



• The Eastern Cape Red Meat Project works with emerging farmers to increase the income that they earn from raising cattle, through connecting them to formal red meat markets.

**The project:**

- enables farmers to understand the structure, operation and requirements of formal red meat markets
  - develops new marketing channels by re-establishing auctions and rural abattoirs, by introducing custom feeding programmes and by negotiating direct marketing agreements between groups of farmers and retailers
  - trains and provides practical assistance to align the age, condition and breeding of animals more closely to market demand.
- Participation is open to all, on a self-selecting basis. Even the poorest owners of livestock, with only a few animals, are able to engage with formal markets.

**Achievements since 2005 include:**

- building a presence in 5 of the Eastern Cape's 6 District Municipalities
- developing strong positive relationships with farmers and key external role-players, including the Eastern Cape Department of Agriculture and Rural Development, local authorities and auctioneers
- attracting about R2,5 million in co-funding
- training several thousand farmers on aspects of livestock marketing and/or production
- establishing or renovating and bringing back into operation of 7 auction pens
- facilitating nearly 50 auctions/buyer's days in 5 district municipalities, averaging about one a month; more than 1 500 head of cattle have been sold, realizing about R4,5 million
- achieving above market-average increases in the prices of animals sold
- establishing 3 feedlots - in the Peddie/Ngqushwa and Mount Frere districts and, most recently, at Fort Cox Agricultural College.

**For further information, please contact Xolile Ngetu on 082-220 0379 or Mike de Klerk on 082-452 7749.**

Pointing the way ahead ... Chair of the Philani Farmers Association, Mr Gilbert Buwa with a fellow farmer and livestock at the Eastern Cape Red Meat Project's first feedlot in the Peddie/Ngqushwa district



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**Project Implementation Manager: Dr Xolile Ngetu, planning layout with WVBHO staff at the feedlot near Mount Frere**

