of two biosecurity marshals in 2025, officially authorised under Section 4(1) of the Animal Diseases Act (Act 35 of 1984). These marshals were empowered to investigate disease outbreaks, visit farms and facilities, request movement and production records, and assist in legal proceedings. Their work focused on critical control points, including auctions, abattoirs, farms, transport routes, and border posts. Key responsibilities included tracing FMD-positive cases, monitoring road cameras for illegal livestock transport, flagging suspected vehicles, facilitating communication between authorities, and sharing intelligence on animal smuggling. This proactive approach significantly enhanced the industry's ability to manage disease risks.

RMIS Operational Centre and FMD Support

Initially not part of the 2025 project portfolio, the RMIS Operational Centre was established in response to the escalating FMD outbreak to provide rapid, coordinated support. The centre's key functions include live mapping of suspected cases on the RMIS platform, automated WhatsApp alerts to stakeholders within outbreak zones, close collaboration with state veterinarians in high-risk areas, and continuous communication with diagnostic laboratories to monitor result timelines. The centre also played a vital role in dispelling false rumours regarding alleged FMD testing. Operations were supported by a dedicated veterinarian and RMIS Biosecurity Marshals deployed in the field.



Additional FMD Support

Beyond the Operational Centre, RMIS implemented several critical interventions to strengthen FMD control. These included:

- Launching a dedicated FMD Updates page on the RMIS website to ensure transparent communication.
- Developing an Industry Disease Control Plan.
- Facilitating the purchase of **644,000 FMD vaccine doses** from the Botswana Vaccine Institute.
- Securing government authorisation for **14 private veterinarians** to manage FMD outbreaks in Disease Management Areas (DMAs).
- Appointing an Animal Health Technician authorised by the state to assist with FMD duties at Karan Beef.
- Sponsoring essential resources for the Gauteng State Veterinary Department, including 4,000 pink ear tags, 5 knapsack pressure sprayers, 5 F-brandmark letters, 3 gas bottles, and providing mobile cattle handling units to vaccinate 4,938 animals across 12 sites.

Veterinary Support

In September, RMIS appointed a dedicated Veterinarian, Dr Peter Evans, to ensure coordinated oversight of animal health initiatives, reinforcing the industry's resilience and readiness. Dr Evans is currently serving on the Ministerial Task Team (MTT) on animal disease prevention and control which was announced by the Minister of Agriculture in late August 2025.

ADDITIONAL PROJECT OUTSIDE OF STATUTORY LEVY:



rural development & land reform

Department:
Rural Development and Land Reform
REPUBLIC OF SOUTH AFRICA

LAND DEVELOPMENT SUPPORT PROGRAMME:

This initiative aims to enhance the commercialisation of small-scale farmers through practical implementation and mentorship. RMIS has been designated as the implementing body for the Land Development Support (LDS) programme on behalf of DALRRD, overseeing a five-year initiative. The objective is to promote sustainable production practices and facilitate small-scale farmer development through a turn-key offering

This initiative also includes RMIS's role in implementing the Land Development Support Programme (LDS), a five-year national effort to commercialise emerging farmers through enterprise development and mentorship.

LDS MILESTONES



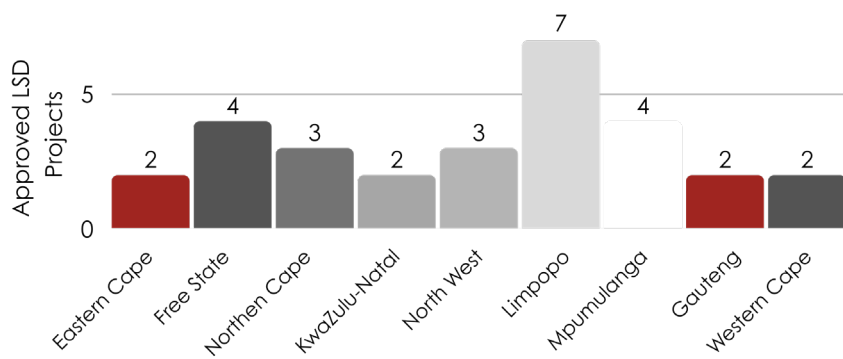
27

Projects In
Implementation
Phase

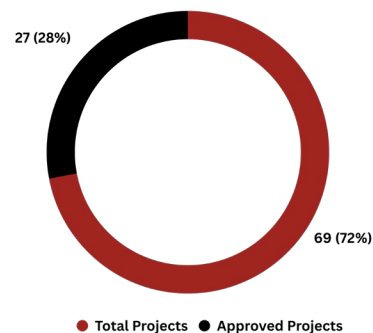
69

Total Assigned
Projects

LSD Approved Projects per Province



LSD Project Status



MACHINERY PROCURED

83

MACHINERY PROCURED VALUE

R14,51M

CATTLE PROCURED

812

CATTLE PROCURED VALUE

R19,52M

PASTURE ESTABLISHMENT (HA)

944

PASTURE ESTABLISHMENT VALUE

R1 053K

SHEEP PROCURED

15

SHEEP PROCURED VALUE

R112K

- Fencing
- Buildings
- Handling Facilities
- Water Reticulation
- Electricity

INFRASTRUCTURE COMPLETED VALUE

R7,34M

91

MeatMENTOR Visits



THANK YOU

We extend our heartfelt gratitude to every stakeholder who has walked this journey with us. First and foremost, thank you to everyone who pays the statutory levy; your contributions make these achievements possible.

We sincerely appreciate the dedicated service providers whose expertise and commitment have been pivotal in delivering the impactful outcomes highlighted in this report. Your hard work and innovation continue to strengthen the red meat value chain. We also thank the broader industry stakeholders for their collaboration and unwavering support—your shared vision and active participation in driving initiatives alongside us have made a tangible difference in improving the sector.

We further express our appreciation to the Department of Agriculture for the collaboration during the past year, especially during a challenging time for the industry. Lastly, a special word of gratitude goes to the Department of Land Reform and Rural Development for entrusting RMIS with the Land Development Support Programme. Your confidence in our ability to implement this critical initiative inspires us to keep building a more inclusive and sustainable future for the red meat industry.

Together, we are shaping progress that benefits all.

